

# GANPAT UNIVERSITY

## FACULTY OF MANAGEMENT STUDIES

|  |  |              |  |    |                            |           |     |       |
|--|--|--------------|--|----|----------------------------|-----------|-----|-------|
| Programme  | Master of Business Administration  | Branch/Spec. | Marketing/Finance/HR/International Business/Entrepreneurship/SCM |    |                            |           |     |       |
| Semester   | I  | Version      | 2.1.0.1  |    |                            |           |     |       |
| Effective from <i>Academic Year</i>  |  | 2022-23      | Effective for the batch Admitted in                              |    |                            | June 2022 |     |       |
| Subject code   | <b>2IB08CEL</b>  | Subject Name | <b>COMMUNICATIVE ENGLISH LABORATORY</b>                          |    |                            |           |     |       |
| Teaching scheme  |  |              |  |    | Examination scheme (Marks) |           |     |       |
| (Per week)   | Lecture(DT)  |              | Practical(Lab.)  |    | Total                      | CE        | SEE | Total |
|  | L  | TU           | P  | TW |                            |           |     |       |
| Credit   | 2  | 0            | 0  | 0  | 2                          | Theory    | -   | 100   |
| Hours  | 2  | 0            | 0  | 0  | 2                          | Practical | -   | -     |
| Pre-requisites:  |  |              |  |    |                            |           |     |       |
| Course Objective :   |  |              |  |    |                            |           |     |       |
| This course is intended to impart the quality of written as well as spoken skills through improving their listening and reading abilities that makes him/her globally competent in English communication.  |  |              |  |    |                            |           |     |       |
| Course Outcome (CO):   |  |              |  |    |                            |           |     |       |
| 2IB08CEL.CO1: Develop effective listening skills by understanding the process, modes, and barriers of listening, and applying strategies for accurate comprehension in real life and online contexts.<br>2IB08CEL.CO2: Enhance reading skills by understanding types and purposes of reading, applying effective comprehension techniques, and interpreting information from diverse texts and passages.<br>2IB08CEL.CO3: Demonstrate effective oral communication using proper tone, modulation, and confidence in professional settings.<br>2IB08CEL.CO4: Develop effective writing skills to produce coherent, well structured, and context appropriate drafts for professional and formal communication. |  |              |  |    |                            |           |     |       |
| Theory syllabus  |  |              |  |    |                            |           |     |       |
| Unit   | Content  |              |  |    |                            |           |     | Hrs   |
| 1  | <b>Modes of communication, Introduction to Listening, Reading, Speaking, Writing Skills</b><br><b>Listening Skills:</b> Definition and process of listening, Rudiments of effective listening, Modes of listening, Barriers to listening, Tips for effective listening, Traits of a good listening; <i>Listening comprehension practice using audio-visuals (IELTS Listening)</i> ; Listening to Announcements-(railway/ bus stations/ airport /sports announcement/ commentaries etc.), Online listening etiquettes, Common errors in listening |              |  |    |                            |           |     | 6     |
| 2  | <b>Reading Skills:</b> Definition, Purposes & types of reading, Comprehension process Techniques for effective reading comprehension, Reading between the lines, <i>reading comprehension practice through simple to advanced passages.(IELTS- General training)</i>   |              |  |    |                            |           |     | 6     |

|                   |   |   |
|-------------------|---|---|
| 3                 | <b>Speaking:</b> Verbalization process(thoughts into words), Significance of effective interpersonal oral conversation competence; Familiarity with tone, stress and voice modulations and paralinguistic features; Characteristics of an erudite speaker; Public speaking with multimedia<br><i>Oral practice of speaking in different situations (IELTS Speaking)</i>   | 10  |
| 4                 | <b>Writing:</b> Significance of effective writing skill; Coherence and cohesion; Outlining & Structuring the draft Points to ponder (fundamentals) for producing impressive written drafts; Significance of language quality (4 Cs) and attractive appearance of the draft; Difference in structures of formal and informal; Aesthetics in formal writing <i>Writing practice for preparing drafts of various informal, semi-formal and formal letters (IELTS General Training Writing task-1</i> | 8   |
| Practical content |   |   |
| Text Book         |   |   |
| 1                 | 1   | Technical Communication - Principles and Practice by Meenaksi Raman & Sangeeta Sharma (Oxford University Press) |
| Reference Books   |   |   |
| 1                 | 1   | Effective Technical Communication by M Ashraf Rizvi (TMH Publication)   |
| 2                 | 1   | Cambridge IELTS 1-10, Cambridge University Press  |

#### Mapping of CO with PO and PSO :

| Semester 1: Course Name: 2IB08CEL COMMUNICATIVE ENGLISH LABORATORY |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
| Course outcomes  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| 2IB08CEL.CO1   | 3   | 1   | -   | 1   | -   | -   | 3   |
| 2IB08CEL.CO2   | 3   | 1   | -   | 2   | -   | -   | 2   |
| 2IB08CEL .CO3  | 2   | 1   | -   | 3   | 3   | 2   | 3   |
| 2IB08CEL.CO4   | 3   | 1   | -   | 3   | 2   | 1   | 2   |

| Semester 1: COURSE NAME: 2IB08CEL COMMUNICATIVE ENGLISH LABORATORY |      |      |      |
|--|------|------|------|
| Course outcomes  | PSO1 | PSO2 | PSO3 |
| 2IB08CEL .CO1  | 1    | 2    | 2    |
| 2IB08CEL.CO2   | 1    | 2    | 2    |
| 2IB08CEL .CO3  | 1    | 2    | 2    |
| 2IB08CEL C.O4  | 1    | 2    | 2    |