

**KU1AECENG102: ENRICHING ENGLISH**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	AEC	100-199	KU1AECENG102	3	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	25	50	75	1.5

**Course Description:**

The course is designed to equip students with the essential language and interpersonal skills needed for success in the professional business environment. This course focuses on enhancing proficiency in English communication, including writing business emails, reports, and delivering presentations. It also emphasizes effective verbal communication in meetings, negotiations, and networking situations. Additionally, the course covers key soft skills such as teamwork, problem-solving, time management, emotional intelligence, and leadership. The course aims to prepare students to navigate and excel in various business contexts, fostering both their professional and personal growth.

**Course Prerequisite: NIL****Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Acquire proficiency in using English language in professional business contexts, including writing emails, reports, and presentations with clarity, precision, and appropriate tone	U
2	Understand how different active listening techniques help in responding appropriately to diverse communication inputs.	U
3	Learn to collaborate efficiently in team projects and meetings, contributing constructively to discussions and decision-making processes.	U

4	Understand how emotional intelligence helps in managing emotions and resolving conflicts in professional interactions.	U
5	Learn how to adapt communication strategies to effectively address different business situations.	U

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	X	X			X		
CO 2		X					
CO 3			X			X	
CO 4							X
CO 5							X

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	<b>Module 1: Listening and Speaking</b>		
	1.1	Types of listening- Listening for detailed and specific information	2
	1.2	Speaking in Communication <ul style="list-style-type: none"> <li>○ Essentials of Effective Speaking</li> <li>○ Familiarity with English Sounds</li> <li>○ Phonetics.... Concept of Pronunciation in different eras.... Vowels... Diphthongs.... Consonants....</li> <li>○ Transcription...</li> <li>○ Englishes not English....</li> <li>Stress... Intonation... RP</li> </ul>	4
	1.3	Introducing oneself and others - Giving directions and instructions	3
	1.4	Expressing gratitude, making requests, congratulating, apologizing	3

2	<b>Module 2: Reading</b>		
	2.1	Close Reading	2
	2.2	Reading Comprehension	3
	2.3	Paraphrasing and Summarising	3
	2.4	Interpreting Graphs, Charts, Tables and Diagrams	3

3	<b>Module 3: Writing</b>		
	3.1	Writing for professional communication <ul style="list-style-type: none"> <li>○ Business Letters</li> <li>○ Orders and Replies</li> <li>○ Invitation and Replies</li> <li>○ Writing Circulars, Memos, Agendas, Notices</li> </ul>	5
	3.2	Report Writing (Newspapers and Events)	4
	3.3	Job Application (Cover Letter & Resume)	4
	3.4	Essay Writing	3

4	<b>Module 4: Personal Attributes</b>		
	4.1	Attitude & Emotional Intelligence	2
	4.2	Goal Setting & Time Management	2
	4.3	Leadership and Team Work	2
	4.4	Workplace Etiquette & Communication	3

5	<b>Teacher Specific Module</b>		<b>12</b>
	<i>A teacher can use this module to give further practice on the topics discussed in the previous modules or design activities like the ones given below. This module is for internal evaluation</i>		
	<b>Role-Playing Exercises:</b> Simulate real business scenarios such as meetings, negotiations, and presentations to practice language skills and professional etiquette.		
	<b>Case Studies:</b> Analyse real-world business case studies to develop critical thinking and problem-solving skills, and discuss communication strategies used in these cases. <b>Business Correspondence Practice:</b> Engage students in writing various types of business correspondence, including emails, reports, memos, and proposals, focusing on clarity, tone, and professionalism. <b>Peer Review Sessions:</b> Implement peer review activities where students critique each other's business writing and presentations, fostering a collaborative learning environment.		

**Essential Readings:**

1. Ahmad, Shahnawaz. *Ultimate English-Speaking Course*. Notion press, 2018.
2. Carver, Tina Kasloff, and Sandra Fotinos-Riggs. *A Conversation Book 1: English in Everyday Life, Teacher's Edition*. Pearson Education, 2007.
3. Hancock, Ophelia H. *Reading Skills for College Students*. Prentice Hall, 2003.
4. Kane, Thomas S. *The Oxford Essential Guide to Writing*. Oxford University Press, 2003
5. Kumar, Soma Mahesh. *Soft Skills: Enhancing Personal and Professional Success*. McGraw Hill. June 2023
6. Kumar, Yogesh. *Learn English: Your Guide to Everyday Conversation*. Independently Published, 2017.
7. Manser, Martin, and Stephen Curtis. *The Penguin Writer's Manual*. Penguin Books Ltd. 2002.
8. McKenna, Hazel J., Chang, Leo & Brinkerhoff, M. Roxanne (2023). Numeracy. *A Quantitative Reasoning Approach*. <https://uen.pressbooks.pub/uvumqr/>
9. Sadanand, Kamlesh and Susheela Punitha. *Spoken English: A Foundation Course*. Orient BlackSwan, 2022.
10. Shah, Arvind. *Handbook of Communication Skills & English Grammar*. 2021.

**Assessment Rubrics:**

Evaluation Type	Components		Marks
End Semester Evaluation	Theory		35
	Practical		15
	a)	Test paper / Viva Voce	15
	<b>ESE Total</b>		<b>50</b>
Continuous Evaluation	Theory		15
	a)	Test Paper- 1	5
	b)	Assignment	5
	c)	Seminar	5
	Practical		10
	a)	Listening Test	5
	b)	Speaking Activity	5
	<b>CE Total</b>		<b>25</b>
<b>Total</b>			<b>75</b>

Note: Practicums have only internal assessments.