

## **Functional English (CBCS) to be implemented from 2017**

The detailed syllabus of Functional English given below has been designed in accordance with the UGC guidelines for CBCS. The syllabus includes 4 Compulsory Core Courses (CC) of six credits each (4: Theory and 2: Practical) with one CC in each semester from Semesters I to IV and 4 Discipline Centric Electives (DCE) of 6 credits each with 2 DCE's in each semester from Semester V to VI. The student opting for Functional English needs to earn 36 credits by taking the 4 CC's offered from Semester I to IV and s/he can choose one DCE each from Semester V and VI from the options given.

### **Semester III**

#### **CC 3: Business English**

**(Credits: Theory-04, Practicals-02)**

#### **Objectives:**

To enable the students:

- To learn Fundamentals of Business Correspondence.
- To acquire practical knowledge in Business correspondence.
- To introduce the students to the role, features and use of English for business purposes

#### **Unit I**

- Understanding written communication (writing process); considering audience and purpose;
- Principle of CODER; Collection of ideas (free writing, brainstorming, clustering, looping) organization: Drafting, Editing; Redrafting
- Paragraph writing (200-250 words)

#### **Unit II**

- Types of Official Correspondence: Official letters—Demi-official letters— Features
- Letter Writing: Mechanics and format; Writing and replying to the letters of request, complaint, jobs, ;Ordering of goods, thanks, invitations
- Memo: Difference between a letter and a memo; Format, style and types of memo

#### **Unit III:**

- Writing of emails
- Writing of Curriculum Vitae (C.V)
- Preparing minutes of a meeting: Format of minutes: Language and style of minutes

#### **Unit IV**

- Writing announcements, circulars, notices and agenda. Writing Notes( Arrangements .inquiries, requests, apologies and explanations):
- Note taking skills (essential components)
- Report Writing; Business reports; Investigative reports; Developmental Reports; Sports reports

#### **Practicals: .**

- Writing paragraphs of different types on different topic sentences
- Writing letters of different types using proper format.
- Writing emails and CV's
- Writing different kinds of reports using proper format.

#### **Suggested Readings:**

1. Liz Hamp Lyous, Ben Hearley Study Writing : A Course in Writing Skills  
Cambridge University Press- 2008
2. Grey Brook - Heart Business Benchmark'- Advanced: by, Cambridge  
University Press 2007
3. Jean Withrow: Effective Writing- Cambridge University Press
4. David Jolly; Writing Tasks: Cambridge University Press
5. Geetha Nagraj: Comprehend and Compose I&II, Foundation Books.
6. Bhatia R. C. Business Communication(2nd Ed). Ane Books India, 2008 (Part II, III & IV)
7. K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick & M. Krishnakumar. Business  
Communication. Macmillan, 2007.
8. Mascull Bill. Business Vocabulary in Use. , Cambridge University Press