

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Basic English
Course Code:	2MS3010101T
Pre-requisite Course:	Basic of Grammar

Course Objectives:

- 1) To teach the students to communicate in a clear, courteous, concise, complete, and correct manner on both; personal and professional levels
- 2) The course aims at helping students for enhancing capabilities in written, oral and interpersonal communication
- 3) The students are exposed to basics of reading, listening and speaking. This course prepares students to communicate in effective way

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Overview of English Grammar: Tenses and Verb Structures, Articles, Prepositions, Voices (Passive and Active), Direct and Indirect Speech, Punctuations and Capitalization, Commercial Terms	12	25%
2	Introduction to Communication: Meaning, Definition, Process, Functions, Objectives, Importance. Essentials of Good Communication Communication Barriers, Overcoming Communication Barriers	12	25%
3	Types of Communication: Upward, Downward, Horizontal, Grapevine, Written, Oral, Face-to-face, Silence - Merits and Limitations of each type	12	25%
4	Principles of Communication: 7 Cs of Communication, Media of Communication: Introduction, Written Communication, Oral Communication, Face to Face Communication, Visual Communication, Audio-visual Communication, Computer Based Communication	12	25%

Text Books:

Sr. No.	Books
1	Rajendra Pal & J. S. Korlahali: Essentials of business communication, Sultan Chand & Sons, New Delhi.

Reference Books:

Sr. No.	Books
1	Technical Communication: Principles and Practice By Meenakhi Raman & Sangeeta Sharma, OXFORD University Press.
2	Professional Communication By Aruna Koneru, The McGraw-Hill Companies, Latest Edition.
3	Effective Business Communication By Herta A.Murphy, Herbert W. Hildebrandt & Jane P. Thomas, The McGraw-Hill Companies, Latest Edition
4	Effective Business Communication By Asha Kaul, PHI, Latest Edition.

List of Open Source Software/learning website:

1. <https://en.wikibooks.org/>
2. <http://www.managementconcepts.com/>
3. <http://www.managementstudyguide.com/>

LAB/Practical

1. Students should conduct role plays to portray their understanding related to communication topics taught in class
2. Corporate trainer of communication domain can be invited for an expert talk for students

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To state various rules of English Grammar	1 Remembering
CLO2	To Understand the process, importance and essentials of good communication	2 Understanding
CLO3	To Understand and identify the various communication barriers and develop strategies to overcome the barriers	2 Understanding, 3 Applying
CLO4	To compare and contrast various types of communication	2 Understanding
CLO5	To apply, analyze & evaluate the role of media in communication	3 Applying, 4 Analyze, 5 Evaluate
CLO6	To plan and develop a communication strategy to be executed in formal environment using written communication	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PSO1	PSO2
CLO1	H							L		
CLO2	H	L	L	H						
CLO3	L	H	H	M			L	M		
CLO4		M	H	L				L		
CLO5		M	H	H		L	L	M		
CLO6		H	H	H				H		

H: High, M: Medium, L: Low
