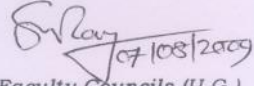


**REVISED SYLLABUS**  
**FOR THREE YEARS B.A. (MAJOR) COURSE**  
**IN**  
**COMMUNICATIVE ENGLISH**  
**According to the New Examination Pattern**  
**Part – I, Part- II & Part- III**  
**WITH EFFECT FROM THE SESSION**  
**2009 – 2010**

  
Secretary, Faculty Councils (U.G.)  
University of Kalyani  
Kalyani, Nadia

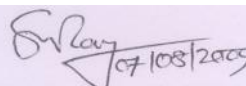
## University of Kalyani

Revised Syllabus of Communicative English (Major Course)

(w.e.f. the session 2009-2010)

### Content

Part-I			
<b>Paper-I</b>	Phonetics	(M -1)	
<b>Paper- II</b>	Remedial Grammar	(M -1)	
Part-II			
<b>Paper- III</b>	Writing Skills	( M -2)	
<b>Paper- IV</b>	Conversational English	( M -2)	
Part-III			
<b>Paper- V</b>	Introduction to Media Radio & Television & English for Business Communication	( M -3)	
<b>Paper- VI</b>	Group-A	( M -5)	
	Group-B : Practical	( M -5)	
<b>Paper- VII</b>	Project and on-the-job training reports	( M -6)	
<b>Paper- VIII</b>	Entrepreneurship Development	Group-A	( M -8)
		Group-B	( M -11)

  
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PART- I

PAPER-I

**Phonetics**

**(Full Marks100)**

**Group A**

**(50 Marks)  
Time : 2 Hours**

- 1) Linguistics and Phonetics (basic concept)  
Phonetics and phonology, The syllable, The Organs Mechanism  
Speech Sounds: Vowels & Consonants Consonant Clusters in English Phonetic  
Symbols: just recognition. Word Accent (weak & Strong forms) Accent &  
Rhythm in connected speech Intonations  
Assimilation & Ellison, Phonemic Transcription.

**Group B: (Practical)**

**(50 Marks)**

Intensive drilling in phonetic skills.  
Accent, Intonation & Transcription.

Language Lab for the use of developing speaking skill particularly in English  
Accent and Intonation patterns.

- Books recommended:
- a) An Introduction to the pronunciation of English – O' Connor,
  - b) A Text Book of Eng. Phonetics– T. Balasubramaniam

Tests in Paper I Practical

Listening Skill.

Reading Skill.

Speaking Skill.

PAPER- II

**Remedial Grammar**

**(Full Marks-100)**

The Articles, Parts of Speech, Linking Verbs, Negative Sent ences, Questions,  
Agreement or Concord, Verbs – Transitive / Intransitive, Regular/irregular; Tense &  
their uses, Helping Verbs, Verbs & Adverbs, question Tags, Transformati on.

The possessive Adjective or the Definite Article with Nouns denoting parts of the  
body,

Confusion of Adjectives and Adverbs:

Adverbial use of No, Not, None: The Prop – Word – one. Difficulties with  
comparative and superlative Confusion of Participles: Active and Passive Voice,

Prepositions; Negative Verbs; The use of correlative; Use of who & whom, Much and Many; still & yet; So that, So As; Make and Do. Errors in the use of individual word – the courtesy words – Please & thank you, greeting & salutation; Dates and the Time.

Exercises - Practical exercise in all the subjects should be exercise administered.

Books - Basic English Usage – M. Swan,  
Remedial English Grammar – F. T. Wood. (ELBS)  
A Communicative Grammar of English – Geoffrey Leech & Jan Scartvik.

