

# INDIAN INSTITUTE OF MANAGEMENT AND COMMERCE

## DEPARTMENT OF ENGLISH

### GENERAL ENGLISH (ELS All semesters of I, II & III years)

#### B.Com. (Gen, Comp.Appl. Comp., Hons.), B.Sc. & BBA

#### Course Objectives:

The 20-credit, Six-Semester course seeks to enhance the English language skills of undergraduate students by

- Strengthening their grammar and vocabulary
- Improving their reading and writing skills
- Enhancing their listening and speaking skills
- Imparting to them important life skills and human values
- Encouraging them to think creatively and critically
- Exposing them to a variety of content-rich texts
- Expanding their emotional intelligence
- Developing gender sensitivity among them.

#### Course Outcomes

On successful completion of the 20-credit, six-semester course, an undergraduate student will be able to

- Read, understand, and interpret a variety of written texts.
- Undertake guided and extended writing using appropriate vocabulary and correct grammar.
- Listen with comprehension and speak with confidence in both formal and informal contexts with reasonable fluency and acceptable pronunciation.
- Become employable with requisite professional skills, ethics and values.
- Analyse the importance of gender sensitivity issues.

#### Programme Outcomes:-

- Developing intellectual, personal and professional abilities through effective Communication skills.
- Ensuring high standard of behavioural attitude through literary subjects and shaping the students socially responsible citizens.
- Enhance employability of the students by developing their linguistic competence and Communicative skills.

- Students should be able to develop their intellectual, personal and professional abilities.
- Students should acquire basic language skills, such as Listening, Speaking, Reading and Writing.
- Gain knowledge on fundamental principles of English grammar including parts of speech, sentence types, sentence analysis, simple/compound/complex sentences, subject-verb agreement, pronoun usage, punctuation, capitalization etc.
- Enable a logical awareness in understanding the roles and functions of men and women.

### **Programme Specific Outcomes:-**

On successful completion of the Programme, the students are

- Accurate both in oral and written communication as they will be strong in Grammar and its usage.
- They can express a thorough command of English and its linguistic Structures.
- They can apply critical frameworks to analyse the linguistic, cultural and historical background of texts written in English.
- They will be familiar with the conventions of diverse textual genres including fiction, non-fiction, poetry, autobiography, biography, Journal, film, plays, editorials etc.
- Enable students to understand the passage by silent reading.
- Learn phonetics and proper intonation.
- Strengthen ability of women to make life choices and to put those choices into action.

## **BBA – SEMESTER-III SEC-I (a)**

### **PERSONALITY DEVELOPMENT-I**

#### **Course Objective:**

The Personality Development is a Two Credit course (30 hrs.) mentioned under Skill Enhancement Course (SEC) in the curriculum of Bachelor of Business Administration.

1. The course is to provide a proper perspective towards one's personality development.
2. To create awareness and motivation among UG learners about personality development in terms of their basic skills including Goal setting and Time management.
3. To train the learners adequately by exposure to theory and practice of these skills.

#### **Course Outcomes:**

On completion of this course, the students will be able to

1. The development of self-awareness makes the student to better understand their personal talents, values, interests and further to understand how these characteristics relate to effective leadership.

2. Learn to balance confidence with humility.
3. Applying the comprehensive set of skills and knowledge for life success.
4. Develop and nurture a deep understanding of personal motivation.
5. Develop an understanding of and practice personal and professional responsibility.
6. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

**Program Outcomes:**

- An ability to function on multidisciplinary teams.
- An ability to identify, formulate, and solve personal as well as professional problems.
- An ability to apply reasoning informed by the knowledge of contemporary issues.
- An ability to communicate effectively with the community and with society at large.
- An ability to recognize the need for and an ability to engage in life-long learning.

**Program Specific Outcomes:**

- Students will possess the personality development techniques and communication skills.
- Students will possess knowledge about leadership.
- Students will be able to acquire the skills to manage stress and conflict.

**BBA- SEMESTER-V (SEC) III (a)**

**BUSINESS CORRESPONDENCE**

**Course Objective:**

The Business Correspondence is a Two Credit course (30 hrs.) mentioned under Skill Enhancement Course (SEC) in the curriculum of Bachelor of Business Administration.

