

Meeting Notice

07.06.2022

The first meeting of Board of Studies in English is convened on Tuesday, 21 June 2022 at 1:00 pm on Blended mode (online/offline). You are requested to attend the meeting online or offline according to your convenience. Kindly confirm the mode of attendance.

Link of online meeting will be shared with you a day before the meeting.

We look forward to your active participation in the deliberations.

With Regards,

BoS Chairperson

Yours Faithfully

A G E N D A

- 1) To discuss and prepare the structure and curriculum of B.A.I/B.Com.I/B.C.A.I /B.Voc.I/M.A.I(CBCS) English
- 2) To prepare the draft syllabi of B. A.I/B.Com.I/B.C.A.I/B.Voc,I/M.A.Part I (CBCS) English.
- 3) To discuss and prepare the pattern of question paper and scheme of examination.
- 4) To prepare the list of Paper Setters, Examiners and Moderators.
- 5) To appoint the subcommittee for framing curriculum of B.A. II English.
- 6) Any other issue with prior permission of the Chair.

**Tararani Vidyapeeth's
Kamala College, Kolhapur
(Autonomous College)
Board of Studies in English(Linguistics)**

Meeting Date: Tuesday, 21.06.2022

Time: 1.00 p.m. onwards

Sr. No.	Name	Position	Category	Designation	Mobile no. & Email	Signature
1	Prof.Dr.Neeta Dhumal	Chairperson	Head,Department of English	Professor, Kamala College, Kolhapur.	8999623430 nitsd12@gmail.com	
2	Smt. M. P. Nikam	Member	Faculty	C.H.B. Lecturer Kamala College, Kolhapur.	7387225858	
3	Smt. S. E. Kamble	Member	Faculty	C.H.B. Lecturer Kamala College, Kolhapur.	9975416481	
4	Dr.Sudhir Nikam	Member	Subject Expert outside the Parent University	Professor, PG Deptt. of English BNN College, Bhiwandi, Mumbai.	9322530571sudhirnikm@gmail.com	
5	Dr.Gurunath Badiger	Member	Subject Expert outside the Parent University	Associate Professor, Deptt. of Collegiate Education, Govt.of Karnataka Dharwad.	gkvocal@gmail.com	
6	Dr. S. B. Bhambar	Member	Subject Expert-VC Nominee	Associate Professor, T.K Kolekar Arts and Commerce College, Nesari.	bhambars@rediffmail.com	
7	Dr. J. B. Patil	Member	Expert from Industry/ Allied Area	Former Principal, Kamala College, Kolhapur.	9403600651	
8	Dr. Kavita Tiwade	Member	Meritorious Alumni	Associate Professor Vivekanand College, Kolhapur.	9049507535 kavitatiwade@gmail.com	
9	Dr.Uttam Patil	Member	Expert from outside the college	Professor, Deptt.of English Rajarshi Shahu College, Rukadi.	880599873	

Item no. I



**Tararani Vidyapeeth's
KAMALA COLLEGE, KOLHAPUR**

Autonomous

Affiliated to

SHIVAJI UNIVERSITY, KOLHAPUR

Accredited By NAAC with 'A' Grade

Faculty of Humanities

Structure, Scheme and Curriculum For

Bachelor of Arts Part – I

Semester I and II

(Subject) ENGLISH

Syllabus to be implemented from the Academic Year 2022-2023

(August 2022 onwards)



KAMALA COLLEGE, KOLHAPUR

Autonomous

REVISED SYLLABUS /CURRICULUM (CBCS, SEMESTER PATTERN) FOR B.A. I

1. TITLE: B.A. Part I- **English**
Under Faculty of Humanities
2. YEAR OF IMPLEMENTATION: New Syllabus (CBCS Pattern) (Semester Pattern)
will be implemented from the Academic Year 2022-23
(August 2022 onwards)
3. DURATION: B.A.I – Two Semesters (One Year)
4. PATTERN OF EXAMINATION: Semester (CBCS Pattern)
40+10 per semester
40 Marks for theory
and 10 marks for Internal Evaluation
5. MEDIUM OF INSTRUCTION: English
6. STRUCTURE OF COURSE: B.A. I- Two Semesters (Two Courses)



