



**FORMAT FOR COURSE CURRICULUM**

UG- 01

Course Title: Communication Skills-I

Credit Units: 1

Course Code: BCU141

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1


**Course Objective** The course is intended to familiarize students with the basics of English language and help them to learn to identify language structures for correct English usage.

**Prerequisites:** NIL

**Course Contents / Syllabus:**

1.	<b>Module I Essentials of English Grammar</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>• Common Errors</li> <li>• Parts of Speech</li> <li>• Collocations, Relative Pronoun</li> <li>• Subject-Verb Agreement</li> <li>• Articles</li> <li>• Punctuation</li> <li>• Sentence Structure- 'Wh' Questions</li> </ul>	
2.	<b>Module II Written English Communication</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>• Paragraph Writing</li> <li>• Essay Writing</li> </ul>	
3.	<b>Module III Spoken English Communication</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>• Introduction to Phonetics</li> <li>• Syllable-Consonant and Vowel Sounds</li> <li>• Stress and Intonation</li> </ul>	
4.	<b>Module IV : Prose</b>	<b>10% Weightage</b>

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	<p>“Friends, Romans, Countrymen, lend me your ears” Speech by Marc Antony in Julius Caesar</p> <p>❖ Comprehension Questions will be set in the End-Semester Exam</p>																	
5.	<p><b>Student Learning Outcomes:</b> The students should be able to :</p> <ul style="list-style-type: none"> <li>• Identify Common Errors and Rectify Them</li> <li>• Develop and Expand Writing Skills Through Controlled and Guided Activities</li> <li>• To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation.</li> </ul>																	
6.	<p><b>Pedagogy for Course Delivery:</b></p> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Group Discussions</li> <li>• Presentations</li> <li>• Lectures</li> <li>• Extempore</li> </ul>																	
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Text:

*Rosenblum, M. How to Build Better Vocabulary, London: Bloomsbury Publication*  
*Verma, Shalini. Word Power made Handy, S. Chand Publications*  
*High School English Grammar & Composition by Wren & Martin*  
**References: K.K.Sinha , Business Communication, Galgotia Publishing Company.**

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**Additional Reading: Newspapers and Journals**



**FORMAT OF COURSE CURRICULUM**

**UG: Semester II**

**Course Title: Communication Skills-II**

**Course Code: BCU 241**

**Credit Units: 1**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

**Course Objectives:**


To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking, Reading, Writing)

**Prerequisites:** NIL

<b>Course Contents / Syllabus:</b>		
<b>1.</b>	<b>Module I Communication</b>	<b>35% Weightage</b>
	<ul style="list-style-type: none"> <li>• Process and Importance</li> <li>• Models of Communication (Linear &amp; Shannon Weaver)</li> <li>• Role and Purpose</li> <li>• Types &amp; Channels</li> <li>• Communication Networks</li> <li>• Principles &amp; Barriers</li> </ul>	
<b>2.</b>	<b>Module II Verbal Communication</b>	<b>25% Weightage</b>
	Oral Communication: Forms, Advantages & Disadvantages Written Communication: Forms, Advantages & Disadvantages Introduction of Communication Skills (Listening, Speaking, Reading, Writing)	
<b>3.</b>	<b>Module III Non-Verbal Communication</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>• Principles &amp; Significance of Nonverbal Communication</li> <li>• KOPPACT (Kinesics, Oculistics, Proxemics, Para-Language, Artifacts, Chronemics, Tactilics)</li> <li>• Visible Code</li> </ul>	
<b>4.</b>	<b>Module IV : Prose</b>	<b>10% Weightage</b>

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	TEXT: APJ Abdul Kalam and Arun Tiwari. <i>Wings of Fire: An Autobiography</i> , Universities Press, 2011  Comprehension Questions will be set in the End-Semester Exam																	
5.	<b>Student Learning Outcomes:</b>  The students should be able to :  <ul style="list-style-type: none"> <li>• Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment</li> </ul>																	
6.	<b>Pedagogy for Course Delivery:</b>  <ul style="list-style-type: none"> <li>• Extempore</li> <li>• Presentations</li> <li>• Lectures</li> </ul>																	
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*High School English Grammar & Composition by Wren & Martin*

Reference: *K.K.Sinha , Business Communication, Galgotia Publishing Company.*

*Alan Pease : Body Language*

**Additional Reading: Newspapers and Journals**

  
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### FORMAT FOR COURSE CURRICULUM

**UG: Semester III**

**Course Title: Communication Skills-III**

**Credit Units: 1**

**Course Code: BCU 341**

**Course Objective:**


To emphasize the essential aspects of effective written communication necessary for professional success.

**Prerequisites: NIL**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

<b>Course Contents / Syllabus:</b>		
<b>1.</b>	<b>Module I Principles of Effective Writing</b> <ul style="list-style-type: none"> <li>Spellings-100 Most Misspelled Words in English</li> <li>Web Based Writing</li> <li>Note Taking: Process &amp; Techniques</li> </ul>	<b>35% Weightage</b>
<b>2.</b>	<b>Module II- Formal Letter Writing</b> <ul style="list-style-type: none"> <li>Block Format</li> <li>Types of Letters</li> <li>E-mail</li> <li>Netiquete</li> </ul>	<b>35% Weightage</b>
<b>3.</b>	<b>Module III - Business Memos</b> <ul style="list-style-type: none"> <li>Format &amp; Characteristics</li> </ul>	<b>20% Weightage</b>
<b>4.</b>	<b>Module IV Short Stories</b> <ul style="list-style-type: none"> <li>Stench of Kerosene-Amrita Pritam</li> <li>A Flowering Tree-A.K. Ramanujan</li> <li>The Gift of the Magi- O. Henry</li> </ul>	<b>10% Weightage</b>

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	<ul style="list-style-type: none"> <li>• A Fly in Buttermilk-James Baldwin</li> </ul>																	
5.	<b>Student Learning Outcomes:</b> The students should be able to write correctly and properly with special reference to Letter writing.																	
6.	<b>Pedagogy for Course Delivery:</b> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Group Discussions</li> <li>• Presentations</li> <li>• Lectures</li> </ul>																	
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**Text:** Rai, Urmila & S.M. Rai. *Business Communication, Mumbai: Himalaya Publishing House, 2002.*

*K.K.Sinha, Business Communication, Galgotia Publishing Company.*

**Reference:** Sanjay Kumar & Pushp Lata, *Communication Skills, Oxford University Press.*

**Additional Reading:** Newspapers and Journals



**FORMAT FOR COURSE CURRICULUM**

UG: Semester IV

Course Title: Communication Skills-IV

Credit Units: 1

Course Code: BCU 441


L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objective:

This course is designed to develop the skills of the students in preparing job search artifacts and negotiating their use in GDs and interviews.

Prerequisites: NIL

**Course Contents / Syllabus:**

1.	<b>Module I Employment-Related Correspondence</b>	<b>35% Weightage</b>
	<ul style="list-style-type: none"> <li>Resume Writing</li> <li>Covering Letters</li> <li>Follow Up Letters</li> </ul>	
2.	<b>Module II Dynamics of Group Discussion</b>	<b>35% Weightage</b>
	<ul style="list-style-type: none"> <li>Significance of GD</li> <li>Methodology &amp; Guidelines</li> </ul>	
3.	<b>Module III Interviews</b>	<b>20% Weightage</b>
	<ul style="list-style-type: none"> <li>Types &amp; Styles of Interviews</li> <li>Fundamentals of facing Interviews</li> <li>Interview-Frequently Asked Questions</li> </ul>	
4.	<b>Module IV Short Stories</b>	<b>10% Weightage</b>
	<ul style="list-style-type: none"> <li>Proof of the Pudding - O. Henry</li> <li>"The Lottery" 1948 – Shirley Jackson</li> <li>The Eyes Have it- Ruskin Bond</li> <li>Kallu- Ismat Chughtai</li> </ul> <p>All the four stories will be discussed in one class. One Long Question will be set in the Exam from the Text.</p>	 <b>Registrar</b> <b>Amity University Madhya Pradesh</b> <b>Gwalior</b>
<b>Student Learning Outcomes:</b>		

5.	<ul style="list-style-type: none"> <li>• Develop a resume for oneself</li> <li>• Ability to handle the interview process confidently</li> <li>• Learn the subtle nuances of an effective group discussion</li> </ul>															
6.	<p><b>Pedagogy for Course Delivery:</b></p> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Group Discussions</li> <li>• Presentations</li> <li>• Lectures</li> </ul>															
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**Text:** Sharma, R.C. & Krishna Mohan. *Business Correspondence and Report Writing: A Practical approach to Business & Technical Communication*, New Delhi: Tata McGraw Hill & Co. Ltd., 2002.