1. This course is intended to familiarize the students with basic concepts of Business Correspondence from the organizational perspectives.
2. To communicate formally highlighting their strengths and present themselves in a more appropriate manner to the corporate world.
3. To impart the correct practices of the strategies of Effective Business writing.

**Course Outcomes:**

1. Demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
2. Draft effective business correspondence with brevity and clarity.
3. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

4. To demonstrate his verbal and non-verbal communication ability through presentations.
5. Stimulate their Critical thinking by designing and developing clean and lucid writing skills.
6. Participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering Instructions, interpreting guidelines, Discussion boards & Referencing Styles.

**Program Outcomes:**

- Participate in team activities that lead to the development of collaborative work skills.
- Utilize analytical and problem solving skills appropriate to business communication.
- Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- Communicate via electronic mail, Internet, and other technologies.
- Select appropriate organizational formats and channels used in developing and presenting business messages.

**Program Specific Outcomes:**

- Expressing complex ideas accurately in written and spoken formats, related to business.
- Demonstrating the communication skills required in the workplace.
- Applying business communication theory to solve workplace communication issues.
- Managing resources effectively and efficiently, in the business context.
- Making the effective business decisions.
- Becoming effective critical thinkers and problem solvers.

**LEADERSHIP and MANAGEMENT SKILLS**  
**Semester- IV (Sec) II (a)**  
**B.Com. (Gen, Comp.Appl, Hons.), B.Sc.**

**Course Objectives:**

The Leadership and Management Skills is a Two Credit course (30 hrs.) mentioned under Skill Enhancement Course (SEC) in the curriculum of II year Semester- IV by UGC from 2020-21 for all the courses except BBA. The Module is designed to:

1. Help the students to develop essential skills to influence and motivate others.
2. Inculcate emotional, social intelligence and integrative thinking for effective leadership.
3. Create and maintain an effective and motivated team to work for the society.
4. Nurture a creative and entrepreneurial mind-set.
5. Make students understand the personal values and apply ethical principles in professional and social contexts.

**Course Outcomes:**

1. Examine various leadership models and understand/ assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision.

2. Learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership etc.
3. Understand the basics of entrepreneurship and develop business plans.
4. Apply the design thinking approach for leadership.
5. Appreciate the importance of ethics and moral values for making of a balanced personality.

**Program Outcomes:**

- Understand the history of leadership and current leadership theories.
- Gain knowledge of diverse cultures, cross-cultural communication, the dynamics of privilege and oppression, and the uses of power between groups.
- Integrate their live experiences into their leadership development process.
- Come to realize that serving as a leader is more than holding a position.
- Develop a comprehensive set of practical skills and tools to rely on through leadership practice. Such skills and tools include time management, meeting management and agenda setting, group dynamics, and team building.
- Learn how to communicate effectively (using written and spoken word, non-verbal language, electronic tools, and listening skills) to develop relationships, manage conflicts, and work across differences.
- Understand how ethics, morals, and values relate to their leadership dilemmas.
- Explore and discover what they need to maintain a sense of personal balance and ways they can seek personal renewal.
- Analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions.
- The ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property, gain support, and deliver successful outcomes.

**Program Specific Outcomes:**

- Develop and progress across the intended range of cognitive, academic, practical and transferable skills appropriate to both study on the programme and future employment including higher order critical thinking skills.
- Be a visionary change agent by facilitating the development, articulation, implementation and stewardship of mission and vision shared by the organization.
- Demonstrate the ability to think strategically by implementing data-driven decision making strategies, including technology, to make systemic change.
- Synthesize and utilize supervisory skills including conflict resolution and crises management.
- Demonstrate ethical values in service to others.
- Lead with integrity, fairness and act in an ethical manner.

## **ENVIRONMENTAL SCIENCE**

### **AECC-I (B.Com/ B.Sc./BBA-I year Semester –I)**

**Course Objectives:**

The Environmental Science is a Two Credit course (30 hrs.) mentioned under Ability Enhancement Compulsory Course (AECC) in the curriculum of I year, Semester- I from 2016-17 for all the courses. It focuses on the following:

1. To study an environment and ecosystem.
2. To study natural resources.
3. To study biodiversity and conservation.
4. To study environmental pollution, policies and practices.
5. To study human population and environmental ethics.

