

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English

Ability Enhancement Course (Level 4. 5)

BA Part I Semester - I

Course Title- Communication skills (Written)

Ability Enhancement Course (AEC)	Course	UG BA I Sem II
	Level	5
	Title of Paper	Communication Skills in English (Written)
	Course Code	61502
	No. of Credits	02
	Lectures	30 (2Hrs/Week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

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Course Title- Communication skills (Written)

Course Objectives	1) To give students the knowledge of Various forms of Written communication. 2) To make students proficient in written communication	
Course Outcome	After completion of this course students will be able to... 1) Write various letters. 2) Write commercial Advertisements. 3) Write E-mail 4) Write effectively on social media.	
Unit	Course Contents	Learning Hours
Unit -I	Correspondence (Formal Letter)	8 Hours
	1) Letters of enquiry. 2) Letters of order 3) Letters of Complaint- 4) E-mail Writing.	
Unit -II	Application Writing (Formal Letter)	7 Hours
	1) Application letter for TC 2) Application for Job 3) C V writing. 4) Proposal Writing	
Unit-III	Commercial Writing	7 Hours
	1) Advertisement- writing. 2) Product- Manual 3) Poster/Brochure writing.	

Unit-IV	Social Media and Content Writing	8 Hours
	1) Blog Writing. 2) Writing on Facebook. 3) Writing. on Instagram.	
Paper Pattern		
Q.1	Students will have to answer Two long answer questions out of four of 5 Marks each on unit-I	5x2 = 10
Q.2	Students will have to answer Two long answer questions out of four of 5 Marks each on Unit-II	5x2 = 10
Q.3	Students will have to answer One long answer questions out of Three of 5 Marks each on Unit-II	5x1 = 05
Q.4	Students will have to answer One long answer questions out of Three of 5 Marks each on Unit-II	5x1 = 05
Distribution of Marks		
Assessment		
Personal Interview		10 Marks
Assignment-		10 Marks
Total		20 Marks
External (Theory)		30 Marks
Total		50 Marks

Prescribed Textbook:

by Board of Editors &
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