Rai, Urmila & S.M. Rai. *Business Communication*, Mumbai: Himalaya Publishing House, 2002.

Rizvi, M.Ashraf. *Effective Technical Communication*, New Delhi: Tata McGraw Hill, 2007.

**Reference:** Brusaw, Charles T., Gerald J. Alred & Walter E. Oliu. *The Business Writer's Companion*, Bedford: St. Martin's Press, 2010.

Lewis, Norman. *How to Read Better and Faster*. New Delhi: Binny Publishing House.

**Additional Reading:** Newspapers and Journals

  
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### FORMAT FOR COURSE CURRICULUM

UG : Semester V

Course Title : Communication Skills-V

Credit Units: 1

Course Code: BCU 541

Course Objective:

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

- To enable the students to adopt strategies for effective reading and writing skills.
- The course would enhance student's vocabulary, language and fluency. It would also teach the students to deliver professional presentations.

Prerequisites: NIL

Course Contents / Syllabus:		
1.	<b>Module I Vocabulary</b> <ul style="list-style-type: none"> <li>• Define Vocabulary</li> <li>• Significance of Vocabulary</li> <li>• One Word Substitution, Synonyms &amp; Antonyms and Idioms &amp; Phrases</li> <li>• Define and Differentiate Homonyms, Homophones and Homographs</li> <li>• Vocabulary Drills</li> <li>• Foreign Words</li> </ul>	35% Weightage
2.	<b>Module II Comprehension Skills</b> <ul style="list-style-type: none"> <li>• Reading Comprehension-SQ3R Reading Techniques</li> <li>• Summarising and Paraphrasing</li> <li>• Précis Writing</li> <li>• Listening Comprehension</li> </ul>	25% Weightage
3.	<b>Module III Presentation Skills</b> <ul style="list-style-type: none"> <li>• Discussing the Significance of Audio-visual Aids, Audience and Feedback in Presentation Skills</li> <li>• Analyzing the Significance of Non-Verbal Communication</li> </ul>	30% Weightage
4.	<b>Module IV Prose</b> <ul style="list-style-type: none"> <li>• How Far is the River-Ruskin Bond</li> <li>• My Wood-E.M.Forster</li> </ul>	10% Weightage

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	<ul style="list-style-type: none"> <li>I have a Dream-Martin Luther King</li> <li>Spoken English and Broken English-G.B. Shaw</li> </ul>															
5.	<p><b>Student Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>Communicate fluently and sustain comprehension of an extended discourse.</li> <li>Demonstrate ability to interpret texts and observe the rules of good writing.</li> <li>Prepare and present effective presentations aided by ICT tools.</li> </ul> <p><b>Pedagogy for Course Delivery:</b> Workshop</p> <ul style="list-style-type: none"> <li>Group Discussions</li> <li>Presentations</li> <li>Lectures</li> </ul>															
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**Text:** Jaffe, C.I. *Public Speaking: Concepts and Skills for a Diverse Society*, 4<sup>th</sup> ed. Belmont, CA: Wadsworth, 2004.

*Effective English for Engineering Students*, B Cauveri, Macmillan India

*Creative English for Communication*, Krishnaswamy N, Macmillan

**Reference:** *A Textbook of English Phonetics*, Balasubramanian T, Macmillan

**Additional Reading:** Newspapers and Journals

  
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### FORMAT FOR COURSE CURRICULUM

**UG: Semester VI**

**Course Title: Communication Skills VI**

**Credit Units: 1**

**Course Code: BCU 641**

**Course Objective:** The main emphasis of this course is to enable students to learn the dynamics of social communication and to demonstrate the ability to learn the nuances of informal communication.

**Prerequisites:** NIL

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

<b>Course Contents / Syllabus:</b>		
<b>1.</b>	<p><b>Module I Social Communication Essentials</b></p> <ul style="list-style-type: none"> <li>• Small talk</li> <li>• Building rapport</li> <li>• Expand social and Corporate Associations</li> <li>• Informal Communication: Grapevine, Chat</li> </ul>	<b>30% Weightage</b>
<b>2.</b>	<p><b>Module II Workplace Interpersonal Skills</b></p> <ul style="list-style-type: none"> <li>• Understanding Social Communication in Workplace environment.</li> <li>• Employee feedback: Assess employee performance and satisfaction.</li> <li>• Simulation</li> <li>➤ <b>Humour in Communication-Use of 'Puns'</b></li> <li>➤ <b>Entertainment and Communication (Infotainment)</b></li> <li>• Infotainment and Social Media</li> <li>• Entertainment in Journalism</li> <li>➤ <b>Social Networking</b></li> </ul>	<b>25% Weightage</b>
<b>3.</b>	<p><b>Module III Visual Code / Social Etiquette</b></p> <ul style="list-style-type: none"> <li>• Power Dressing</li> <li>• Fine Dining</li> <li>• Office Party Etiquette</li> <li>• Business Travel Etiquette</li> <li>➤ <b>Work Place and Business Etiquette</b></li> <li>• Proper Greetings</li> <li>• Thank You Notes</li> <li>• Telephonic Manners/ Voice Mail Etiquette</li> </ul>	<b>35% Weightage</b>

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	<ul style="list-style-type: none"> <li>• Business Salutation Etiquette</li> <li>• Guest Etiquette</li> <li>• Cubicle Etiquette</li> <li>• Business Card Etiquette</li> </ul> <p>➤ <b>Different Cultural Etiquette &amp; Protocol</b></p>																		
4.	<p><b>Module IV Prose</b></p> <ul style="list-style-type: none"> <li>• Secret of Socrates - Dale Carnegie</li> <li>• My Financial Career-Stephen Leacock</li> <li>• The Luncheon - W. Somerset Maugham</li> <li>• The National Flag - Jawahar Lal Nehru</li> </ul> <p>All the four stories will be discussed in one class One Long Question will be set in the Exam from the Text</p>	10% Weightage																	
5.	<p><b>Student Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• To communicate contextually in specific personal and professional situations with courtesy.</li> <li>• To inject humour in their regular interactions.</li> <li>• To strengthen their creative learning process through individual expression and collaborative peer activities.</li> </ul>																		
6.	<p><b>Pedagogy for Course Delivery:</b></p> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Group Discussions</li> <li>• Presentations</li> <li>• Lectures</li> </ul>																		
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Text: Krizan, Merrier, Logan & Williams. *Effective Business Communication*, New Delhi: Cengage, 2011

- *Communication and Organizational Culture*. Keyton. Joann. Sage Publications

- *Social Communication (Frontiers of Social Psychology)*. Fiedler, Klaus. Psychology Press

Reference: *Cypherpunks: Freedom and the Future of the Internet*. Assange, Julian Assange. OR Books.

Additional Reading: Newspapers and Journals



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**FORMAT FOR COURSE CURRICULUM**

**UG : Semester VII**  
**Course Title: Communication Skills-VII**  
**Credit Units: 1**  
**Course Code: BCU 741**

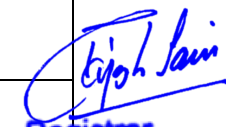
L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

**Course Objective:**


The course is designed to empower students to carry out day to day communication at the work place by adequate understanding of various types of communication to facilitate efficient interpersonal communication.

