

Veer Narmad South Gujarat University
Bachelor of Business Administration Semester 4

Course Title	ADVANCED ENGLISH COMMUNICATION SKILLS(MEL-II)
---------------------	--

Course Outcomes:

- CO1: Read and understand longer pieces of discourse independently
 CO2: Read and compare two texts for evaluating them
 CO3: Summarise a text for the benefit of peers orally or in writing
 CO4: Write a review of a text read for academic purpose or pleasure
 CO5: Understand the purpose and process of communication

Unit No.	Content	
Unit-1	Reading texts of different genres and of varying length	<u>5</u>
	Different strategies of comprehension	
	Reading and interpreting non-linguistic text	
	Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)	
Unit-2	Analysing a topic for an essay or a report	<u>5</u>
	Editing the drafts arrived at and preparing the final draft	
	Re-draft a piece of text with a different perspective (Manipulation exercise)	
	Summarise a piece of prose or poetry	
Unit-3	Using phrases, idioms and punctuation appropriately	<u>6</u>
	Introduction to communication – principles and process	
	Types of communication – verbal and non-verbal	
Unit-4	Identifying and overcoming problems of communication	<u>4</u>
	Communicative competence	
	Cross-cultural communication	

READINGS:

1. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2. Department of English, Delhi University (2006). Fluency in English Part II. New Delhi, OUP
3. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
4. Hedge, T. (2005). Writing. London, OUP
5. Kumar, S and PushpLata (2015). Communication Skills. New Delhi, OUP
6. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan

Handwritten signature