Choice Based Credit System Proposed Course Structure

for B.A. English

Three Years (6 Semester) Programme

Course Structure of New Curriculum

2022-2023

B.A. I

S. No.	Class	Semester	Name of the Course
1	B.A. I	I	English for Communication-(AECC1) Course-A
2	B.A. I	II	English for Communication-(AECC2) Course-B

S. No.	Class	Semester	Name of the Course
1	B.A. I	I	Modern Indian Writing in English Translation-(DSC-A3) Course-I
2	B.A. I	II	Modern Indian Writing in English Translation-(DSC-A15) Course-II

B.A. II

S. No.	Class	Semester	Name of the Course
1	B.A. II	III	English for Communication-(AECC3) Course-C
2	B.A. II	IV	English for Communication-(AECC4) Course-D

S. No.	Class	Semester	Name of the Course
1	B.A. II	III	Literature and Cinema(DSC-C5) Course- III
			Partition Literature(DSC-C6) Course- IV
2		IV	Literature and Cinema(DSC-C29) Course- V
			Partition Literature(DSC-C30) Course- VI

B.A.III

S. No.	Class	Semester	Name of the Course
1	B.A.III	V	English for Communication-(AECC5) Course-E
			Introduction to Literary Criticism(DSE-E11) Course - VII
			English Poetry(DSE-E12) Course - VIII
			English Drama(DSE-E13) Course - IX
			English Novel(DSE-E14) Course - X
			Language and Linguistics(DSE-E15) Course - XI
2		VI	English for Communication-(AECC6) Course-F
			Introduction to Literary Criticism(DSE-E136) Course - XII
			English Poetry(DSE-E137) Course - XIII
			English Drama(DSE-E138) Course - XIV
			English Novel(DSE-E139) Course - XV
			Language and Linguistics(DSE-E140) Course - XVI

AECC – Ability Enhancement Compulsory Course

DSC - Discipline Specific Course

DSE - Discipline Specific Elective

Sr.no	Semester	Discipline	Title of the course	Workload		Distribution of marks		
				Theory	Total	Theory	CIE	Total
1	I	B.A. I	English for Communication (AECC 1)	04	04	40	10	50
2	II	B.A. I	English for Communication (AECC 2)	04	04	40	10	50
3	I	B.COM.I	English for Business Communication (AECC-C1)	04	04	40	10	50
4	II	B.COM.I	English for Business Communication (AECC - C2)	04	04	40	10	50
5	I	B.C. A	Business Communication Paper I	04	04	70	30	100
6	I	B.VOC.I	Business Communication Paper I	04	04	40	10	50
7	II	B.VOC.I	Business Communication Paper II	04	04	40	10	50

B.A. II

Sr. No.	Semester	Discipline	Title of the Course	Workload		Distribution of Marks	
				Theory	Total	Theory	Total
1	III	B.A. II	Literature and Cinema (DSC-C5) Course- III	04	04	50	50
2	III	B.A. II	Partition Literature (DSC-C6) Course- IV	04	04	50	50
3	IV	B.A. II	Literature and Cinema (DSC-C29) Course- V	04	04	50	50
4	IV	B.A. II	Partition Literature (DSC-C30) Course- VI	04	04	50	50