## PART -II

### PAPER- III

#### **Writing Skills**

**(Full Marks-100)**

Theory

- : Letter Writing – 16 marks
- Precis– 16
- Comprehension-20
- Expansion or Descriptive Writing – 16 marks.
- Report Writing – 16 marks
- Script writing for announcement– 16 marks

### PAPER- IV

#### **Conversational English**

**(Full Marks-100)**

(To introduce different social situations and to develop conversational skills)

**Course Contents : Theory**

**(40 Marks)**

**Group A** i) Language and society; Styles and Registers

ii) Language and Communication 20 marks for (i) & (ii)

iii) **English in Situations** (20 marks) **Dialogue – Writing:**

- |                              |                                       |
|------------------------------|---------------------------------------|
| 1. Greetings,                | 12. At the Police Station the Airport |
| 2. In the post office        | 13. At the Police Station             |
| 3. Buying a Dress            | 14. Making an Apology                 |
| 4. At the Bank               | 15. At the International Airport      |
| 5. At the Temple             | 16. Receiving a seeing off a guest    |
| 6. Catching a Train          | 17. On the bus                        |
| 7. Booking a room at a hotel | 18. Taking a Taxi                     |
| 8. Making a Telephone – Call | 19. At the Doctor’s Clinic            |
| 9. Asking the Time           | 20. Making an appointment             |
| 10. At the Travel Agency     |                                       |
| 11. At the customs           |                                       |

- |   |                             |
|---|-----------------------------|
| 21. At the Chemists                       | 27. Hiring a Rickshaw       |
| 22. At the Dinner Party                   | 28. Buying a theatre ticket |
| 23. At the Ladies' Hair-dresser's Parlour | 29. At the customs          |
| 24. At the garage,                        | 30. Buying Vegetables       |
| 25. Lost Property                         | 31. At the Hospital         |
| 26. At the Restaurant                     | 32. In a Coffee-Bar         |
|   | 33. At the Stock-Exchange   |

**Group B - Practical**

**Marks – 60 (Oral)**

(Practical exercise of Conversation in the above listed situations, real or imaginary),

Conversation - Role – Playing in specific situations	30 marks
General Conversation	30 marks

- Book :
1. English in situations - R.O' Neil, (OUP)
  2. How to say when - Viola Higgins (BBC)
  3. Success with English - Penguin Course Book  
Geoffrey Broughton;
  4. Spoken English - R. K. Bansal & J. B. Harrison.

**PART-III**

**PAPER – V**

**(Full Marks-100)**

Introduction to Media Radio & Television	.... ....	60 Marks
English for Business Communication	... ..	40 Marks

**Introduction to Media – Radio & Television**

**60 Marks**

1) **Fundamentals Of Communication :**

Communication – Definition – Types and Forms of Communications – Radio & Television.

Broadcasting – Definition – origin and brief history of Development – Radio & TV of the present era. Responsibilities of broadcasters. Codes of broadcasting – The motto to inform, educate and to entertain.

**2) Radio as a medium of communication. How to design**

Programmes: News and current Affairs – Informative and Educative Programmes. Special audience Programmes – Music, Sports, Health & Environment or Converges. Audience Participation Programmes, Announcements. Social broadcasting – Importance of Monitoring and Feed back. To build an Image through voice. Options before a Broadcaster:-

- a) To inform or to control?
- b) To take listener to the world outside or to bring the world before a listener.

**3) Television is a medium of communication – Window on one world – a medium of close ups and a medium to reach inside the bed room or as a medium to make viewer an idiot.**

Programmes or V. Types – How to build up a Television Personality – an announcer, a newscaster – an actor or an ordinary performer. Scriptwriting. Direction and Production. Scope of music and Silence in TV P rogrammes.

\* (OB = Outstation Broadcast).

- 4) Radio & TV network in India. Pressure from outside – a new boom in networking through communications satellite. Radio and Cable TV.  
Educational And Instructional Television. The future of Distance Education.
- 5) Media & Society :
- 6) The social acceptance and the influence of the Media on the society.

**English for Business Communication****40 Marks****Written communication of different forms :**

Using mechanics of letter-writing (format, organizing of information, style and tone).

