

B.COM I (Sem 1)
AEC-1 English (Composition and Grammar)
Subject Code: BC104

Credits: 02
Total Marks: 50

Time: 1.5 hours
External Exam: 35Marks
Internal Exam: 15 Marks
Passing Marks: 35%

Course Content

Prescribed Books:

Composition and Writing Skills. Orient Black Swan, 2016.
Murphy, Raymond. English Grammar in Use. Fifth Edition, Cambridge University Press, 2019.
Solomon, Philip Sunil. Objective General English. Oxford University Press.

Section A

1. Job Application Letters and CV
2. Letter Writing (including e-mails)

Section B

1. Report Writing
2. Making Notes: Cornell Style Method of Making Notes, Mind Mapping for Making Notes.

The following units to be studied (from R. Murphy): Units Exercises: 1-37, 69-81, Appendix 1-4.
Solomon, Philip Sunil. Objective General English. Oxford University Press.
The following units to be studied: Exercises: 01 (Nouns), 3 (Articles), 10 (Tenses).

Testing Internal

Internal assessment shall be as per the university ordinances in force.

External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall comprise three sections.

Section - A

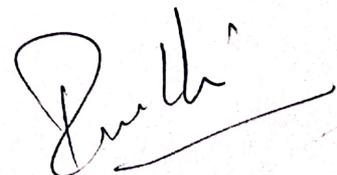
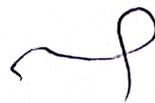
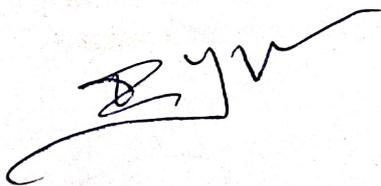
- Q. 1 The student shall write a Job Application Letter or CV (with internal choice between job application letter and CV) **07 marks**
- Q. 2 The student shall write a letter or an e-mail (with internal choice between business, official letters and e-mail). **07 marks**

Section - B

- Q. 3 The student shall prepare a report on the basis of given details. (With internal choice) **07 marks**
- Q. 4 The student shall make notes from a given passage of about 350 words by using the prescribed methods (with internal choice) **07 marks**

Section - C

- Q. 5 This question is compulsory. It shall have seven short answer questions from both *English Grammar in Use* and *Objective General English*. Each question shall carry 01 mark. **7x1=7 marks**



B. Com I (Sem 2)
AEC 2 English (Composition and Vocabulary)
Subject Code:

Credits: 02
Total Marks: 50

Time: 1.5 hour
External Exam: 35 mar
Internal Exam: 15 mark
Pass marks: 35%

Course Content

Prescribed Books:

Composition and Writing Skills. Orient Black swan, 2016.

Murphy, Raymond. English Grammar in Use. Fifth Edition, Cambridge University Press, 2019.

SECTION A

1. Effective Writing: rewriting of a passage (news report, article, business report etc.)
2. Interpretation of Technical Data/Statistical Information: Interpreting Tables, Pie Chart, Graphs

SECTION B

1. Developing a Story: Descriptive passages, Dialogue Writing, Thorough Outline
2. Essential Vocabulary (including Business Vocabulary): Basic Vocab, Abbreviations

The following units to be studied: Exercises: 38-68, 82-91, Appendix 5-6.

Solomon, Philip Sunil. Objective General English. Oxford University Press.

The following units to be studied: Exercises: 2 (Pronouns), 04 (Quantifies), 12 (Modal Verbs), 13 (Active Voice and Passive Voice) and 22 (Narration: Direct and Indirect Speech)

TESTING

Internal Assessment

Internal assessment shall be as per the University ordinances in force.

External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall comprise three sections.

