



Semester: III	
Course Name: Commercial English - I	
Course Type: Ability Enhancement Course	Course Code: A2BMS2336
Credit: 2	Full Marks: 50

LEARNING OBJECTIVE:

To be competent in commercial terms and some sort of creative writing, well versed in contemporary writers, quotations etc. Improvement of vocabulary, spoken English with good Rhetoric.

LEARNING OUTCOME:

On successful completion of this course, the students will be able to be smart and skilful with an enabled personality in the commercial world, professional and authentic, original and precise and creative in writing and speech.

DETAILED SYLLABUS:

Unit 1: [3L]

Writing of Critical Appreciation of Prose Pieces and critical note. (To be discussed and practised in class).

Unit 2: [3L]

Expansions of Proverbs and Sayings, Quotation of eminent men to be elaborated. (To be discussed in class)

Unit 3: [5L]

Discussion of the following prose pieces: (as seen comprehensions).

- A Talk on Advertising by Herman Wouk
- Are you an Entrepreneur by Victor Kiam
- The Technological Engine by Alvin Toffler

Unit 4: [4L]

Usage of Rhetoric (figure s of speech)

Similie, Metaphor, Personification, Transferred Epithet, Metonymy, Synecdoche, Allusion, Anti-thesis, Epigram, Oxymoron, Climax, Anti-Climax, Apostrophe.

SUGGESTED TEXT BOOKS/ READING MATERIALS:

1. Rhetoric and Prosody by M.Chakraborty. Bose and Sterling, Kalayan Pandey.

2. Business Communication by D.L Dutta Tee-dee Publications .
3. University English Selections ,by University of Calcutta .
4. Models of Technical Writing by Philip C.Kolin, J L .Kolin.