| **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. |