**Prerequisites:** NIL

<b>Course Contents / Syllabus:</b>		
<b>1.</b>	<b>Module I Meetings</b> <ul style="list-style-type: none"><li>• Notices</li><li>• Circulars</li><li>• Agenda</li><li>• Minutes</li></ul>	<b>30% Weightage</b>
<b>2.</b>	<b>Module II Report Writing &amp; Telephony Skills</b> <ul style="list-style-type: none"><li>➤ <b>Report Writing</b><ul style="list-style-type: none"><li>• Purpose/Significance</li><li>• Types</li><li>• Format</li></ul></li><li>➤ <b>Telephony Skills</b><ul style="list-style-type: none"><li>• Call Receiving/ Handling/ Concluding Etiquette</li><li>• Voice Modulation</li><li>• Effective Listening</li><li>• Dos and Don'ts of Telephony Skills</li></ul></li></ul>	<b>25% Weightage</b>
<b>3.</b>	<b>III Negotiation Skills</b> <ul style="list-style-type: none"><li>• Definition/Concept</li><li>• Purpose/ Significance</li><li>• Checklist- Good &amp; Bad Practices</li></ul>	<b>35% Weightage</b>

  
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4.	<b>Module IV Prose</b> <ul style="list-style-type: none"> <li>• The Great Trial-Robert Payne</li> <li>• The Home Coming - Rabindra Nath Tagore</li> <li>• How Much Land does a Man Need? - Leo Tolstoy</li> <li>• Valiant Vicky, The Brave Weaver - Flora Anne Steel</li> </ul> All the four stories will be discussed in one class One Long Question will be set in the Exam from the Text	10% Weightage														
<b>5. Student Learning Outcomes:</b> <ul style="list-style-type: none"> <li>• Conduct all business activities related to the workplace with technical efficiency.</li> <li>• Contribute positively to the overall growth of the organization.</li> </ul>																
6.	<b>Pedagogy for Course Delivery:</b> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Group Discussions</li> <li>• Presentations</li> <li>• Lectures</li> </ul>															
7.	<b>Assessment/ Examination Scheme:</b> <table border="1" data-bbox="405 708 1473 831"> <thead> <tr> <th>Theory L/T (%)</th> <th>Lab/Practical/Studio (%)</th> <th>End Term Examination</th> </tr> </thead> <tbody> <tr> <td>100%</td> <td>NA</td> <td>70%</td> </tr> </tbody> </table> <p><b>Theory Assessment (L&amp;T):</b></p> <table border="1" data-bbox="405 943 1435 1145"> <thead> <tr> <th>Components (Drop down)</th> <th>CIE</th> <th>Attendance</th> <th>End Term Examination</th> </tr> </thead> <tbody> <tr> <td>Weightage (%)</td> <td>25%</td> <td>5%</td> <td>70%</td> </tr> </tbody> </table>		Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination	100%	NA	70%	Components (Drop down)	CIE	Attendance	End Term Examination	Weightage (%)	25%	5%	70%
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**Text:** Penrose, Rasberry & Myers. *Business Communication for Managers: An Advanced Approach*, New Delhi: Cengage, 2012.  
 T.N Chhabra , *Business Communication* , Sun India Publication.

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*Sanjay Kumar & Pushplata , Communication skills , Oxford University Press.*

**Reference:** Jones, *Working in English, First Edition, Cambridge, CUP, 2001.*

**Additional Reading:** Newspapers and Journals



**FORMAT FOR COURSE CURRICULUM**

UG: Semester VIII

Course Title: Communication Skills-VIII

Credit Units: 1

Course Code: BCU 841

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

**Course Objective:**

This course is designed to hone the creative minds of students to develop knowledge of diverse ethnic groups and cultures and to increase self-awareness for cultural competence and sensitivity.

**Prerequisites:** NIL

<b>Course Contents / Syllabus:</b>		
1.	<b>Module I Speaking in Public</b> <ul style="list-style-type: none"> <li>Essentials in Public Speaking</li> <li>Parameters of Public Speaking</li> </ul>	45% Weightage
2.	<b>Module II Cross Cultural Communication</b> <ul style="list-style-type: none"> <li>Culture and Context</li> <li>Awareness &amp; Significance of Understanding Culture</li> <li>Ethnocentrism, Stereotyping and Cultural Relativism</li> <li>Cultural Shock and Social Change</li> </ul>	45% Weightage
3.	<b>Module III Prose</b> <ul style="list-style-type: none"> <li>India Cinema: Tradition &amp; Change-Chidananda Das Gupta</li> <li>Kabuliwala-Rabindranath Tagore</li> <li>The Duchess and the Jeweller -Virginia Woolf</li> <li>The Park- James Mathews</li> </ul>	10% Weightage
	All the four stories will be discussed in one class One Long Question will be set in the Exam from the Text	

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4.	<b>Student Learning Outcomes:</b> <ul style="list-style-type: none"> <li>Students will be able to navigate cross cultural encounters in a global economy.</li> <li>Facilitate students to develop learning to construct and deliver messages that incorporate the appropriate use of organizing content, language, vocabulary, kinesics, eye contact, appearance, visual aids, and time constraints.</li> </ul>																
5.	<b>Pedagogy for Course Delivery:</b> <ul style="list-style-type: none"> <li>Workshop</li> <li>Group Discussions</li> <li>Presentations</li> <li>Lectures</li> </ul>																
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*Raman, Meenakshi. Business Communication, Oxford*

*Krizan, Merrier, Logan & Williams. Effective Business Communication, New Delhi: Cengage, 2011*

**References:**

*Beamer, Linda. Intercultural Communication in the Global Workplace, Irwin/McGraw-Hill, 2005.*

*Reynolds, Sana & Deborah Valentine. Guide to Cross-cultural Communication, Prentice Hall, 2003.*

**Additional Reading:** Newspapers and Journals

  
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FORMAT FOR COURSE CURRICULUM

PG 1

Course Title: Advanced Communication-I

Credit Units: 1

Course Code: BCP 141

Course Objective:

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

The Course is designed to enhance vocabulary skills and make students fluent, thereby improving receptive and expressive skills.

Prerequisites: NIL

Course Contents / Syllabus:

	<b>Module I Fundamentals of Communication</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>Role and Purpose of Communication, 7 C's of Communication</li> <li>Barriers to Effective Communication</li> <li>Forms of Communication: One-to-One, Informal and Formal</li> </ul>	
	<b>Module II Oral Communication</b>	<b>20% Weightage</b>
	<ul style="list-style-type: none"> <li>Effective Listening: Principles and Barriers</li> <li>Effective Speaking: Pronunciation and Accent</li> </ul>	
	<b>Module III Building Advanced Vocabulary</b>	<b>20% Weightage</b>
	<ul style="list-style-type: none"> <li>Word Formation; Synonyms; Antonyms; Eponyms; Homonyms, Homophones &amp; Homographs</li> <li>One Word Substitution; Phrasal Verbs, Idiomatic Expressions &amp; Proverbs</li> <li>Foreign Words in English</li> </ul>	
	<b>Module IV Non Verbal Communication</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>Principles &amp; Significance</li> <li>Kinesics, Oculistics, Proxemics,, Para-Language, Artifacts, Chronemics, Tactilics</li> </ul>	
	<b>Student Learning Outcomes</b>	

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	The students will be able to use the LSRW Skills to communicate effectively in a professional environment. Will be able to develop fluency.																						
	<b>Pedagogy for Course Delivery</b> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul>																						
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Butterfield, *Jeff Soft skills for Everyone, Cengage Learning 2011*

Reference: Guffey, *Ellen Mary, Business Communication, Thomson (South Western)*

Dale Carnegie: *Quick and Easy Way of Public Speaking*

*Business Communication Today – Courtland L Bovee, John V Thill Mukesh Chaturvedi, Pearson 2009*

Additional Reading: Newspapers and Journals



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**FORMAT FOR COURSE CURRICULUM**

**PG: Semester II**

**Course Title: Advanced Communication-II**

**Credit Units: 1**

**Course Code: BCP 241**

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

**Course Objective:**

The course is designed to make the students ready for placement.

**Prerequisites: NIL**

**Course Contents / Syllabus:**

	<b>Module I Job Correspondence</b>	<b>20% Weightage</b>	
	<ul style="list-style-type: none"> <li>• Job Applications</li> <li>• Resume &amp; Profile Writing for Social Media</li> <li>• Follow Up Letter</li> </ul>		
	<b>Module II Dynamics of Group Discussion</b>	<b>30% Weightage</b>	
	<ul style="list-style-type: none"> <li>• Methodology</li> <li>• Guidelines</li> </ul>		
	<b>Module III Speaking for Employment</b>	<b>50% Weightage</b>	
	<ul style="list-style-type: none"> <li>• Types of Interview (Technical &amp; HR Rounds)</li> <li>• Fundamentals of Facing Interviews</li> <li>• Question Answer on Various Dimensions</li> <li>• Non-Verbal Communication Component</li> <li>• Interview Etiquettes</li> </ul>		
	<b>Pedagogy for Course Delivery</b>		
	<ul style="list-style-type: none"> <li>• Workshop</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul> <p><b>Student Learning Outcomes:</b> The student will be able to write an impressive resume and face the interview confidently.</p>																		
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Raman Prakash, *Business Communication*, 2<sup>nd</sup> ed. Delhi OUP 2006

Comfort, Jermy *Speaking Effectively*, Jermy, et.al, Cambridge, CUP, 1994

**Reference:** Guffey, Ellen Mary, *Business Communication*, Thomson (South Western)

*Stay Hungry, Stay Foolish:* Rashmi Bansal

*Business Maharajas:* Gita Piramal

*How to Make Friends in Digital Age:* Dale Carnegie

*Business Communication / Making Connections in a Digital World,* Raymond V. Lesikar, Marie E Flattey, Kathryn Rentz, Neerja Pande, Mc Graw Hill, 2009

**Additional Reading:** Newspapers and Journals

  
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To be implemented from the Academic Year 2019-20



FORMAT FOR COURSE CURRICULUM

PG: Semester III

Course Title: Advanced Communication-III

Credit Units: 1

Course Code: BCP 341

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

Course Objective:

The course is designed to develop competence in communication skills related to production & presentation of messages in multiple formats & understand the importance of body language.

Prerequisites: NIL

Course Contents / Syllabus:		
<b>Module I Written Communication</b>	<b>40% Weightage</b>	
<ul style="list-style-type: none"> <li>Coherence and Structure</li> <li>Précis Writing</li> <li>Writing Paragraphs &amp; Essays</li> </ul>		
<b>Module II Developing Writing Skills</b>	<b>30% Weightage</b>	
<ul style="list-style-type: none"> <li>Business Letter/Official Correspondence</li> <li>Social Correspondence</li> <li>Emails &amp; Netiquette</li> </ul>		
<b>Module III Business Presentations</b>	<b>30% Weightage</b>	
<ul style="list-style-type: none"> <li>Planning, Design and Layout of Presentation</li> <li>Contents : Information Packaging &amp; Delivery</li> <li>Personal Branding</li> </ul>		
<b>Student Learning Outcomes</b>		
The student will be able to write impressive official correspondence and also learn to make and give effective presentations in a professional		

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	environment.														
	<b>Pedagogy for Course Delivery</b> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul>														
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*Comfort, Jermy Speaking Effectively, Jermy, et.al, Cambridge, CUP, 1994*

*Lesikar & Flatley, Basic Business Communication, Tata McGraw- Hill Edition*

**Reference:**

*Guffey, Ellen Mary, Business Communication, Thomson (South Western)*

*Business Communication for Managers, Payal Mehra Pearson 2012*

**Additional Reading: Newspapers and Journal**

  
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### FORMAT FOR COURSE CURRICULUM

**PG: Semester IV**

**Course Title: Advanced Communication-IV**

**Credit Units: 1**

**Course Code: BCP 441**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1


#### Course Objective:


The course is designed to develop authenticity in cross cultural, cross-functional & workplace communication and finesse in social etiquette & protocol.

**Prerequisites:** NIL

#### Course Contents / Syllabus:

<b>Module I Workplace Communication</b>	<b>20% Weightage</b>	
<ul style="list-style-type: none"> <li>• Business Conversation</li> <li>• Art of Persuasion</li> <li>• Negotiation Skills</li> </ul>		
<b>Module II Cross Functional Communication</b>	<b>20% Weightage</b>	
<ul style="list-style-type: none"> <li>• Intra office Communication</li> <li>• Meetings: Agenda &amp; Minutes</li> </ul>		
<b>Module III Cross Cultural Communication</b>	<b>30% Weightage</b>	
<ul style="list-style-type: none"> <li>• Characteristics of Culture</li> <li>• Ethnocentrism, Stereotyping, Xenophobia; Cultural Pluralism</li> <li>• Effective Cross-Cultural Communication</li> <li>• Use of Internet/Social Media</li> </ul>		
<b>Module IV Visual Code / Social Etiquette</b>	<b>30% Weightage</b>	
<ul style="list-style-type: none"> <li>• Power Dressing</li> <li>• Fine Dining</li> </ul>		

  
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	<ul style="list-style-type: none"> <li>• Office Party Etiquette</li> <li>• Business Travel Etiquette</li> <li>➤ <b>Work Place and Business Etiquette</b></li> <li>• Proper Greetings</li> <li>• Thank You Notes</li> <li>• Telephonic Manners/ Voice Mail Etiquette</li> <li>• Business Salutation Etiquette</li> <li>• Guest Etiquette</li> <li>• Cubicle Etiquette</li> <li>• Business Card Etiquette</li> <li>➤ <b>Different Cultural Etiquette &amp; Protocol</b></li> </ul>																		
	<p><b>Pedagogy for Course Delivery</b></p> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul> <p><b>Student Learning Outcomes:</b> The students will be proficient in dealing with people at the workplace, understanding cross-cultural nuances and also the cross functional working of an organization.</p>																		
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**Krizan, Merrier, and Logan, Business Communication, Thomson (India Edition)**

**Butterfield, Jeff Soft Skills for Everyone, Cengage Learning. 2011**

**Reference: Guffey, Ellen Mary, Business Communication, Thomson (South Western)**

**Additional Reading: Newspapers and Journals**

# French syllabus - Programme d'études pour le français All U.G. Programmes – Foreign Language

## Français - I

**Course Code: FLU144**

**Credit units: 02**

### Course Objective:

To familiarize students with the French language, with its phonetic system and its accents.  
To enable students

- to greet someone in French
- to present and describe oneself and people
- to enter in contact, and begin a conversation
- to talk about one's family, tastes and preferences

### Course Contents:

**Dossiers 1, 2 – pg 5-24**

#### Dossier 1 : Toi, moi, nous

##### Actes de Communication :

S'adresser poliment à quelqu'un, entrer en contact, se présenter, présenter quelqu'un, saluer, poser des questions simples pour connaître quelqu'un, épeler et compter

#### Dossier 2 : En famille

##### Actes de Communication :

Parler de sa famille, Décrire quelqu'un, exprimer ses goûts, écrire et comprendre un message court, inviter quelqu'un, exprimer la possession, la négation

##### Grammaire :

1. articles indéfinis, articles définis, masculin et féminin des noms et des adjectifs, pluriel des noms et des adjectifs
2. pronoms sujets et toniques, on, c'est/il est + profession,
3. masculin et féminin des adjectifs de nationalité
4. verbes- être, avoir, aller, 'er' groupe
5. l'interrogation – l'intonation, est-ce que, qui est-ce ? Qu'est-ce que? L'inversion ; où, comment, quand ; quel
6. la négation
7. adjectifs possessifs

### Examination Scheme:

Components	INTERNAL			TOTAL	EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE		END SEMESTER	
Weightage (%)	15	10	5	30	70	100

### Text & References:

#### Text:

##### Le livre à suivre:

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

##### Références :

- Girardeau, Bruno et Nelly Mous. Réussir le DELF A1. Paris: Didier, 2010.

