

## Business and Communicative English

### Part A- Introduction

<b>Course Code:</b> ENG 103	<b>Course Title:</b> Business & Communicative English	
<b>Course Type:</b> Compulsory	<b>Level/Term:</b> Level 1, Term 1	<b>Pre-requisite (s):</b> N/A
<b>Credit Value:</b> 3.0	<b>Contact Hours:</b> 3 Hrs/Week	<b>Total Marks:</b> 100 (CIE :35, SMEE : 65)
<p><b>1. Course Summary:</b>            The students will learn English in an EFL context. They are young adults with high intermediate-low advanced English language proficiency. It is their first year first semester course in university. They meet their teachers twice a week (180 minutes per week). The length of each meeting is 90 minutes and the students are expected to practice functional English and spoken English in their academic and daily life. Classroom activities are designed in such a way so that the students can develop their skills with practical actions. Finally, the course will help students to communicate both in formal and informal situations.</p>		
<p><b>2. Course Objectives:</b>            The course is to enable the students to get ready with the communication skills required both in their academic and daily purposes. These will also help them get good exposure to the job market. After having the comprehensive and practical idea on grammar, listening, speaking, pronunciation, reading and writing, the students will be able to understand any types of texts easily and communicate more fluently in their practical life.</p>		
<p><b>3. Course Learning Outcomes (CLO)/(CO):</b> At the end of the course, the students will be able to-</p>		
CLO1	Make use of in English the students' academic life and daily life.	
CLO2	Develop English reading, writing, listening and speaking skills	
CLO3	Apply communication knowledge to solve problems by using productive skills	
CLO4	Make use of technology efficiently for learning and using English language.	
CLO5	Prepare and present themselves in real life situations	
<p><b>4. Mapping/Alignment of CLOs/COs with Program Learning Outcomes(PLO/PO):</b></p>		

	PLO (a)	PL O (b)	PLO (c)	PLO (d)	PLO (e)	PLO (f)	PLO (g)	PLO (h)	PLO (i)	PLO (j)	PLO (k)	PLO (l)
CLO 1		√	√	√	√	√			√	√		√
CLO 2		√	√		√				√	√		√
CLO 3		√		√						√	√	√
CLO 4		√	√	√	√	√			√	√	√	√
CLO 5		√	√	√		√		√		√		√

## Part B- Content of the Course

### 5. Topics to be covered/Content of the course

<b>Topics and Contents</b>	<b>Time Frame/ Session</b>	<b>Specific Outcome</b> ( <i>What students will achieve in terms of Knowledge, Skills and Abilities, KSA</i> )	<b>Teaching Strategies &amp; Suggested Activities</b> ( <i>in relation to each topic or lesson</i> )	<b>Teaching Aids/Tools /Materials</b> ( <i>Books, Online Resources, Multi Media, Pictures, Reports, Charts, Newspapers, handouts, etc.</i> )	<b>Assessment Technique</b>	<b>Alignment with CLOs</b>
<b>1. Introduction and Overview of the Course</b>	Week 1 (Session 1)	a) To build rapport among students, b) To introduce each other, c) To identify the course expectations, d) To summarize general information about	Discussion, Ice Breaking Tools,	White Board, MMP, Video, Images, Online Platform, Ice Breaking Tools	Quiz game	-

		the course and its completion, e) To understand different components of the course outline.				
<b>2. Language:</b> It's function as a primary means of communication to technologist; writing, speaking, listening and reading; difference between written and spoken language. Language appropriate to talk, Planning-format, paragraph heading, context, vocabulary etc.	Week 1 - 2 (Session 2-4)	a) To understand different functions and significance of language  b) To make use of proper language	Lecture, Group Study, Discussion	White Board, MMP, Video, Images, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1
<b>3. Listening, understanding and speaking skills:</b> Effective communication between speaker and listener, Techniques for description, Use of Visual aids.	Week 2 (Session 5-6)	a) To identify and apply different skills for listening and speaking  b) To make use of different real text for developing listening and speaking	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1 CLO 2 CLO 4
<b>4. Reading Skill:</b> Technical literature, Books, Magazines, Scientific Journals etc.	Week 3 (Session 7)	a) To identify and apply different skills for reading  b) To make use of different real text for	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive video with question,	CLO 1 CLO 2

		developing reading skills			Assignment  <b>(Class Test 1)</b>	
<b>5. Definition of Communication:</b> Sender-message+Encoding-Medium-Receiver+Decoding-Feedback	Week 4 (Session 8-10)	a) To construct how communication works	Discussion, Question Answer	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question  <b>(Class Test 2)</b>	CLO 1 CLO 3
<b>6. Different Types of Communication</b>  Interpersonal Communication Intrapersonal Communication Small Group Communication Organizational Communication Intercultural Communication Mass Communication etc.	Week 5 (Session 11-13)	a) To identify different types of communication	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive video with question	CLO 1 CLO 3
<b>7. Significance of Communication:</b> Special significance of Communication in incorporate and multinational bussiness organizations.	Week 6 (Session 14-16)	a) To discuss the significance of communication in various situations	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question, Assignment	CLO 1 CLO 3

