



UNIVERSITY OF CALCUTTA

Notification No.CSR/25/2023


It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 09.08.2023 approved the syllabus for "Communicative English" (Core Vocational) semester wise Four-year (Honours with core Vocational) programme of U.G. courses of studies, as applicable under CCF,2022, under this University, as laid down in the accompanying pamphlet.

The above shall take effect from the academic session 2023-2024.

SENATE HOUSE

Kolkata-700073

The 14th August, 2023


Prof.(Dr.) Debasis Das

Registrar

University of Calcutta

Four Year Undergraduate Syllabus for Communicative English 2023

Course Structure

DISCIPLINE SPECIFIC COMPULSORY/ CORE

SEMESTER 1

DSC 1: 4 CREDITS- Th-3+1Tu)

READING AND WRITING COMPETENCE

Unit A: Accurate Grammatical Usage

- Common Grammatical Errors
- Sentence Structure
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Understanding American expressions

Unit B: Reading Comprehension

- Skimming and Scanning, Identifying Main Ideas, Drawing inferences
- Summarizing
- Critical Reading

Unit C: Writing Composition

- Precis
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

RECOMMENDED READINGS:

- *A Practical English Grammar* – A.J. Thomson, A.V. Martinet – OUP
- *Function in English*- Jon Blundell et al- OUP
- *Oxford Practice Grammar* – John Eastwood – OUP
- *A Remedial English Grammar* – F.T. Wood
- *Word Power Made Easy*- Norman Lewis- Penguin

- *Intermediate English Grammar*- Raymond Murphy- CUP
- *Advanced Grammar in Use*- Martin Hewings- CUP
- *Practical English Usage*- Michael Swan- OUP
- *Oxford Word Skills*- OUP
- *Functions of English* - Lee Jones- CUP
- *Practice Makes Perfect: Advanced English Reading and Comprehension* – Diane Engelhardt- McGraw Hill
- *Write Rightly: A Course for Sharpening your Writing Skills*, Geetha Rajeevan, CUP
- *Writing with a Purpose*, C. Tickoo and J. Sasikumar, OUP

Evaluation Pattern:

End semester theoretical examination: 75 marks

Unit A: Grammar and vocabulary: 25 marks- objective type questions and error correction

Unit B: Reading Comprehension: 20 marks

Unit C: Writing Composition: 30 marks-

- Precis- 10
- Composition- 10
- Dialogue writing- 10

Tutorial: 25 marks- to be set on any topic from Unit B or Unit C

SEMESTER--2

DSC 2 (4 CREDITS – TH 3+1 P)

CONTENT WRITING

- Definition and Importance of Content Writing
- Types of content writing – copy writing, SEO writing, ghost writing, technical writing, Long-form content writing, E-mail marketing, content scriptwriting, Social media marketing
- Skills required for a content writer
- Prospects of content writing as a career option
- Plagiarism in content writing and means to avoid it
- Writing blogs (food, fashion, music, beauty, film, travel etc)
- Steps of blogging – choosing a blog name, getting your blog online, blog designing and customizing, publishing your first post
- Writing news articles for the web

Content writing as profession, (internship) for exit at the end of semester 2

Readings:

- *Content Strategy for the Web*, second edition. New Riders. 2012
- *Everybody Writes: Your Go-To-Guide to Creating Ridiculously Good Content*. Ann Handley. WILEY
- *Made to Stick: Why Some Ideas Survive and Others Die*. Chip Heath and Dan Heath. Random House. 2007.

Evaluation Pattern:

End semester theoretical examination: 75 marks

Long answers: 15x2= 30

Short notes: 5x4= 20

Writing newspaper article for the web: 10 marks

Writing blog: 15 marks

Practical: 25 marks- Internship project based on content writing internship to be submitted at the end of the semester.

