

ACD/01/002

Revised in BOS Ref: BOS/ LCC/ 2021/16

Program: BS-BBA
Semester: Fall 2022

1a. Goal	The aim of this course is to acquire language proficiency especially in reading and writing.
1b. Credit Hours	3+0
Prerequisites	NONE
1c. Course Objective	To teach English language for communication purpose enabling students to acquire language proficiency specially in writing by learning to use grammatically correct, complete and concise sentences. Moreover, to help students to present an idea or relevant discussion that helps explain or analyze information. Some of the most common examples of expository writing include brief texts, academic essays and articles.
1d. Program Learning Outcome (PLO's)	<ol style="list-style-type: none"> 1. Demonstrate proficiency in the fundamental business principles and practices that enable successful firms to operate in domestic and global environments. 2. Demonstrate critical thinking and analysis skills that solve business problems in a real-world context. 3. Demonstrate effective Communication through the delivery of written and oral presentations. 4. Specify the role of technology as a strategy for competitive advantage in business. 5. Identify ethical issues that impact business decisions from economic, political, legal, and social perspectives. 6. Students must be able to apply statistical tools, formulas and concepts effectively and efficiently in mathematical, statistical and research based problems.
1e. Course Learning Outcome (CLO's)	The students will be able to develop a positive, constructive & practical approach to effective writing in business and professional settings to meet the diverse needs and multiple purposes of business and social communication situations.
2. Instructions	<p>Students must adhere to following: -</p> <ol style="list-style-type: none"> 1. Must come prepared for the class. 2. Must read the topics to be discussed in advance. 3. Must reach class two minutes before start. 4. Must be properly attired. 5. Must complete all assignments in time. 6. Must not use red or green ink in all grading examinations. 7. Must switch off cell phones during class time.
3. Attendance	Students are required to maintain 75% attendance
4. Text Book Reference books, Reading Material & Web Links	<p>Text books:</p> <ol style="list-style-type: none"> 1. Oxford Practice Grammar (OPG) by John Eastwood 2. Writer's Resources (WR) by Julie Robitaille & Robert Connelly 3. Real Writing (RW) by Susan Anker <p>Ref. book:</p> <ol style="list-style-type: none"> 1. Advanced Writing by Heard & Tucker 2. Writing Academic English by Oshima & Hogue

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAM LEARNING OUTCOMES

Sr.#	CLOs	PLOs					
		1	2	3	4	5	6
1	Demonstrate effective Communication through the delivery of written and oral presentations.			<input checked="" type="checkbox"/>			

Assessment	Marks	Weightage	Duration	Frequency		Selection
				Min.	Max.	
Quizzes	15	15%	Max. 10 min	Three (3)	-	Best(3)
Assignments	15	15%	Two weeks	Two(2)	-	Best(2)
Mid Term Exam	25	25%	2 hours	One(1)	One(1)	One(1)
CSR/Class Participation	05	05%	Throughout the semester.			
Final Exam	40	40%	3 hours	One(1)	One(1)	One(1)

Grade	Percentage	GPA	Grade	Percentage	GPA
A+	85% & above	4.00	C	60% - 64%	2.00
A	80% - 84%	3.75	F	Below 60%	0.00
B+	75% - 79%	3.50			
B	70% - 74%	3.00			
C+	65% - 69%	2.50			

6. LECTURE-WISE COURSE BREAKDOWN

Session	Topics Covered	Chapter	Assessment
1	Distribution of course outline and discussion Introduction to Writing Skills Types of Writing	Chapter- 1	
2	Fundamentals of Language Parts of Speech Adjectives Articles	Handout / Slides	
3	Correct use of Grammar Auxiliary Verbs Modal Auxiliaries	Handouts slides/ Unit 44 - 53 (OPG)	Ex: Quiz 1
4	Intro to Tenses Tenses Practice exercises	Slides and H/O	
5	Effective use of Voices Applications of Passive voice Practice		Ex: Assignment 1
6	Intro to paragraph Writing: What is a paragraph?, paragraph structure, Additional element unity and coherence Title formation, Recognizing and writing topic & concluding sentences Transition signals in paragraph	Chapter 4 & 5 WR	

7	Intro & purpose to Précis Writing Essentials Procedure and practice	Slides and H/O	Ex: Quiz 2
8	Mid Term Exam		Mid Term Exam
9	Introduction and Types Problems & Solutions Practice	Part III WR	
10	Cause & Effects Compare & contrast Practice	Chapter 12 & 13 WR	
11	Definition & Classification How to process Practice	Chapter 14 & 15 WR	Ex: Assignment 2
12	Importance of reading, reading for business purposes Techniques to read business Correspondence Comprehension practice exercises	Part 8 RW	Ex: Quiz 3
13	Writing Essay creating outline and generating ideas Writing Thesis Statement Types Intensive practice of Essay Writing	Chapter 6 WR	Guest Speaker Session (Tentative)
14	Dialogue Writing: Writing dialogues on different situations. Class presentations based on dialogues for different scenarios	Handout	Report Presentation (If any)
15	Revision /group presentations		Report Presentation (If any)
16	Final Exam		Final Exam

Communication Competence Methodology:	<ul style="list-style-type: none"> • Class Participation/ Discussion • Case study • Projects • Assignment • Guest Speaker Session • Industrial Visit
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Course supervisor:
Designation:
E-mail: