

I.K.G. Punjab Technical University
BBA Batch 2018
AECC
BTHU103/18 English

Course Outcomes:

- ∣ The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- ∣ To help the students become the independent users of English language.
- ∣ To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- ∣ The syllabus shall address the issues relating to the Language of communication.
- ∣ Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- ∣ Theory of Communication
- ∣ Types and modes of Communication

Unit- 2 (Language of Communication)

- ∣ Verbal and Non-verbal
- ∣ (Spoken and Written)
- ∣ Personal, Social and Business
- ∣ Barriers and Strategies
- ∣ Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- ∣ Close Reading
- ∣ Comprehension
- ∣ Summary Paraphrasing
- ∣ Analysis and Interpretation
- ∣ Translation(from Hindi/Punjabi to English and vice-versa)

OR

- ∣ Precis writing /Paraphrasing (**for International Students**)
- ∣ Literary/Knowledge Texts

Unit-4 (Writing Skills)

- ∣ Documenting
- ∣ Report Writing
- ∣ Making notes
- ∣ Letter writing

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Recommended Readings:

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul,
DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.