

**BU-COMMUNITY COLLEGE CONSULTANCY CENTRE**

**REVISED SYLLABUS – 2021-22**  
**FOR**  
**DIPLOMA IN COMMUNICATIVE ENGLISH**



**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641046**

**BHARATHIAR UNIVERSITY: COIMBATORE**

**DIPLOMA IN COMMUNICATIVE ENGLISH  
(Community College)**

**(for the candidates admitted from the academic year 2021-22 onwards)**

**Minimum qualification for admission to Diploma in Communicative English**  
is a pass in 10+2 classes or its equivalent.

**SCHEME OF EXAMINATIONS**

| <b>S.No</b> | <b>Title of the Course</b>                          | <b>Credits</b> | <b>Maximum Marks</b> |
|-------------|---|----------------|----------------------|
| 1           | Basic Grammar and Communicative Skills              | 4              | 100                  |
| 2           | Personality Development Skills                      | 4              | 100                  |
| 3           | Advanced Communicative Skills                       | 4              | 100                  |
| 4           | Business English for Communication                  | 4              | 100                  |
| 5           | PRACTICAL I- Conversational English                 | 4              | 100                  |
| 6           | PRACTICAL II- Listening skills & career Development | 4              | 100                  |
| 7           | PRACTICAL III- Writing Skills                       | 4              | 100                  |
| 8           | PROJECT   | 4              | 100                  |
|             | <b>TOTAL</b>  | 32             | 800                  |

**Question Paper Pattern:**

**Section A:** (10 x 1=10 Marks)

Choose the Best Answer for ALL the questions:

**Section B:** (5 x 7 = 35 Marks)

Answer ALL the questions either (a) or (b)

**Section C:** (3x 10 = 30)

Answer ALL the questions either (a) or (b)

**PAPER I**  
**BASIC GRAMMAR AND COMMUNICATIVE SKILLS**

|  |   |    |
|--|---|----|
| <b>Objective</b>   |   |    |
| The objective is to make sure that the student is thorough with the basics of English concepts in terms of reading, writing, speaking and listening including vocabulary and grammar.  |   |    |
| <b>Expected Course Outcomes</b>  |   |    |
| On the successful completion of the course, student will be able to:   |   |    |
| 1  | Remember the skills involved in public speaking   | K1 |
| 2  | Understand the ways of approaching the language and soft skills acquisition.                                | K2 |
| 3  | Shape their personality and communication in a better way to express effectively and impress their audience | K6 |
| <b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyses; <b>K5</b> - Evaluate; <b>K6</b> - Create  |   |    |
|  |   |    |
| <b>Unit:1</b>  | <b>Objectives of Learning English</b>   |    |
| Need and the Importance of English - Uses of English - Global Languages and English - Evolution of English Language in India - Present day status of English - Socio psychological factors in learning English.                    |   |    |
|  |   |    |
| <b>Unit:2</b>  | <b>Reading Skills</b>   |    |
| Importance of Reading - Levels of Reading - Types of Reading - Techniques of Reading - Reading Comprehension.  |   |    |
|  |   |    |
| <b>Unit:3</b>  | <b>Grammar and Usage</b>  |    |
| Degrees of comparison - Direct and Reported speech - Making use of appropriate tense forms - Modals and their usage – Nouns – verbs – adjectives – adverbs - Sentence patterns - Static and Dynamic Verbs - Subject Verb agreement |   |    |
|  |   |    |
| <b>Unit:4</b>  | <b>Writing Skills</b>   |    |
| The Sentence - The Phrase - Kinds of Sentences - Parts of Sentence - Parts of Speech - Types of Sentences - Construction of Paragraph - Linkage and Cohesion - Academic Essay Writing, Report, letter, proposal writing            |   |    |
|  |   |    |
| <b>Unit:5</b>  | <b>Speaking Skills</b>  |    |

|   |   |
|---|---|
| Phonetics and Speaking - Why is it easy? - What has to be done?- How can it be done?<br>- How can this skill be retained? - Speaking for Life and Work. |   |
| <b>Reference Books</b>  |   |
| 1   | Technical Communication: Principles and Practice, Second Edition by Meenakshi Raman and Sangeetha Sharma, Oxford University Press – 2 <sup>nd</sup> edition 2012. |
| 2   | Communicative Grammar of English by Geoffrey Leech and Ian Svartik – 3 <sup>rd</sup> edition  |
| 3   | Advanced English Grammar: Martin Hewings - Cambridge University Press -2007   |
| 4   | Phonetics: Cambridge English Pronouncing Dictionary by Daniel Jones, Peter Roach, James Hartman, Cambridge University Press -2008                                 |
|   |   |