SEMESTER—3**DSC—3 (4 CREDITS – TH 3+1TU)****INTRODUCTION TO ENGLISH PHONETICS AND PHONOLOGY**

1. The production of speech sounds
 - Air stream mechanism
 - Human Organs of Speech
2. Phonology
 - The phoneme
 - Allophones
 - Symbols and transcription
3. Vowels
 - English Short Vowels
 - English Long Vowels
 - Diphthongs
 - Triphthongs
4. Voicing and Consonants
 - English plosives
 - Fortis and lenis

5. Fricatives and Affricates
 - Production of fricatives and affricates
 - The fricatives of English
 - The affricates
6. Nasals and other Consonants
 - Nasals
 - Lateral
 - Approximants
7. The Syllable
 - Syllabic Consonants
 - Consonant Clusters
8. Word Accent and Stress
9. Sentence Stress and Intonation

Readings:

- *A Textbook of English Phonetics for Indian Students* – T. Balasubhramanian- Macmillan Publications
- *The Phonetics and Phonology of English: A Handbook* – D Thakur – BharatiBhawan Publication
- *Better English Pronunciation* – J.D. O'Connor – Cambridge University Press
- *English Phonetics and Phonology* – Peter Roach – Cambridge University Press
- *Pronunciation Practice Activities* – Martin Hewings – Cambridge University Press
- *An Outline of English Phonetics*- Daniel Jones
- *English Pronouncing Dictionary*- Daniel Jones
- *A Course in Phonetics*- Peter Ladefoged
- *English Pronunciation in Use*- Martin Hewings- Cambridge University Press
- *Intonation in Context*- Barbara Bradford & David Brazil

Evaluation Pattern:

End semester theoretical examination: 75 marks

- Write any 10 short questions out of 15 (2x10=20)
- Write short notes on three out of five (3x5=15)
- Long answer one out of two (10)
- Put stress marks on 4 words out of 6 (4)
- Minimal pair difference (2x3=6)
- Phonemic transcription of a passage or dialogue (10)

- Orthographic transcription (10)

Tutorial: 25 marks- on transcription, stress and intonation

DSC 4(4 CREDITS- Th-3+1Tu)

INTRODUCTION TO LANGUAGE IN SOCIETY

- Definition and Scope
- Accent and Dialect
- Regional and Social Dialects
- Official language, mother tongue
- Speech community
- Bilingualism and Multilingualism
- Lingua franca – link language
- Standard language (R P) and Dialects
- Language contact- Pidgin, Creole
- Register: Speech Situation, Types, Linguistics features, Non-linguistic features and domains of Register.
- Style
- Slang, jargon
- Code switching and code-mixing
- Varieties of English: British, American, Australian, Caribbean, Indian

Readings:

- *Introduction to Socio-Linguistics*- Ronald Wardhaugh
- *Introduction to Socio-Linguistics*- Ralph Fasold
- *Introduction to Socio-Linguistics*- R.A Hudson
- *Oxford Introduction to Language Study: Sociolinguistics* – Bernard Spolsky – OUP
- *A Glossary of Sociolinguistics* – Peter Trudgill – Oxford University Press

Evaluation Pattern:

End semester theoretical examination: 75 marks

- Write short notes, any 5 from 7 (5x4=20)
- Long answer two out of three (2x10=20)

- Point out the differences between socio-linguistic terms with examples (any 4 out of 6, 4x4=16)
- Analyzing a text for field, tenor, mode, setting with communicative language markers (2x4=8)
- Identify and give examples of different kinds of register(5)
- Give examples of different varieties of English -American, British, Australian, Caribbean (1x6=6)

Tutorial: 25 marks- presentation on any topic of the syllabus

SEMESTER-- 4

DSC 5 (4 CREDITS- Th-3+1P)

LISTENING AND SPEAKING COMPETENCE

- Listening and feedback: the hearing listening distinction, stages of listening process, types of listening, variables affecting listening
- Developing Listening Skills: understanding gist, main points, deduce meaning.
- Listening for specific information
- Listening to a conversation, speech and lecture
- Listening for global information
- Loud Reading for pronunciation and fluency
- Situational Conversation
- Extempore

Readings:

- *The Four Skills for Communication* –Josh Sreedharan – Foundation Books
- *Communicative English* – E. Sureshkumar and P. Sreehari – Orient Blackswan
- *Study Listening*- Tony Lynch- Cambridge University Press
- *Communicate 2*- Keith Marrow and Keith Johnson
- *Speaking Effectively*- Jeremy Comfort- Cambridge University Press
- *Resource Books for Teachers: Listening*- Goodith White- OUP
- *Resource Books for Teachers: Conversation*- Rob Nolasco- OUP

