

# **English for BA/ B Com under CBCS**

## **Cluster University, Srinagar, (2018)**

### **Semester 6**

### **(2 Credit Course)**

#### **Unit 1**

##### **Business Communication:**

- Business Letters: Credit Letters, Collection Letters, Letters of Enquiry, Order Placement Letters, Claim Letters. Sales Letters and Instruction Letters.
- Emails: Advantages and Limitations, Style Structure, and Content and Email Etiquette.
- Presentation, Power Point Presentation and Minutes of Meeting

#### **Unit 2**

##### **Academic Writing:**

- The Writing Process: Evaluating Texts, Selecting Key Points, Note-making, and the Art of condensation.
- Planning/ Organizing Paragraphs, Main Body, Introduction and Conclusion. Avoiding Plagiarism.
- Rewriting and Proofreading.
- Effective Academic Writing: Argument, Cause and Effect, Cohesion/Coherence, Comparison, Definitions, References and Quotations, Restatement and Repetition, Variation in Sentence Length and Visual Information.
- Introduction to Bibliography and Citation.

#### **Unit 3**

- Excerpts from Introduction: A Conspectus' in "A House Divided" by Amrit Rai from *The Individual and Society: Poems, Essays and Stories*.

##### ***Tutorial:***

- *Prepare a power point presentation on following topics:*
  - I. *Environmental Issues*
  - II. *Fall outs of Virtual Reality*
- *Write a Business Report*

**Books Recommended:**

- *Technical Communication: Principles and Practice*. Edited by Meenakshi Raman and Sangeeta Sharma, OUP.
- *Academic Writing: A Handbook for International Students*. Stephen Bailey. Routledge.
- *Cultural Diversity: Linguistic Plurality and Literary Traditions in India*, OUP