

Semester – I

301 FRESHMAN ENGLISH – I

Introduction:

The usefulness of English Language cannot be denied. It enriches our thought and culture, and provides us with the most important international vehicle of expression. It has opened for us several doors of light and knowledge, for it is the Lingua Franca of the world and the language of science, technology, commerce and diplomacy. Without English we shall be handicapped in our advancement and our progress will be seriously retarded in several important spheres of life. To give it up means putting the hands of the clock back by more than a century, to take several steps backwards, to surrender ground which has been gained through persistent toil and labor, to lose the front seat in international forums and to miss the opportunity of having a direct impact on the other people's minds.

Course Objectives

The objectives of the course are:

1. To build the sound vocabulary of the students
2. To improve the linguistic skills of the students

Course Contents

- Paragraph Writing
- Comprehensions
- Précis Writing
- Dialogue Writing
 - Discussions and Presentations
 - o Importance of web sites in business
 - o How to launch a product
 - o Political influences on the banking sector of Pakistan
 - o Fate of luck which plays important role in our industry
 - Proof Reading
 - o Letters
 - o Paragraphs
 - o Articles
 - How to make your sentences alive?
 - o What is emphasis?
 - o Emphasis by Weight
 - o Grammatical Weight
 - o Emphasis by Position
 - o Emphasis by Separation and Isolation
 - o Emphasis by Repetition

Textbooks/Reading Material

1. Business Communications by Wills
2. Exploring the World of English by Saadat Ali Shah
3. Business Opportunities by Vicky Hollet