Evaluation Pattern:

End-semester theoretical examination: 75 marks

- Long answer 5 out of 7 (5x10=50)
- Short notes five out of seven (5x5= 25)

Practical: 25 marks

1. Listening Test from a text including pre and post listening questions (8)
2. Extempore on current, socially relevant topics(7)
3. Situational Conversation (10)

DSC 6 (4 CREDITS- Th-3+1Tu)**INTRODUCTION TO COMMUNICATION THEORY**

- Communication: Definition, process, models
- Types of Communication: verbal, non-verbal, internal, external
- Elements of communication
- Barriers of communication
- 7Cs of communication
- Designing Effective Communication
- Feedback in Communication
- Origins of language theory
- Language vs. communication
- Spoken language and Sign language
- Communicative functions of language

Readings:

- *Communication and Language Skills* – I.A.Daniel – cambridge scholars publishing
- *An Introduction to Language*- 5th Edition, George Yule- CUP

Evaluation Pattern:

End-semester theoretical examination: 75 marks

- Long answer 4 out of 7 (4x10=40)
- Short notes 5 out of 7 (5x5= 25)
- Short answers 5 out of 7 (2x5=10)

Tutorial: 25 marks: project on any topic from the syllabus

DSC 7 (4 CREDITS- Th-3+1P)

FUNDAMENTALS OF ENGLISH LANGUAGE TEACHING

- Aims and objectives in language teaching
- Teaching listening
- Teaching speaking
- Teaching reading
- Teaching writing
- Lesson planning
- Testing and Evaluation
- **Internship as a Conversational English Tutor:** Students have to teach spoken English for a period of one month to a student and prepare a report for evaluation which should include the student's profile, lesson plan, daily/weekly detailed report, progress made by the student taught, constraints faced etc. **(SEMESTER 4 EXIT INTERNSHIP)**

Readings:

- *Techniques and Principles in Language Teaching*- Larsen-Freeman & Anderson- OUP
- *A Course in Language Teaching*- Penny Ur- CUP
- *Approaches and Methods in Language Teaching*- Jack C. Richards & T.S. Rodgers- Cambridge University Press
- *English Language Teaching* – Geetha Nagaraj – Orient Blackswan
- *Teaching and Learning English: A Source Book for Teachers and Teacher Trainers*-M. L. Tickoo, Orient Black Swan Publications

Evaluation Pattern:

End-semester theoretical examination: 75 marks

- Long answer 4 out of 7 (4x10=40)
- Short notes 5 out of 7 (5x5= 25)
- Short answers 5 out of 7 (2x5=10)

Practical: 25 marks- internship project to be submitted on completion of Conversational Tutor Internship

DSC 8 (4 CREDITS- Th-3+1Tu)

CREATIVE WRITING

- Writing Short Story, Poetry, Free Verse, Plays, Script, Autobiography
- Creating Characters
- Plots
- Writing for Children (Fantasy)
- Comic Script Writing
- Writing Diaries/Journals

Readings

- *On Writing Well: The Classic Guide to Writing Non-fiction*- William Zinsser. Harper Perennial
- *Writing Tools*- Peter Clark. Hachette Book Group USA
- *The Elements of Style*- William Strunk Jr. & E.B. White, Pearson. 1999.

Evaluation Pattern:

End-semester theoretical examination: 75 marks

- Long answer 4 out of 7 (4x10=40)
- Short notes 5 out of 7 (5x5= 25)
- Short answers 5 out of 7 (2x5=10)

Tutorial: 25 marks: preparing a written script on any topic from the syllabus

SEMESTER 5

DSC 9(4 CREDITS- Th-3+1Tu)

MASS MEDIA: HISTORY, CONTEMPORARY DEVELOPMENTS AND IMPACT

Unit 1: Introduction to Mass Communication

- Mass Media: forms, function, socio-cultural impact

Unit 2: Print Media

- News agencies: press trust of India
- Impact of Newspaper on Society
- Paid news
- Yellow journalism
- Organizational structure of Newspaper
- Sources of News