**French syllabus - Programme d'études pour le français**  
**All U.G. Programmes – Foreign Language**

**Français - II**

**Course Code: FLU244**

**Credit units: 02**

**Course Objective:**

To furnish the linguistic tools

- to talk about daily activities and sports, to express necessities
- to talk about activities in recent future,
- to have conversations and perform day to day life tasks like enquiring about time, take an appointment
- to enquire about products and place orders in a shop/ restaurant

**Course Contents:**

**Dossiers 3,4 – pg 25-44**

**Dossier 3 : Quelle journée !**

**Actes de Communication :**

Parler de ses activités quotidiennes, se situer dans le temps, demander l'heure et la date, parler des sports et des loisirs, exprimer la fréquence

**Dossier 4 : Vous désirez ?**

**Actes de Communication :**

Exprimer la quantité, demander et donner le prix, exprimer la nécessité, la volonté et la capacité, comparer et exprimer ses préférences, s'exprimer au futur proche, prendre rendez-vous, s'exprimer au restaurant/dans les magasins

**Grammaire :**

1. l'expression du temps
2. les articles contractés, les quantités indéterminées et déterminées
3. les adverbes de fréquences
4. verbes- faire, prendre, venir, pouvoir, vouloir, les verbes pronominaux
5. la comparaison de l'adjectif
6. la négation (suite)
7. le future proche

**Examination Scheme:**

Components	INTERNAL				EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References:**

**Text:**

**Le livre à suivre:**

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

**Références :**

- Girardeau, Bruno et Nelly Mous. Réussir le DELF A1. Paris: Didier, 2010.

**French syllabus - Programme d'études pour le français**  
**All U.G. Programmes – Foreign Language**

**Français - III**

**Course Code: FLU344**

**Credit units: 02**

**Course Objective:**

To enable the students

- to talk about the qualities and defects of people.
- to ask/give directions, to enquire about a lodging.
- to ask and give informations about a certain place.
- to describe events in past tense.

**Course Contents:**

**Dossiers 5,6 – pg 45-64**

**Dossier 5 : Ici et là**

**Actes de Communication :**

Exprimer l'obligation et l'interdiction, parler des qualités et des défauts de quelqu'un, demander son chemin, indiquer un itinéraire, se situer dans l'espace, se renseigner sur un logement.

**Dossier 6 : Ailleurs**

**Actes de Communication :**

S'exprimer au passé composé, raconter un voyage, se situer dans le monde, exprimer le temps (avec indicateurs de temps – il y a, depuis), se renseigner sur un hébergement, exprimer la satisfaction et l'insatisfaction.

**Grammaire :**

1. les adjectifs démonstratifs
2. les verbes : 'ir groupe' devoir, falloir
3. les prépositions de lieu, de pays
4. l'impératif, le passé composé, forme et accord du participe passé, la négation au passé composé
5. les indicateurs de temps (il y a, depuis)

**Examination Scheme:**

Components	INTERNAL			TOTAL	EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE		END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References:**

**Text:**

**Le livre à suivre:**

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

**Références :**

- Girardeau, Bruno et Nelly Mous. Réussir le DELF A1. Paris: Didier, 2010.

# French syllabus - Programme d'études pour le français

## All U.G. Programmes – Foreign Language

### Français - IV

Course Code: FLU444

Credit units: 02

#### Course Objective:

To strengthen the language of the students in both oral and written

To revise the grammar in application and the communication tasks related to topics covered already

To get acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks such as

- talking about personal habits
- narrating events in the past, marking the stages, using appropriate connectors
- holding conversations on telephone
- asking for /giving advices

#### Course Contents:

**Dossier 7 – pg 65-74, Dossiers 1, 2 and 3 (révision)**

##### Dossier 7 : au boulot

##### Actes de Communication :

Parler des habitudes et décrire une situation à l'imparfait, comparer (nom et verbe), qualifier (qui, que) s'exprimer au téléphone, demander et donner un avis.

##### Dossiers 1, 2, 3 – Révision

Exercices d'écoute, production orale et écrite.

##### Grammaire :

1. l'imparfait,
2. la comparaison du verbe/du nom ; mieux/meilleur
3. les pronoms relatifs

#### Examination Scheme:

Components	INTERNAL				EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

#### Text & References:

##### Text:

##### Le livre à suivre:

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

##### Références :

- Girardeau, Bruno et Nelly Mous. Réussir le DELF A1. Paris: Didier, 2010.

# French syllabus - Programme d'études pour le français

## All U.G. Programmes – Foreign Language

### Français - V

**Course Code: FLU544**

**Credit units: 02**

#### Course Objective:

To strengthen the language of the students in both oral and written

To revise the grammar in application and the communication tasks related to topics covered already

To get acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks such as

- narrating events in the past, marking the stages, using appropriate connectors
- expressing causes and consequences, using appropriate logical connectors
- presenting a biography

#### Course Contents:

##### Dossier 8 – Pg 75-84 Dossiers 4, 5 and 6 (révision)

##### Dossier 8 : Vivre ensemble

##### Actes de Communication :

Exprimer la cause, l'opposition, la conséquence, décrire les étapes d'une action, s'exprimer sur l'environnement, l'écologie, identifier et décrire les différences de comportement, décrire le fonctionnement d'une association, faire la biographie d'une personne.

##### Dossiers 4, 5, 6 – Révision

Exercices d'écoute, production orale et écrite.

##### Grammaire :

1. le présent (révision), le passé composé (révision)
2. les pronoms compléments directs, les pronoms compléments indirects
3. les marqueurs chronologiques
4. les articulateurs logiques

#### Examination Scheme:

Components	INTERNAL				EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

#### Text & References:

##### Text:

##### Le livre à suivre:

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

##### Références :

- Girardeau, Bruno et Nelly Mous. Réussir le DELF A1. Paris: Didier, 2010.

**French syllabus - Programme d'études pour le français**  
**All U.G. Programmes – Foreign Language**

**Français - VI**

**Course Code: FLU644**

**Credit units: 02**

**Course Objective:**

To provide the students with the linguistic tools to enhance social communication skills and be able

- To approve or disapprove a behavior
- To congratulate somebody
- To express possession

**Course Contents:**

**Dossier 1 – pg 7-16,**

**Dossier 1 : Au fil du temps**

**Actes de Communication :**

Approuver ou désapprouver l'attitude de quelqu'un (désapprouver le comportement des parents)

Féliciter quelqu'un (féliciter un participant dans le courrier des lecteurs)

Parler de sa santé (exprimer les problèmes de santé chez le médecin)

Accueillir/Interpeller (conversation entre l'invité et l'hôte)

**Thèmes abordés :**

Les trentenaires (dire si l'on partage les valeurs et les attentes des trentenaires)

Le sport (sport et famille, du sport pour tous les goûts)

La profession : Les psychologues (débat - pour ou contre le besoin d'un psy, la télé-confession)

**Grammaire :**

1. Le présent (révision)
2. Les prépositions et les verbes
3. Les pronoms possessifs
4. Les verbes réciproques

**Examination Scheme:**

Components	INTERNAL			TOTAL	EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE		END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References:**

**Text:**

**Le livre à suivre:**

- Carenzi-Vialaneix, Christelle et al. A propos A2 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Carenzi-Vialaneix, Christelle et al. A propos A2 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

**Références :**

- Girardeau, Bruno et Mous, Nelly. Réussir le DELF A1. Paris: Les Éditions Didier, 2010.

