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
### University of Kalyani
Revised Syllabus of Communicative English (Major Course)
(w.e.f. the session 2009-2010)

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PART- I

PAPER-I

**Phonetics**

**Group A**

(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,

Tests in Paper I Practical
- Listening Skill.
- Reading Skill.
- Speaking Skill.

PAPER- II

**Remedial Grammar**

(Time: 2 Hours)

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

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.


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,
2. In the post office
3. Buying a Dress
4. At the Bank
5. At the Temple
6. Catching a Train
7. Booking a room at a hotel
8. Making a Telephone – Call
9. Asking the Time
10. At the Travel Agency
11. At the customs
12. At the Police Station the Airport
13. At the Police Station
14. Making an Apology
15. At the International Airport
16. Receiving a seeing off a guest
17. On the bus
18. Taking a Taxi
19. At the Doctor’s Clinic
20. Making an appointment
21. At the Chemists
22. At the Dinner Party
23. At the Ladies’ Hair-dresser’s Parlour
24. At the garage,
25. Lost Property
26. At the Restaurant
27. Hiring a Rickshaw
28. Buying a theatre ticket
29. At the customs
30. Buying Vegetables
31. At the Hospital
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;

**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.


M-3
2) **Radio as a medium of communication.** How to design

Programmes: News and current Affairs – Informative and Educativ 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 Programmes.

* (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**

**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.
BOOKS RECOMMENDED:

1) B. P. Jain : The Art of Broadcasting
2) Cari : Radio News Writing & Editing
3) G. Millews : The Techniques of TV Production
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
OR

Script writing for TV documentary on matters of public interest e.g. adult literacy, health-care, education, railway safety, environmental awareness, legal lights 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.
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 comes 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 :**


   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


**Total : 12**
SOURCE OF FACULTY:

i) In house experts and faculty members of the College.
ii) Director, Cottage & Small Scale Industries, W.B., New Secretariat Building (9th 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.
vii) Any successful Entrepreneur of the locality.
vii) IIM, Calcutta.
viii) Experts from Bengal Engineering & Science University.
ix) IISWBM, Calcutta.

2. TECHNOLOGY MANAGEMENT:

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

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.
v) IISWBM

3. PROJECT FORMULATION:

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

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.
vi) Experts from Bengal Engineering & Science University
vi) Experts from Jadavpur University.

**Group B**

<table>
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<tr>
<th>50 Marks</th>
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1. **FINANCIAL MANAGEMENT**:

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<th>No. of periods</th>
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<tr>
<td>8</td>
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</tbody>
</table>

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

**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 (9th floor), 1, Kiron Sankar Roy Road, Calcutta – 700 001.
v) Reputed consultants.
vi) BNCCI / WEBCON.
vii) Business Management Deptt., C.U.

2. **MARKETING MANAGEMENT**:

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<th>Total : 14</th>
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- a) Exposure to demand based, resource based, service based, Import substitute & Export promotion Industries.
- b) Market survey techniques.
- c) Elements of marketing & Sales management.
- d) Nature of product and market strategy - Packing & advertising – After sales service.
- e) Touch an Import-Export procedure & methods.
- f) Analysing marketing opportunities, planning marketing strategy, forecasting, marketing mix, advertising the marketing programme & sales management.

**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.
v) GM/DIC of respective district.
vii) IISWBM
3. **MONITORING & FOLLOWUP:**

<table>
<thead>
<tr>
<th>No. of periods</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>a) Sickness in small scale industries and their remedial measures.</td>
</tr>
<tr>
<td>1</td>
<td>b) Coping with uncertainties and managing the situation.</td>
</tr>
<tr>
<td></td>
<td>Total : 2</td>
</tr>
</tbody>
</table>

**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:**

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<tbody>
<tr>
<td>2</td>
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</tr>
</tbody>
</table>

**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.
v) IISWBM, Calcutta.

5. **STATUTORY PROVISION:**

<table>
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<tbody>
<tr>
<td>1</td>
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<tr>
<td>1</td>
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<tr>
<td>2</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

**SOURCE OF FACULTY:**

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

6. **KNOWLEDGE INPUT:**

<table>
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<tr>
<th>2</th>
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<tbody>
<tr>
<td>Industrial and economic policy declared by Govt. from time to time.</td>
</tr>
</tbody>
</table>

**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:

8. Department of Industrial Development : Incentives & Concessions for Setting up Industries in Backward Areas, Deptt. of Industrial Development, Govt. of India, 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.