Unit 3: Electronic Media

- Radio as mass medium: History: AIR, AM/FM/Campus radio,
- Types of radio programmes: news, features, talk, interviews
- RJ as a profession
- Television: SITE/ Prasar Bharti/ Satellite TV, Cable TV/ Educational
- Types of TV Programmes: News, Talk Shows, Panel Discussions, Interviews, Soap Operas, Documentaries, Commentary, Reality Shows

Readings:

- *Journalism: Principles and Practice*- Tony Harcup- Sage Publications
- *An Introduction to Mass Communication in India*- Keval J Kumar – Jaico publishers
- *Handbook of Journalism and Mass Communication* – VirBala Aggarwal, V.S. Gupta
- *Mass Communication and Journalism in India* – D.S. Mehta – Allied publishers
- *Encyclopedia of Journalism and Mass Communication*- O M Gupta
- *Mass Communication in India: A Sociological Perspective*- J.V Villanilam
- *Mass Communication and Journalism in India*- Dalpat Singh Meheta
- *McQuail's Mass Communication Theory*- Dennis McQuail- Sage Publication
- *Textbook of Mass Communication and Media*- Joshi and Uma
- *Broadcasting in India*- P.C. Chatterjee- Sage Publications
- *Radio and Television*- K.M Srivastava- Sterling Publications

Evaluation Pattern:

End-semester theoretical examination: 75 marks

Unit 1: Mass Communication: two long questions out of three (6x2=12)

Unit 2. Print Media

- Write short notes on any three out of five (3x5=15)
- Write a long answer on any one out of two (10)

Unit 3: Radio and Television

- Two long questions on Radio and TV out of four (2x10)
- Two short notes on Radio and TV out of three (2x5=10)

- Objective type questions (8)

Tutorial: 25 marks: Power-point presentation on any topic from the syllabus

DSC 10 (4 CREDITS- Th-3+1Tu)

NEWSPAPER REPORT AND FEATURE WRITING

- Reporting different news stories
- Feature articles
- Importance and types of headlines
- Writing letters to the editor of a newspaper
- Classified advertisements
- Photo journalism and caption writing

Readings:

- *Reporting and Editing Practice*-Sourin Banerjee
- *News Reporting and Editing*- K M Srivastava- Sterling Publishers
- *Editing Manual*- Sourin Banerjee
- *Outline of Reporting*- M K Joseph

Evaluation Pattern:

End-semester theoretical examination: 75 marks

- Reporting a news story based on cues (15 marks)
- Writing a feature article on a given topic (15 marks)
- Putting newspaper headlines on two given news stories. (5x2=10)
- Writing a letter to the editor. (10)
- Writing short notes on concepts related to the paper. (5x3=15)
- Writing snippets based on given topics (5x2=10)

Tutorial: 25 marks: project on photojournalism and caption writing

DSC 11 (4 CREDITS- Th-3+1Tu)

PUBLIC RELATIONS AND ADVERTISING

Public relations

- Meaning and definition
- Essentials of public relations
- Principles of public relations
- Methods of public relations (tools)
- PR Ethics
- Press release
- Press conferences
- Future of PR
- Functions of advertising
- Elements of advertising
- Selection of advertising media
- Outdoor advertising
- Indoor advertising
- Formulation of an advertising campaign
- Types of Advertisements
- Classifieds and display advertisements
- Advertising vis-à-vis PR and marketing

Readings:

- *A Handbook of Mass Communication and Journalism-* VirBala Aggarwal
- *Handbook of Public Relations and Communications* - Philip Lesly Tata Mcgrew Hill
- *Public relations in India* -D. S. Mehta Allied publications
- *Corporate Public Relations-* K Balan Allied publications
- *Advertising Made Simple-* Frank Jefkins
- *Advertising Today: The Indian Context-* S. Dutta
- *Creative Advertising- Theory and Practice-* G. Dyor

Evaluation Pattern:

End-semester theoretical examination: 75 marks

A. Public relations

1. Two long questions out of three (2x10)
2. Three short notes out of five (3x5=15)
3. Write one press release out of two (10)

B. Advertising

4. One long question out of two (10)

5. Five short questions out of six (5x2=10)
6. Write two classifieds out of three (2x5=10)
7. Prepare one display advertisement on any product or service (10)

Tutorial: 25 marks: PPT presentation of an advertising campaign for a product or service by including these steps: SWOT analysis of the product and company, plan the budget, identify the target customers, define the product and message, create a logo and a slogan, choose the media and prepare marketing materials to promote your product.

DSC 12(4 CREDITS- Th-3+1Tu)

SCRIPT WRITING FOR RADIO AND TELEVISION

Unit 1: Radio Script Writing

- Various types of scripts
- Field reporting: qualities and skills
- Storyboard
- Writing radio commercials, interviews, talk shows and studio discussions

Unit 2: Television Script Writing

- TV programme format
- Reporting skills and editing
- Storyboard writing- television commercials (camera angles & movements, transitions, graphics and special effects)
- Script writing for TV on matters of public interest.

Readings:

- *Broadcasting in India*- P.C. Chatterjee- Sage Publications
- *Carrol Fleming- The Radio Handbook*- Routledge Publications
- *Radio and Television*- K.M Srivastava- Sterling Publications
- *Writing and Production for Television and Film*- John Riber- Sage Publications

Evaluation Pattern:

End-semester theoretical examination: 75 marks

- Long answer type question based on stages of production. (10)
- Creating a storyboard for a Television commercial/ talk shows. (15)
- Creating a storyboard for a radio commercial/talk show. (15)
- Creating a television programme format. (10)
- Write short notes on the syllabus. (5x5=25)

Tutorial: 25 marks: Making a television documentary of 3 to 5 minutes on a socially relevant topic.

Or,

Making a television programme script on a socially relevant topic.

SEMESTER 6

DSC 13 (4 CREDITS- Th-3+1P)

SOFT SKILLS

- Soft Skills: Self-Motivation, Leadership, Responsibility, Teamwork, Problem Solving, Decision-Making, Ability, Time Management, Negotiation and Conflict Resolution, Persuasion
- Critical and lateral thinking
- Mock interview
- Group discussion
- PowerPoint Presentation: techniques and application

Readings:

- *Keep Talking*-Friederike Klippel,CUP
- *Speaking Power Point: The New Language of Business*- Bruce k Gabriella.
- *Presentation Zen*- Garr Reynolds.
- *Slideology: The Art and Science of Creating Great Presentations*- Nancy Duarte
- *Bridging the Soft Skills Gap*- Bruce Tuglan.
- *Personality Development and Soft Skills*-BarunMitra.
- *Communication Skills*- Sanjay Kumar
- *Professional Speaking Skills*- ArunaKoneru,OUP

Evaluation Pattern:

End-Semester Theoretical Examination: 75 marks

- Long answer 4 out of 7 (4x10=40)
- Short notes 5 out of 7 (5x5= 25)
- Short answers 5 out of 7 (2x5=10)

Practical: 25 marks:

- Mock interview(10)
- Group Discussion (15)

DSC 14 (4 CREDITS- Th-3+1Tu)

INTRODUCTION TO LANGUAGE ONLINE

- Oral language
- Spread of Internet Language – Cultural Transmission through Memes etc
- Pinterest
- Case Study: Twitter Instagram
- Effects of Internet on English Language
- New Vocabulary – Examples of New Words
- Internet Slang and Survival

Readings:

- *Instant Messaging and Internet Slang Lexicon*- Ray Meyers Jr. PocketCrib, 2008
- *Understanding Internet Slang*- John Appleseed.
- *The Farlex Idioms and Slang Dictionary*-Farlex International
- *Language and the Internet*- David Crystal. Cambridge University Press

Evaluation Pattern:

End-Semester Theoretical Examination: 75 marks

- Short questions based on new words, trending usages and evolving interactive patterns with changing phraseology. (5×3=15)
- Internet slangs and new-age informal correspondence. Short answer-based questions. (2x5=10)
- Long-answer based questions. (2×10=20marks)

- Case studies: Twitter, Pinterest, Instagram, etc. (15)
- Questions on social impacts and effects with examples. (15)

Tutorial: 25 marks: Power-point presentation on any topic from the syllabus

DSC 15 (4 CREDITS- Th-3+1P)

TECHNICAL PROJECT AND REPORT WRITING

- Fundamentals of Technical Writing
- Types of Reports
- Types of Proposals
- Writing a project report for an internship

Internship as a media/ corporate intern (SEMESTER 6 EXIT INTERNSHIP):

Students have to undergo an internship for a period of one month in a corporate or media house and prepare a report for evaluation which must include their company/ job profile,daily/weekly detailed report,experience gained,constraints faced and original copy of their certificate received from their company.

