| **24UENLB101** | **ENGLISH FOR COMMERCE AND MANAGEMENT-I** | **SEMESTER – I** |
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| **Course Objectives:**The Course aims to Enhance proficiency in all four language skills (Listening, Speaking, Reading, Writing) within a business context.  Develop a comprehensive vocabulary related to commerce, finance, and management principles.  Improve grammatical accuracy and fluency in written and spoken business communication.  Foster critical thinking and analytical skills for effective communication in business settings.  |
| **Total Hours: 50** |
| **UNIT** | **CONTENTS** | **Hrs** | **CO** |
| **I** | **1. Listening:** Listening to basic business conversations and instructions.**2. Speaking:** Introducing one self, making simple requests and engaging in small talk.**3.Reading:** Reading aloud (brief motivational anecdotes)**4. Writing**: Writing a paragraph on a proverbial expression/motivational idea. **5.Grammar:**Punctuation**6.Vocabulary:** Business Jargon (Synonyms & Antonyms)  | **10** | **CO1** |
|  **II** | **1.Listening:** Listening vs. Hearing, Types of listening**2.Speaking:** Asking Directions& Giving Directions**3.Reading:** Reading Newspaper Article**4.Writing:** Data Interpretation – Bar Graph, Pie Chart, Tree Diagram **5.Grammar:** Question Tag **6.Vocabulary:** One word substitution  | **10** | **CO2** |
| **III** | **1.Listening :** Listening to interviews of specialists / inventors in fields**2. Speaking:** Brainstorming. (Mind mapping)**3.Reading:** Reading Visual texts – Advertisements**4.Writing:** Writing a Brochure**5.Grammar:**Conditional Clauses**6.Vocabulary:** Collocation | **10** | **CO3** |
| **IV**  | **1.Listening :** Listening to questions at a formal interview**2. Speaking:** Giving ideas and opinions during the meeting and making concluding remarks.**3.Reading:**Note-taking**4. Writing:** Dramatizing everyday situations/Social issues through skits. (writing scripts)**5.Grammar :**Modals**6.Vocabulary:** Abbreviations & Acronyms | **10** | **CO4** |
| **V** | **1.Listening :** Listening to Telephonic Conversation &Telephonic Etiquette**2.Speaking:** Polite form of long (Can-do Statements) Making formal presentations (PPT) **3. Reading:** Reading to identify point of view and perspective (opinion pieces, editorials etc.) **4.Writing:**Describing a product or picture**5.Grammar:**Subject-verb agreement, Impersonal Passive form**6.Vocabulary:** Phrasal Verbs | **10** | **CO5** |
| **Reference Books:** |
| 1. | Taylor, Shirley, and Wayne Taylor. *Business Communication Essentials*. Cengage Learning,Penspark. |
| 2. | Farooq, Lia, and Peter V. Christianson. Professional Communication for Business. McGraw-Hill Education |
| 3. | Moriarty, Sandra E. The Art of Business Writing. Cengage Learning. |
| **Web Sources:** |
| 1 | <https://sultan-chand.com/books/view/490> |
| 2 | <http://www.charulathapublications.com/products/professional-english-for-commerce-and-management> |
| 3 | [http://www.gactvd.in/Documents/Learning/English/712CE Communicative English.pdf](http://www.gactvd.in/Documents/Learning/English/712CE%20Communicative%20English.pdf) |

| **COURSE OUTCOMES (CO)**On completion of this course, the students should be able to |
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| **CO1** | Comprehend complex business-related information through listening and reading.  |
| **CO2** | Communicate effectively in various business situations, both orally and in writing. |
| **CO3** | Employ appropriate business vocabulary and grammatical structures confidently. |
| **CO4** | Analyze business information and critically evaluate communication strategies. |
| **CO5** | Deliver clear, concise, and persuasive presentations tailored to a business audience. |