**French syllabus - Programme d'études pour le français**  
**All U.G. Programmes – Foreign Language**

**Français - VII**

**Course Code: FLU744**

**Credit units: 02**

**Course Objective:**

To provide the students with the linguistic tools to enhance social communication skills and be able

- To describe an object, compare objects and evaluate
- To ask for information, precision
- To make claims

**Course Contents:**

**Dossier 2 – pg 17-28,**

**Dossier 2 : 64 millions de consommateurs**

**Actes de Communication :**

Décrire un objet (un bijou unique, un voyage extraordinaire, un nouvel appareil photo)

Évaluer une chose (acheter un cadeau, discuter le prix)

Ouvrir un compte à la banque (demander des renseignements au banquier afin d'ouvrir un compte)

Demander des informations/précisions (précisions sur un problème dans le relevé de compte)

Faire une réclamation (s'adresser au service après-vente pour échanger un produit défectueux)

**Thèmes abordés :**

S'habiller bon marché (comment vous habillez-vous bon marché ?)

Le e-commerce (le portrait de l'e-acheteur de votre pays)

Les produits contrefaits (parler des produits contrefaits)

La profession : Les maraîchers (débat: comment éviter le gaspillage ? la mode de vie des décroissants, privilégie-t-on la qualité ou le prix lors d'un achat?)

**Grammaire :**

1. Le pronom " en "
2. La place de l'adjectif
3. Le présent progressif
4. Le passé récent
5. Le futur proche (révision)
6. Le comparatif et le superlatif

**Examination Scheme:**

Components	INTERNAL			TOTAL	EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE		END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References:**

**Text:**

**Le livre à suivre:**

- Carenzi-Vialaneix, Christelle et al. A propos A2 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Carenzi-Vialaneix, Christelle et al. A propos A2 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

**Références :**

- Girardeau, Bruno et Mous, Nelly. Réussir le DELF A1. Paris: Les Éditions Didier, 2010.

# French syllabus - Programme d'études pour le français

## All U.G. Programmes – Foreign Language

### Français - VIII

Course Code: FLU844

Credit units: 02

#### Course Objective:

To provide the students with the linguistic tools to enhance social communication skills and be able

- To express an intention, announce a news, enquire about an event
- To speak about the future
- To discuss the media

#### Course Contents:

Dossier 3 – pg 29-40, Dossiers 1&2 (révision).

##### Dossier 3 : Médias.fr

##### Actes de Communication :

Parler de l'avenir (les avantages et les inconvénients des réseaux sociaux)

Exprimer une intention (poser des questions sur un forum)

Parler des médias

Engager/ terminer une conversation (demander pourquoi on n'a pas répondu au mël)

Interroger sur un événement (vol, accident)

Annoncer une nouvelle (celle de démission)

##### Thèmes abordés :

Les Français et la presse (débat : Croyez-vous aux légendes urbaines?)

Les Français et Internet (débat: les informations de la presse écrite sont plus fiables que les informations sur Internet ?)

La télévision des Français

La profession : Les animateurs radio (débat : pour ou contre le téléchargement illégal de la musique ou des films)

##### Grammaire :

1. Le futur simple
2. L'hypothèse sur le futur
3. Les formes de la négation
4. Les pronoms compléments directs et indirects (révision)

#### Examination Scheme:

Components	INTERNAL			TOTAL	EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE		END SEMESTER	
Weightage (%)	15	10	5	30	70	100

#### Text & References:

##### Text:

##### Le livre à suivre:

- Carezzi-Vialaneix, Christelle et al. A propos A2 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Carezzi-Vialaneix, Christelle et al. A propos A2 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

##### Références :

- Girardeau, Bruno et Mous, Nelly. Réussir le DELF A1. Paris: Les Éditions Didier, 2010.

**French syllabus - Programme d'études pour le français**  
**All P.G. Programmes – Foreign Business Language**  
**Specialised stream - Filière spécialisée – Français professionnel et des affaires**  
**Français - I**

**Course Code: FLP144**

**Credit Units: 02**

**Course Objective:**

To familiarize the students with the French language

- with the phonetic system
- with the accents
- with the manners
- with the cultural aspects

To enable the students

- to establish first contacts
- to identify things and talk about things

**Course Contents:**

**Unité 1, 2: pp. 01 to 37**

**Introduction à la langue:** système phonétique, accents, genre et accord, jours, mois, nombres

**Actes de communication:**

**Unité 1 : Premiers contacts**

1. nommer des objets, s'adresser poliment à quelqu'un
2. se présenter, présenter quelqu'un
3. entrer en contact : dire tu ou vous, épeler
4. dire où on travaille, ce qu'on fait
5. communiquer ses coordonnées

**Unité 2 : Objets**

1. identifier des objets, expliquer leur usage
2. dire ce qu'on possède, faire un achat, discuter le prix.
3. monter et situer des objets
4. décrire des objets
5. comparer des objets, expliquer ses préférences

**Grammaire:**

1. articles indéfinis, masculin et féminin des noms, pluriel des noms
2. Je, il, elle sujets, verbes parler, habiter, s'appeler, être, avoir, masculin et féminin des adjectifs de nationalité
3. tu, vous sujets, verbes parler, aller, être, c'est moi/c'est toi
4. verbes faire, connaître, vendre, c'est/il est + profession, qui est-ce ? qu'est-ce que ... ?
5. article défini, complément du nom avec de, quel interrogatif
6. adjectifs possessifs (1), pour + infinitif
7. verbe avoir, ne...pas/pas de, question avec est-ce que ?, question négative, réponse Si
8. Prépositions de lieu, il y a/qu'est-ce qu'il y a
9. accord et place des adjectifs qualificatifs, il manque...
10. comparatifs et superlatifs, pronoms toniques, pronom on

**Examination Scheme**

Components	INTERNAL				EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References :**

**Le livre à suivre :** Penfornis, Jean-Luc. Français.Com (Débutant). Paris: Clé International, 2007.

**French syllabus - Programme d'études pour le français**  
**All P.G. Programmes – Foreign Business Language**  
**Specialised stream - Filière spécialisée – Français professionnel et des affaires**  
**Français - II**

**Course Code: FLP244**

**Credit Units: 02**

**Course Objective:**

To furnish the linguistic tools to enable the students

- to talk about time schedules
- to talk about travel
- to perform simple communicative tasks (fix appointments, make reservations, discuss habits, give advice, directions)

**Course Contents:**

**Unité 3, 4: pp. 42 to 72:**

**Actes de communication:**

**Unité 3 : Emploi du temps**

1. demander et donner l'heure, des horaires
2. raconter sa journée
3. parler de ses habitudes au travail, de ses loisirs
4. dire la date, parler du temps qu'il fait
5. fixer rendez-vous (au téléphone par e-mail), réserver une table au restaurant

**Unité 4 : Voyage**

1. réserver une chambre d'hôtel, demander la note
2. expliquer un itinéraire
3. parler de ses déplacements, situer sur une carte
4. exprimer un conseil, une interdiction, une obligation
5. acheter un billet de train, consulter un tableau d'horaires

**Grammaire:**

1. question avec à quelle heure ? adjectifs démonstratifs
2. verbes pronominaux au présent, les prépositions à et de : aller à venir de
3. adverbes de fréquence, pourquoi... ? Parce que ... ?
4. expression indiquant la date, verbes impersonnels
5. verbe pouvoir + infinitif, le lundi, lundi prochain
6. adjectifs possessifs (2), adjectif tout
7. impératif présent (1), nombres ordinaux
8. questions avec est-ce que ? à et en + moyen de transport, en/au+pays
9. verbes devoir+infinitif, il faut+ infinitif, il est interdit de
10. verbes : aller, venir, partir , questions avec d'où, où, par où, à quel, de quel