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Writing technical reports (15x2=30)
- Short questions five out of seven (5x5=25)
- Five objective type questions out of seven (5x2=10)
- Case study (10)

Practical: 25 marks

- Students must carry their On-Job Training Reports to their practical examination centers
- Evaluation of project report (20)
- Viva based on reports (5)

SEMESTER 7

DSC 16 (4 CREDITS- Th-3+1P)

Introduction to Human Resource Management

- Definition of human resource management
- Scope and function
- Qualities
- Roles and responsibilities
- Challenges
- Ethics
- Tools and techniques available to a human resource manager
- HR in the world of digital media
- HR and communication
- future of HR
- Case studies of HR managers

Internship based on Human Resource Management for 12 weeks

Readings:

- *An Introduction to Human Resource Management-* Butterworth-Heinemann, 2000.
- *Introduction to Human Resource Management-* Paul Banfield, Rebecca Kay, 2012.
- *An Introduction to Human Resource Management-* Wendy Bloisi, McGraw-Hill Education, 2007
- *An Introduction to Human Resource Management-* Nick Wilton, Sage, 2013.

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Two long questions (15x2=30)
- Short questions five out of seven (5x5=25)
- Five objective type questions out of seven (5x2=10)
- Case study (10)

Practical: 25 marks

- Students must carry their internship reports to their practical examination centres
- Evaluation of project report (20)
- Viva based on reports (5)

OR

DSC 16 (4 CREDITS- Th-3+1P)
TRANSLATION STUDIES AND PUBLISHING

- Translation as a Skill
- History of English Translation in India
- Components of Translation
- Stages of editing in Translation
- Types of Editing—Developmental Editing and Copy Editing
- Common Errors and proofreading
- Translation in Prose, Poetry, and Essays.
- Basics of Publishing
- Publishing Ethics—Author permission and Translation, Copyright, Publishing a Translated piece in Print form and Digital form, Publishing and Images.
- **INTERSHIP BASED ON TRANSLATION AND PUBLICATION (AS A TRANSLATOR/ COPY EDITOR) FOR 12 WEEKS**

Readings:

- *A Handbook of Translation Studies*- Bijoy Kumar Das Atlantic Publishers
- *Introducing Translation Studies*- Jeremy Munday Routledge
- *Fundamentals of Writing*- Paul Lima
- *Everybody Writes*- Ann Handley
- *Transcreations: Some Experiments on Tagore Songs*- Jyoti Bhattacharya, Kolkata: Gangchil
- *In Other Words: A Coursebook on Translation*-Mona Baker, Routledge, 2001
- *A Linguistic Theory of Translation*- J.C..Cafford, London: OUP, 1965.
- *Translation and Understanding*- Sukanta Chaudhuri, New Delhi: OUP.

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Long answer type question on history of translation, components and skills, Publishing basics, Ethics (2 out of 3) (10+10=20)
- Write short notes: (5x5=25)
- Correct errors in a passage (15 marks)
- Translational differences in the fields of fiction and nonfiction, and print media(5x3=15)

Practical: 25 marks

- Students must carry their internship reports to their practical examination centers
- Evaluation of project report (20)
- Viva based on reports (5)

OR

DSC 16 (4 CREDITS- Th-3+ 1P)

Studying and Analyzing Films

- History of Indian cinema
- History of world cinema
- Censorship
- Indian cinema as an academic domain with reference to representation, politics and ideology

Twelve weeks Internship on Film Production and Appreciation

Readings:

- *History of Indian Cinema* - RenuSaran
- *How to Read a Film* - James Monaco
- *Film Art: An Introduction* - David Bordwell and Kristin Thompson

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Two long questions (15x2=30)
- Short questions five out of seven (5x5=25)
- Five objective type questions out of seven (5x2=10)
- Case study (10)

Practical: 25 marks

- Students must carry their internship reports to their practical examination centers

- Evaluation of project report (20)
- Viva based on reports (5)

SEMESTER-8

PROJECT(1x16=16) +PROJECT VIVA(4)=20

A PROJECT BASED ON SURVEY BASED RESEARCH OF ANY CURRENT SOCIO-ECONOMIC ISSUE.

