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| <b>Name of the course</b> | <b>Freshman English – II</b>  |
| <b>Course Code</b>        | 110   |
| <b>Semester</b>           | II  |
| <b>Credit Hours</b>       | 3   |
| <b>Prerequisite</b>       | -   |
| <b>Learning outcomes</b>  |   |
| <b>Contents</b>           | <p><b>Unit-1      Background for Effective Business Communication</b></p> <p>1.1 Importance and benefits of effective communication</p> <p>1.2 Components of communications</p> <p>1.3 Concepts and problems of communication</p> <p>1.4 Non-verbal communication</p> <p><b>Unit-2      The Seven Cs of Effective Communication</b></p> <p>2.1 Completeness</p> <p>2.2 Conciseness</p> <p>2.3 Consideration</p> <p>2.4 Concreteness</p> |

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|                  | <p>2.5 Clarity</p> <p>2.6 Courtesy</p> <p>2.7 Correctness</p>   |
| <b>Unit-3</b>    | <p><b>Process of Preparing Effective Business Messages</b></p> <p>3.1 Five planning steps</p> <p>3.2 Basic organizational plans (direct-deductive) (indirect, inductive)</p> <p>3.3 Beginning and endings</p> <p>3.4 Confirming the message (Drafting, Revising, Editing and proofreading)</p>  |
| <b>Unit-4</b>    | <p><b>Business letter appearance and design of Business messages</b></p> <p>Business Letters</p> <p>Standard parts of a letter</p> <p>Optional parts</p> <p>Letter layout</p>   |
| <b>Unit-V</b>    | <p><b>Memorandums</b></p> <p>Parts of the memorandum</p> <p>Layout of the memorandum</p>  |
| <b>Unit-VI</b>   | <p><b>Short Reports</b></p> <p>Developing the Main sections</p> <p>Outlining the Major Sections</p> <p>Including other desirable section</p>  |
| <b>Unit-VII</b>  | <p><b>Informational Memorandum Report</b></p>   |
| <b>Unit-VIII</b> | <p><b>Strategies for Successful speaking and successful of listening</b></p> <p>Strategies for improving Oral Presentations</p> <p>Steps for preparing effective Oral Presentations</p> <p>Kinds of Oral Presentations</p>  |
| <b>Unit-IX</b>   | <p><b>Strategies for reducing stage insights</b></p> <p>Strategies for improve listening skills</p> <p>Faults in listening</p> <p>Purposes for listening</p> <p>Results of good listening</p>   |
| <b>Unit-X</b>    | <p><b>Bad News Messages</b></p> <p>The right attitude plans for bad news messages indirect plan/direct plan negative replies to requests</p> <p>Refusing adjustments on claims and complaints</p> <p>Refusing credit</p> <p>Declining invitations unfavorable unsolicited messages</p> <p>Announcing bad news about prices or services</p> <p>Conveying bad news.</p> |
| <b>Unit-XI</b>   | <p><b>Writing Practice</b></p> <p>Job application Process</p> <p>Self-assessment</p> <p>Market assessment</p> <p>Resume</p> <p>Cover Letter to Resume</p> <p>Exercises</p>  |

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|   | <p><b>Unit-XII Interpersonal Communication</b><br/> Dyadic Communication<br/> Interviewing<br/> Telephoning</p> <p><b>Unit-XIII Individual Development</b><br/> Confidence building, tips to be impressive</p>   |
| <b>Teaching &amp; Learning Strategies</b> | A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.   |
| <b>Assignment</b>                         | Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)  |
| <b>Suggested Readings</b>                 | <p>Bovee, C. L., Thill, J. V., &amp; Raina, R. L. (2016). <i>Business communication today</i>. Pearson Education.</p> <p>Murphy, H. A., Hildebrandt, H. W., &amp; Thomas, J. P. (2016). <i>Effective business communication</i>. McGraw Hill.</p> <p>Covey, S. R. (2004). <i>7 habits of highly effective people: Powerful lessons in personal change</i>. Simon &amp; Schuster.</p> |

### Assessment and Examinations

| Sr. # | Elements             | Weightage | Details   |
|-------|----------------------|-----------|---|
| 1     | Midterm Assessment   | 35%       | Written test (at the mid-point of the semester) |
| 2     | Formative Assessment | 25%       | Assignment, presentation and quiz               |
| 3     | Final Assessment     | 40%       | Written test (at the end of the semester)       |