



Syllabus

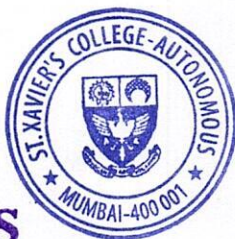
Second Semester Courses in English

2023-2024

Contents:

- Syllabus for Skill Enhancement Course/s (SEC)
 - UAENG4502SE1: Building Writing Skills Through Literature (Public Speaking)

- Evaluation and Assessment guidelines



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ST. XAVIER'S COLLEGE
(AUTONOMOUS)
MUMBAI - 400 001.

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F.Y.B.A

Course Code: UAENG4502SE1

Title: Building Writing Skills Through Literature

Credits: 2 (Total 30 hours)

Course Objectives:

This course will help the student

1. To distinguish between personal and business writing styles
2. To examine the appropriateness of a writing style within a specified context.
3. To understand the nuances of formal and informal writing

Course Outcomes

After this course, students will be able to

1. Distinguish between formal writing and informal writing
2. Understand the variety within formal and informal writing
3. Apply the knowledge of the context while composing various letters

Unit I: Soft Skills through Drama:

(10 hours)

Understanding Persuasion and Argumentation through Wole Soyinka's *Lion and the Jewel*
Business Writing techniques: Persuasive and Argumentative Writing, Instructional, Informational, Transactional Writing

Unit II: Soft Skills through Letters in Literature

(10 hours)

Select Readings: Letters from Jane Austen's *Pride and Prejudice*, Bram Stoker's *Dracula*, Helen Fielding's *Bridget Jones Diary*, Alice Walker's *Color Purple*

Studying Personal writing through the above texts – Love Letters, Apology letters, Thank you letters; Empathy writing – Select Agony Aunt Columns from Newspapers and Magazines

Unit III: Soft Skills for Interactive Media

(10 hours)

Content Writing – Blogs, Social Media Posts

Suggested Readings

Mary Ann Shaffer and Annie Barrows: *The Guernsey Literary and Potato Peel Pie*

Society Samara O' Shea: For the Love of Letters – A 21st century guide to the art of letter writing

Selections from <https://thoughtcatalog.com/rachel-hodin/2014/01/the-16-most-beautifully-touching-love-letters-from-famous-writers-and-artists/>

Thinkers 50: Dear CEO: 50 Personal Letters from the World's Leading Business Thinkers,
Bloomsbury Publishing, Year: 2017



Evaluation (SEC): Total marks per course - 50.

Formative Assessment 'for' Learning (continuous internal assessment - CIA to improve learning).

CIA- 20 marks

Summative Assessment 'of' Learning (focus on outcomes, quantitative data for outcomes of instruction).

End Semester Examination – 30 marks

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	5	5	5	15
2	5	5	5	15
-TOTAL - Per objective	10	10	10	30
% WEIGHTAGE	33.33	33.33	33.33	100%

Keep the grid template for Evaluation, of course for CIA 2

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