



| | |
|--|-------------------------------|
| Semester: IV | |
| Course Name: Commercial English - II | |
| Course Type: Ability Enhancement Course | Course Code: B2BMS2344 |
| Credit: 2 | Full Marks: 50 |

LEARNING OBJECTIVE:

More efficient in commercial writing of Memos ,letters ,reports ,writing commercial Articles, improved vocabulary with more added Rhetoric ,more reading of commercial prose pieces ,improved usage of heightened vocabulary.

LEARNING OUTCOME:

On successful completion of the course, the learner will be able to:

- Possess a more professional and authentic attitude in the Job Market
- Speak well in seminars, workshops and Formal Conferences
- Understand the improved skill and personality with good knowledge of efficacious usage of modern Commercial English terms.

DETAILED SYLLABUS:

Unit 1: [5L]

Discussion of the following prose pieces (to be treated as seen comprehension)

- Spoken English and Broken English by G.B. Shaw.
- The Civilisation of Today by C.E.M Joad.
- Knowledge and Wisdom by Bertrand Russell.

Unit 2: [4L]

More figures of Speech Rhetoric:

Innuendo,Irony,Sarcasm,Onomatopoeia,Litotes,Euphemism,Alliteration,Pun,Chiasmus,Interrogation,Exclamation,Hyperbole.(To be discussed in class with examples).

Unit 3: [3L]

Writing of Memos, Memorandum, News Releases, Performance and Progress Reports, Proposals, Investigative Reports.

Unit 4: [3L]

Discussion of Socio-Economic Global Problems, Writing of Essays compositions, Mastering Business English more vocabulary exercises, words confused, idioms, synonyms and antonyms, Commercial definitions.

BOOKS RECOMMENDED:

1. Principals of Business Management and Communication by Jayanta Mitra, Neha Somani
2. Mastering Business English O.U.P. Publications
3. Secretarial Practise by S Sengupta
4. University English Selections by Calcutta University
5. Models of Technical Writing by Philip Kolin, J.L .Kolin.