

B.COM Semester I
English I
(Written English)
100 Marks - 75 Lectures

Course Objectives:

1. To improve the English language proficiency of the students, by developing their reading, comprehending, writing, listening and speaking skills.
2. To provide them competence and expertise to answer various Competitive Exams.

Learning Outcomes

By the end of the semester the students should be able:

- to know correct grammatical usage / analyze the structure of language;
- to comprehend a given text, grasp its gist, locate meanings, and infer conclusions;
- to prepare notes of an unseen text in a format of their choice;
- to write simple narratives;
- to design advertisements;
- to write articles of an analytical nature;
- To write reports.

Course content

- 1 Grammar: Students to be familiarized with the structure of the English language.
(20 Marks -18 lectures)
- 2 Comprehension: Questions asked should test literal, inferential, interpretive skills of students.
(15Marks-11lectures)
- 3 Basics of Business Letter Writing: Layout and Parts of letters; Courtesy Letters: Invitation letters, Appreciation and Congratulation, Sympathy etc.
(15marks - 09 lectures)
- 4 Creative writing: Students should create documents in genres like poetry, drama, short stories, essays, biographies etc. (09 lectures) 15 mark
- 5 Advertisements: Students should prepare simple classified and display advertisements (08lectures) 10 marks
- 6 Articles: Students should interpret visual representations like graphs, maps, tables and charts and write articles of analytical nature based on them
(15 marks-10 lectures)
- 7 Computer Writing Skills: Students should improve their ability to touch type and use the on-line and off-line tools like spell checker, grammar checker and search engines to improve their writing abilities. This can be taught through computer games that can be freely-downloaded.
(10 Marks-10 Lectures)

G. V. RAO
SHRI G. G. RAO RAITURCAR
COLLEGE OF COMMERCE & ECONOMICS
LIBRARY

Books for Study and Reference:

- ✓ *Objective English for Competitive Examination* by Hari Mohan Prasad. Tata McGraw-Hill Publishing Company Limited.
- *Advanced Learner's English Grammar and Composition* by M.P.Sinha., Concept Publishers and Distributors.
- *Objective English* by Rajni Sehgal, Sarup & Sons, New Delhi.
- *Comprehension, Precis and Paragraph Writing*, by Lawrence Shaffer, Sarup & Sons.
- *English through Reading*, by Bhaskar and Prabhu, Macmillan India.
- owl.english.purdue.edu/ The Purdue University Online Writing Lab

Scheme of Examination:

- 2 Intra Semester Assessments [ISA] 20 marks.
- 1 Semester End Examination [SEE] 80 marks.

G. V. R. S
SHRI G. G. POY RAITURCAR
COLLEGE OF COMMERCE & ECONOMICS
LIBRARY