B.A. Part - III: ENGLISH

<u>Sr. No.</u>	<u>Semester</u>	<u>Discipline</u>	<u>Title of the Course</u>	<u>Workload</u>		<u>Distribution of Marks</u>		
				<u>Theory</u>	<u>Total</u>	<u>Theory</u>	<u>Internal Term Work</u>	<u>Total</u>
1	V	B.A. III	English for Communication- (AECC5) Course-E	04	04	40	10	50
2	V	B.A. III	Introduction to Literary Criticism (DSE-E11) Course – VII	04	04	40	10	50
3	V	B.A. III	English Poetry (DSE-E12) Course - VIII	04	04	40	10	50
4	V	B.A. III	English Drama (DSE-E13) Course - IX	04	04	40	10	50
5	V	B.A. III	English Novel (DSE-E14) Course - X	04	04	40	10	50
6	VI	B.A. III	Language and Linguistics (DSE-E15) Course - XI	04	04	40	10	50
7	VI	B.A. III	English for Communication- (AECC6) Course-F	04	04	40	10	50
8	VI	B.A. III	Introduction to Literary Criticism (DSE-E136) Course – XII	04	04	50	10	50
9	VI	B.A. III	English Poetry (DSE-E137) Course – XIII	04	04	50	10	50
10	VI	B.A. III	English Drama (DSE-E138) Course – XIV	04	04	50	10	50
11	VI	B.A. III	English Novel (DSE-E139) Course – XV	04	04	50	10	50
12	VI	B.A. III	Language and Linguistics (DSE-E140) Course - XVI	04	04	50	10	50

EQUIVALENCE OF COURSE:**B.A. I (English)**

Sr. No.	Class	Semester	Title of the Course(Old) Shivaji University	Course	Title of the Course (New) KCK Autonomous
1	B.A.I	I	English for Communication-(AECC1) Course-A	A	English for Communication-(AECC1) Course-A
2	B.A.I	II	English for Communication-(AECC2) Course-B	B	English for Communication-(AECC2) Course-B
3	B.A.I	I	Modern Indian Writing in English Translation-(DSC-A3) Course-I	I	Modern Indian Writing in English Translation-(DSC-A3) Course-I
4	B.A.I	II	Modern Indian Writing in English Translation-(DSC-A15) Course-II	II	Modern Indian Writing in English Translation-(DSC-A15) Course-II

B.A. II (English)

Sr. No.	Class	Semester	Title of the Course (Old) Shivaji University	Course	Title of the Course (New) KCK Autonomous
1	B.A. II	III	English for Communication-(AECC3) Course-C	C	English for Communication-(AECC3) Course-C
2	B.A.II	IV	English for Communication-(AECC4) Course-D	D	English for Communication-(AECC4) Course-D
3	B.A.II	III	Literature and Cinema(DSC-C5) Course-III	III	Literature and Cinema(DSC-C5) Course- III
			Partition Literature(DSC-C6) Course- IV	IV	Partition Literature(DSC-C6) Course- IV
4	B.A.II	IV	Literature and Cinema(DSC-C29) Course-V	V	Literature and Cinema(DSC-C29) Course- V
			Partition Literature(DSC-C30) Course- VI	VI	Partition Literature(DSC-C30) Course- VI

B.A.III (ENGLISH)

Sr. No.	Class	Semester	Title of the Course (Old) Shivaji University	Course	Title of the Course (New) KCK Autonomous
1.	B.A.III	V	English for Communication-(AECC5) Course-E	E	English for Communication-(AECC5) Course-E
2.	B.A.III	V	Introduction to Literary Criticism (DSE-E11) Course – VII	VII	Introduction to Literary Criticism (DSE-E6) Course - VII
3.	B.A.III	V	English Poetry (DSE-E12) Course - VIII	VIII	English Poetry (DSE-E7) Course - VIII
4.	B.A.III	V	English Drama (DSE-E13) Course – IX	IX	English Drama (DSE-E8) Course - IX
5.	B.A.III	V	English Novel (DSE-E14) Course – X	X	English Novel (DSE-E9) Course - X
6.	B.A.III	V	Language and Linguistics (DSE-E15) Course - XI	XI	Language and Linguistics (DSE-E10) Course - XI
7.	B.A.III	VI	English for Communication-(AECC6) Course-F	F	English for Communication-(AECC6) Course-F
8.	B.A.III	VI	Introduction to Literary Criticism (DSE-E136) Course – XII	XII	Introduction to Literary Criticism (DSE-E31) Course - XII
9.	B.A.III	VI	English Poetry (DSE-E137) Course - XIII	XIII	English Poetry (DSE-E32) Course - XIII
10.	B.A.III	VI	English Drama (DSE-E138) Course - XIV	XIV	English Drama (DSE-E33) Course - XIV
11.	B.A.III	VI	English Novel (DSE-E139) Course – XV	XV	English Novel (DSE-E34) Course - XV
12.	B.A.III	VI	Language and Linguistics (DSE-E140) Course - XVI	XVI	Language and Linguistics (DSE-E35) Course - XVI

