



# Yogoda Satsanga Mahavidyalaya

JAGANNATHPUR, DHURWA, RANCHI – 834004

Email address: [ysmranchi4@gmail.com](mailto:ysmranchi4@gmail.com)

**(NAAC Accredited, Grade: B++, CGPA: 2.89)**

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## COURSE PLAN

Name of the Department: English

Name of the Faculty: Humanities

Academic Session: 2023-24

Year: 2023

Programme: B.A.

Semester: II

Course Type: Skill Enhancement Course

Course: Business Communication-I

Course Code: SEC 2

Total Credit: 03

Programme Outcomes (POs):

After successful completion of the programme, the student should be able to:

1. Develop a thorough understanding of British, American, and Indian literature across various periods and genres, including poetry, drama, fiction, and prose.
2. Cultivate the ability to critically analyze and interpret literary texts, understanding their historical, cultural, and theoretical contexts.



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3. Demonstrate research skills by engaging with literary criticism and theory, and producing well-argued and original academic papers.
4. Enhance proficiency in both oral and written communication, with a focus on Business Communication, to effectively articulate ideas and arguments.
5. Gain insights from multi-disciplinary courses, fostering a broad intellectual foundation and the ability to connect literary studies with other fields of knowledge.
6. Achieve a strong grasp of language and linguistics, improving understanding of language structures, usage, and development.
7. Develop an appreciation of diverse cultures and social issues through courses in Postcolonial Literature, Dalit and Tribal Literature, and Women's Writings.
8. Acquire practical skills through vocational courses and skill enhancement courses like Elementary Computer Application Softwares, preparing students for various professional contexts.
9. Enhance personal well-being and social responsibility through value-added courses on Yoga, Health, and Wellness, and Understanding India.
10. Improve creative and analytical writing skills, enabling students to craft compelling essays, narratives, and critical analyses.
11. Foster a global outlook by studying World Literature and Modern European Drama, understanding literary contributions from different parts of the world.
12. Promote ethical awareness and informed citizenship, encouraging students to apply their literary and cultural knowledge to contribute positively to society.

## **PROGRAMME SPECIFIC OUTCOME**

After completion of the program the student will be able to:

1. Possess a deep and comprehensive understanding of major works and movements in British, American, and Indian literature, from classical to contemporary periods, enabling them to contextualize and critique literary texts with sophistication.
2. Demonstrate the ability to apply various literary theories and critical approaches to the analysis of texts, enhancing their interpretative skills and enabling them to engage with complex literary debates and scholarly discourse.



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3. Proficient in conducting literary research, utilizing scholarly resources, and presenting their findings in well-structured, coherent, and original academic papers, adhering to the highest standards of academic integrity.

## **COURSE OUTCOMES (COs):**

After successful completion of the Course the students should be able to:

1. Recall the essential principles of effective writing in a business context.
2. Understand the types, structures, and layouts of various business letters.
3. Apply the appropriate types and structures of reports in different business contexts.
4. Analyze the components and procedures involved in conducting meetings, including notice, agenda, and resolutions.
5. Evaluate the effectiveness of job applications and resumes in presenting qualifications and experiences.
6. Create various types of letters to applicants, including recommendations, testimonials, and letters of appreciation.
7. Synthesize information to draft press releases, emails, and communication for seminars, workshops, and conferences, adhering to established conventions and etiquettes.



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## Correlation Matrix between POs, PSOs AND COs

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	2	0	1	1	2	0	0	1	0	2	2	1
CO2	2	2	2	2	1	2	1	2	0	0	1	0	2	2	2
CO3	2	2	2	2	1	2	1	2	0	0	1	0	2	2	2
CO4	2	2	2	2	1	2	1	2	0	0	1	0	2	2	2
CO5	2	2	2	2	1	2	1	2	0	0	1	0	2	2	2
CO 6	2	2	2	2	1	2	1	2	0	0	1	0	2	2	2
CO 7	2	2	2	2	1	2	1	2	0	0	1	0	2	2	2

1. Weak

2. Moderate

3. Strong

## COURSE TEACHING AND LEARNING ACTIVITIES

### A. PEDAGOGY

- i. Whiteboard
- ii. PPT
- iii. Flipped classes



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## B. COURSE COMPLETION PLAN

UNIT	NO. OF LECTURES		TEST	QUIZ	ASSIGNMENT
	Lectures	Tutorial Lectures			
1	5	1	1	1	
2	5	1	1	1	
3	5	1	1	1	
4	5	1	1	1	1
5	5	1	1	1	
6	5	1	1	1	
7	5	4	1	1	1

## C. COURSE DELIVERY PLAN:

UNIT	TOPIC/SUBTOPIC	LECTURE REQUIRED	CO ADDRESSED	ASSIGNMENT/TEST/QUIZ
1	Unit 1	7	1	2
2	Unit 2	7	2	2
3	Unit 3	7	3	2
4	Unit 4	7	4	3
5	Unit 5	7	5	2
6	Unit 6	7	6	2
7	Unit 7	7	7	3



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## D. COURSE OUTCOME ASSESSMENT PLAN

### a. DIRECT ASSESSMENT

(Please tick the appropriate column)

COURSE OUTCOME	ASSESSMENT				REMARKS
	QUIZ	TEST	MID SEMESTER	Term Exam	
CO1	1	1	-	1	
CO2	1	1	-	1	
CO3	1	1	-	1	
CO4	1	1	-	1	
CO5	1	1	-	1	
CO6	1	1	-	1	

### b. INDIRECT ASSESSMENT (STUDENT SURVEY)

<b>Name of the Student:</b>
<b>University Roll no/ Class roll no.:</b>
<b>Name of the Programme:</b>
<b>Semester and Session:</b>
<b>Course and Course Code:</b>

Rate the following aspects of course outcomes. Use the scale 1-3





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## F. SUGGESTED READINGS

### a. TEXT BOOKS:

- i. R. C. Bhatia, Business Communication, Ane Books Pvt Ltd, New Delhi
- ii. Rai & Rai, Business Communication. Himalaya Publishing House
- iii. Vikram Bisen and Priya. Business Communication. New Age International (P) Limited Publishers, New Delhi
- iv. V. C. Mahto & Sushmita Chakraborty, Basics of Communication: Opportunities and Challenges, Rudra Publishers and Distributors, New Delhi
- v. R. K. Sharma & Nidhi Singh, Essential English for Better Communication, Cambridge University Press.
- vi. Scot, O.; Contemporary Business Communication. Biztantra, New Delhi.
- vii. Ludlow, R. & Panton, F.; The Essence of Effective Communications, Prentice Hall 8. of India Pvt. Ltd., New Delhi

### b. REFERENCE BOOKS:

### c. VIDEO RESOURCE:

### d. WEB RESOURCES:

### e. E-RESOURCES: