

5. Herstein I N : “Modern Algebra”.

TECHNICAL COMMUNICATION SKILLS LAB

Course Description and Objective:

To introduce students to the specific use of language for the purposes of Business Communication which would be an essential prerequisite for success in the areas of writing and speech. The teaching efforts in this course will be directed towards making students develop their business and general writing abilities using the fundamental principles that apply to the correct use of the English language free of grammatical and other related errors

Course Outcomes:

By observing the rules of grammar, vocabulary and composition that are learnt during the course, students are made

- to appreciate the intelligent and innovative use of rules
- able to generate creative output in tune with the demands of industry and the corporate world
- The course improves their power of comprehension and the ability to express themselves with rigor through writing and speech.

UNIT-I: - 12 Hrs

Text : GLOBAL ISSUES

(Child Labour – Food Crisis – Genetic Modification – E-waste –
Assistive Technology)

Grammar : Articles – Prepositions-

Vocabulary : Root–Prefixes-Suffixes - Synonyms – Antonyms

Composition : Paragraph Writing (Descriptive & Narrative) , Letter Writing (Formal - Application - Business)

UNIT-II: - 12 Hrs

Text : MEDIA MATTERS

(History of Media – Language and Media – Milestones in Media – Manipulation by Media – Entertainment Media - Interviews)

Grammar : Time and Tense (Present-Past-Future; Helping Verbs; Modals)

Vocabulary : Use of Adjectives

Composition : E-mail - Report-Writing – Writing Advertisements

UNIT-III: - 12 Hrs

Text : LESSONS FROM THE PAST

(Importance of History – Differing perspectives – Modern Corporatism – Lessons from the Past)

Grammar : Subject-Verb Agreement - If Conditional

Vocabulary : Idioms & Phrases – One-word Substitutes

Composition : Summarizing and Note-making

UNIT-IV: - 12 Hrs

Text : TRAVEL AND TOURSIM

(Advantages and disadvantages of Travel – Tourism – Atithi devobhava – Tourism in India)

Grammar : Sentence Transformation (Degrees, Voice, Speech & Synthesis)

Vocabulary : Phrasal Verbs

Composition : Letter Writing (Formal - Application - Business)

Practice : Situational Conversations – Role-Plays

(Introducing; Greeting; Enquiring; Informing; Requesting; Inviting -Emotions; Directions; Descriptions; Agreements; Refusals; Suggestions)

UNIT-V:

- 12 Hrs

Text : GETTING JOB-READY

(SWOT-Analysis – Companies and Ways of Powering Growth – Preparing for Interviews)

Grammar : Common Errors

Vocabulary : Connectives – Discourse Markers

Composition : Profile - Curriculum Vitae – Problem Solving (Case Studies)

Practice : Group Discussions

Textbook:

1. Mindscapes - Orient Black Swan, 2012.

Reference Books:

1. V. R. Narayana Swamy, “Strengthen Your Writing”, 1st edition, Orient Longman, 2003.
2. Thomas Elliott Berry, “The Most Common Mistakes in English Usage”, 1st edition, Tata McGraw Hill, 2004.
3. T. Balasubramanyam, A Textbook of English Phonetics for Indian Students, Macmillan Ltd., 2000.
4. Sasikumar.V and P.V. Dhamija,. Spoken English: A Self-Learning Guide to Conversation Practice, 34th Reprint, Tata McGraw Hill, New Delhi, 1993.
5. Margaret M Maison, “Examine your English”, 1st edition, Orient Longman, 1999.
6. Meenakshi Raman and Prakash Singh, “Business Communication”, 2nd edition, Oxford University Press, 2012