Section - A

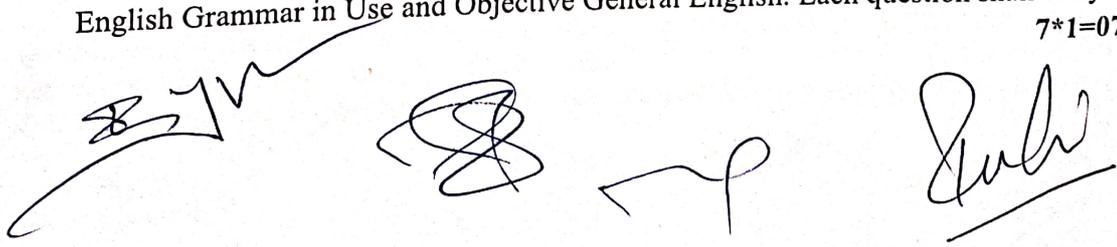
- Q. 1 Rewriting of a given passage (news report, article, business report, etc.) in about 150 words with a focus on clarity, economy and impact. (with internal choice) **07 marks**
- Q. 2 The student shall be asked to interpret a pie chart, diagram, etc. (with internal choice) **07 marks**

Section - B

- Q. 3 The student shall develop a story based on the details given. (with internal choice) **07 marks**
- Q. 4 Seven words out of eight to be used to construct meaningful sentences (from the prescribed vocabulary list). Each sentence shall be of 01 mark. **7*1=7 marks**

Section - C

- Q. 5 This question is compulsory. This question shall have seven (07) short-answer questions from both English Grammar in Use and Objective General English. Each question shall carry 01 mark. **7*1=07 marks**



B. Com- II (Sem-III)
AEC-3 English (Prose and Grammar)
Subject Code:

Credits: 2
Total Marks: 50
External Exam: 35 marks

Time: 1.5 hours
Internal Exam: 15marks
Pass Marks: 35%

Course Content

Prescribed Books:

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Solomon, Philip Sunil. *Objective General English*. Oxford University Press. *Gleanings from Home and Abroad* (Orient Black Swan).

Section – A

R.K. Narayan's "Toasted English"
A.P.J. Abdul Kalam's "Work Brings Solace"
A.G. Gardiner's "On Letter-Writing"

Dialogue Writing

Section – B

Muhammad Yunus's "Towards Creating a Poverty-Free World"
Judy Brady's "Why I Want a Wife"
Narrative Composition

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Prescribed Units: 92-120.

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The following units to be studied: Exercises: 05 (Adjectives), 06 (Adverbs), 08 (Conjunctions) and 15 (Sentences and Clauses).

Testing Internal

Internal assessment shall be as per the university ordinances in force.

External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall comprise three sections.

Section - A

- Q. 1 One essay-type question to be attempted in about 500-600 words out of two from the texts listed in Section A. **07 marks**
Q. 2 One dialogue (not more than 120 words) to be attempted on a given situation (with internal choice) **07 marks**

Section - B

- Q. 3 One essay-type question to be attempted in about 500-600 words out of two from the texts listed in Section B. **07 marks**
Q. 4 A narrative or descriptive composition dealing with some event, person, or place to be attempted in about 150 words (with internal choice). **07 marks**

Section- C

- Q.5 Six words selected out of all the prescribed texts to be used to construct meaningful sentences. Each sentence shall be of half mark. **6x1/2=3 marks**
Q6. This question is compulsory. It shall have four (04) short-answer questions from both

English grammar in Use and Objective General English. Each question shall carry 01 mark.
04 marks



B. Com- II (Sem- IV)
AEC-4 English (Writing and Grammar)
Subject Code:

Credits: 2
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External Exam: 35 marks

Time: 1.5 hours
Internal Exam: 15marks

Course Content

Prescribed Books:

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Section-A

Stephen King's "Reading to Write"

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Section-B

Mortimer Adler's "How to Mark a Book"

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Prescribed Units: 121-145, Appendix 7 and Additional Exercises (Complete)

Solomon, Philip Sunil. *Objective General English*. Oxford University Press.

The following units are to be studied: Exercises: 07 (Prepositions), 09 (Verbs) and 11 (Phrasal verbs).

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External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

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Section - A

Q.1 One essay on a given topic (out of two) to be attempted in about 300 words. **07 marks**

Q.2 Two short-answer type questions to be attempted in about 80-100 words each out of three from the texts listed in Section A. **2x3.5 = 07 marks**

