



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB01001041

Course / Subject Name : General and Communicative English

| | |
|-------------------------|------------------|
| w. e. f. Academic Year: | 2024-25 |
| Semester: | 1 |
| Category of the Course: | Core Course (CC) |

| | |
|----------------------|--|
| Prerequisite: | UG Course |
| Rationale: | Studying General and Communicative English in a BBA program is essential for developing effective communication skills crucial for business success. Proficiency in English enhances students' ability to articulate ideas clearly, engage in professional discourse, and write reports and presentations. It also aids in understanding and interpreting business literature, fostering critical thinking and comprehension. Moreover, strong communication skills are vital for networking, negotiating, and leading diverse teams in a global business environment. This foundation in English equips BBA students with the linguistic tools needed to excel in their academic pursuits and future careers. |

Course Outcome:

After Completion of the Course, Student will able to:

| No | Course Outcomes | RBT Level |
|-----|--|-----------|
| CO1 | Remember the fundamental concepts in English Grammar | R |
| CO2 | Understand sentence construction and be able to translate one's thoughts into words | U |
| CO3 | Understand basics of good oratory and develop the same along with self confidence | U |
| CO4 | Apply the 4Ws and 1H of communicative English to develop self confidence in oral and written communication | A |
| CO5 | Analyze the structure of various types of communication required for effectiveness | N |

**Revised Bloom's Taxonomy (RBT) Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)*



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB01001041

Course / Subject Name : General and Communicative English

Teaching and Examination Scheme:

| Teaching Scheme (in Hours) | | | Total Credits L+T+ (PR/2) | Assessment Pattern and Marks | | | | Total Marks |
|-------------------------------|---|----|------------------------------|------------------------------|-------------|----------------------|---------|----------------|
| L | T | PR | C | Theory | | Tutorial / Practical | | |
| | | | | ESE (E) | PA / CA (M) | PA/CA (I) | ESE (V) | |
| 3 | 1 | 0 | 4 | 70 | 30 | 50 | 0 | 150 |

Course Content:

| Unit No. | Content | No. of Hours | % of Weightage |
|-------------|--|-----------------|-------------------|
| 1. | GRAMMAR AND USAGE : SENTENCE CONSTRUCTION <ul style="list-style-type: none">• Accurate Grammatical Usage• Words often confused and misused• Synonyms and antonyms• Understanding expressions• Common Grammatical Errors• Phrasal Verbs and Idioms• Standard Vocabulary• Sentence Structure | 12 | 20 |
| 2. | LISTENING AND SPEAKING COMPETENCE <ul style="list-style-type: none">• Listening and feedback• The hearing listening distinction,• Stages of listening process• Developing Listening Skills:• Understanding gist, main points, deduce meaning.• Communicative Functions • Listening for specific information• Listening to a conversation, speech and lecture • Listening for global information• Loud Reading for pronunciation and fluency• Situational Conversation• Extempore | 12 | 20 |
| 3. | ENGLISH COMPREHENSION & COMPOSITION: <ul style="list-style-type: none">• Reading Comprehension – Skimming and Scanning, Identifying Main Ideas, Drawing inferences • Summarizing | 11 | 30 |



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB01001041

Course / Subject Name : General and Communicative English

| | | | |
|----|--|-----------|------------|
| | <ul style="list-style-type: none">Precis • Reports • Abstract • Article Writing • Expansion WritingComposition: Reflective, Descriptive, Narrative and ArgumentativeDialogue Writing | | |
| 4. | PUBLIC SPEAKING AND PRESENTATION: <ul style="list-style-type: none">News writing and reading- radio and televisionPublic service announcementsMaking commentary or demonstration (with visual aids)Compering (in given situations), Making a speech or radio/ T.V panel discussion <ul style="list-style-type: none">Analyze the oratory of various orators on Audio-visual mediaAnalyze the presentation skills of various presenters from various fields | 10 | 30 |
| 5 | Practical: Students may be given the assignment to read the newspapers, novels, magazines, autobiography, books written on life journey of leaders from various fields i.e. sports person, scientist, freedom fighters, spiritual gurus, politicians, business tycoons, social workers, musicians, singers, dancers, noble laureates, etc. and present the key points of learning. Students should Practice all the aspects mentioned in the syllabus for improvement in communicative English. Students may be asked to Write/Design at least one Short Story, Paragraph on any topic of interest, public announcement, Address of any event, etc. | 15 | NIL |
| | TOTAL | 60 | 100 |

Suggested Specification Table with Marks (Theory):

| Distribution of Theory Marks (in %) | | | | | |
|-------------------------------------|---------|---------|---------|---------|---------|
| R Level | U Level | A Level | N Level | E Level | C Level |
| 20 | 20 | 30 | 30 | 0 | 0 |

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB01001041

Course / Subject Name : General and Communicative English

References/Suggested Learning Resources:

(a) Suggested Learning Resources:

| S. No. | Title of Book | Author | Publication with place, year and ISBN |
|--------|--|-------------------------------------|---|
| 1 | Communication Skills in English | Anjana Tiwari | Khanna Publishing |
| 2 | Communication Skills | Sanjay Kuman, Pushp Lata | Oxford University Press, Second Edition, 2015 |
| 3 | Written and Spoken Communication in English | Board of Editors | Universities Press |
| 4 | Communicative English – Text Book and Work Book combined | Dr Jayachandiran, R. Gopalakrishnan | United Global Publishers Pvt Ltd. |

(b) Software/Learning Websites

1. Dr R Krishnamurthi, Communicative English for Career Excellence, Through Amazon.in
2. <http://youtu.tube/1nGfWO75-MU?si-GtzdMR3gaemxcUL>

Suggested Activities for Students for PA: (50 Marks):

- Prepare Slides / Animations of the content for better understanding
- Students may be given the assignment to read the newspapers, novels, magazines, autobiography, books written on life journey of leaders from various fields i.e. sports person, scientist, freedom fighters, spiritual gurus, politicians, business tycoons, social workers, musicians, singers, dancers, noble laureates, etc. and present the key points of learning.
- Write/Design at least one: Short Story, Paragraph on any topic of interest, public announcement, Address of any event

CO- PO Mapping:

| Semester-1 | General and Communicative English (Course Code:) | | | | |
|-----------------|---|-----|-----|-----|-----|
| | POs | | | | |
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | - | 1 | - | - | 2 |
| CO2 | - | 1 | - | - | 2 |
| CO3 | - | 1 | - | - | 2 |
| CO4 | - | 1 | - | - | 2 |
| CO5 | - | 1 | - | - | 2 |

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