RESEARCH METHODOLOGY

- Basic Concepts of Research Methodology: definition, scope, types
- Referencing and note taking
- Bibliography preparation
- Preparing hypothesis statement

Data collection and analysis

SEC Papers

SEC1: FOR SEMESTER 1

WRITING FOR BUSINESSCOMMUNICATION

- i. Business letters
- ii. Writing memos
- iii. Writing minutes
- iv. Writing agenda
- v. Writing circulars
- vi. Writing notices
- vii. Writing CV
- viii. E-communication

Recommended Readings:

- Bhatia, R.C., *Business Communication*, New Delhi: Ane Books Pvt Ltd
- Scot, O., *Contemporary Business Communication*, New Delhi: Biztnatra

- Parikh, J.P. *et al*, *Business Communication: Basic Concepts and Skills*, Hyderabad: Orient Blackswan

Evaluation pattern:

End semester Theoretical examination: 75 marks

- Write two business letters (enquiry/ order/complaint//apology/reference): (2x10=20)
- Write a memo on any given topic: (10)
- Write notice, agenda and minutes of a meeting: (15)
- Write job application with CV: (10)
- Write a circular (business or sales): (10)
- Write an e-mail on any given topic: (10)

Tutorial: 25 marks: Power Point Presentation on any syllabus related topic.

SEC 2: FOR SEMESTER 2

TRAVEL WRITING

- Writing Travelogues
- Writing Travel-Diaries
- Writing Blogs on Tourist Attractions
- Gender and Travel
- Preparing Itineraries
- Personal narratives
- Tour Plan, and advice
- Travel and Tourism Advertisement

Readings:

- *Indian Tourism: Beyond the Millenium*. Gyan Publishing House
- *Fundamentals of Tourism and Travel*- L. K. Singh. Isha Books.
- *Tourism Management*. Global Vision Publishing House
- *The Cambridge Companion to Travel Writing*- Peter Hulme, CUP
- *The Cambridge Introduction to Travel Writing*- Tim Youngs, CUP

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Writing one travelogues or travel diary entry (15)
- Writing a blog on tourist attractions of a specific place (15)
- Preparing a travel itinerary (10)
- Preparing a travel advertisement (10)
- Writing Short notes any 5 out of 7 (5x5=25)

Tutorial: 25 marks: Writing and presenting a travelogue with suitable pictures./Travel Vlogs.

SEC 3: FOR SEMESTER 3

ENTREPRENEURIAL THINKING

- Introduction to Entrepreneurship, Difference between Entrepreneur and Intrapreneur
- Need for Entrepreneurial thought
- Qualities of an Entrepreneur
- Entrepreneurial styles: case studies of Entrepreneurs
- Challenges of entrepreneurship and problem solving
- Creating a small-scale business: How to open a business, formulating a business plan, applying for loans- creating a business budget plan
- Running a business: steps, managing human resource- recruitment, selection, training
- Environmental Awareness and Entrepreneurship

Readings:

- *Introduction to Entrepreneurship: Methodologies and Practices*- Xu Xiaozhou, Springer, 2020
- *Introduction to Entrepreneurship*- Gary Gorman et al, Pearson, 1999.
- *An Introduction to Entrepreneurship*-Eamonn Butler, London Publishing Partnership,2020.

Evaluation pattern:

End-Semester Theoretical Examination: 75 marks

- Two long questions (15x2=30)
- Short questions five out of seven (5x5=25)
- Five objective type questions out of seven (5x2=10)
- Case study (10)

Tutorial: 25 marks: Presentation on any topic from the syllabus