Section - B

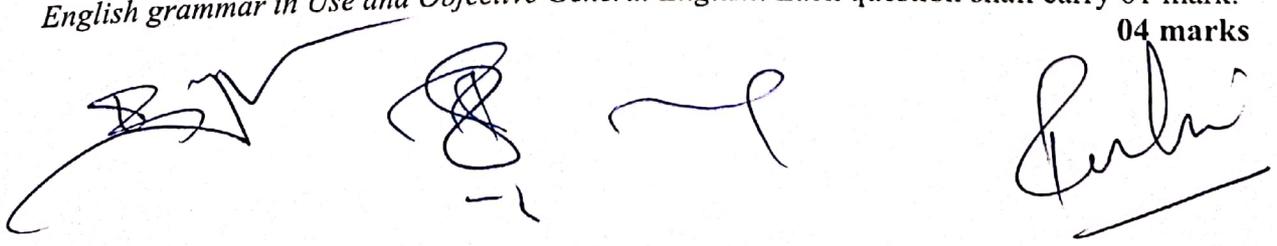
Q. 3 One essay-type question to be attempted in about 350-400 words out of two from the texts listed in Section B. **07 marks**

Q. 4 Two short-answer type questions to be attempted in about 80-100 words each out of three from the texts listed in Section B. **2x3.5=07 marks**

Section-C

Q. 5 Six words selected out of all the prescribed texts to be used to construct meaningful sentences. Each shall be of half mark. **6 x ½ = 3 marks**

Q6. This question is compulsory. It shall have four (04) short- answer questions from both *English grammar in Use and Objective General English*. Each question shall carry 01 mark. **04 marks**



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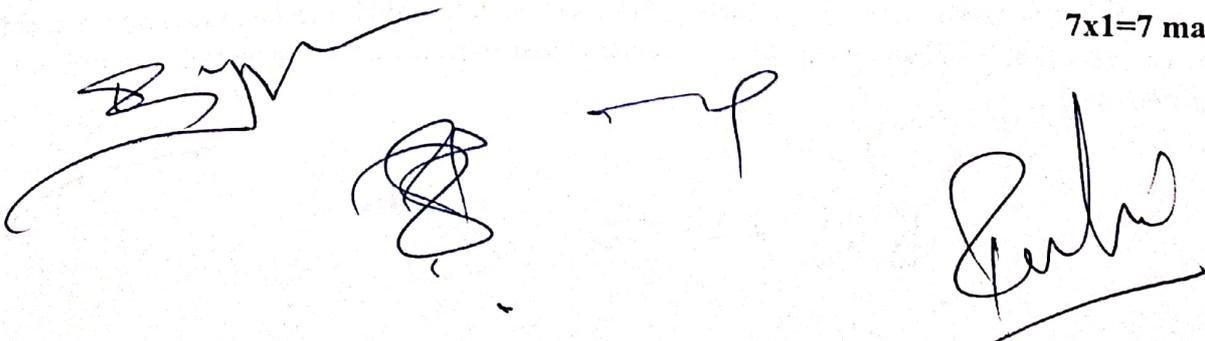
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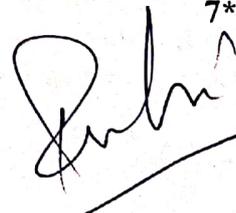
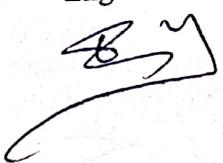
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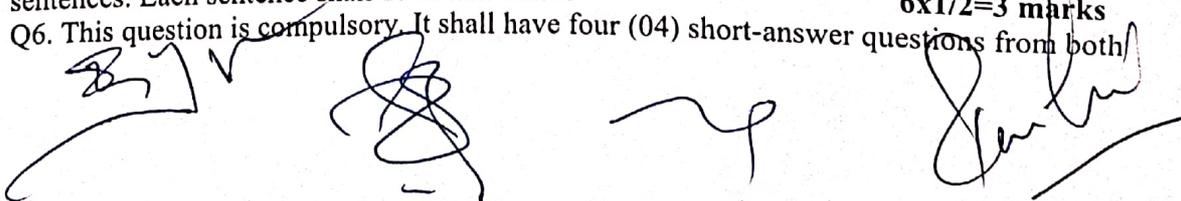
Q. 3 One essay-type question to be attempted in about 500-600 words out of two from the texts listed in Section B. **07 marks**

Q. 4 A narrative or descriptive composition dealing with some event, person, or place to be attempted in about 150 words (with internal choice). **07 marks**

Section- C

Q.5 Six words selected out of all the prescribed texts to be used to construct meaningful sentences. Each sentence shall be of half mark. **6x1/2=3 marks**

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AEC-4 English (Writing and Grammar)
Subject Code:

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Total Marks: 50
External Exam: 35 marks

Time: 1.5 hours
Internal Exam: 15marks

Course Content

Prescribed Books:

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Solomon, Philip Sunil. *Objective General English*. Oxford University Press.

