

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Subject: English Language

UG Generic Open Elective

Course Title- Developing Communication Skills -1

GOEC-1	Course	UG Generic Open Elective 1
	Level	4.5
	Title of Paper	Developing Communication Skills -I
	Course Code	615261
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	1) To make the students proficient in everyday communication. 2) To provide students a solid understanding of the process of communication.	
Course Outcome	After Completion of this course students will able to - 1) Define communication/comprehend and describe the process of communication. 2) Know Components of Communication. 3) Communicate proficiently in everyday life.	
Unit	Course Contents	Learning Hours
Unit -I	1.Parts of Speech	7 Hours
Unit - II	1. Kinds of Sentences a. Assertive b. Interrogative c. Imperative d. Exclamatory	08 Hours
Unit - III	1. Tenses	07 Hours
Unit IV	1. Model Auxiliaries	08 Hours
Paper Pattern		

Q.1	Students will have to attempt seven questions of 1 mark each unit I.	7x1= 7
Q.2	Students will have to attempt eight questions of 1 mark each unit II.	8x1= 8
Q.3	Students will have to attempt seven questions of 1 mark each unit III.	7x1= 7
Q.4	Students will have to attempt eight questions of 1 mark each unit IV.	8x1= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. *English Grammar sand Composition* edited by S.C. Gupta Published by Arihant Publications, India

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Faculty of Humanities

Subject: English Language

UG Generic Open Elective

Course Title- Developing Communication Skills -II

GOEC-2	Course	UG Generic Open Elective 2
	Level	4.5
	Title of Paper	Developing Communication Skills -II
	Course Code	615262
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	1) To make the students proficient in everyday communication. 2) To provide students a solid understanding of the process of communication.	
Course Outcome	After Completion of this course students will able to - 1) Define communication/comprehend and describe the process of communication. 2) Know Components of Communication. 3) Communicate proficiently in everyday life.	
Unit	Course Contents	Learning Hours
Unit -I	1. Change the Voice	07 Hours
Unit - II	1. Direct – Indirect Narration	08 Hours
Unit - III	1. Answering the Telephone and Asking for Someone	07 Hours
Unit IV	1. Taking and Leaving Messages	08 Hours
Paper Pattern		
Q.1	Students will have to attempt seven questions of 1 mark each unit I.	7x1= 7

Q.2	Students will have to attempt eight questions of 1 mark each unit II.	8x1= 8
Q.3	Students will have to attempt seven questions of 1 mark each unit III.	7x1= 7
Q.4	Students will have to attempt eight questions of 1 mark each unit IV.	8x1= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. *English Grammar sand Composition* edited by S.C. Gupta Published by Arihant Publications, India
2. *The Communicator* edited by Board of Editors Published by Orient BlackSwan, Hyderabad.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Subject: English Language

UG Generic Open Elective

COURSE TITLE- BUSINESS COMMUNICATION- I

GOEC - 3	Course	UG Generic Open Elective 3
	Level	4.5
	Title of Paper	Business Communication 1
	Course Code	615263
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	1) To make the students proficient in everyday communication. 2) To provide students a solid understanding of the process of communication.	
Course Outcome	After Completion of this course students will able to - 1) Define communication/comprehend and describe the process of communication. 2) Know Components of Communication. 3) Communicate proficiently in everyday life.	
Unit	Course Contents	Learning Hours
Unit -I	1.Introduction to Business Communication a) Nature and Objectives of Business Communication b) Language of Business Communication c) Communication Ethics	07 Hours

Unit - II	Types of Communication a) Internal Communication b) External Communication c) formal Communication d) Informal Communication	08 Hours
Unit - III	Types of Communication a) Horizontal Communication b) Vertical Communication c) Diagonal Communication	07 Hours
Unit IV	Corporate Communication a) Letter of Inquiry b) Order Letter c) Complaint Letter d) Letter of Adjustment	08 Hours
Paper Pattern		
Q.1	Students will have to attempt one question of 7 marks on unit I.	1x7= 7
Q.2	Students will have to attempt one question of 8 marks on unit II.	1x8= 8
Q.3	Students will have to attempt one question of 7 marks on unit III.	1x7= 7
Q.4	Students will have to attempt one question of 8 marks on unit IV.	1x8= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1.

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SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Subject: English Language

UG Generic Open Elective

COURSE TITLE- BUSINESS COMMUNICATION-II

GOEC - 4	Course	UG Generic Open Elective 4
	Level	4.5
	Title of Paper	Business Communication 2
	Course Code	615264
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	1) To make the students proficient in everyday communication. 2) To provide students a solid understanding of the process of communication.	
Course Outcome	After Completion of this course students will able to - 1) Define communication/comprehend and describe the process of communication. 2) Know Components of Communication. 3) Communicate proficiently in everyday life.	
Unit	Course Contents	Learning Hours
Unit -I	Digital Communication 1. E-mail Writing 2. Professional messaging	07 Hours
Unit - II	Digital Communication 3. Social Media Etiquettes 4. Netiquettes	08 Hours
Unit - III	Office Communication Notice, Agenda, Minutes of Meeting and Action Taken Report	07 Hours

