

Syllabus for Functional English (UG)

Discipline Specific Core Paper 3

(DSC-3) Semester III

Cluster University Srinagar (2018)

Writing Skills

(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

- Features of written communication; Structure; Content; Context; Cohesion; Style; Coherence; Cohesion: 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

- Letter Writing: Mechanics and format; Writing and replying to the letters of request, complaint, jobs, ;Ordering of goods, thanks, invitations, online correspondence, cover letters
- Memo: Difference between a letter and a memo; Format, style and types of memo ●
Writing of emails

Unit III:

- Writing of Curriculum Vitae (C.V): Portfolio Making
- Writing of Statement of Purpose(SOP)
- 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; 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 and SOP'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. Dr. Nasreen Malik : Elements of Noting and Drafting : Jay Kay Law Reporter Pvt.Ltd
4. Jean Withrow: Effective Writing- Cambridge University Press
5. David Jolly; Writing Tasks: Cambridge University Press
6. Geetha Nagraj: Comprehend and Compose I&II, Foundation Books.
7. Bhatia R. C. Business Communication(2nd Ed). Ane Books India, 2008 (Part II, III & IV)
8. K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick & M. Krishnakumar.
Business Communication. Macmillan, 2007.
9. Mascull Bill. Business Vocabulary in Use. , Cambridge University Press