➤ **Programme Outcomes: B.A.**

1. The students acquire knowledge in the field of social sciences, literature and humanities which make them sensitive and sensible.
2. The arts graduates will be acquainted with traditions, historical facts, social problems, national and international issues, financial matters and ideologies.
3. This programme empowers the graduate to appear for various competitive examinations or choose the academic vertical or horizontal mobility of their choice.
4. Programme provides the base for moral values, human values and the base to be the responsible citizen.

➤ **Programme Specific Outcomes: B.A. English**

On the completion of the programme student will able:

1. To get acquainted and equipped with Communication Skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language competency of the students.

Item no. II

**Kamala College, Kolhapur
Autonomous
Choice Based Credit System
B.A. Part – I English
Course–I**

August 2022 onwards

**Name of the course: English for Communication
(AECC)**

Preamble:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcome:

1. To get acquainted and equipped with Communication Skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language competency of the students.

Total Credits: 04

Workload: 60 hours

Theory: 04 Credits

Theory: 04 Lectures per week

English for Communication (AECC 1)

Semester – I

Theory

Module I:

- A) Developing Vocabulary
- B) **The Nightingale And The Rose-** Oscar Wilde

Module II:

- A) Narration
- B) **A Horse and Two Goats-** R.K. Narayan

Module III:

- A) English For General Purpose
- B) **The Solitary Reaper**–William Wordsworth

Module IV:

- A) **My School** –Rabindranath Tagore
- B) **All The World Is A Stage** – William Shakespeare
- C) **Heirloom** – A.M. Klein

Division of Teaching hours (Total 60 Periods)

1. Communication Skills: $3 \times 12 = 36$ periods
2. Reading Comprehension: $6 \times 4 = 24$ periods

Kamala College, Kolhapur
Autonomous
Choice Based Credit System

B.A. Part – I ENGLISH

Course–II

August 2022 onwards

Name of the course: English for Communication

Preamble:

English revolutionizes the world of language and communication by being widely spoken, written and read. It has been acclaimed as one of the greatest links between people and nations. This global medium of communication cuts across all barriers of culture, race, region and other differences. It is imperative therefore to tutor our students to acquire English language skills.

Course outcome:

1. To get acquainted and equipped with Communication Skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language competency of the students.

Total Credits: 04

Workload: 60 hours

Theory: 04 Credits

Theory: 04 Lectures per week

Semester –II (AECC 2) (Paper – B)

Module V

A. Making Inquiries

B. The Night Train at Deoli- Ruskin Bond

Module VI

A. Telephonic Communication

B. To My Countrymen - APJ Abdul Kalam

Module VII

A. Description

B. A Village Girl - Mohan Singh

Module VIII

A. The Looking Glass – Anton Chekhov

B. The Tiger- William Blake

C. Harvest Hymn – Sarojini Naidu

Division of Teaching hours (Total 60 Periods)

1. Communication Skills: $3 \times 12 = 36$ periods

2. Reading Comprehension: $6 \times 4 = 24$ periods

B.A. Part I (Discipline Specific Core) (DSC- A3) (Semester – I)

Modern Indian Writing in English Translation

Course-I (CBCS)

Course Objectives:

1. To acquaint the students with translated Modern Indian literature in English.
2. To introduce the students to short story as a form of literature with reference to the texts prescribed.
3. To develop literary competence among students.