**PAPER II**  
**PERSONALITY DEVELOPMENT SKILLS**

|  |   |    |
|--|---|----|
| <b>Objective</b>   |   |    |
| The objective of the paper is to make the student thorough with the basic soft skills  |   |    |
| <b>Expected Course Outcomes</b>  |   |    |
| On the successful completion of the course, student will be able to:   |   |    |
| 1  | This paper will help students to develop verbal and non-verbal communication skills.  | KX |
| 2  | To enable the students to get acquainted with the fundamental knowledge of the purpose of grammar.                          | KX |
| 3  | To enable the learners to apply grammatical knowledge in spoken English and written English with the grammatical structure. | KX |
| 4  | To impart a working knowledge of the basic rules of the English Language.   | KX |
| <b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyse; <b>K5</b> - Evaluate; <b>K6</b> - Create   |   |    |
|  |   |    |
| <b>Unit:1</b>  | <b>Introduction</b>   |    |
| Basic personality traits including values – beliefs and nature versus nurture – your own personality and how you use that in career  |   |    |
|  |   |    |
| <b>Unit:2</b>  | <b>Self Esteem and Attitude</b>   |    |
| Key issues – locating and selecting the measures – the self esteem scale – the feelings of inadequacy scale – Texas social behavior inventory – social self esteem – philosophies of human nature – specific interpersonal trust scale                                       |   |    |
|  |   |    |
| <b>Unit:3</b>  | <b>Interpersonal Relationships, Team Building and Group Dynamics</b>  |    |
| Reviews research from psychoanalysis – clinical and personality psychology – social psychology – sociology on the social penetration process – verbal – nonverbal and environmentally oriented behaviors – group processes – key ideas – social identity – emotional aspects |   |    |
|  |   |    |
| <b>Unit:4</b>  | <b>Stress Management, Conflict Management</b>   |    |
| Comprehensive stress management – Behavioral stress management – positive effect of conflict on performance – productive conflict – conflict management and performance  |   |    |

|   |   |                        |  |
|---|---|------------------------|--|
| <b>Unit:5</b>   |   | <b>Time Management</b> |  |
| Benefits of being organized – Time management tips – the right scale of mind – work with procrastination – Sisyphus effect. |   |                        |  |
| <b>Reference Books</b>  |   |                        |  |
| 1   | Yogi sudhanantha bharathi (2001) – Thirumanthiram vilakkam – Manickavasakar publications -Sidhambaram |                        |  |
| 2   | Corporate Grooming and Etiquette: Sarvesh Gulati –2010  |                        |  |
| 3   | Personality Development for Students by Dr. Vijay Agrawal – publisher Benten Books                    |                        |  |

**PAPER III**  
**ADVANCED COMMUNICATIVE SKILLS**

|  |  |    |
|--|--|----|
| <b>Objective</b>   |  |    |
| The objective of this paper is to impart advanced communication skills that include problem solving skills, team work and Career development skills. |  |    |
| <b>Expected Course Outcomes</b>  |  |    |
| On the successful completion of the course, student will be able to:   |  |    |
| 1  | Remember the vocabulary, skills and modes of communications used in the professional and academic spheres.                         | K1 |
| 2  | Understand phrases and expressions related to professional domains.  | K2 |
| 3  | Use workplace English to communicate with others in both oral and written forms.   | K3 |
| 4  | Analyses the mundane information and instructions related to communication at workplace and reproduce according to the situations. | K4 |
| 5  | Create communications in required formats and be competent in handling professional situations better.                             | K6 |
| <b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyses; <b>K5</b> - Evaluate; <b>K6</b> - Create                      |  |    |
|  |  |    |
| <b>Unit:1</b>  | <b>Listening Skills</b>  |    |
| Listening to Radio and Television - Listening to Talks and Presentations - Tips for Effective Listening  |  |    |
|  |  |    |
| <b>Unit:2</b>  | <b>Soft Skills</b>   |    |
| Empathy - Intrapersonal skills - Interpersonal skills - Problem solving - Reflective thinking - Critical thinking - Negotiation skills               |  |    |
|  |  |    |
| <b>Unit:3</b>  | <b>Career Skills</b>   |    |
| Applying for job - Cover letters - Resume and Effective Profiling – Interviews – Group discussions - Business Etiquettes                             |  |    |
|  |  |    |
| <b>Unit:4</b>  | <b>Lateral Thinking</b>  |    |
| What is lateral thinking? - Origin and History - Importance of Lateral Thinking - How to use it in life - How to use it at Work                      |  |    |
|  |  |    |
| <b>Unit:5</b>  | <b>Getting things done and customer service</b>  |    |
| How to get things done? - Organising things – Priority - Urgent or important? - Customer service and Sales - Dos and Don'ts                          |  |    |
|  |  |    |



