

SEMESTER V
Part III Gr. A. CORE PAPER XII-CAREER
SKILLS - CORPORATE ENGLISH

Instructional Hrs.:45

Sub. Code: 16LTUC512

Max. Marks: CIA-25; ESE-75

Credits: 3

AIM: To promote effective and skillful language.

OBJECTIVE: To impart communication skills among the students and train them to become more skillful and competent communicators in their day-to-day lives.

UNIT I: EMERGING THEORIES IN ELT: LANGUAGE AND THE INTERNET

9 Hrs

1. Linguistic Perspective
2. The Medium of Netspeak
3. Blogging and Instant Messaging

SELF-STUDY: Search on the Internet
Social Network

UNIT II-Phone Calls

9Hrs

- 1.Hello, how may I help you?
Answering the phone
Making a good impression on the phone.
- 2.Hold on, I just need to make a note
Understanding number and details
Making notes Checking your notes.
- 3.Is everything clear?
Taking long messages Leaving messages

Entertaining Visitors

- 1Make yourself at home!
Receiving visitors
Making people feel at home
Giving and receiving gifts
- 2.what shall we talk about?
Small talk Socializing
Building professional relationships
- 3.Would you like to join me for dinner?
Deciding where to eat
Table manners in different countries

SELF-STUDY:4.How do I get there ?Explaining routes

Suggesting free time activities

- 5.Do you have a room available?

Arranging hotel accommodation

Staying in a business hotel

6. *When things go wrong...*

Dealing with travel and accommodation problems

Advising people what to do

UNIT III- Meetings

9Hrs

1. What are your views?
Different kinds of meetings
Discussing ideas and exchanging opinions.
2. Thank you for coming!
Participating in one-to-one meetings
3. The first item on the agenda is...
Working with an agenda
Taking part in larger meetings with a Chairperson
4. We need to come to an agreement
Taking part in negotiations.

SELF-STUDY: 5. When does 'yes' mean 'yes'?

Different styles of negotiating

6. *We need to meet...*
Simulating a series of meetings

Explaining and Presenting

1. About the company
Explaining the history and structure of a company
2. Let me demonstrate...
Explaining what to do
Showing people how to do things
3. How does it work?
Describing processes and procedures
4. Features and benefits!
Marketing and advertising sales talk

SELF-STUDY: 5. Giving presentations

Preparing and giving a presentation

6. *A great new product!*
Product development

UNIT IV- Writing

9Hrs

1. Layout and Content
Good layout and style in letters and faxes
2. You've got mail
Sending and receiving e-mail messages
3. Get it right!
Checking your spelling
Correcting your punctuation
4. Keep it simple and make it clear
Writing short reports on meetings and phone calls

SELF-STUDY: 5. In reply to your ...Replying to letters, faxes and e-mails

6. I am sorry to inform you that ...

Sorting our problems.

UNIT V- Public Speaking

9Hrs

1. Determining your speaking goal
2. Doing Research
3. Organizing
4. Adapting Verbally and Visually
5. Practicing the presentation of your speech

SELF-STUDY: 6. Informative speaking

7. Persuasive speaking

BOOKS FOR REFERENCE:

1. **LEO JONES**, *Working in English*, Cambridge University Press, London, 2005.
2. **RUDOLPH F. VERDERBER** et al., *Communicate*, Thomson Learning Inc., 2005.
3. **STEVEN A. BEEBE** et al, *Interpersonal Communication*, Pearson Education Inc., 2005.
4. **SYLVIA DONNA**, *Teach Business English*, Cambridge University Press, UK, 2000.
5. **CRYSTAL, DAVID**. *Language and the Internet*. Cambridge : Cambridge University Press. 2008

SEMESTER VI

Part III Gr. A. - CORE PAPER XIV - APPRECIATING LITERATURE IV - INDIAN CLASSICS IN TRANSLATION

Instructional Hrs.:75

Sub. Code: 16LTUC614

Max. Marks: CIA-25; ESE-75

Credits: 4

AIM: To develop the skill to relate, compare and contrast different literatures.

OBJECTIVE: To introduce the students to Indian – specific elements and Indian value system, leading to value education.

UNIT I: Narrative Structure

15 Hrs.

The Ramayana_ A shortened Modern Prose version of the Indian Epic
by R. K. Narayan – Penguin Books.

SELF-STUDY: Bhagavat Gita – Chapters 1&2

UNIT II: Indian Perspective

15 Hrs.

The Ramayana

SELF-STUDY: Bhagavat Gita – Chapters 3&4

UNIT III : Epic Features

15 Hrs.

The Mahabharatha- – A shortened Modern Prose version of the Indian Epic
by R. K. Narayan – The Viking Press.

SELF-STUDY: The Epic Features of Milton's Paradise Lost

UNIT IV :Indian Aesthetics

15 Hrs.

M. S. Ramaswami - The Vision : More Modern Tamil Stories (Vol.1)

Jaya Mohan – River

Konangi - Even after Nakulan

Mowni - Mother

Prapanchan - The Smell of Fish

SELF-STUDY: Thirukkural 1-5 Athikarams

UNIT V : Thematic Study

15 Hrs.

Patrick Olivelle - *Panchatantra*

SELF-STUDY: Thirukkural- 6 -10 Athikarams

- *English Translation by V.V.S. Aiyar.*

Tapovanam Press, Tirupparaitturai.

BOOKS FOR REFERENCE:

1. **ISABEL GOMBLE MAC CAFFREY**, *Paradise Lost as myth*, 3rd Ed., Harward : Harward University Press. 1975.
2. **RAJAJI**, *Chakravarthi Thirumagan*, Vanathi Pathipagam, Chennai, 2010

3. **SIVAGNANAM M.P.**, *Bharathi patri MA.P.O.C Perurai*, Poongodi Pathipagam, Chennai, 1983.