**Course Outcomes:**

1. Summarize the values, threats, conservation of biodiversity and ecosystems.
2. Discuss the sources, effects, control measures of different types of Pollution, and Solid waste management.
3. Associate the effects of exploitation of Natural resources on environment.
4. Summarize the water conservation methods and various environmental acts for environmental sustainability.
5. Explain the effect of Human population and role of IT in environment and human health.
6. Discuss scientific, technological, economic and social solutions to environmental problems and disaster management.

**Program Outcomes:**

- Understanding of issues related to environment and their impact on the human life.
- Provide understanding of component of environment, their function, quality, issues related to environment, effect of quality degradation on human beings and their solutions.
- Understanding on the solutions related to the environmental problems.
- Understanding of different component of environment and their function and sustainable development.
- Understand the values, threats and conservation of biodiversity and classify various Ecosystems.
- Identify and implement technological and economical solution to environmental pollution.
- Relate population and environment and the role of IT in environment and human health.
- Understand various environmental acts and disaster management.

**Program Specific Outcomes:**

- Apply the solutions for environmental issues.
- Infer the importance of environment by accessing the human world.
- Analyse the impact of environmental integrated themes and social issues.
- Understand the issues of scientific, social and economic environmental problems.
- Know the dynamic processes and features of earth's interior and surface.

## **COMMUNICATION SKILLS**

### **SEC-I (a) II year Semester-III**

#### **B.Com. (Gen, Comp.Appl, Hons.), B.Sc.**

##### **Course Objectives:**

The Communication Skills is a Two Credit course (30 hrs.) mentioned under Skill Enhancement Course (SEC) in the curriculum of II year Semester- III by UGC from 2020-21 for all the courses except BBA. The Module is designed to:

1. Identify common communication problems that may be holding learners back.
2. Identify what their non-verbal messages are communication to others.
3. Understand the role of communication in teaching – learning process.
4. Learning to communicate through the digital media.
5. Understand the importance of empathic listening.
6. Explore communication beyond language.

##### **Course Outcomes:**

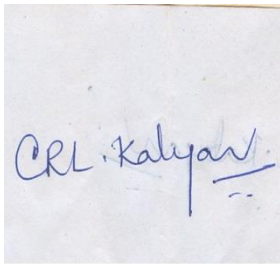
1. Understand what good communication skills are and what they can do to improve them.
2. Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment.
3. Emphasize the essential aspects of effective written communication necessary for professional success.
4. Ability to handle the interview process confidently.
5. Demonstrate ability to interpret texts and observe the rules of good writing.
6. Prepare and present effective presentations aided by ICT tools.
7. Conduct all business activities related to the workplace with technical efficiency.
8. Develop learning to construct and deliver messages that incorporate the appropriate use of organizing content, language, vocabulary, kinesics, eye contact, appearance, visual aids, and time constraints.

##### **Program Outcomes:**

- Present one-self professionally while following the corporate/business etiquette.
- Participate in formal business discussions and provide opinions/solutions effectively.
- Identify their Key Skills as per Knowledge Skill and Attitude and utilize the acquired techniques in their day-to-day life & business environment.
- Use the language effectively and feel confident in and outside the world.
- The wider exposure of the English language enables them to acquire various skills in effective communication and enhances their abilities of self-learning.
- Compare the use of language in various media.
- Becomes familiar with the use of language in media.

**Program Specific Outcomes:**

- Learners acquire the basic skills of effective speaking and writing.
- Awareness about using language according to the situation.
- Get exposure to make effective use of language in both oral and written forms.
- Become familiar with various career options through social media like translator.
- Acquire the proficiency in English language.

A photograph of a white piece of paper with the handwritten signature "CRL Kalyan" in blue ink.

**Head, Department of English**

A photograph of a blue ink signature and an official purple stamp. The stamp is circular and contains the text "INDIAN INSTITUTE OF MANAGEMENT & COURSEWORK", "6-1-91", "HYDRABAD", and "HYD-500 004". To the right of the stamp, the name "K. RAGHVEER" and the title "PRINCIPAL" are printed in blue.

**Principal**