

Annexure-I to Notification No.F(Pres/Repet-UGSyllabi)Acad/KU/12 dated 15-03-2012

Syllabus for B.A 2nd year

Subject: Functional English (Vocational Subject)

Effective from Academic Session-2012

S. No	Subject Code	Subject Name	Theory	
			Max	Min
1.	Paper A	Written Communication	75	27
2.	Paper B	Business Communication	75	27

**B.A 2nd Year-Functional English (Vocational Subject)
Effectation from academic session-2012**

35

Paper A:

Written Communication

75 marks

Aims and Objectives: This paper aims to make students good and fluent writers.

Section I: Communication

- Communication; process of communication
- Macro functions of language
- Barriers to Communication
- Different Types of Communication

Section II: Writing Process

- Understanding writing
- Principles of good writing
- Types of writing
- Effective writing (CODER)

Section III

- Letter-writing (formal and informal)
- Formatting (indented, boxed etc)
- Paragraph writing: Organisation and Unity
- Free writing: descriptive, analytical, argumentative etc.

Mode of Examination:

There will be three sections in the paper. Section I, II and III will have three questions each and students will be required to attempt two from each section (40 marks). Section III shall contain letter, paragraph and essay writing tasks out of which students will be required to attempt two, with the following distribution of marks:

Letter writing:	20 marks
Long essay:	20 marks
Paragraph writing:	15 marks.

Suggested Reading:

1. Coe, Norman, Robyn Rycroft and Pauline Ernest. *Writing Skills*. Cambridge: CUP.
2. Das, Bikram K. 2006. *Functional Grammar and Spoken and Written Communication in English*. New Delhi: Orient Blackswan.
3. Geffner, Andrea B. *Business English*. 2010. USA: Barron's.
4. Jolly, David. *Writing Tasks*. CUP (available in Indian reprint)
5. Tarefder, S K. *Effective Letter Writing*. Jawahar Publications.
6. Whithrow, John. *Effective Writing*. Cambridge: CUP.

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Paper B: Business Communication 75 marks

Aims and Objectives

- To sensitize the students to the business register of English language and its associated usage and functions and to equip them with the knowledge and skills required to use English language effectively for business.
- To enable the students to gain an insight into the dynamics of communication with focus on features of virtual communication.
- To introduce the students to the role, features and use of English for business purposes

Section I : Business English I

- Letter Writing: Mechanics and format
- Writing and replying to the letters of request, complaint, jobs, ordering of goods, thanks, invitations
- Writing of Curriculum Vitae (C.V) and e-mails
- Memo: Format, style and types of memo

Section II: Business English II

- Preparing agendas
- Preparing minutes of a meeting: Format, language and style
- Writing announcements, circulars, notices and agenda.
- Business Reports; Informational and analytic.

Section III: Business English III

- Telephone conversation: mannerisms
- Doing business on phone
- Fixing meetings on phone
- Language used in phone conversation

Mode of Examination:

Theory: There will be three sections in the paper. Section I & II will have three writing tasks that test students writing skills. Students will be required to attempt two from section. Section III will be divided into four sections, each section pertaining to the use of language in the situations given in the syllabus. Students will be required to attempt all. This section will be of 35 marks.

Suggested Reading:

1. Lyons, Liz Hamp. 2008. *Study Writing : A course in Writing Skills for Academic Purpose*. CUP.
2. Brook-Heart, Grey. 2007. *Business Benchmark – Advanced*. CUP.
3. Langan: *English Skills*
4. Barnet and Stubbs: *Practical Guide to Writing*.
5. Nagraj, Geetha. *Comprehend and Compose I & II*. New Delhi: Foundation Books.