Writing various kinds of business letters (e.g. letters of enquiry and answers to queries, letters of reference, letters of complains and answers to complaints, letters relating to legal transactions, follow-up letters, DO letters within and outside the office, letters relating to placing of orders and compliance with orders).

Writing circulars, memos, notices, agenda, minutes, etc. Preparing notes, outlines; writing summaries of letters/ reports.

Handling mail (preparing notes on action taken/to be taken).

Maintaining a diary and using memory aids.

Issuing and asking for testimonials and certificates.

Writing business telegrams, telex messages.

Writing advertisements for newspapers, souvenirs.

Editing draft letters; proof-reading typed matter and making corrections.

S. Ray  
07/10/2009  
Secretary, Faculty Councils (U.G.)  
University of Kalyani  
Kalyani, Nadia

**BOOKS RECOMMENDED :**

- 1) B. P. Jain : The Art of Broadcasting
- 2) Cari ----- : Radio News Writing & Editing
- 3) G. Millews : The Techniques of TV Production
- 4) Saunders, Alta Gwinn : Effective Business English, 3<sup>rd</sup> ed.  
New York, Macmillan, 1957.
- 5) Binham, Philip : Executive English S. V. London,  
Longman. Group, 1968-70.
- 6) Blundell, CA & Middle Miss, NMG : Career: English for the Business and  
Commercial World Pt. 2.  
Developments 2 V. Oxford, OUP,  
1982.
- 7) Gasmin, S. A. Bright, JS : Business Letter Writing,  
New Delhi, Universal, n.g.
- 8) O.U.P. : Business Opportunities (Material,  
Workbook & Cassette)

PAPER – VI**(Full Marks-100)**

Group A	-	Theoretical	-----	50 Marks
Group B	-	Oral / Practical	-----	50 Marks

**Group A :****50 Marks**

Theoretical Knowledge of current Affairs and general knowledge.

**Group B : (Oral / Practical)****50 Marks**

News reading	-----	15 Marks
Announcing	-----	15 Marks
Making commentary (with visual aids)	-----	10 Marks
Comparing (in giving situations)	-----	10 Marks

**O R**

Script writing for TV documentary on matters of public interest e.g. adult literacy, health-care, education, railway safety, environmental awareness, legal rights of woman and children, etc.

Written	-	20 marks
Viva	-	30 marks

**Compulsory for all students :**

- A) Visit to Radio Station and TV Station and exposure to different mechanisms of radio broadcasting and telecasting is necessary. Participation in local functions like tournament cultural Programmes is also necessary.
- B) Voice training is compulsory. Use of audio-cassette (British Institute) is recommended.
- C) Acquaintance with the operations of audio -visual aids, ..... is also necessary.

**Group B of this paper VI (Oral/Practical) will be organized by the college . This is for 50 marks.**

**PAPER – VII****(Full Marks-100)****Project and on-the-job training reports**

Project work and on-the-job training should be completed by students by the end of the third year of the course.

**On-the-job Training Report – I****a) Conversational English Tutor for 4 weeks**

Written report	-	15 Marks
Viva	-	5 Marks

**b) Placement as a receptionist for 4 weeks**

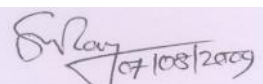
As a sales person for 4 weeks

Written report	-	15 marks
Viva	-	5 marks

Length of reports – 1000 words approx. for each report.

No theoretical questions are required for this paper. Two external examiners are required—one for Project and one for Job-training.

**M-6**

  
 07/10/2009  
 Secretary, Faculty Councils (U.G.)  
 University of Kalyani  
 Kalyani, Nadia



## FOR REPORTS I AND II

Every student shall have to maintain a diary of the day to day experiences acquired during training/assignment and present the same in the form of a report which will be evaluated jointly by internal and external examiners. The report shall have to be endorsed by the teacher guides, coordinator and Principal of the College concerned.

