

F.Y.B.com

SEMESTER I

Spoken English (AECC 1)

(100 Marks, 60 Lectures)

UCNA 101

Objectives:

1. To listen to, understand and convey information
2. To listen to and respond appropriately to the contributions of others
3. To understand, order and present facts, ideas and opinions
4. To articulate experience and express what is thought, felt and imagined
5. To communicate clearly and fluently
6. To use grammatically correct language
7. To use register appropriate to audience and context.

Learning Outcomes:

By the end of the term the student should be able to:

1. Describe a visual or an object
2. Explain and give cause and effect
3. Narrate an experience with descriptive detail
4. Provide relevant information
5. Use alternatives to slang
6. Take an active part in group discussion
7. Elicit and show respect for the views of others
8. Disagree, argue and use persuasive speech in appropriate language

Equipment Essential

- 1) An LCD projector in every classroom
 - 2) A Laptop with Internet Facility
 - 3) Wi-fi Broadband. Colleges which do not have this must provide a Dongle at least to the teacher
- Optional
- 4) A large screen SMART TV
 - 5) HD Video Camera (with Hard Disk)
 - 6) Home Theatre

- 7) The library or AV room has to be updated by purchase of books with CD-Roms and on - line training facilities some of which are listed at the end of this syllabus.
- 8) A language laboratory, if possible, so that students can use the interactive software and CD-ROMs to practice on their own and access online training.
- 9) Voice Recorders (Cenix costs around Rs 2500 and can record for over 4 hrs...file size small...record speeches/conversation for self-evaluation...)
- 10) External Hard Disks (for massive data storage)
- 11) A Smart Board

Topics to be covered

- Pronunciation and Enunciation :(Vowels and Consonants and their types) Diction, intonation, phrasing, pausing, emphasis, stress, inflection.
- Grammar, vocabulary and alternatives to slang
- Conversation skills: e.g. interviews, chat show 'host-guest' situation
- Presentation skills
- Discussion skills: leading and participating.
- Active listening skills
- Asking and answering questions
- Requests and explanations
- Persuasion and Negotiation
- Expressing opinions
- Giving and getting advice
- Cross - cultural communication

B.COM.
SEMESTER II
Business Communication (AECC 3)
(Modern Communication Skills)
(100 Marks - 60 Lectures)
UCNA 102

Course Objectives:

Communication skills have emerged as the most powerful set of skills to possess for accelerating one's career trajectory and for enhancing the quality of life of people in modern times. In a competitive world where efficiency and effectiveness do matter, it is imperative that students learn these skills. This Course of Modern Business Skills in Business Communication integrates spoken, written, visual and written communication situations and strategies - the way communication actually occurs in a dynamic workplace. Some of the course objectives are:

- **To increase students confidence and ability to communicate orally while using technology.**
- **To improve collaboration and communication skills of students.**
- **To enhance multimedia literacy skills of students.**
- **To build relationships and establish their online social presence.**

UNIT 1: Digital Storytelling [DST] (40 Marks - 23 Lectures)

(Creation of a Digital Story: Workshops for students in small batches of where the basics and software skills needed for DST are imparted; Students are then to individually create a DST and present the same in class)

UNIT 2: Individual Speeches (Impact/ Oratory) and Presentations

(a) Individual Speeches - Pathos / Logos / Ethos / Overcoming Fear / Formulae for Speeches / People (Body Language) / Voice Skills / Audience **(10 Marks - 6 Lectures)**

(b) Creating and Making Individual Presentations - Using Software like Powerpoint / Prezi On-line Zooming Editor / Mind-Mapping Software / Incorporating principles of Zen / Slido:ology / Duarte **(10 Marks - 15 Lectures)**

UNIT 3: Electronic and Web Communications: (20 Marks – 5 Lectures)

a) Using Social Media for Communication [for contributing to a FACEBOOK Group or mailing list created by the teacher for the purpose. This group can be on any topic which helps to improve communication skills.] **(5 Marks)**

b) Creating & Using a Blog or Free Web site **(10 Marks)**

c) Using cell-phones, laptops and other means for e-mail and instant messaging for Business; etiquette involved. **(5 Marks)**

UNIT 4 Conducting Effective Meetings (20 Marks - 11 Hours)

(Pedagogy: Role Play - Groups of 6-10 students to conduct a meeting)

Chairpersonship, Protocol (Brief insights into Robert's Rules of Order), Benefits, Notice, Agenda, Drafting Minutes (Discussions /Resolutions)

[10 marks for participation in a Meeting. 5 marks for drafting the Notice and the Agenda for the Meeting. 5 marks for writing the Minutes of the Meeting. The meetings where the

students are to be judged can be ones which are organized for the purpose of discussing topics given by the teacher.]

Requirements:

(Essential)

- 1) An LCD projector in every classroom
- 2) A Laptop for Facilitator (Desirable)
- 3) Computers for students
- 4) Broadband Facility
- 5) A large screen SMART TV / SMARTBOARD
- 6) HD Video Camera (with Hard Disk)
- 7) Home Theatre
- 8) Software: Pinnacle / Cyberlink / U-lead Video Studio / Buzan's Mind-Mapping / Business-in a-Box
- 9) Language Lab / other relevant software as decided by the concerned teacher
- 10) External Hard Disks
- 11) A Smart Board

Assessment and Pedagogy:

Continuous Internal Assessment in the proportion to the marks assigned in the syllabus: 100 marks. The teacher may devise appropriate exercises to test the student's skills.

Suggestion: **ISA 1 (Individual Speeches)**

ISA 2 (Individual Presentations)

References:

1. Digital Storytelling: Guide for Educators, Midge Frazel, International Society for Technology in Education, 2010 ISBN 9781564842596
 2. How to Win Friends and Influence People, Dale Carnegie, Pocket Books, 2010 ed.
 3. Making Presentations, Tim Hindle, Dorling Kindersley Publishers, 1999 ed. Say it with Presentations, Gene Zelazny, Tata McGraw-Hill Education (2004).
 4. Presentation Zen: Simple Ideas on Presentation Design and Delivery (2nd Edition) (Voices that Matter) Garr Reynolds. 2011
 5. Slide:ology: The Art and Science of Creating Great Presentations, Nancy Duarte, 2008. ISBN 0596522347
 6. Social Media Marketing for Dummies, Shiv Singh, Stephanie Diamond, Wiley, 2007. ISBN 9781118236307.
- Robert's Rules of Order, Robert Henry M., Createspace, 2010, ISBN 978145380715.