Short Stories -

Module I: Short Story as a Minor Form of Literature: Characteristic Features

Module II: Short Story as a Minor Form of Literature: Types

Module III: A) Premchand 'The Shroud'

B) R.K. Narayan 'The Missing Mail'

Module IV: A) Trishanku- Mannu Bhandari

B) Fakir Mohan Senapati 'Rebati'

Division of Teaching: 4 X 15 Periods = 60 Periods

Short Stories Prescribed from:

Premchand 'The Shroud' in Penguin Book of Classic Urdu Stories, ed. M. Assaduddin (New Dehli: Penguin/Viking, 2006).

R K. Narayan '*The Missing Mail*' from *Malgudi Days*. New York: Penguin Books, 1984. Print.Fakir

Mannu Bhandari 'Trishanku' from Trishanku and Other Stories. University of Arazona,1988.

Mohan Senapati 'Rebati', in Oriya Stories, ed. Vidya Das, tr, Kishori Charan Das (Delhi: Shrishti Publishers, 2000).

References:

Venugopal, C. V. The Indian Short Story in English: A Survey. Bareilly: Prakash Book Depot. 1976.

Prasad, B. A. A Background to the Study of English Literature. Madras: MacMillan India, 1965.

Mehta, Kamal. The Twentieth Century Indian Short Story in English. New Delhi: Creative Books, 1997.

Hunter, Adrian. The Cambridge Introduction to the Short Story in English. New Delhi: Cambridge University Press, 2007.

Shaw, Valerie. The Short Story: A Critical Introduction, New York: Longman Group Limited.1983.

Warren, Robert Penn, Erskine, Albert. (Ed.). Short Story Masterpieces, New York: Dell Publishing Co., 1954.

B.A. Part I (Discipline Specific Core) (DSC- A15) (Semester – II)

Modern Indian Writing in English Translation

Course-II (CBCS)

Course Objectives:

1. To acquaint the students with translated Modern Indian literature in English.
2. To introduce the students to poetry and play as forms of literature with reference to the texts prescribed.
3. To develop literary competence among students.

Module I: Poems

Rabindranath Tagore:

I) I Cannot Remember my Mother

II) Gitanjali 35

Amrita Pritam:

I)I Will Meet You Again- Amrita Pritam

Module II:

Mamata Kalia:

I) Tribute to Papa

II) Sunday Song

Module III:

PLAY-

Satish Alekar– The Dread Departure (Mahanirvan).

Module IV:

Satish Alekar– The Dread Departure (Mahanirvan).

Division of Teaching: 4 X 15 Periods = 60 Periods

Poems / Play Prescribed from:

I)Rabindranath Tagore, ‘I Can not Remember my Mother’ and ‘II)Gitanjali 35’ in Gitanjali: A New Translation with an Introduction by William Radice, (New Delhi: Penguun India, 2011).

II)Amrita Pritam, ‘I Say Unto Waris Shah’, (tr. N. S. Tasneem) in Modern Indian Literature: An Anthology, Plays and Prose Surveys and Poems, ed. K. M. George, Vol. 3 (Delhi Sahitya Academy, 1992).

III) Mamata Kaliya, ‘Tribute to Papa’ and ‘Sunday Song’ from ‘Tribute to Papa and Other Poems’, A Writers workshop Publication, 1970.

IV) Satish Alekar, ‘The Dread Departure’, Tr. By Gouri Deshpande, Kolkata, Seagull Books.Org,2007

References:

Prasad, B. A. A Background to the Study of English Literature. Madras: MacMillan India, 1965.

Ramamurti K. S. (Editor). Twenty Five Indian Poets in English (Edited with Introduction and notes), Macmillan Publishers Pvt. India Ltd. New Delhi. 2012.

Mehrotra, Arvind Krishna (Editor). The Oxford India Anthology of Twelve Modern Indian Poets, Oxford University Press New Delhi. 2004.