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The following units are to be studied: Exercises: 07 (Prepositions), 09 (Verbs) and 11 (Phrasal verbs).

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External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall have three sections.

Section - A

Q.1 One essay on a given topic (out of two) to be attempted in about 300 words. **07 marks**

Q.2 Two short-answer type questions to be attempted in about 80-100 words each out of three from the texts listed in Section A. **2x3.5 = 07 marks**

Section - B

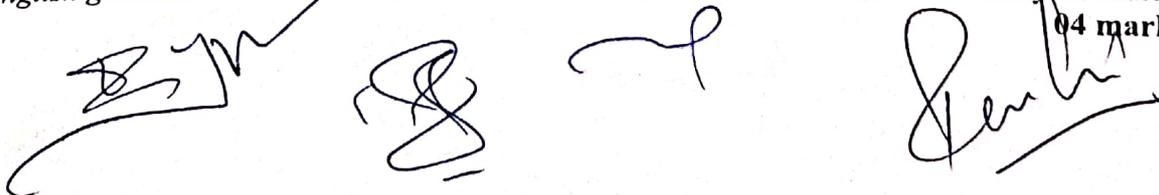
Q. 3 One essay-type question to be attempted in about 350-400 words out of two from the texts listed in Section B. **07 marks**

Q. 4 Two short-answer type questions to be attempted in about 80-100 words each out of three from the texts listed in Section B. **2x3.5=07 marks**

Section-C

Q. 5 Six words selected out of all the prescribed texts to be used to construct meaningful sentences. Each shall be of half mark. **6 x ½ = 3 marks**

Q6. This question is compulsory. It shall have four (04) short- answer questions from both *English grammar in Use and Objective General English*. Each question shall carry 01 mark. **04 marks**



IDC- BSCM108
COMMUNICATION SKILLS

Max. Marks: 100
Pass Marks: 35
Time Allowed: 3hrs
SECTION A

Theory: 50 Marks
Viva: 20 marks
Internal: 30 marks

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of 2 sections A and B. Section A will have 8 questions from the entire syllabus. Candidates are required to attempt 4 questions. Each question will carry 10 marks. Section B will be compulsory with 5 short answer type questions of 2 marks each.

Course Objectives

- Understand the basics of communication: Gain Knowledge about the fundamentals, concepts, and types of communication.
- Enhance verbal and non-verbal skills: improve speaking, listening, and body language skills for effective communication.
- Develop written communication
- Strengthen Soft Skills

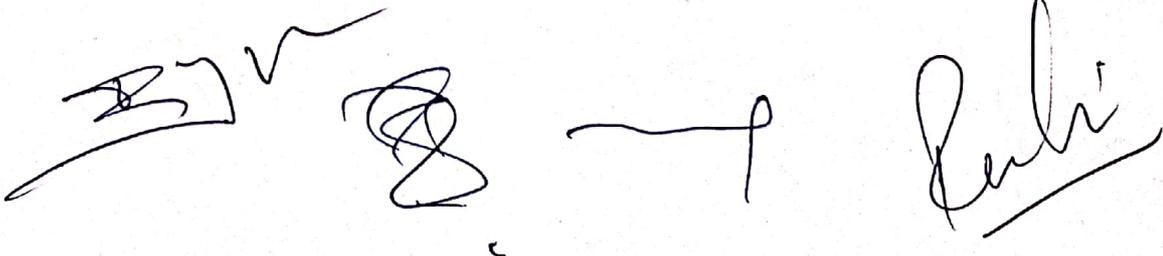
Outcomes

- Effective verbal, non-verbal communication including oral and written.
- Professional Interactions: exhibit proper professional etiquette and conducts in various settings.
- Enhancing Soft Skills in Leadership
- Technological Proficiency: utilize modern communication tools and maintain a professional online presence.