					<b>(Class Test 3)</b>	
<b>8. Use of Communication by Management:</b>  Written notice Face to face conversation Group meeting Seminar/conferences	Week 7 (Session 18-20)	a) To make use of communication effectively by management  b) To discover different types of communication in official settings	Lecture, Group Study, Discussion	White Board, MMP, Online Platform, Test Reports	Quiz, Question Answer	CLO 1 CLO 3
<b>Mid Term Examination</b>	Week 8-9					
<b>9. Organizational Communication Network:</b>  Vertical Communications Downward Communication and upward communication Horizontal Communication	Week 10 (Session 22-24)	a) To deduce how organizational communication works	Lecture, Group Study, Discussion	White Board, MMP, Online Platform, Test Reports	Quiz, Question Answer, Interactive Video with Question,  <b>(Class Test 4)</b>	CLO 1 CLO 3
<b>Presentation Topic:</b> Compare and contrast any two types of communication	Week 11 (Session 25-27)	a) To demonstrate the understanding the students get from the lessons they have already participated	Question Answer	White Board, MMP, Online Platform	Based on the rubrics of presentation	CLO 1 CLO 4 CLO 5
<b>9. Systems of Communication:</b>  Stimulus to communication Communication components	Week 12 (Session 28-30)	a) To discuss different systems of communication	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video	CLO 1 CLO 3

					with Question	
<b>9. Letter writing:</b> Drafting private letters, Applications, Letters of complaint, Letters to the press, Apology and Explanation, Request letters, Business letters, Planning your letters, Selecting formats, Using short-cuts, Evaluating letters.	Week 13 (Session 31-33)	a) To apply the knowledge of drafting different types of letters, applications	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1 CLO 2
<b>9.Characteristics of business letters:</b> Kinds of letter, purpose of letters, Functions of a first, middle and last paragraph(s), Characteristics and drafting process of positive letters, negative letters, persuasive letters, routine letters and memos.	Week 14 (Session 34-36)	a) To apply the knowledge of different types of business letters	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1 CLO 2
<b>9.Report writing:</b> Types of report, Characteristics and importance of different types- purpose, scope, different styles of writing reports. The process of preparing informal and formal reports, drafting reports, progress reports, technical	Week 15 (Session 37-39)	a) To apply the knowledge of different types of report writing  b) To construct the knowledge of different types of reports	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1 CLO 2

reports, industrial reports etc.						
<b>10.Proposals:</b> For new equipment, Increasing production, Description of visits, experiments etc.	Week 16 (Session 40-43)	a) To create proposals while in industry	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1 CLO 2
<b>9.Explaining:</b> Process, complaining, report damaging etc.	Week 17 (Session 44-46)	a) To explain the process of something, how to complain and reporting damaging	Lecture, Group Study, Discussion	White Board, MMP, Video, Online Platform	Quiz, Question Answer, Interactive Video with Question	CLO 1 CLO 2
<b>Review on Final Examination &amp; Preparatory Leave</b>	Week 18 (Session 47-49)	a) To review the contents of final examination, b) To solve questions of different years	Discussion, Question Answer	White Board, MMP	Question Answer	CLO 1-3
<b>Final Examination</b>	Week 19-20	-	-	-	-	-

## Part C- Assessment and Evaluation

### 6. Assessment Pattern

#### a) Class Tests

Altogether 4 class tests may be taken during the semester, 2 class tests will be taken before midterm and 2 class tests will be taken for final term. Out of 4 class tests best 3 class tests will be counted. Students are strongly recommended to participate in all class tests. Class tests will be based on short question, fill in the blanks, MCQ, True/False, mathematical problems and scheduled in class time.

#### b) Assignment and Presentation

The students are expected to complete their assignment of this course individually. The assignment of this course is to prepare a resume to get ready for job markets.

The topic will be assigned as assignment during the class which they have to prepare at home and will submit on or before the due date. No late submission of assignments will be accepted. Students

will have to do the presentation on the given topic as assignment. The details of assignment and presentation is given below-

Sl. No.	Type of Assignment and Presentation	Submission Date	Contents of Assignment	Contents of Presentation
1.	Communication	Before 15 days of final examination	Techniques of CV and Cover Letter Writing	<b>Duration:</b> 3-7 minutes <b>a) PPT slides</b> <b>Contents:</b> Compare and contrast any two types of communication

**CIE- Continuous Internal Evaluation (35 Marks):**

Bloom's Category Marks (out of 35)	Class Tests (15)	Assignments (5)	Presentation (08)	Class Attendance (07)
Remember	3			Students will be awarded for full marks if attend all classes
Understand	3		2	
Apply	3		2	
Analyze	2		2	
Evaluate	2		2	
Create	2	5		

**SMEE- Semester Mid & End Examination (65 Marks):**

Bloom's Category	Tests
Remember	10
Understand	10
Apply	10
Analyze	12.5

Evaluate	12.5
Create	10

### 7. Assessment and Evaluation

Grades will be calculated as per the university grading structure and individual student will be evaluated based on the following criteria with respective weights.

1. Class Tests- 15%
2. Assignment- 5%
3. Presentation- 8%
4. Class Attendance- 7%
5. Mid Term Examination-25%
6. Final Examination- 40%

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**Total-100%**

### Part D-Learning Resources

#### 8. Textbook

1. Rai, U. (2010). *English language communication skills*. Mumbai, India: Himalaya Pub. House.
2. Greene, J. O., & Burlison, B. R. (Eds.). (2003). *Handbook of communication and social interaction skills*. Lawrence Erlbaum Associates Publishers.

#### Reference Books & Materials:

1. Chazal, Edward de. *Oxford EAP*. Student ed., Oxford Univ Pr, 2012.
2. Haque, M Hamidul, et al. *English for Academic Purposes 1*. Edited by Kevin Balchin, British Council Bangladesh & University Grants Commission of Bangladesh.
3. Jordan, R.R. *Academic Writing Course*. Collins ELT, 1990.
4. Spaventa, Lou and Marilyn Spaventa. *Writing to Learn: From Paragraph to Essay*. McGraw-Hill Education, 2000.
5. Zemach, Dorothy. *Building Academic Reading Skills*. University of Michigan Press ELT, 2010.