

DEPARTMENT OF ENGLISH				CLASS: I PG				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
II	NME	21P2NNM2	English for Formal Writing	2	2	25	75	100

Nature of Course				
Knowledge and skill	✓		Employability oriented	✓
Skill oriented	✓		Entrepreneurship oriented	

Course Objective:

- To provide an overview of Prerequisites to Business Communication.
- Compose different formats of correspondence with clarity and precision.
- To put in use the basic mechanics of Grammar.
- To provide an outline to effective Organizational Communication.
- To underline the nuances of Business communication.
- To impart the correct practices of the strategies of Effective Business writing.

Course Content:

CLO	UNITS	DESCRIPTION	HOURS	K LEVEL
CLO-1	Unit 1	Difference between Oral and Written Communication. Difference between Formal and Informal correspondences.	6hrs	K2
CLO-2	Unit 2	Different types of Writing-Narrative, Argumentative, Descriptive, Analytical, Persuasive, Compare and Contrast	6hrs	K2
CLO-3	Unit 3	Writing Letters-Business Correspondence	6hrs	K2
CLO-4	Unit 4	Sentence Making /Paragraph writing/Essay Writing /Note making and Précis Writing	6hrs	K2
CLO-5	Unit 5	Project Writing-Nature of Project Writing-Form, content, Proposal, Documentation. Converting given charts/diagrams into passages and vice-versa.	6hrs	K2

Text Books:

1. Mishra. B, Sharma. Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. 2011.
2. Chaturvedi P. D, Chaturvedi M. Business Communication: Concepts, Cases and Applications. Pearson Education India. 2011.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. 2011.

Reference Books:

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. 2011.
2. Kaul, Asha. Effective Business Communication. PHI Learning Pvt. Ltd. 2014.
3. Murphy, R. Essential English Grammar, CUP.2007.

Rationale for Nature of the course

This course will introduce students to the practice of writing for academic purpose. It will develop to empower students to read and comprehend content in English and to prepare post graduates to use language in real-life situations. The course will also develop their basic composition skills such as paragraph structure, essay structure, unity and coherence.

Activities having direct bearing on Skill development / Employability / Entrepreneurship

- Seminar.
- Note-making
- Paraphrasing
- Summarizing
- Referencing
- Group discussions.
- Individual activity to the students based on the LSRW Skills.

Pedagogy:

Chalk and talk, PPT, group discussion, seminar, screening of educational videos, quiz peer teaching and learning, and ICT enabled teaching.

Course Designer: Dr. S. Sudha

LESSON PLAN

UNITS	TOPICS	ALLOTTED HOURS	<u>Transaction Mode:</u>
Unit 1	Difference between Oral and Written Communication. Difference between Formal and Informal correspondences.	3hrs 3hrs	Lecture by the faculty, class discussion, recitation, presentations by students, assignments, library research on topics or problems, required term paper, open text-book study, etc. These texts will be taken up in tutorial mode wherein students' presentations and discussion are mandated.
Unit 2	Different types of Writing-Narrative, Argumentative, Descriptive, Analytical, Persuasive, Compare and Contrast	6hrs	
Unit 3	Writing Letters-Business Correspondence	6hrs	
Unit 4	Sentence Making /Paragraph writing/Essay Writing /Note making and Précis Writing	6hrs	
Unit 5	Project Writing-Nature of Project Writing-Form, content, Proposal, Documentation. Converting given charts/diagrams into passages and vice-versa.	6hrs	

Course Learning Outcome:

CLO	CLO STATEMENT	K-Level
CLO-1	Classify various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	K2
CLO-2	Write effective business correspondence with clarity.	K2
CLO-3	Explain their Critical thinking by designing and developing clean and lucid writing skills.	K2
CLO-4	Discover the technical writing skill.	K2
CLO-5	Outline the effective Organizational Communicational skill and underline the nuances of Business communication skill	K2

Learning Outcome Based Education (LOBE) & Assessment
Formative – Blue Print
Articulation Mapping-K Levels with Courses Learning Outcomes (CLOs)

Units	CLOs	K- Level	Section A		Section B (Either/or Choice)	Section C (Open Choice)
			Short Answers			
			No. of Questions	K- Level		
1	CLO x	Up to K2	1	K1	1 (K2&K2)	2 (K1,K1)
2	CLO y	Up to K2	2	K1, K1	1 (K2&K2)	1 (K1)
No. of Questions to be asked			3		4	3
No. of Questions to be answered			3		2	2
Marks for each question			2		7	10
Total Marks for each section			6		14	20

Learning Outcome Based Education (LOBE) & Assessment
Summative Examination – Blue Print
Articulation Mapping-K Levels with Courses Learning Outcomes (CLOs)

Units	CLOs	K- Level	Section A		Section B (Either/or Choice)	Section C (Open Choice)
			Short Answers			
			No. of Questions	K- Level		
1	CLO 1	Up to K2	1	K1	2 (K2&K2)	1 (K1)
2	CLO 2	Up to K2	1	K1	2 (K2&K2)	1 (K1)
3	CLO 3	Up to K2	1	K1	2 (K2&K2)	1 (K1)
4	CLO 4	Up to K2	1	K1	2 (K2&K2)	1 (K1)
5	CLO 5	Up to K2	1	K1	2 (K2&K2)	1 (K1)
No. of Questions to be asked				5	10	5
No. of Questions to be answered				5	5	3
Marks for each question				2	7	10
Total Marks for each section				10	35	30

Distribution of Section-wise Marks with K Levels

K Levels	Section A (No Choice)	Section B (Either/or)	Section C (Open Choice)	Total Marks	% of Marks without choice
K1	4	21	--	25	19.24
K2	6	49	50	105	80.76
Total Marks	10	70	50	130	100.00