| <b>Reference Books</b> |  |
|------------------------|--|
| 1                      | English for Life and Work: Dr. Padma Ravindran, Prof. M.Y. Abdur Razack and Poorvadevi D.        |
| 2                      | Cambridge English - Objective Advanced - Felicity O'Dell and Annie Broadhead -2014               |
| 3                      | An introduction to Professional English and Soft Skills by B. K. Das, Cambridge University Press |
| 4                      | Getting Things Done: The Art of Stress-free Productivity by David Allen – 2015                   |
| 5                      | Lateral Thinking by Bono Edward De –1991   |
|                        |  |

**PAPER IV**  
**BUSINESS ENGLISH FOR COMMUNICATION**

|  |  |    |
|--|--|----|
| <b>Objectives</b>  |  |    |
| To cater to the four essential aspects of communication skills namely, Listening, Speaking Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free of individual thought. |  |    |
| To equip the students to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.  |  |    |
| <b>Expected Course Outcomes:</b>   |  |    |
| On the successful completion of the course, student will be able to:   |  |    |
| 1  | This paper will helps students to develop verbal and non-verbal communication skills placing emphasis the practical applications of both | KX |
| 2  | To enable the students to get acquainted with the fundamental knowledge of the purpose of grammar.                                       | KX |
| 3  | To enable the learners to apply grammatical knowledge in spoken English and written English with the grammatical structure.              | KX |
| 4  | To impart a working knowledge of the basic rules of the English Language through Literature  | KX |
| <b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create   |  |    |
| <b>Unit:1</b>  | <b>Business Communication</b>  |    |
| Enquiries and Replies – Offers and Quotations - Orders and their execution. Credit and Status Enquire – Complaints and Adjustments – Collection Letters – Sales Letters –  |  |    |
| <b>Unit:2</b>  | <b>Institutional Letters</b>   |    |
| Bank and Insurance Letters, Import and Export Business Letters, Agency Letters   |  |    |
| <b>Unit:3</b>  | <b>Public Letters</b>  |    |
| Letter to the Editor, Representations and Requests   |  |    |
| <b>Unit:4</b>  | <b>Grammar</b>   |    |
| Noun, Pronoun, Articles, Tense, Preposition, Conjunction, Voices, Direct and Indirect  |  |    |

|   |   |  |
|---|---|--|
| <b>Unit:5</b>                                       | <b>Composition</b>  |  |
| Report Writing, Dialogue Writing, Drafting an Email |   |  |
|   |   |  |
| <b>Book(s) for Reference</b>                        |   |  |
| 1   | Urmila Rai and S.M.Rai, Business Communicationj, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004. |  |
| 2   | Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Mahalakshmi Street, T.Nagar, Chennai – 600 017.          |  |
| 3   | R.S.N. Pillai and Bagavathi, Commercial Correspondence and Office Management, S.Chand & Sons, NewDelhi - 110055                   |  |
| 4   | K. Chellappan, Creative Communication, Emerald Publishers, Chennai, 2008  |  |
|   |   |  |