Communication skills:-

- Introduction
- Definition
- Nature and Scope of Communication
- Importance and Purpose of Communication
- Process of Communication
- Elements of Communication

Types of Communication:



- Verbal and Non-Verbal communication
- Need for effective communication
- 7Cs of communication
- Barriers to communication and how to overcome them

Listening skills

- The role of active listening in the effective communication
- Techniques for active listening
- Understanding empathy and its importance
- Developing empathy skills through exercises and role-play

Essential Soft Skills

- Group Discussion
- Presentation Skills
- Decision Making
- Team Work
- Innovation
- Creative Thinking
- Time Management
- Public Speaking and Presentation Skills

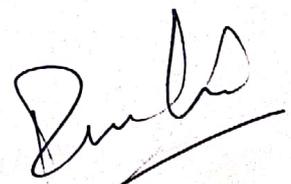
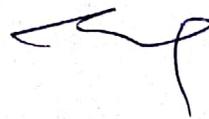
SECTION B

Writing Skills:-

- Basics of Writing
- Paragraph Writing
- Precise Writing
- Writing effective emails and documents
- Memos
- Advertisements
- Paraphrasing and Summarizing
- Note making

Letter Writing

- Informal and Formal Letter
- Essential and Occasional parts of a Letter
- Characteristics and Layout



Report Writing

- Format and Structure
- Kinds of Reports (Long and short Reports)
- Technical Reports

Reading Skills

- Skimming and Scanning
- Intensive and Extensive Reading
- The SQ3R methods
- Audio-Visual Aids
- Proof reading

Cultural Diversity and Communication

- Cultural differences in Communication Style
- Stereotypes and Biases
- Cross-cultural communication strategies
- Building cultural competence

Suggested Readings

- *How to Win Friends and Influence People* by Dale Carnegie
- *Crucial Conversations: Tools for Talking when Stakes are High* by Karry Patterson, et. al.
- *Nonviolent Communication: A Language of Life* by Marshall B. Rosenberg
- *Emotional Intelligence 2.0* by Travis Bradberry and Jean Greaves
- *The Art of Public Speaking* by Stephen E. Lucas



**IDC-
MEDIA CULTURE AND SOCIETY**

Max. Marks: 100
Pass Marks: 35
Time Allowed: 3hrs

Theory: 50 Marks
Viva: 20 marks
Internal: 30 marks

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of 2 sections A and B. Section A will have 8 questions from the entire syllabus. Candidates are required to attempt 4 questions. Each question will carry 10 marks. Section B will be compulsory with 5 short answer type questions of 2 marks each.

Course Objectives

1. To explore the role of communication in shaping culture and society.
2. To understand the interplay between Media, culture and society.
3. To study the role of Media and understanding Media representations.
4. To understand the ways in which communication technology facilitates social and cultural formations.

Course outcomes

- Understanding the role of media in our times.
- Examining interaction of media, culture and society.
- Understanding the sociological perspective of media and communication.
- Role of communication technology in the context of media globalization.

SECTION A

- Defining Media, culture and society.
- Relationship between media and culture.
- Characteristics of society: social institutions, socialization, social interactions, social change, social stratification.
- The role of media in shaping cultural identities.
- Social media and participatory culture.
- Public opinion and the role of media.

SECTION B

- Media framing and agenda setting.
- Media and globalization.
- Media ethics and responsibilities.
- Media literacy, need, and importance.
- Effects of Media on society.



- Media globalization and its effects: media and intercultural communications.

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AEC-1 English (Composition and Grammar)
Subject Code: BM106

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Course Content

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Testing Internal

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INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall comprise three sections.

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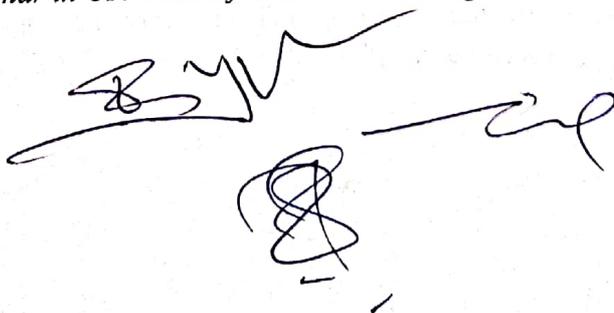
Section - B

- Q. 3 The student shall prepare a report on the basis of given details. (With internal choice) **07 marks**
- Q. 4 The student shall make notes from a given passage of about 350 words by using the prescribed methods (with internal choice) **07 marks**

Section - C

- Q. 5 This question is compulsory. It shall have seven short answer questions from both *English Grammar in Use* and *Objective General English*. Each question shall carry 01 mark.