Two copies of hand-written or typed report/reports shall have to be submitted by the student to the College concerned at least seven days before the commencement of the University examination.

### Project Writing

Written report	-	40 marks
Viva	-	20 marks

Project writing shall have to be undertaken by a student independently with the guidance of the teacher on the following points :

- i) Area of study
- ii) Use of skills in Communicative English
- iii) Preparation of questionnaire
- iv) Presentation of data etc.
- v) Format of the report

### Some probable topics for Project writing :

- a) Newspaper report based on market survey.
- b) Suitability of using a language laboratory
- c) How to achieve fluency in English/ - views of the experts in the matter.
- d) Format of a sample newspaper
- e) A survey report on Socio-economic problems and potentialities .

The report shall have to contain 30 to 40 typed pages and shall have to be presented to the College in bound form in two copies at least seven days before the commencement of the University Examination. It should also contain endorsement of the teacher guide, coordinator and the principal of the College concerned.

The report shall generally include the following :

- a) Purpose----Aims and object of the project
- b) Methods used – using listening, speaking and writing skills, reading of relevant compiled data, contained in books journals magazine, interview, collection of data through questionnaire, editing etc.
- c) Findings.
- d) Constraints faced during the project – financial, inter-personal relationship, lack of conversational skill, lack of appropriate questionnaire etc.
- e) Conclusion.
- f) Bibliography.

PAPER-VIII

**(Full Marks 100)**

**ENTREPRENEURSHIP DEVELOPMENT**

[Common paper for Three-Year B.A./B.Sc./B.Com.(Major) Degree Course subjects.]

Six Questions to be answered taking three from each group.

Group A

50 Marks

No. of periods.

**1. ENTREPRENEURSHIP BUILDING :**

- |    |  |   |
|----|--|---|
| a) | Meaning-Importance-Psychological Sociological Factors and Distinctive Competence. Entrepreneurship Process. Identification of Opportunities -Choice of Technology- Make or Buy Decision-Biography of Indian Entrepreneurship –Status of Worldwide Entrepreneurship.  | 3 |
| b) | Need, Scope and Characteristics of Entrepreneurship, Special Schemes for Technical Entrepreneurs, STED.  | 2 |
| c) | Social responsibility and business ethics.   | 1 |
| d) | Environmental Awareness.   | 1 |
| e) | Human Resource Management, Management of self and understanding human behavior. Leadership, Motivation Attitude – Belief, Communication, Group Dynamics, Delegation, Setting of Goals, Self assessment, Organizational / Psychology- Transactional approach and Analysis Creativity, Problem Solving – Strength Weakness Opportunity and Threat (SWOT) Techniques – Decision Making –Stress Management – Positive Reinforcement, Recruitment, Selection, Training. | 5 |

**SOURCE OF FACULTY :**

- i) In house experts and faculty members of the College.
- ii) Director, Cottage & Small Scale Industries, W.B., New Secretariat Building (9<sup>th</sup> floor), 1, Kiron Sankar Roy Road, Calcutta – 700 001.
- iii) SISI, Calcutta, 111 & 112, B.T. Road, Calcutta – 35.
- iv) GM / DIC of respective District.
- v) GNCCI / NEBCON.
- vi) Any successful Entrepreneur of the locality.
- vii) IIM, Calcutta.
- viii) Experts from Bengal Engineering & Science University.
- ix) IISWBM, Calcutta.