Alekar, Satish. The Dread Departure (Mahanirvan). Kolkata: Seagull Books. 2007.

Kamala College, Kolhapur
Autonomous
Choice Based Credit System
B.Com. Part – I English Compulsory
Course–I

August 2022 onwards

Name of the course: English for Business Communication (AECC – C1)

Preamble:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course Outcomes:

1. To acquaint students with communication skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language and business competence of the students.

Semester –I (Paper-A)

Module – I

A) Developing Vocabulary

B) **A Pinch of Snuff** – Manohar Malgaonkar

Module - II

A) Description

B) The Unknown Citizen - W. H. Auden

Module - III

A) Narration

B) The Old Aunt - Premchand

Module - IV

A) **Kabuli Wala** - Rabindranath Tagore

B) **Offering in the Temple** - Desika Pillai

C) **Felling of the Bunyan Tree** - Dilip Chitre

Division of Teaching hours (Total 60 Periods)

Communication Skills: 3 X 12 = 36 periods

Reading Comprehension: 6X4 = 24 periods

**Kamala College, Kolhapur
Autonomous
Choice Based Credit System
B.Com. Part – I English Compulsory
Course–I
August 2022 onwards**

Name of the Course: English for Business Communication (AECC – C2)

Course outcome:

1. To get the students acquainted and equipped with Communication Skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language competence of the students.

Semester –II (Paper – B)

Module - V

- A) Business Correspondence
- B) **The Sparrows** - K.A. Abbas

Module - VI

- A) Telephonic Communication
- B) **The Necklace** - Guy de Maupassant

Module - VII

- A) English for Specific Purposes
- B) **I Thank You God** – Bernard Dadie

Module - VIII

- A) **Autobiography** - Louis MacNeice
- B) **Daffodils** - William Wordsworth
- C) **Let Me Not....** - William Shakespeare

Division of Teaching (Total 60 Periods)

Communication Skills: $3 \times 12 = 36$ periods
Reading Comprehension: $6 \times 4 = 24$ periods

Kamala College, Kolhapur
Autonomous

B.C.A.I
Semester I Paper No. IV
Business Communication I

Workload - 4

Theory – 4 Lectures / Week

Total Marks - 100 Marks

Theory - 70 Marks

CIE - 30 Marks

Preamble:

Communication is one of the basic functions of management in any organization and its importance can hardly be overemphasized. It is a process of transmitting information, ideas, thoughts, opinions, and plans between various parts of an organization. Effective communication is required to maintain good human relations and successful business. Effective communication of information and decision is an essential component for Management- employee relations.

Course Outcomes:

After completion of this course students will be able to demonstrate a good understanding of –

1. Effective business writing
2. Effective business communication
3. Developing and delivering effective presentation
4. Effective interpersonal communication

Course Content:

Module I - Communication Skills

- Concept, Objectives, Process of communication
- Types of communication – Verbal, non-verbal
- Barriers to effective communication, Overcoming the barriers
- Forms of Communication in an organization – Formal and informal

Module II - Listening Skills

- Importance of listening in business communication
- Difference between hearing and listening
- Concept of the listening process – Active listening and passive listening
- Barriers to effective listening, Guidelines for effective listening

Module III - Writing Skills

- Business letters, Essentials of a business letter,
- Types of business letters – Tenders, quotations, orders, sales, complaint
- Email correspondence
- Preparing Notice, Agenda and Minutes
- Report writing

Module IV - Presentation Skills

- Business presentations, Seminar presentations
- Strategies for effective presentation
- Audio visual aids in presentation, Delivery methods for presentation

References:

- 1) Essential Communication Skills, Shalini Agarwal
- 2) Business Communication, R. K. Madhukar
- 3) E-mail: A Write It Well Guide: How to write and Manage E-mail in the workplace-Janis Fisher Chan
- 4) The AMA Handbook of Business Letters – Jeffrey L. Seglin; Edward Coleman
- 5) On the Education of a man of Business – Arthur Helps
- 6) Effective Writing : Improving Scientific, Technical and Business Communication, Christopher Turk; Kirkman