7x1=7 marks



B.Sc MED I (Sem 2)
AEC 2 English (Composition and Vocabulary)
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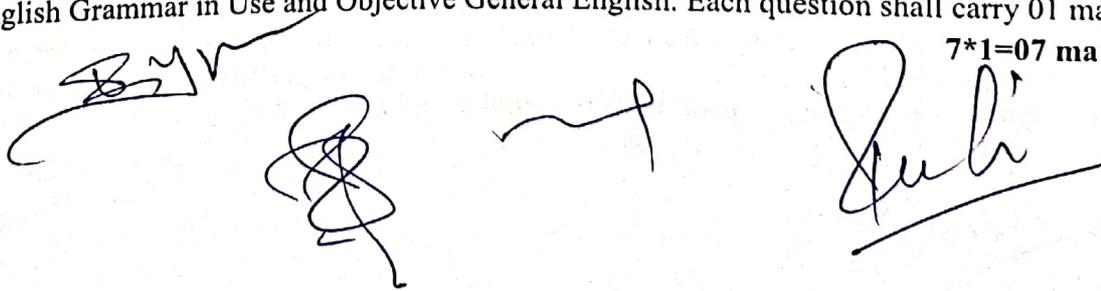
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Q. 4 Seven words out of eight to be used to construct meaningful sentences (from the prescribed vocabulary list). Each sentence shall be of 01 mark. **7*1=7 marks**

Section - C

Q. 5 This question is compulsory. This question shall have seven (07) short-answer questions from both English Grammar in Use and Objective General English. Each question shall carry 01 mark.

7*1=07 marks



B.Sc MED- II (Sem-III)
AEC-3 English (Prose and Grammar)
Subject Code:

Credits: 2
Total Marks: 50
External Exam: 35 marks

Time: 1.5 hours
Internal Exam: 15marks
Pass Marks: 35%

Course Content

Prescribed Books:

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Solomon, Philip Sunil. *Objective General English*. Oxford University Press. *Gleanings from Home and Abroad* (Orient Black Swan).

Section – A

R.K. Narayan's "Toasted English"
A.P.J. Abdul Kalam's "Work Brings Solace"
A.G. Gardiner's "On Letter-Writing"

Dialogue Writing

Section – B

Muhammad Yunus's "Towards Creating a Poverty-Free World"
Judy Brady's "Why I Want a Wife"

Narrative Composition

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Prescribed Units: 92-120.

Solomon, Philip Sunil. *Objective General English*. Oxford University Press.

The following units to be studied: Exercises: 05 (Adjectives), 06 (Adverbs), 08 (Conjunctions) and 15 (Sentences and Clauses).

Testing Internal

Internal assessment shall be as per the university ordinances in force.

External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall comprise three sections.

Section - A

Q. 1 One essay-type question to be attempted in about 500-600 words out of two from the texts listed in Section A. **07 marks**

Q. 2 One dialogue (not more than 120 words) to be attempted on a given situation (with internal choice) **07 marks**

Section - B

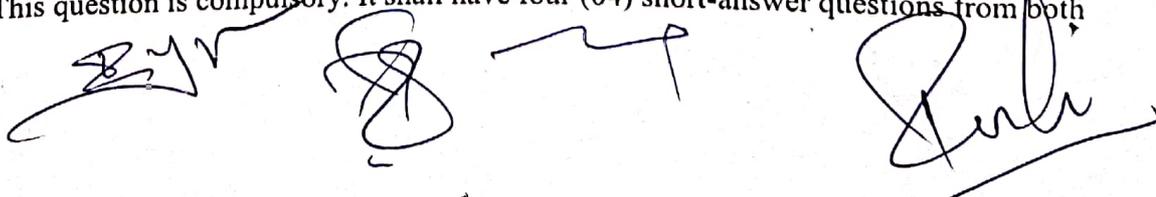
Q. 3 One essay-type question to be attempted in about 500-600 words out of two from the texts listed in Section B. **07 marks**

Q. 4 A narrative or descriptive composition dealing with some event, person, or place to be attempted in about 150 words (with internal choice). **07 marks**

