

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		2IB08CEL		Subject Name		COMMUNICATIVE ENGLISH LABORATORY			
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	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 real0life and online contexts. 2IB08CEL.CO2: Enhance reading skills by understanding types and purposes of reading, applying effective comprehension techniques, and interpreting information from diverse texts and passages. 2IB08CEL.CO3: Demonstrate effective oral communication using proper tone, modulation, and confidence in professional settings. 2IB08CEL.CO4: Develop effective writing skills to produce coherent, well0structured, and context0appropriate drafts for professional and formal communication.									
Theory syllabus									
Unit	Content								Hrs
1	Modes of communication, Introduction to Listening, Reading, Speaking, Writing Skills Listening Skills: 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	Reading Skills: 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	Speaking: 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 <i>Oral practice of speaking in different situations (IELTS Speaking)</i>	10
4	Writing: 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		Effective Technical Communication by M Ashraf Rizvi (TMH Publication)
2		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