

GUJARAT UNIVERSITY
Syllabus for B. Com. Programme
Based on National Education Policy-2020

SEMESTER – III
Ability Enhancement Courses

AEC-235: English and Communication
(With Effect from Academic Year 2024-2025)

Andragogy: Classroom Lectures, Group Discussions, Role-Plays, Skill-based Practical Exercises, etc.

Learning Objectives: This syllabus is designed:

- To provide the students exposure to the great speeches which advocate important values and principles of life.
- To provide room for students to respond to the texts and discuss them in the classroom, thereby fostering their language competency and communication abilities and giving them a voice.
- To enable the students to communicate effectively and appropriately in real life situation.
- To develop the students' understanding of the concept of language and communication and their role in day-to-day life.

Learning Outcomes: On successful completion of the syllabus, the students will be able to:

- Increase their knowledge of English language and use it to communicate effectively in variety of everyday situations.
 - Create awareness about and generate understanding for importance of English as a means of international communication.
 - Understand the concept of language and fundamentals of communication.
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MODULE - I: SPEECHES

Text: Beautiful Tweets:

A Textbook for College Students (Part Two)
(Published by Macmillan)

- **Go Kiss the World**
Subroto Bagchi
- **At the World's Parliament of Religions**
Swami Vivekananda
- **The Essence of Democracy**
Dr. B. R. Ambedkar

MODULE - II: LANGUAGE AND COMMUNICATION

1. What is Language?
2. Difference between Language Acquisition and Language Learning
3. Unique features of British and American English
4. Unique features of Indian English
5. English as the Language for Global Communication
6. Introduction and Definitions of Communication
7. Prerequisites of communication: (a) Understanding the receiver (b) Creating a message accordingly (c) Keeping the message clear and Simple (d) Choosing the right medium (e) Minimizing the barriers (f) Receiving feedback

Modes of Evaluation

1. Continuous and Comprehensive Evaluation (CCE) - (25Marks)

(A) Attendance: 05 Marks

(B) Assignment: 05 Marks

(C) Mid-Term Evaluation: 15 Marks

After completion of the syllabus, the faculty member will conduct mid-term evaluation. The concerned faculty member will decide the mode of mid-term evaluation from the following:

- ❖ **MCQ Based Examination** (Online/Offline)
(15 MCQs of one mark each, Time Duration: 15 Minutes)

(OR)

- ❖ **Any one from the following:**

- Open Book Exam
- Practical Exam
- Essay/Article Writing
- Quizzes (On/Offline)
- Objective Test
- Class Assignment
- Research/Dissertation
- Case Studies
- Report Writing
- Interviews
- Poster Presentation
- Seminar
- Paper Presentation
- Viva Voce/Oral

(OR)

- ❖ **Descriptive Examination** (Time Duration: 45 Minutes)

Note: Structure of the Question Paper for Descriptive Examination

(Time Duration: 45 Minutes, Marks: 15)

Q-1. Answer any three questions in brief: (out of five) (From Module –I) 06

(OR)

Write short note on any **one** of the following: (out of three) **(From Module –I)**

Q-2. Briefly discuss any one of the following: (out of three) (From Module –II) 09

(A) General Question

(B) General Question

(C) General Question

2. Semester End Evaluation (SEE) – (25 Marks)

Modes of Evaluation	Maximum Marks	Minimum Passing Marks
CCE	25	09
SEE	25	09

Total No. of Teaching Hours: 30 Hours

Module – I: 15 Hours

Module – II: 15 Hours

Credit Distribution:

Total Credits: 02 Credits

Lecture: 1 Credit

Practical: 1 Credit

Notes:

- One Hour of Lecture is equal to 1 Credit per week.
- Two Hours of Practical is equal to 1 Credit per week.
- Practical Classes may be conducted in the Classroom/Language Lab/ Business Lab/Computer Lab depending on the requirement.
- For Practical Classes, one batch size of students (per teacher) will be as per the rules of Gujarat University.