**Examination Scheme**

Components	INTERNAL				EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References :**

**Le livre à suivre :** Penfornis, Jean-Luc. Français.Com (Débutant). Paris: Clé International, 2007.

**French syllabus - Programme d'études pour le français**  
**All P.G. Programmes – Foreign Business Language**  
**Specialised stream - Filière spécialisée – Français professionnel et des affaires**  
**Français - III**

**Course Code: FLP344**

**Credit Units: 02**

**Course Objective:**

To furnish the linguistic tools

- to talk about work and problems related to work
- to perform simple communicative tasks (explaining a setback, asking for a postponement of appointment, give instructions, place orders, reserve, hold a telephone conversation, write e-mails, reply to messages)
- to prepare a résumé and to appear for interviews

**Course Contents:**

**Unité 5, 6: pp. 74 to 104**

**Actes de communication :**

**Unité 5 : Travail**

1. manger au restaurant, comprendre un menu, commander
2. engager une conversation téléphonique
3. présenter son résumé: parler de sa formation, de son expérience, de ses compétences
4. raconter des événements passés
5. consulter sa boîte e-mails, répondre aux messages

**Unité 6 : Problèmes**

1. identifier un problème, demander des précisions
2. expliquer un contretemps, déplacer un rendez-vous
3. demander de l'aide (par téléphone, par e-mail)
4. donner des instructions
5. expliquer un problème, suggérer une solution

**Grammaire :**

1. futur proche, articles partitifs, un peu de, beaucoup de, une bouteille de, un morceau de...
2. pronoms COD, venir de + infinitif, verbes appeler (au présent)
3. passé composé avec avoir, affirmatif et interrogatif, savoir et connaître
4. passé composé avec être, accord du participe passé, négation
5. pronoms COI, être en train de
6. ne...rien, ne...personne, ne...plus, ne...pas encore, qu'est-ce que/ qu'est-ce qui/qui est-ce que/qui est-ce qui
7. passé composé des verbes pronominaux
8. si/quand+présent, ne...plus, ne ...pas encore
9. impératif présent (2) place du pronom et verbes pronominaux
10. Trop /pas assez, verbe devoir au conditionnel présent.

**Examination Scheme**

Components	INTERNAL				EXTERNAL	GRAND TOTAL
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References :**

**Le livre à suivre :** Penfornis, Jean-Luc. Français.Com (Débutant). Paris: Clé International, 2007.

**French syllabus - Programme d'études pour le français**  
**All P.G. Programmes – Foreign Business Language**  
**Specialised stream - Filière spécialisée – Français professionnel et des affaires**  
**Français - IV**

**Course Code: FLP444**

**Credit Units: 02**

**Course Objective:**

To strengthen the language of the students with both oral and written

To provide the students with the know-how

- to master the tenses – present, past and future
- to express emotion
- to accomplish simple tasks of day-to-day programmes

**Course Contents: Unité 7: pp. 106-120**

**Actes de communication :**

**Unité 7 : Tranches de vie**

1. évoquer un souvenir
2. raconter une histoire
3. rapporter des événements marquants d'une vie professionnelle
4. expliquer une situation de stress, donner son avis
5. faire des projets

**Grammaire:**

1. formation de l'imparfait, emploi du passé composé et de l'imparfait
2. pronoms : y, chacun (/ chaque)
3. pronoms relatifs «qui, que, où » et mise en relief
4. pronom « en » de quantité
5. futur simple
6. indicateurs de temps : depuis, il y a, pendant, pour, en
7. propositions complétives : je pense que..., je crois que ...

**Examination Scheme**

	INTERNAL				EXTERNAL	GRAND TOTAL
Components	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	
Weightage (%)	15	10	5	30	70	100

**Text & References :**

**Le livre à suivre :** Penfornis, Jean-Luc. Français.Com (Débutant). Paris: Clé International, 2007.



### FORMAT FOR COURSE CURRICULUM

**Annexure' CD-01'**

**Course Title: -Business Communication-I**

**Credit Units: 1**

**Course Code: BCM 141**

**Course Objective:**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

This course is designed to hone the communication skills of the budding managers and enable them to be an integral part of the corporate communication network.

**Prerequisites:** NIL

<b>Course Contents / Syllabus:</b>		
<b>1</b>	<b>Module I The Nature and Process of Communication</b> <ul style="list-style-type: none"> <li>• <b>Defining Communication</b> <ul style="list-style-type: none"> <li>○ Classification of Communication</li> <li>○ Creation of Relevant Content and Context in Communication</li> </ul> </li> <li>• <b>The Purpose of Communication</b> <ul style="list-style-type: none"> <li>○ Communication to Inform</li> <li>○ Communication to Persuade</li> </ul> </li> <li>• <b>The Process of Communication</b> <ul style="list-style-type: none"> <li>○ The Linear Concept of communication</li> <li>○ Aristotle's Model</li> <li>○ The Shannon-Weaver Model</li> </ul> </li> <li>• <b>Principles of Communication</b> <ul style="list-style-type: none"> <li>○ 7 C's of Communication</li> </ul> </li> </ul>	<b>40% Weightage</b>
<b>2</b>	<b>Module II Communication Networks in the Organization</b> <ul style="list-style-type: none"> <li>• <b>Types of Communication</b> <ul style="list-style-type: none"> <li>○ Formal Communication</li> <li>○ Informal Communication</li> </ul> </li> <li>• <b>Barriers to Communication</b> <ul style="list-style-type: none"> <li>○ Linguistic Barrier</li> <li>○ Cultural Barrier</li> <li>○ Socio-Psychological Barrier</li> <li>○ Physiological Barrier</li> </ul> </li> </ul>	<b>30% Weightage</b>

	<ul style="list-style-type: none"> <li>○ Incorrect Assumptions</li> <li>○ Information Overload</li> <li>○ Semantic Barriers</li> </ul>																	
3	<b>Module III Cross- Functional Communication</b> <b>Organizational Communication</b> <ul style="list-style-type: none"> <li>• The Importance of Communication in Management</li> <li>• Important Functions of Management</li> <li>• How Communication is Used by Managers</li> </ul>	<b>30% Weightage</b>																
4	<b>Student Learning Outcomes:</b> <ul style="list-style-type: none"> <li>• Students will understand the process and nature of communication.</li> <li>• They will understand the barriers to effective communication and learn to remove them.</li> <li>• Students will become masters of Formal and Informal Communication</li> </ul>																	
5	<b>Pedagogy for Course Delivery</b> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul>																	
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**Reference:** *M. John Penrose, Business Communication for Managers: An Advanced Approach, Thomson, 2003*

*Ronald B. R. Adler, Understanding Human Communication, Oxford, 2005.*

**Additional Reading:** Newspapers and Journals



**FORMAT FOR COURSE CURRICULUM**

Annexure' CD-01'

**Course Title: Business Communication II**

**Credit Units: 1**

**Course Code: BCM 241**

**Course Objective:**

To develop the writing skills of the students so that they are capable of communicating efficiently

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

**Prerequisites:**

NIL

Course Contents / Syllabus:		
1	<b>Module I Inter and Intra office Communication</b>	<b>50% Weightage</b>
	<ul style="list-style-type: none"> <li>• Business Letters</li> <li>• Memo</li> <li>• Agenda</li> <li>• Minutes</li> </ul>	
2	<b>Module II Report Writing</b>	<b>20% Weightage</b>
	<ul style="list-style-type: none"> <li>• Purpose and Objectives</li> <li>• Types and Functions</li> <li>• Layout &amp; Structure</li> </ul>	
3	<b>Module III Job Related Communication</b>	<b>30% Weightage</b>
	<ul style="list-style-type: none"> <li>• Covering Letters</li> <li>• Resume writing</li> <li>• Profile Writing</li> </ul>	
4	<b>Student Learning Outcomes:</b> Students would be equipped with powerful resume and will be able to write effective business report and business letters.	
5	<b>Pedagogy for Course Delivery:</b> <ul style="list-style-type: none"> <li>• Workshop</li> </ul>	

