



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code:GEL131	Course Title: Communicative English	
Semester: I	Course Type: Core	Credits:3
Home Programme(s):BBA(BA)		Batch/Academic Year:2020-2023
Course Leader: Dr P Asha		

Course description and learning objectives

The course is a unified approach to enhance language skills of learners with an aim to hone their social skills and to increase their employability. The course is designed to acquaint the learners with the necessary LSRW (Listening/ Speaking / Reading/ Writing) skills needed either for recruitment or further studies abroad for which they attempt international exams like TOEFL, IELTS and GRE. It enables the learners improve their communication skills which are crucial in an academic environment as well as professional and personal lives.

Learning objectives:

- To enable learners to develop listening skills for better comprehension of academic presentations, lectures and speeches.
- To hone the speaking skills of learners by engaging them in various activities such as just a minute (JAM), group discussions, oral presentations, and role plays.
- To expose learners to key Reading techniques such as Skimming and Scanning for comprehension of different texts.
- To acquaint the learners with effective strategies of paragraph and essay writing, and formal correspondence such as email, letters and resume.
- To provide learners with the critical impetus necessary to forge a path in an academic environment, in the professional life and in an increasingly complex, interdependent world.

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Think critically, analytically, creatively and communicate confidently in English in social and professional contexts with improved skills of fluency and accuracy.	A1,A2,A4
CO2	Write grammatically correct sentences employing appropriate vocabulary suitable to different contexts.	A1,A2,A4
CO 3	Comprehend and analyze different academic texts.	A1,A2,A4
CO 4	Make notes effectively and handle academic writing tasks such as Paragraph writing and Essay writing.	A1,A2,A4
CO 5	Effectively handle formal correspondence like e-mail drafting and letter writing.	A1,A3,A4

Course outline and indicative content

Unit I: 10 sessions (CO1, CO2, CO3, CO4, L2, L3, L4&L5)

- LISTENING: Listening for gist and specific information
- SPEAKING: Introducing self and others; Developing fluency through JAM
- READING: Skimming for gist and Scanning for specific information
- WRITING: Paragraph writing-writing coherent and cohesive paragraph (narrative and descriptive); use of appropriate Punctuation.

- GRAMMAR & VOCABULARY: Articles & Prepositions; Word Families (Verbs, Nouns, Adjectives, Adverbs; Prefixes and Suffixes)

Unit II:10 sessions (CO1, CO2, CO3, CO4, L2, L3, L4&L5)

- LISTENING: Listening for Note taking and Summarizing
- SPEAKING: Role plays and Oral Presentations.
- READING: Intensive Reading-Reading for implicit meaning
- WRITING: Note making and summarizing
- GRAMMAR & VOCABULARY: Verb forms-Tenses; synonyms to avoid repetition in speech and writing.

Unit III:14 sessions(CO1, CO2, CO3, CO4, L2, L3, L4&L5)

- LISTENING: Listening for presentation strategies: introducing the topic, organization of ideas, conclusion.
- SPEAKING: Aided presentations
- READING: Inferring using textual clues
- WRITING: Formal Letter and Email writing
- GRAMMAR & VOCABULARY: Active and Passive Voice; linkers and discourse markers.

Unit IV:12 sessions(CO1, CO2, CO3, CO4, L2, L3, L4&L5)

- LISTENING: Listening for labeling-maps, graphs, tables, illustrations
- SPEAKING: Aided group presentation using charts, graphs etc.
- READING: Reading for identification of facts and opinions
- WRITING: Information transfer (writing a brief report based on information from graph/chart/table)
- GRAMMAR & VOCABULARY: Subject-verb agreement; language for comparison and contrast; Antonyms

Unit V:10 sessions(CO1, CO2, CO3, CO4, L2, L3, L4&L5)

- LISTENING: Listening to discussions for opinions
- SPEAKING: Group Discussion
- READING: Reading for inferences
- WRITING: Guided Essay Writing (argumentative)
- GRAMMAR & VOCABULARY

Assessment methods			
Task	Task type	Task mode	Weightage (%)
A1: Mid exam	Individual	Written	20
A2: Coursera	Individual	Presentations / Q&A/Viva	10
A3: Topic Presentation/Case Analysis/ Assignment	Individual /Groups	PPT Presentation/Report	10
A4: End exam	Individual	Written (short/long)	60

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension /Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1,A2&A4)				
Conceptual Knowledge			CO2 (A1,A2&A4)	CO3 (A1,A2&A4)		
Procedural Knowledge				CO3 (A1,A2&A4)	CO4 (A1,A2&A4)	
Meta Cognitive Knowledge						CO5 (A1,A3&A4)

Learning and teaching activities

Pedagogy includes lecture method and ICT enabled teaching. Teaching and learning involves a lot of audio visuals for better learning. Focus is on student centered learning and is enabled by directed study, individual/group presentations, assigned reading, hands on demonstration, exercises and pair&share.

Teaching and learning resources

The ICT enabled lectures are uploaded in Glearn. Distribution of handouts, notes and worksheets related to LSRW skills is done in the classes. Links to improve the four skills are shared with the students to engage in self learning beyond the classroom. A list of must listen and watch TED talks is suggested to the students to learn the nuances of listening and speaking-Reading resources are provided for practicing reading and writing. To improve vocabulary, improve pronunciation, understand the grammatical structures and fluently some English film titles are recommended. Usage of grammarly is insisted to develop writing skills.

Reference Books:

- Arosteguy, K.O. and Bright, A. and Rinard, B.J. and Poe, M. A Student's Guide to Academic and Professional Writing in Education, UK, Teachers College Press,2019
- Raymond Murphy, English Grammar in Use A Self-Study Reference and Practice Book for Intermediate Learners of English : Cambridge University Press;2019
- Peter Watkins, Teaching and Developing Reading Skills: UK, CUP, 2018
- DeepthaAchar et al. Basic of Academic Writing. (1and 2) parts New Delhi: Orient BlackSwan. (2012& 2013).
- Kumar S and Lata P, Communication Skills: New Delhi Oxford University Press, 2015

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum
	CO1	3	2	1	0	2	2	-	-

CO2	0	1	1	0	2	2	-	-	6
CO3	2	1	1	1	2	2	-	-	9
CO4	2	2	1	0	2	2	-	-	9
CO5	1	1	1	0	0	0	-	-	3
Target Level Max.	8	7	5	1	8	8	-	-	37

BBA BA -Programme Outcomes (POs)

- 1 Ability to understand the business problems with their knowledge in different functional areas of management
- 2 Integrate with structured, semi – structured and unstructured data.
- 3 Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
- 4 Ability to apply analytics techniques to analyze and interpret the data.
- 5 Incorporate the descriptive, predictive and prescriptive analytics.
- 6 Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.