

Bachelor of Business Administration
Semester I
[EN 1111.1]
Language Course 1: Listening, Speaking and Reading

General Objectives

The general objective of the course is to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking and reading English. The course is a step towards preparing the learners to face situations with confidence and to seek employment in the modern globalized world. As knowledge of English phonetics will help the students to listen and to speak English better, they would be given rudimentary training in English phonetics. It also enhances the student's general standard of spoken English. The knowledge of the phonetic alphabets/symbols will help the students to refer the dictionary for correct pronunciation.

Module I Listening

Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, sub-skills of listening, what is good listening? strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.

Module II Speaking

English, the lingua franca, varieties of English; Indian English, Received Pronunciation, Why phonetics?

Organs of speech and speech mechanism; Classification of English sounds- vowels; consonants; IPA symbols, transcription, the syllable, syllable structure, stress and intonation, some rules of pronunciation, Indian English and deviations from RP, Speaking as a skill; speaking on formal and informal occasions; how to perform a wide range of language functions such as greeting, thanking, complaining, apologizing.

Module III Reading

Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages

(Students should be given ample practice in dialogue, using core and supplementary materials.)

COURSE MATERIAL

Modules 1-3

Core Reading: *English Language Skills for Communication I*

Module 4

Core Reading: *Four One-Act Plays*

The following one act plays are prescribed

1. "The Pie and the Tart" Hugh Chesterman
2. "Under Fire" Laurence Housman
3. "The Brink of Silence" Esther E. Galbraith
4. "The Dear Departed" Stanley Houghton

Further reading:

1. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
2. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.
3. Kenneth, Anderson, Tony Lynch, Joan MacLean. *Study Speaking*. New Delhi: CUP, 2008.

Reference:

Jones, Daniel. *English Pronouncing Dictionary* 17th Edition. New Delhi: CUP, 2009.

Semester 2

WRITING AND PRESENTATION SKILLS

EN 1311.1

AIMS

1. To familiarize students with different modes of general and academic writing.
2. To help them master writing techniques to meet academic and professional needs.
3. To introduce them to the basics of academic presentation
4. To sharpen their accuracy in writing.

OBJECTIVES

On completion of the course, the students should be able to

1. Understand the mechanism of general and academic writing.
2. Recognize the different modes of writing.
3. Improve their reference skills, take notes, refer and document data and materials.
4. Prepare and present seminar papers and project reports effectively.

COURSE OUTLINE

Module 1

Writing as a skill – its importance - mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text - combining different sources – functional use of writing – personal, academic and business writing – creative use of writing.

Module 2

Writing process - planning a text - finding materials – drafting – revising – editing - finalizing the draft - computer as an aid - key board skills.

Module 3

Writing models – essay - précis - expansion of ideas – letter writing - personal letters - formal letters – CV – surveys – questionnaire - e-mail – fax - job application - report writing.

Module 4

Presentation as a skill - elements of presentation strategies – audience – objectives – medium - key ideas - structuring the material - organizing content - audio-visual aids - hand-outs – seminar, paper presentation and discussion.

COURSE MATERIAL

Modules 1 – 4

Core reading: *Writing Today*, Orient Blackswan

Further reading:

1. Robert, Barraas. *Students Must Write*. London: Routledge, 2006.
2. Bailey, Stephen. *Academic Writing*. Routledge, 2006.

3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. CUP, 2008.
4. Iona, Leki. *Academic Writing*. CUP, 1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.
6. Jay. *Effective Presentation*. New Delhi: Pearson, 2009.

References:

Mayor, Michael, et al, Ed. *Longman Dictionary of Contemporary English*. 5th Edition. London: Pearson Longman Ltd, 2009.