

SYLLABUS

SEMESTER—I

B.COM. (PANJAB UNIVERSITY)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note :

(i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.

(ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.

(iii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows :

- I. The Model Millionaire : *Oscar Wilde*
- II. The Gift of the Magi : *O. Henry*
- III. The Judgement-seat of Vikramaditya : *Sister Nivedita*
- IV. Fur : *Saki*
- V. A Marriage Proposal : *Anton Chekhov*

(iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units :

Business Communication : It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, and significance of positive attitude in improving communication.

Writing Skills : Letters of all kinds, tender notices, auction notices, public notices ; memos and advertisements relating to sales/marketing.

Practical Work : To impart the skills of Personal Interview and public speaking like Declamation and Debate.

Practical Work :

There will be viva-voce examination of 10 marks which will include Debate, Declamation and Personal Interview.

Note : *In case of private candidates and students of School of Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100.*

Testing Scheme :

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows :

Section I (It is text-based and corresponds to Unit I in the syllabus)

Q. 1.	It shall consist of five short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text Ten Mighty Pens.	12 Marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text Ten Mighty Pens.	10 Marks

Note : The questions 1 & 2 should be so designed as to cover all the chapters prescribed.

Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc.	12 Marks
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	6 Marks

Section II (Based upon Unit II)

Q. 5.	This question shall test a students' ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	10 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/Advertisements.	20 Marks 5 x 4 = 20
Q. 7.	Two short questions to test the students' understanding of various aspects of business communication.	10 Marks

SYLLABUS

SEMESTER—II

B.COM. (PANJAB UNIVERSITY)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note :

(i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.

(ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.

(iii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows :

I. Chandalika : *Rabindranath Tagore*

II. A Bachelor's Complaint of the Behaviour of Married People : *Charles Lamb*

III. El Dorado : *R.L. Stevenson*

IV. Bores : *E.V. Lucas*

V. The Art of the Essayist : *A.C. Benson*

(iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units :

Writing Skills : This section shall focus on business precis-writing, curriculum vitae ; short formal reports (not exceeding 200 words).

Modern Forms of Communication : Here special emphasis shall be given to teaching the format of e-mails, Fax Messages, Teleconferencing, Audio-Visual Aids and Power-Point Presentations. Apart from this, the students shall also be given basic lessons in Effective Listening, Non-Verbal Communication, How to Prepare for Group Discussion etc.

Practical Work : To impart skills of Group Discussion.

Practical Work :

There will be viva-voce examination of 10 marks which will include Group Discussion. The students will appear in the group of 10 students for viva-voce.

Note : In case of private candidates and students of School of Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100.

Testing Scheme :

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows :

Section I (It is text-based and corresponds to Unit I in the syllabus)

Q. 1.	It shall consist of five short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text Ten Mighty Pens.	12 Marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, and be based upon the prescribed text Ten Mighty Pens.	10 Marks
Note : The questions 1 & 2 should be so designed as to cover all the chapters prescribed.		
Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum six questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc.	12 Marks
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	6 Marks
Section II (Based upon Unit II)		
Q. 5.	The students shall be asked to write a short survey report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 150-200 words). The students shall be given an internal choice in this question.	10 Marks
Q. 6.	This will test the students' ability to write a <i>Precis</i> . A passage of about 200 words shall be given and the students shall have to write a precis of about 70 words (including the title).	10 Marks
Q. 7.	Definition/Format of Modern Forms of Communication to be tested-Listening-Non Verbal Communication, e-mail, fax, teleconferencing etc.	10 Marks
Q. 8.	Curriculum Vitae	10 Marks

SYLLABUS

SEMESTER—III

BBA (PANJAB UNIVERSITY)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note :

(v) There will be one paper of 45 marks. 5 marks are reserved for the Internal Assessment. Total is 50.

(vi) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.

(vii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows :

VI. The Model Millionaire : *Oscar Wilde*

VII. The Gift of the Magi : *O. Henry*

VIII. The Judgement-seat of Vikramaditya : *Sister Nivedita*

IX. Fur : *Saki*

(viii) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units :

Business Communication : It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, obstacles in communication.

Writing Skills : All types of Business letters, tender notices, auction notices, public notices ; memos and advertisements relating to sales/marketing.

Testing Scheme :

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows :

Q. 1.	It shall consist of 4 question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any 2. This question shall be based upon the prescribed text Ten Mighty Pens.	5 Marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice and will be based upon the prescribed text Ten Mighty Pens.	10 Marks

Note : The questions 1 & 2 should be so designed as to cover all the chapters prescribed.

Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc.	5 Marks
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 Marks

Section II (Based upon Unit II)

Q. 5.	This question shall test a students' ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	5 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/Advertisements. (have to attempt four, each part of $2\frac{1}{2}$ marks)	10 Marks
Q. 7.	Two short questions to test the students' understanding of various aspects of business communication.	5 Marks

SYLLABUS

SEMESTER—IV

BBA (PANJAB UNIVERSITY)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note :

(i) There will be one paper of 45 marks. 5 marks are reserved for the Internal Assessment. Total is 50.

(ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.

(iii) For Unit I, the prescribed text is **Ten Mighty Pens Issues** ed. K.A. Kalia (Oxford University Press).

The relevant sections, however, are as follows :

I. Chandalika : *Rabindranath Tagore*

II. A Bachelor's Complaint of the Behaviour of Married People : *Charles Lamb*

III. El Dorado : *R.L. Stevenson*

IV. Bores : *E.V. Lucas*

(iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units :

Writing Skills : This section shall focus on business precis-writing, curriculum vitae ; short formal reports (not exceeding 200 words).

Modern Forms of Communication : Here special emphasis shall be given to teaching the format of e-mails, Fax Messages, Audio-Visual Aids, Power-Point Presentations and Non-Verbal Communication.

Testing Scheme :

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows :

Section I (It is text-based and corresponds to Unit I in the syllabus)

Q. 1.	It shall consist of 4 short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any two. This question shall be based upon the prescribed text Ten Mighty Pens .	5 Marks $2\frac{1}{2} \times 2 = 5$
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, and be based upon the prescribed text Ten Mighty Pens .	10 Marks

Note : The questions 1 & 2 should be so designed as to cover all the chapters prescribed.

Q. 3.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 Marks
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Section II (Based upon Unit II)

Q. 4.	The students shall be asked to write a short survey report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 150-200 words). The students shall be given an internal choice in this question.	10 Marks
Q. 5.	This will test the students' ability to write a <i>Precis</i> . A passage of about 200 words shall be given and the students shall have to write a precis of about 70 words (including the title).	5 Marks
Q. 6.	Definition/Format of Modern Forms of Communication to be tested Non Verbal Communication, e-mail, fax, Audio-Visual Aids and Power-Point Presentations.	5 Marks
Q. 7.	Curriculum Vitae	5 Marks