	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul>		
6	<b>Assessment/ Examination Scheme:</b>		
	<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
	100%	NA	70%
	<b>Theory Assessment (L&amp;T):</b>		
	<b>Continuous Assessment/Internal Assessment</b>		<b>End Term Examination</b>
<b>Components (Drop down)</b>	CIE	Mid Sem	Attendance
<b>Weight age (%)</b>	10%	15%	5%
			70%

**Text:**

*A. Ashley, The Oxford Handbook of Commercial Correspondence, Oxford, 2003.*

*Jules Harcourt, Business Communication, Thomson, 1990.*

*Meenakshi Raman & Prakash Singh, Business Communication, Oxford, 2006.*

**Reference:**

*Guffey, Ellen Mary, Business Communication, Thomson (South Western)*

*Krizan, Merrier, and Logan, Business Communication, Thomson (India Edition)*

**Additional Reading:**

**Newspapers and Journals**



# AMITY UNIVERSITY

## MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

### FORMAT FOR COURSE CURRICULUM

Annexure' CD-01'

**Course Title: Business Communication-III**

**Credit Units: 1**

**Course Code: BCM 341**

**Course Objectives:**

To enhance the communicative competence of the learners equipping them with efficient interpersonal communication and leadership abilities

**Prerequisites:**

NIL

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
1	0	0	0	1

Course Contents / Syllabus:		
<b>1</b>	<b>Module I Public Speaking</b> <ul style="list-style-type: none"> <li>● <b>PUBLIC SPEAKING:</b> <ul style="list-style-type: none"> <li>○ Introduction to Public Speaking</li> <li>○ Types of Public Speaking</li> <li>○ Verbal components in Public speaking: Content, Tone, Expressions, Vocabulary, Smile, Pitch and modulation</li> <li>○ Non verbal components: Body language( Effective Eye gestures, Arm gestures, Use of Lecture/Podium)</li> <li>○ Audience Analysis</li> </ul> </li> <li>● <b>PRESENTATIONS:</b> <ul style="list-style-type: none"> <li>○ Planning Preparation Practice Performance</li> <li>○ Effective Use of Audio-Visual Aid</li> <li>○ Effective Content- Information Packaging</li> <li>○ Question and Answer Sessions- How to Respond to Difficult Questions, Critical Analysis</li> </ul> </li> </ul>	<b>40% Weightage</b>
<b>2</b>	<b>Module II Group Discussion and Interviews</b> <ul style="list-style-type: none"> <li>● <b>GROUP DISCUSSION:</b> <ul style="list-style-type: none"> <li>○ Meaning of a Group Discussion</li> <li>○ Dynamics of GD</li> <li>○ Types of Group Discussion: Topic Based and Case Based</li> <li>○ Mock GD Sessions</li> </ul> </li> <li>● <b>INTERVIEWS:</b> <ul style="list-style-type: none"> <li>○ Types of Interviews</li> <li>○ Styles of Interviews</li> </ul> </li> </ul>	<b>40% Weightage</b>

	<ul style="list-style-type: none"> <li>○ Interview Questions: HR and Technical/ Tackling Difficult Answers/Poise</li> <li>○ Conducting a Mock Interview: Entering Behaviour, Smile and Cordiality of Speech</li> </ul>																	
3	<b>Module III Meetings</b>	<b>20% Weightage</b>																
	<ul style="list-style-type: none"> <li>● Planning and Organizing a Meeting</li> <li>● Agenda for the Meeting</li> <li>● Minutes of the Meetings</li> </ul>																	
4	<b>Student Learning Outcomes:</b> <ul style="list-style-type: none"> <li>● The students will learn to give effective presentations and gain confidence in facing job interviews.</li> <li>● Public speaking will be done with ease.</li> </ul>																	
5	<b>Pedagogy for Course Delivery</b> <ul style="list-style-type: none"> <li>● Workshop</li> <li>● Presentation</li> <li>● Group Discussion</li> <li>● Lectures</li> </ul>																	
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*References: M. John Penrose, Business Communication for Managers: An Advanced Approach, Thomson, 2003.*

**Additional Reading: Newspapers and Journals**



**FORMAT FOR COURSE CURRICULUM**

**Annexure' CD-01'**

**Course Title: Business Communication-IV**

**Credit Units: 1**

**Course Code: BCM 441**

**Course Objective:**

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1	0	0	0	1

This course is designed to teach students to accept and respect the cultural differences because of globalization and to understand the role of non verbal cues in Business Communication. This course will make the students sensitive to Business Etiquette and Protocol.

**Prerequisites:**

NIL

<b>Course Contents / Syllabus:</b>		
<b>1</b>	<b>Module I Non-Verbal Communication</b>	<b>20% Weightage</b>
	<b>KOPPACT</b> <b>Verbal Communication:</b> <ul style="list-style-type: none"> <li>• Oral and Written</li> <li>• Formal and Informal</li> </ul>	
<b>2</b>	<b>Module II Barriers to Effective Use of Language</b>	<b>20% Weightage</b>
	<ul style="list-style-type: none"> <li>• Clichés</li> <li>• Redundancy</li> <li>• Verbosity</li> <li>• Pomposity</li> <li>• Jargon</li> <li>• Terminology</li> <li>• Euphemism</li> <li>• Colloquialism</li> <li>• Slang</li> </ul>	
<b>3</b>		<b>40% Weightage</b>

To be implemented from Academic Year 2019-20

	<b>Module III Cross- Cultural Communication</b> <ul style="list-style-type: none"> <li>• Features of Culture</li> <li>• Principles of Culture</li> <li>• Contextual Differences</li> <li>• Social Differences</li> <li>• Non Verbal Differences</li> <li>• Xenophobia</li> <li>• Ethnocentrism</li> <li>• Campus to Corporate</li> <li>• Cross Corporate Culture</li> <li>• Transition Management</li> </ul>	
4	<b>Module IV Visual Code / Social Etiquette</b> <hr/> <ul style="list-style-type: none"> <li>• Power Dressing</li> <li>• Fine Dining</li> <li>• Office Party Etiquette</li> <li>• Business Travel Etiquette</li> <li>➤ <b>Work Place and Business Etiquette</b></li> <li>• Proper Greetings</li> <li>• Thank You Notes</li> <li>• Telephonic Manners/ Voice Mail Etiquette</li> <li>• Business Salutation Etiquette</li> <li>• Guest Etiquette</li> <li>• Cubicle Etiquette</li> <li>• Business Card Etiquette</li> <li>➤ <b>Different Cultural Etiquette &amp; Protocol</b></li> </ul>	<b>20% Weightage</b> <hr/>
5	<b>Student Learning Outcomes:</b> <ul style="list-style-type: none"> <li>• The students will learn to respect other cultures and develop rapport in a multi cultural society.</li> <li>• The students will incorporate business etiquette and protocol as an integral part of their personality.</li> </ul>	
6	<b>Pedagogy for Course Delivery</b> <ul style="list-style-type: none"> <li>• Workshop</li> </ul>	

To be implemented from Academic Year 2019-20

	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Lectures</li> </ul>																	
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*Ronald B. R. Adler, Understanding Human Communication, Oxford, 2005.*

*Guffey, Ellen Mary, Business Communication, Thomson (South Western)*

*Introductory Pages of the Series: "Lonely Planet" of Each Country.*

*Everyday English – A Council on Communicative English, Dorothy Adams, Michele Crawford. Rachel Finnie, Katrina Gormley, Jasdeep Kaur, Cengage Learning, 2009.*

**Additional Reading:**

To be implemented from Academic Year 2019-20

## **Newspapers and Journals**

To be implemented from Academic Year 2019-20