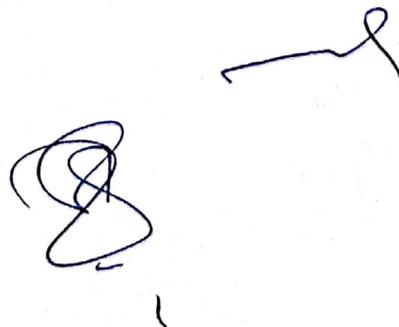
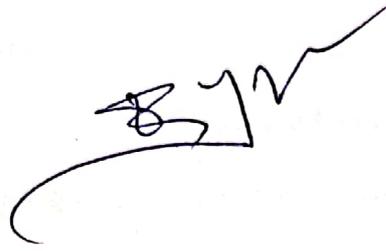
Section- C

Q.5 Six words selected out of all the prescribed texts to be used to construct meaningful sentences. Each sentence shall be of half mark. **6x1/2=3 marks**

Q6. This question is compulsory. It shall have four (04) short-answer questions from both



English grammar in Use and Objective General English. Each question shall carry 01 mark.
04 marks



B.Sc MED- II (Sem- IV)
AEC-4 English (Writing and Grammar)
Subject Code:

Credits: 2
Total Marks: 50
External Exam: 35 marks

Time: 1.5 hours
Internal Exam: 15marks

Course Content

Prescribed Books:

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Solomon, Philip Sunil. *Objective General English*. Oxford University Press.

Section-A

Stephen King's "Reading to Write"

Iman Humaydan's "The First Sentence"

Anne Lamott's "Shitty First Drafts"

Donald M. Murray's "The Maker's Eye: Revising your Own Manuscripts"

Section-B

Mortimer Adler's "How to Mark a Book"

George Orwell's "Why I Write"

Murphy, Raymond. *English Grammar in Use*. Fifth Edition, Cambridge University Press, 2019.

Prescribed Units: 121-145, Appendix 7 and Additional Exercises (Complete)

Solomon, Philip Sunil. *Objective General English*. Oxford University Press.

The following units are to be studied: Exercises: 07 (Prepositions), 09 (Verbs) and 11 (Phrasal verbs).

Testing Internal

Internal assessment shall be as per the University ordinances in force.

External Examination

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper shall have three sections.

Section - A

Q.1 One essay on a given topic (out of two) to be attempted in about 300 words. **07 marks**

Q.2 Two short-answer type questions to be attempted in about 80-100 words each out of three from the texts listed in Section A. **2x3.5 = 07 marks**

Section - B

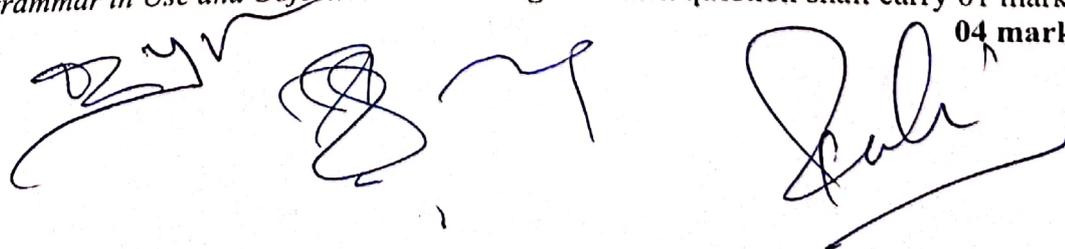
Q. 3 One essay-type question to be attempted in about 350-400 words out of two from the texts listed in Section B. **07 marks**

Q. 4 Two short-answer type questions to be attempted in about 80-100 words each out of three from the texts listed in Section B. **2x3.5=07 marks**

Section-C

Q. 5 Six words selected out of all the prescribed texts to be used to construct meaningful sentences. Each shall be of half mark. **6 x ½ = 3 marks**

Q6. This question is compulsory. It shall have four (04) short- answer questions from both *English grammar in Use and Objective General English*. Each question shall carry 01 mark. **04 marks**



IDC- BM107
COMMUNICATION SKILLS

Max. Marks: 100
Pass Marks: 35
Time Allowed: 3hrs
SECTION A

Theory: 50 Marks
Viva: 20 marks
Internal: 30 marks

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of 2 sections A and B. Section A will have 8 questions from the entire syllabus. Candidates are required to attempt 4 questions. Each question will carry 10 marks. Section B will be compulsory with 5 short answer type questions of 2 marks each.