**PAPER V****PRACTICAL 1 CONVERSATIONAL ENGLISH**

|  |  |         |
|--|--|---------|
| <b>Objective</b>   |  |         |
| The objective is to train the students to face business and specific situations with their spoken skills of English. |  |         |
| <b>Expected Course Outcomes:</b>   |  |         |
| On the successful completion of the course, student will be able to:   |  |         |
| 1  | Make the students familiar with the English language and its core skills for effective communication, which is the key to successful career. | K1      |
| 2  | Expose the students to different kinds and forms of communications happening in the professional and academic spheres.                       | K2      |
| 3  | Provide them hands on training on enhancing their English language skills for better employability and career prospects.                     | K3      |
| 4  | speaking to reach the audience in its best form.   | K4 & K5 |
| 5  | Create contents on their own, based on the context and the requirement.  | K6      |
| <b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyses; K5 - Evaluate; K6 – Create</b>                         |  |         |
| <b>Speaking Skills</b>   |  |         |
| 1  | What is needed for speaking  |         |
| 2  | Describing pictures and people   |         |
| 3  | Producing stories  |         |
| 4  | Describing events  |         |
| 5  | Short speeches on topics of day to day   |         |
| 6  | Telephonic Conversation  |         |
| <b>Conversational English</b>  |  |         |
| 1  | Conversational English: Business Situations and Specific Situations  |         |
| <b>Reference Books</b>   |  |         |
| English Conversation Practice by Grant Taylor - 2001, Published by Mc Graw Hill education                            |  |         |
| Practical English Usage by Michael Swan – 2001, Published by Cornelsen and Oxford University                         |  |         |

**PAPER VI**  
**PRACTICAL 2**  
**LISTENING SKILLS & CAREER DEVELOPMENT**

|  |   |         |
|--|---|---------|
| <b>Objective</b>   |   |         |
| The objective is to train the students to face business and specific situations with their spoken skills of English.                           |   |         |
| <b>Expected Course Outcomes:</b>   |   |         |
| On the successful completion of the course, student will be able to:   |   |         |
| 1  | Be aware of the possible job opportunities in the field of writing and speaking | K1      |
| 2  | Differentiate between the different forms of writing and their requirements.    | K2      |
| 3  | Create their sentences in contents on their own.                                | K3      |
| 4  | Edit and proofread writing and speaking to reach the audience in its best form. | K4 & K5 |
| 5  | Create contents on their own, based on the context and the requirement.         | K6      |
| <b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyses; K5 - Evaluate; K6 – Create</b>   |   |         |
| <b>Listening and Speaking Practice</b>   |   |         |
| 1  | Using Audio –Recording  |         |
| 2  | know the importance of listening and Tips for Effective Listening               |         |
| 3  | Listening to Talks and Presentations  |         |
| 4  | Mock Group Discussions  |         |
| 5  | Mock Interviews   |         |
| <b>Reference Books</b>   |   |         |
| Placement Interviews Skills for Success by Ananda murugan.S - 1 <sup>st</sup> edition 2011   |   |         |
| SOFT SKILLS: Personality, Body language and Communication skills Development GD, Interview Preparation & Questions by N.S. REDDY and NEO –2016 |   |         |

**PAPER - VII**  
**PRACTICAL – III**  
**WRITING SKILLS**

|   |   |         |
|---|---|---------|
| <b>Objective</b>  |   |         |
| The objective is to train the students to face business and specific situations with their spoken skills of English.            |   |         |
| <b>Expected Course Outcomes:</b>  |   |         |
| On the successful completion of the course, student will be able to:  |   |         |
| 1   | Be aware of the possible job opportunities in the field of writing              | K1      |
| 2   | the different forms of writing .  | K2      |
| 3   | Create their sentences in contents on their own writing .                       | K3      |
| 4   | Edit and proofread writing to reach the audience in its best form.              | K4 & K5 |
| 5   | Create contents on their own writing, based on the context and the requirement. | K6      |
| <b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyse; <b>K5</b> - Evaluate; <b>K6</b> - Create  |   |         |
| <b>Writing Skills</b>   |   |         |
| Linking Devices: Use of connectors  |   |         |
| Sentences and paragraphs  |   |         |
| Essay-writing   |   |         |
| Letter-writing  |   |         |
| Preparation of Resume   |   |         |
| Report-Writing: Newspaper Reports and Minutes of the Meeting  |   |         |
| Summarizing, Note-Making and Note-Taking  |   |         |
| Information Transfer  |   |         |
| E-Mail English  |   |         |
| <b>Book(s) for Reference</b>  |   |         |
| Rajendra Pal and J.s. Korlahalli, Essentials of Business Communication, sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. |   |         |
| G.Radhakrishna Pillai, Emerald English Grammar Composition, Emerald Publishers, Chennai, 2008                                   |   |         |

**PAPER VIII**  
**PROJECT**

Instruct the students to do the project relevant to the Communicative Skills. The project work should be minimum 40 to 45 Pages.