Acronyms Expanded:

L+P: Lecture + Practical

AEC: Ability Enhancement Courses

CCE: Continuous and Comprehensive Evaluation

SEE: Semester End Evaluation

Recommended Reading:

1. Business Communication – J P Parikh, Anshu Surve, Swarnabharati & Asma Bahrainwal – Orient BlackSwan, Hyderabad
2. Language and Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
3. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
4. Essentials of Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi
5. Communicative Competence in English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad

Recommended E-Content:

English GUETA Website/English GUETA App/ English GUETA YouTube channel

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Paper Style for Semester End Evaluation

B. Com., Semester – III (NEP)

Ability Enhancement Courses

AEC-235: English and Communication

(With Effect from Academic Year 2024-2025)

Time: 1 Hour

Marks: 25

Q – 1. Answer any FIVE questions in brief: (out of seven) 10

(OR)

Write short note on any **ONE** of the following: (out of three)

(From **MODULE - I: SPEECHES** -Text: Beautiful Tweets: A Textbook for College Students -Part Two)

Q – 2. Briefly discuss any ONE of the following: (out of three) 10

(A) General Question

(B) General Question

(C) General Question

From MODULE - II: LANGUAGE AND COMMUNICATION

Q – 3. Choose the correct options: (Any five out of seven) 05

(MCQs from **MODULE - I: SPEECHES** - Text: Beautiful Tweets: A Textbook for College Students - Part Two)

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Model Question Paper for Semester End Evaluation

B. Com., Semester – III (NEP)

Ability Enhancement Courses

AEC-235: English and Communication

Time: 1 Hour

Marks: 25

Q – 1. Answer any FIVE questions in brief: 10

- (1) What was Subroto Bagchi's first lesson on success? Who did he learn it from?
- (2) How did Subroto Bagchi's mother inspire him with her vision despite her blindness?
- (3) Whom does Swami Vivekananda thank in his speech?
- (4) What does Swami Vivekananda consider as the destructive forces that have hindered human society's advancement?
- (5) What are the major sources of condemnation of the constitution? Explain in detail.
- (6) What, according to Dr. Ambedkar, are the three things we must do to maintain democracy?
- (7) What, according to Dr. Ambedkar, is the meaning of social democracy?

(OR)

Q – 1. Write short note on any ONE of the following:

- (1) The significance of the title- 'Go Kiss the World'
- (2) Swami Vivekananda's message on religious tolerance
- (3) Dr. Ambedkar's views on maintaining democracy

Q – 2. Briefly discuss any ONE of the following: 10

- (A) Difference between Language Acquisition and Language Learning
- (B) Unique features of British and American English
- (C) Prerequisites of communication

Q – 3. Choose the correct option: (Any five) 05

- (1) Why Subroto Bagchi not go to school until the age of eight?
 - (a) The family moved frequently
 - (b) The school was very far away
 - (c) There was no primary school nearby
 - (d) The author was home-schooled

(2) What did Subroto Bagchi do to feel connected to the larger world during the war?

- (a) Joined the military
- (b) Read the newspaper aloud to his mother
- (c) Listened to the radio
- (d) Joined a local organization

(3) How did Subroto Bagchi's father define success?

- (a) Material wealth and possessions
- (b) Principles, frugality and inclusion
- (c) Recognition and fame
- (d) Humility, integrity and inclusion

(4) What was the occasion of Swami Vivekananda's speech?

- (a) World's Parliament of Religions
- (b) Indian Independence Day
- (c) United Nations General Assembly
- (d) International Peace Conference

(5) Swami Vivekananda's speech advocated for:

- (a) Universal harmony and spiritual enlightenment
- (b) Exclusivity of a single religion
- (c) Division among religious groups
- (d) Conversion to Hinduism

(6) Dr. Ambedkar believed that political democracy without social democracy leads to:

- (a) Equality
- (b) Social justice
- (c) Dictatorship
- (d) Freedom

(7) Without equality:

- (a) Liberty would produce the supremacy of God over all
- (b) Liberty would produce the supremacy of the many over a few
- (c) Liberty would produce the supremacy of a few over many
- (d) None of these