<b>2. <u>TECHNOLOGY MANAGEMENT :</u></b>	<b><u>No. of periods.</u></b>
a) Criteria for principles of product, selection and development.	2
b) Choice of technology, plant and equipment.	2
c) Energy requirement & utilization.	1
d) Resource Management –Men, Machine and materials.	1
e) Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI.	3
f) Plant Layout & Process Planning for the product.	1
g) Quality control/quality assurance and testing of product.	1
h) Production Management : Elements of production process, production planning and control, product development testing facilities, patents, Quality Assurance, Time control and Cost control, Total Quality Management.	3
i) Materials – Purchasing Management : Materials Planning and budgeting, Source selection, Public buying, Value engineering, Value analysis, Economic ordering quantity, Inventory control, Linkage with Import & Export Management.	2

Total :16

**SOURCE OF FACULTY :**

- i) In house experts and faculty members of the College.
- ii) Experts from Bengal Engineering & Science University
- iii) Experts from Jadavpur University.
- iv) SISI, Calcutta, 111 & 112, B.T. Road, Calcutta – 35.
- v) IIM, Calcutta.
- vi) IISWBM

<b>3. <u>PROJECT FORMULATION :</u></b>	<b><u>No. of periods.</u></b>
a) Needs, scopes and approaches.	1
b) Stages and methodology in project Identification -, selection of a project format, Project Report Writing.	1
c) Analysis and evaluation of a project report.	1
d) Critical decision making areas- Money-Market-People.	1
e) Interaction with appraisal authority and Financial Institutions, project outline of relevant professions.	1
f) Economic viability and financial feasibility.	2
g) Business and industrial laws, labour relations.	1
h) Entrepreneurs and society, changing concept of social responsibility, shift to ethics, institutionalizing & challenge of relativism.	2

Total : 10

**SOURCE OF FACULTY :**

- i) In house resource persons and faculty members of the College.
- ii) SISI, Calcutta
- iii) GM/DIC of respective district.
- iv) Directorate of Cottage & Small Scale Industries, W.B.
- v) Experts from Bengal Engineering & Science University
- vi) Experts from Jadavpur University.

**Group B**

50 Marks

**1. FINANCIAL MANAGEMENT :****No. of periods**

- |    |  |   |
|----|--|---|
| a) | Institutions, financing procedure and financial incentives, Banking norms as in vogue. | 2 |
| b) | Financial ratios & their significance.   | 2 |
| c) | Costing and pricing.   | 2 |
| d) | Knowledge of capital market and mobilization thereof                                   | 1 |
| e) | Funds flow & cash flow concept.  | 1 |

Total : 8

**SOURCE OF FACULTY :**

- i) In house experts and faculty members of the College.
- ii) Cost Accountant Institutes.
- iii) Training Institutes of Bank.
- iv) Directorate of Cottage & Small Scale Industries, W.B., New Secretariat Buildings (9<sup>th</sup> floor), 1, Kiron Sankar Roy Road, Calcutta – 700 001.
- v) Reputed consultants.
- vi) BNCCI / WEBCON.
- vii) Business Management Deptt., C.U.

**2. MARKETING MANAGEMENT :**

- |    |   |   |
|----|---|---|
| a) | Exposure to demand based, resource based, service based, Import substitute & Export promotion Industries.   | 3 |
| b) | Market survey techniques.   | 1 |
| c) | Elements of marketing & Sales management.   | 1 |
| d) | Nature of product and market strategy - Packing & advertising – After sales service.  | 2 |
| e) | Touch an Import-Export procedure & methods.   | 1 |
| f) | Analysing marketing opportunities, planning marketing strategy, forecasting, marketing mix, advertising the marketing programme & sales management. | 4 |

Total : 14

**SOURCE OF FACULTY :**

- i) In house experts and faculty members of the College.
- ii) IIM, Calcutta.
- iii) Deptt. of Business Management, C.U.
- iv) Experts from Bengal Engineering & Science University
- v) SISI, Calcutta.
- vi) GM/DIC of respective district.
- vii) IISWBM

<b>3.</b>	<b><u>MONITORING &amp; FOLLOWUP :</u></b>	<b><u>No. of periods</u></b>
a)	Sickness in small scale industries and their remedial measures.	1
b)	Coping with uncertainties and managing the situation.	1
		Total : 2

**SOURCE OF FACULTY :**

- i) In house experts and faculty members of the College.
- ii) Directorate of Cottage & Small Scale Industries, W.B.
- iii) Experts from Bengal Engineering & Science University
- iv) Experts from Jadavpur University.