Unit IV	Business Skills 1.Customer Relation Skills a) Managing Customer b) Persuasion Skills c)Improving Customer Relation Skills	08 Hours
Paper Pattern		
Q.1	Students will have to attempt one question of 7 marks on unit I.	1x7= 7
Q.2	Students will have to attempt one question of 8 marks on	1x8= 8
	unit II.	
Q.3	Students will have to attempt one question of 7 marks on unit III.	1x7= 7
Q.4	Students will have to attempt one question of 8 marks on unit IV.	1x8= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. edited by Published by

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities
Subject: English Language
UG Generic Open Elective

Course Title- Introduction to Technical Writing

GOEC 5	Course	UG Generic Open Elective 5
	Level	5
	Title of Paper	Introduction to Technical Writing
	Course Code	615265
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	1. Develop Audience Awareness: Teach students how to analyze the target audience's background to present data effectively. 2. Improve Technical Communication: Enhance the ability to convert complex, specialized information into clear, easy-to-understand English. 3. Introduce Professional Formatting: Familiarize learners with various technical genres such as user manuals, proposals, reports, and emails. 4. Refine Language and Mechanics: Emphasize the rules of grammar, sentence structure, and vocabulary to avoid ambiguity and errors.
Course Outcome	1. Clarity & Concision: Students will be able to write clear, concise, and logically organized technical documents tailored to diverse readers. 2. Document Design: Students will effectively plan, draft, and format technical reports, research papers, and professional correspondence using appropriate language. 3. Information Synthesis: Students will confidently extract, summarize, and integrate research, data, and graphic aids into their written and spoken communication. 4. Employability Readiness: Students will produce professional workplace documents (e.g., resumes, cover letters, standard operating procedures) in standard, error-free English.

Unit	Course Contents	Learning Hours
Unit -I	Meaning, Scope and Nature of Technical Writing.	07 Hours
Unit - II	Technical Writing : Characteristics and Ethics 1. Characteristics of a Technical Writing 2. Ethics of Technical Writing	08 Hours
Unit - III	Forms of Technical Writing 1. WhatsApp – a) Origin b) Characteristics 2. Website – a) Origin b) Characteristics	07 Hours
Unit IV	Forms of Technical Writing 1. Brochures, Flyers – a) Origin b) Types c) Characteristics 2. Blogging – a) Origin b) Types c) Characteristics	08 Hours
Paper Pattern		
Q.1	Students will have to attempt one question of 7 marks on unit I.	7x1= 7
Q.2	Students will have to attempt one question of 8 marks on unit II.	8x1= 8
Q.3	Students will have to attempt one question of 7 marks on unit III.	7x1= 7
Q.4	Students will have to attempt one question of 8 marks on unit IV.	8x1= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. *Introduction to Technical Writing* edited by Board of Editors Published by Prashant Publications, Jalgaon.

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities
Subject: English Language
UG Generic Open Elective
Course Title- English for Advertisement

GOEC 6	Course	UG Generic Open Elective 6
	Level	5
	Title of Paper	English for Advertisement
	Course Code	615266
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	Analyze Target Audiences: To train students in identifying consumer behavior, demographics, and psychographics to tailor advertising messages effectively. Develop Copywriting Skills: To instruct learners on the principles of writing clear, persuasive, and memorable ad copy across various traditional and digital platforms. Understand Advertising Psychology: To explore how language, tone, and rhetorical devices are used to capture attention, evoke emotion, and drive consumer action. Explore Media Formats: To familiarize students with the distinct language requirements for print, television, radio, and social media/digital formats. Navigate Ethics and Regulations: To teach the legal and social responsibilities of advertising, ensuring campaigns are truthful, ethical, and culturally sensitive.
Course Outcome	Craft Persuasive Copy: Students will be able to write compelling advertising headlines, body copy, and slogans that resonate with specific demographics. Select Appropriate Language and Tone: Students will successfully adapt their writing style to match the chosen media platform (e.g., short-form copy for social media vs. narrative copy for print). Apply Rhetorical Strategies: Students will demonstrate the ability to use persuasive language techniques, emotional appeals, and calls to action (CTAs) to influence consumer decisions. Evaluate Advertising Effectiveness: Students will be able to critically analyze existing advertisements for their linguistic impact, clarity, and overall

	effectiveness. 5. Create Ethical Ad Campaigns: Students will be capable of producing socially responsible advertising plans that avoid deceptive claims while meeting specific client objectives.	
Unit	Course Contents	Learning Hours
Unit -I	Introduction to Advertisement	07 Hours
Unit - II	Types of Advertising	08 Hours
Unit - III	Guidelines for Writing Advertisements in English	07 Hours
Unit IV	Principles of Advertising Copywriting	08 Hours
Paper Pattern		
Q.1	Students will have to attempt one question of 7 marks on unit I.	7x1= 7
Q.2	Students will have to attempt one question of 8 marks on unit II.	8x1= 8
Q.3	Students will have to attempt one question of 7 marks on unit III.	7x1= 7
Q.4	Students will have to attempt one question of 8 marks on unit IV.	8x1= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. *English for Advertisement* edited by Board of Editors & Published by Prashant Publications, Jalgaon.