Course Objectives

- Understand the basics of communication: Gain Knowledge about the fundamentals, concepts, and types of communication.
- Enhance verbal and non-verbal skills: improve speaking, listening, and body language skills for effective communication.
- Develop written communication
- Strengthen Soft Skills

Outcomes

- Effective verbal, non-verbal communication including oral and written.
- Professional Interactions: exhibit proper professional etiquette and conducts in various settings.
- Enhancing Soft Skills in Leadership
- Technological Proficiency: utilize modern communication tools and maintain a professional online presence.

Communication skills:-

- Introduction
- Definition
- Nature and Scope of Communication
- Importance and Purpose of Communication
- Process of Communication
- Elements of Communication

Types of Communication:



- Verbal and Non-Verbal communication
- Need for effective communication
- 7Cs of communication
- Barriers to communication and how to overcome them

Listening skills

- The role of active listening in the effective communication
- Techniques for active listening
- Understanding empathy and its importance
- Developing empathy skills through exercises and role-play

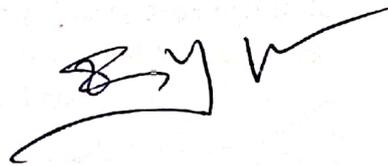
Essential Soft Skills

- Group Discussion
- Presentation Skills
- Decision Making
- Team Work
- Innovation
- Creative Thinking
- Time Management
- Public Speaking and Presentation Skills

SECTION B

Writing Skills:-

- Basics of Writing
- Paragraph Writing
- Precise Writing
- Writing effective emails and documents
- Memos
- Advertisements
- Paraphrasing and Summarizing
- Note making



Letter Writing

- Informal and Formal Letter
- Essential and Occasional parts of a Letter
- Characteristics and Layout



Report Writing

- Format and Structure
- Kinds of Reports (Long and short Reports)
- Technical Reports

Reading Skills

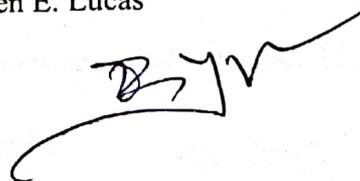
- Skimming and Scanning
- Intensive and Extensive Reading
- The SQ3R methods
- Audio-Visual Aids
- Proof reading

Cultural Diversity and Communication

- Cultural differences in Communication Style
- Stereotypes and Biases
- Cross-cultural communication strategies
- Building cultural competence

Suggested Readings

- *How to Win Friends and Influence People* by Dale Carnegie
- *Crucial Conversations: Tools for Talking when Stakes are High* by Karry Patterson, et. al.
- *Nonviolent Communication: A Language of Life* by Marshall B. Rosenberg
- *Emotional Intelligence 2.0* by Travis Bradberry and Jean Greaves
- *The Art of Public Speaking* by Stephen E. Lucas



IDC-
MEDIA CULTURE AND SOCIETY

Max. Marks: 100
Pass Marks: 35
Time Allowed: 3hrs

Theory: 50 Marks
Viva: 20 marks
Internal: 30 marks

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of 2 sections A and B. Section A will have 8 questions from the entire syllabus. Candidates are required to attempt 4 questions. Each question will carry 10 marks. Section B will be compulsory with 5 short answer type questions of 2 marks each.

Course Objectives

1. To explore the role of communication in shaping culture and society.
2. To understand the interplay between Media, culture and society.
3. To study the role of Media and understanding Media representations.
4. To understand the ways in which communication technology facilitates social and cultural formations.

Course outcomes

- Understanding the role of media in our times.
- Examining interaction of media, culture and society.
- Understanding the sociological perspective of media and communication.
- Role of communication technology in the context of media globalization.

SECTION A

- Defining Media, culture and society.
- Relationship between media and culture.
- Characteristics of society: social institutions, socialization, social interactions, social change, social stratification.
- The role of media in shaping cultural identities.
- Social media and participatory culture.
- Public opinion and the role of media.

SECTION B

- Media framing and agenda setting.
- Media and globalization.
- Media ethics and responsibilities.
- Media literacy, need, and importance.
- Effects of Media on society.

- Media globalization and its effects: media and intercultural communications.

