

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	ENGLISH- I
Course Code Number	ENG 101
Credit Hours	3
Course Objective	
Main Objective	The course aims to widen the horizon of students by exposing them to different discourses and at the same time develop their analytical skills and ability to evaluate writings to help them consolidate their understanding and knowledge of the issues.
Learning Unit	
Learning Unit One Net Contact Hours-10 hrs.	Unit A-Intercultural Communication <i>Core Reading</i> -American Values and Assumptions, Where do we stand? Time talks, with an Accent. <i>Making connections</i> -Polite but Thirsty, Friends and Strangers, A Coward, The Blind man and the Elephant.
Learning Unit Two Net Contact Hours-10 hrs.	Unit B: Education <i>Core Reading</i> - School Is Bad for Children, How the Web destroys the Quality of students' Research Papers, An Opposing View, Multiple Intelligences and Emotional Intelligence. <i>Making connections</i> - The Teacher Who Changed My Life, Lets Tell the Story of All America's Cultures, Coyote and the Crying Song, First Grade-Standing in the Hall, Humor.
Learning Unit Three Net Contact Hours-10 hrs.	Unit C:Mass Media and Technology <i>Core Reading</i> - Computers and the Pursuit of Happiness, An Opposing View, We've Got Mail, Propaganda Techniques in Today's Advertising. <i>Making connections</i> - Students shall not Download. Yeah, Sure. Don't Touch That Dial, Conceptual Fruit, All Watched Over by Machines of Loving Grace, Humor.
Learning Unit Four Net Contact Hours-9 hrs.	Unit D : Gender Roles <i>Core Reading</i> -Sex Roles, Boys will be Boys, Sex, Sighs, and Conversation. <i>Making connections</i> -Women Have What It Takes, An Opposing View, An Androgynous Male, The Princess and the Admiral, The Greater God, Humor.
Learning Unit Five Net Contact Hours-9 hrs.	Unit E: Work <i>Core Reading</i> -The New American Dreamers, Someone Is Stealing Your Life, Our Schedules, Our Selves. <i>Making connections</i> -The Rage to Know, Los Pobres, Action will be Taken, To be of Use, Humor.
Total Contact Hours	48 hrs (excluding assessment and final examination)
Basic Text	Gardner, P.S. (2009). <i>New directions: Reading, writing, and critical thinking (2nd ed)</i> . New Delhi: Cambridge University Press.
Evaluation Scheme	In-Semester evaluation 50% End-Semester evaluation 50% Total 100%

Updated February 2017