**Kamala College, Kolhapur
Autonomous**

B. Voc.I

Retail Management and I.T. and Food Processing and Management

Business Communication

Preamble:

Communication is one of the basic functions of management in any organization and its importance can hardly be overemphasized. It is a process of transmitting information, ideas, thoughts, opinions, and plans between various parts of an organization. Effective communication is required to maintain good human relations and successful business. Effective

communication of information and decision is an essential component for Management-employee relations.

Communication is also a basic tool for motivation, which can improve the morale of the employees in an organization. Inappropriate or faulty communication among employees or between the manager and his subordinates is the major cause of conflict and low morale at work. Through effective communication students can learn to maintain a good human relation in the organization and by encouraging ideas or suggestions.

So, effective communication is very important for the successful working of an organization.

Paper – I: Business Communication

Semester I

Total Workload: 04

Total Marks - 50

Theory: 40 Marks

CIE: 10 Marks

Module Prescribed for Theory:

Module I: Use of English in Business Environment

Topics:

Business Vocabulary: Vocabulary for banking, marketing and for maintaining public relations

What is sentence sentence?

Elements of a sentence

Types of sentence: Simple, compound, complex

Module 2: Writing a Letter of Application and CV/ Resume

Topics:

Structure of a letter of application for various posts CV/
Resume and its essentials

Module 3: Presenting and Interpretation of Information/Data

Topics:

Presenting information/data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flow charts

Interpretation of data data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flow charts

Module 4: Interview Technique Topics:

Dos and don't s of an interview

Preparing for an interview

Presenting documents Language used in an interview

Reference Books:

Sethi, Anjanee & Bhavana Adhikari. *Business Communication*. New Delhi: Tata McGraw Hill Tickoo, Champa & Jaya Sasikumar. *Writing with a Purpose*. New York: OUP, 1979.

Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.

Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.

Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003. Rai, Urmila & S. M. Rai. *Business Communication*. Himalaya Publishing House, 2007.

Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005. Pardeshi, P. C. *Managerial Communication*. Pune: Nirali Prakashan, 2008.

Business Communication-II

Semester –II

Total Workload: 04

Total Marks - 50

Theory: 40 Marks

CIE: 10 Marks

Module Prescribed for Theory:

Module 5: Group Discussion

Topics:

Preparing for a Group
Discussion Initiating a
Discussion
Eliciting Opinions, Views, etc.
Expressing Agreement/
Disagreement
Making Suggestions; Accepting and Declining
Suggestions Summing up

Module 6: Business Correspondence

Topics:

Writing Memos, e-mails, complaints,
inquiries, etc. Inviting Quotations
Placing Orders, Tenders, etc.
Notice, Agenda and Minutes of the meetings.

Module 7: English for Negotiation

Topics:

Business Negotiations
Agenda for Negotiation
Stages of Negotiation

Module 8: English for Marketing

Topics:

Describing/ Explaining a Product/ Service
Promotion of a Product
Dealing/ bargaining with Customers
Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement,
Public Function/ Festival

Reference Books:

Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.

Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta
Publications, 2003. John, David. *Group Discussions*. New Delhi: Arihant
Publications.

Kumar, Varinder. *Business Communication*. New Delhi: Kalyani Publishers,
2000. Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008.

Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005

Rai, Urmila & S. M. Rai. *Business Communication*. Mumbai: Himalaya Publishing House, 2007. Sethi, Anjanee & Bhavana Adhikari. *Business Communication*. New Delhi: Tata McGraw Hill.

Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.

Tickoo, Champa & Jaya Sasikumar. *Writing with a Purpose*. New York: OUP, 1979.

Whitehead, Jeoffrey & David H. Whitehead. *Business Correspondence*. Allahabad: Wheeler

Publishing, 1996.

