

Program Name: B. Com.
Class: F. Y. B. Com.
Subject: English
Ability Enhancement Course (AEC)
Prescribed Text: *Mastering English for Professional Purposes*
(Board of Editors) Orient BlackSwan, 2024

Course Objectives:

1. To make students understand the importance of communicative competence.
2. To expose students to the basics of communication.
3. To introduce students to vocabulary, spoken and written components of communication.
4. To lead students through rigorous exercise related to communication.
5. To make students proficient in communication. Course Outcomes:

Course Outcomes

After completion of the course, students will be able:

1. Students understand the importance of communication and the consequent competence required for it.
2. Students learn the basics of communication
3. Students acquire the necessary skills components of communication
4. Students become confident about communication through rigorous exercise
5. Students become competent in communication
6. Students realize that literary pieces are very good examples of effective communication.

Semester I

Course Contents

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Poetry for Values and Ethics 1. The Road Not Taken: Robert Frost 2. Can It Be?: Manmohan Ghosh 3. The Tiger and the Deer: Sri Aurobindo 4. Work Without Hope: S. T. Coleridge 5. Home Assignment	10
2	Prose for Professional Growth 1. All about a Dog: A. G. Gardiner 2. How I Became a Public Speaker: G. B. Shaw 3. The Three Questions: Leo Tolstoy 4. Home Assignment	10
3	Conversational Skills for Professional Purposes 1. Formal and Informal Communication a. Introducing yourself and others in different contexts b. Greeting and responding to greetings c. Joining and leaving conversations d. Telephone etiquette	10

	2. Interview Skills a. GDPI b. Types of interviews c. Principles of effective communication d. Strategies of communication 3. Everyday Communication at Workplace a. Making requests b. Asking for information c. Inviting and accepting/declining an invitation d. Making a complaint e. Making and accepting an apology f. Describing objects, people, places and processes g. Conduction of meetings 4. English for Sales and Marketing a. The Use of English for advertising, demonstration, promotion, presentations	
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Semester II

Course Contents

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Poetry for Values and Ethics 1. Success: Emily Dickinson 2. On Virtue: Philis Wheatley 3. Money Madness: D. H. Lawrence 4. Quiet Work: Mathew Arnold 5. Home Assignment	10
2	Prose for Professional Growth 1. My Lost Dollar: Stephen Leacock 2. On the Conduct of Life: William Hazlitt 3. The Selfish Giant: Oscar Wilde 4. Home Assignment	10
3	Writing Skills for Professional Purposes 1. Vocabulary Building a. Phrasal verbs b. Synonyms and antonyms c. Collocations d. Word formation e. Effective ways of building vocabulary 2. Business Letters a. Cover letter	10

	b. Letter of recommendation c. Offer letter d. Complaint letter e. Apology letter f. Letter of appreciation 3. Everyday Drafting at Workplace a. Notice b. Agenda c. Minutes d. Report writing e. Note making f. Email writing	
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Examination Pattern		
(FOR BOTH SEMESTER I & II)		
F. Y. B. Com. English		
Ability Enhancement Course (AEC)		
Prescribed Text:		
<i>Mastering English for Professional Purposes</i>		
For 2 Credits Course- Theory Total Marks: 50		
Semester End Exam Total Marks- 35 (Minimum Marks 14 for passing)		
Internal Assessment Total Marks: 15		
A. Semester End Exam Question Paper Pattern Total Marks 35		
Time (2 Hours), 2 Credit Course, Marks (35)		
Q.1 Answer the following questions on unit one (any 2 out of 4) Marks – 10		
Q.2 Answer the following questions on unit two (any 2 out of 4) Marks – 10		
Q.3 Answer the following questions on unit three (any 3 out of 5) Marks – 15		
B. Internal Assessment Pattern Total Marks: 15		
Tutorial	Marks – 10	
Home assignment /Oral examination/ Students seminar/ presentation		Marks – 05