**4. DATA BASE MANAGEMENT :**

a)	Books of accounts, financial statements.	2
b)	Creation of data base/Management Information System (MIS)	2
		Total : 4

**SOURCE OF FACULTY :**

- i) In house experts and faculty members of the College.
- ii) Experts from Bengal Engineering & Science University
- iii) Experts from Jadavpur University.
- iv) IIM, Calcutta.
- v) Business Management Deptt, C.U.
- vi) IISWBM, Calcutta.

**5. STATUTORY PROVISION :**

a)	Licensing, registration – Municipal bye laws and Insurance coverage.	1
b)	Important provisions of factory Act, Sales of goods Act, partnership Act.	1
c)	Pollution control & Environmental Act.	2
d)	Income Tax, Sales Tax and Excise Rules.	1
		Total : 5

**SOURCE OF FACULTY :**

- i) Faculty with Industrial Relation Management / Experience background.
- ii) Tax Practitioner / Lawyer.
- iii) Member from WBPCB, Calcutta.

**6. KNOWLEDGE INPUT :**

a)	Industrial and economic policy declared by Govt. from time to time.	2
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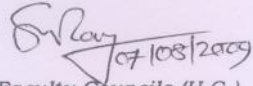
**SOURCE OF FACULTY :**

- i) Directorate of Cottage & Small Scale Industries, W.B.
- ii) SISI, Calcutta.

**N.B. :** The students shall be required to visit to linked institutions & promotional agencies, like Commercial banks, WBFC, SISI, DIG, Commercial Tax Offices, WBPCB & some testing centers for getting practical exposure.

**Suggested Reading Material :**

1. Deshpande M.V. : Entrepreneurship of Small-Scale Industries : Concept, Growth & management , Deep & Deep Publication, D-1/24, Rajouri Garden, New Delhi-110027, 1984.
2. Mc Clelland DC : The Achieving Society, Princeton, NJD, Van Nostrand Co. N.Y. 1961.
3. Meredith GG, Nelson Be. et. al. : Practice of Entrepreneurship, ILO, Geneva, 1982.
4. Pareek U & Rao TV : Personal Efficacy in Developing Entrepreneurship, Learning Systems, New Delhi, 1978.
5. Rao TV & Pareek U. : Developing Entrepreneurship- A Handbook, Learning Systems, New Delhi, 1982.
6. Vyas JN : Planning an Industrial Unit 1, Neelkunj Neelkanth Park Opp. Navrangpura, Ahmedabad.
7. Welsh JA & Jerry FW : Entrepreneurs Master Planning Guide – How to Launch a successful Business. Prentice Hall, Englewood Cliffs, 1983
8. Department of Industrial Development. : Incentives & Concessions for Setting up Industries in Backward Areas, Deptt. of Industrial Development, Govt. of India, New Delhi.
9. India Investment Industrial Centre. : Guide for Entrepreneurs, India Investment Centre, Jeevan Vihar Building, Sansad Marg, New Delhi.
10. Entrepreneurship Development Institute of India. : A handbook for New Entrepreneurs (with special reference to S & T group), Entrepreneurship Development Institute of India.
11. Philip Kotler Publisher : Marketing Management, Prentice Hall of India.
12. James C. Van Horne : Fundamentals of Financial Management, Publisher : Prentice Hall of India.
13. Edgar H. Schein : Organisation Psychology, Publisher : Prentice Hall of India.
14. A.K. Datta : Materials Management, Publisher : Prentice Hall of India.
15. Monthly Bullentin of Reserve Bank of India.
16. Industrial Survey of India, Hindu Group.
17. Business Today, Indian Express Group.
18. Economic Times.

  
 07/08/2009  
 Secretary, Faculty Councils (U.G.)  
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