Item no. III

B.A.I/B.COM.I

PATTERN OF QUESTION PAPER AND SCHEME OF EXAMINATION:

- The examination shall be at the end of each semester.
- All papers shall carry 40 marks for Theory and 10 marks for internal examination (CIE).
- The evaluation of the performance of the students in theory shall be on the basis of

semester examination as mentioned above.

- Question paper will be set in the view of the entire syllabus preferably covering each module of the syllabus.
- Nature of question paper (Theory)

Q. 1: Objective type question (A, B)

06 Marks

Q. 2: A) Answer any three out of the following questions.

06 marks

B) Write short notes on any two of the following in about
Seven to eight sentences each.

06 Marks

Q. 3: A) and B) Question on Communication Skills

12Marks

Q. 4: A) and B) Question on Communication Skills

10Marks

Total = -----
40 Marks

- The evaluation of the performance of the students shall be made on the basis of internal evaluation. There will be two Unit Tests of 05 marks. Each semester will have two internal exams on per two Modules.

- **Theory- 40 Marks + Internal evaluation- 10 Marks = 50 Marks.**

OPTIONAL ENGLISH

PATTERN OF QUESTION PAPER AND SCHEME OF EXAMINATION:

- The examination shall be at the end of each semester.
- All papers shall carry 40 marks for Theory and 10 marks for internal examination (CIE).
- The evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of the entire syllabus preferably covering each module of the syllabus.
- Nature of question paper (Theory)

Q. 1: Objective type question 10 Marks

Q. 2: Answer the following questions in about 250 to 300 words 10 marks
(Aor B)

Q. 3: Answer the following questions in about 250 to 300 words 10 marks
(Aor B)

Q. 4: Write short notes in about 100 to 150 words each (any two) 10 Marks

Total = 40Marks

- The evaluation of the performance of the students shall be made on the basis of internal evaluation. There will be two Unit Tests of 05 marks. Each semester will have two internal exams on per two Modules.
- Theory- 40Marks + Internal evaluation- 10Marks = 50 Marks.

PATTERN OF QUESTION PAPER AND SCHEME OF EXAMINATION:

- The examination shall be at the end of each semester.
- All papers shall carry 70 marks for Theory and 30 marks for internal examination (CIE).
- The evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of the entire syllabus preferably covering each module of the syllabus.
- Nature of question paper (Theory)

Q. 1. Multiple Choice Questions	10 Marks
Q. 2. Question on Module I (Communication Skills)	10 Marks
Q. 3. Question on Module II (Communication Skills)	10 Marks
Q.4. Question on Module III (a and b) (Communication Skills)	10Marks
Q.5. Question on Module IV (Communication Skills)	10Marks
Q.6. Write Short Notes (4 out 6) (Communication Skills)	20Marks

Total = -----
70Marks

- The evaluation of the performance of the students shall be made on the basis of internal evaluation. There will be two Unit Tests of 05 marks. Each semester will have two internal exams on per two Modules.
- Theory- 70Marks + Internal evaluation- 30Marks = 70 Marks.

B.VOC I

PATTERN OF QUESTION PAPER AND SCHEME OF EXAMINATION:

- The examination shall be at the end of each semester.
- All papers shall carry 40 marks for Theory and 10 marks for internal examination (CIE).
- The evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of the entire syllabus preferably covering each module of the syllabus.
- Nature of question paper (Theory)

Q.1. Question on Module I (Communication Skills)	10 Marks
Q.2. Question on Module II (Communication Skills)	10 Marks
Q.3. Question on Module III (Communication Skills)	10 Marks
Q.4. Question on Module IV (Communication Skills)	10Marks
Total = -----	
40Marks	

- The evaluation of the performance of the students shall be made on the basis of internal evaluation. There will be two Unit Tests of 05 marks. Each semester will have two internal exams on per two Modules.
- Theory- 40Marks + Internal evaluation- 10Marks = 50 Marks.