

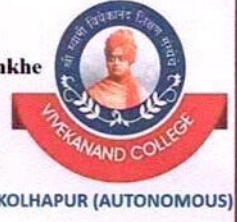


“Education for Knowledge, Science, and Culture”

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

**Vivekanand College, Kolhapur**  
**(Autonomous)**



KOLHAPUR (AUTONOMOUS)

## Department of English

### B. Voc. Part I

(Graphic Design, Animation and Film Making,  
Foundry Technology, Photography)



(स्वायत्त) कोल्हापूर

# SYLLABUS

Introduced from June 2018



  
Head

DEPARTMENT OF ENGLISH  
VIVEKANAND COLLEGE  
KOLHAPUR (AUTONOMOUS)



**Choice Based Credit System (CBCS)**  
**Bachelor of Vocational Courses (B. Voc. Part-I)**  
**AECC: Business Communication-I**  
**(with effect from June 2018)**

**SEMESTER I**

**Course Outcome**

After the completion of the course the students will be able to:

- CO1: Form grammatically correct sentences.
- CO2: Draft job impressive application letters and resume.
- CO3: Present the given data in graphical form.
- CO4: Perform effectively in a job interview.

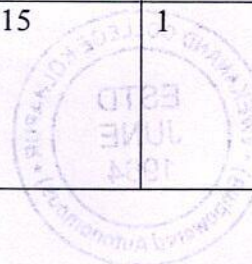
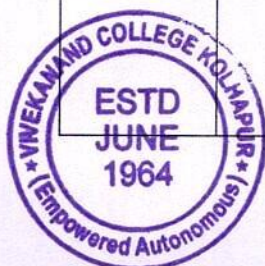
**Total Workload:** 06 lectures per week of 60 minutes.

**Distribution of Workload:**

- Theory: 04 lectures per week
- Practical: 02 lectures per week per batch of 20 students

**SYLLABUS**

Module No	Units and Sub-units	Teaching hours	credits
Module 1	<b>Use of English in Business Environment</b> <ol style="list-style-type: none"> <li>1. Business Vocabulary: Vocabulary for banking, marketing and for maintaining public relations</li> <li>2. What is a sentence?</li> <li>3. Elements of a sentence</li> <li>4. Types of sentence: Simple, compound, complex</li> </ol>	15	1
Module 2	<b>Writing a Letter of Application and CV/ Resume</b> <ol style="list-style-type: none"> <li>1. Structure of a letter of application for various posts</li> <li>2. CV/ Resume and its essentials</li> </ol>	15	1
Module 3	<b>Presenting Information/Data</b> Presenting information/data using graphics like <ol style="list-style-type: none"> <li>1. tables</li> <li>2. pie charts</li> <li>3. tree diagrams</li> <li>4. bar diagrams</li> <li>5. graphs</li> <li>6. flow charts</li> </ol>	15	1
Module 4	<b>Interview Technique</b> <ol style="list-style-type: none"> <li>1. Dos and don'ts of an interview</li> <li>2. Preparing for an interview</li> <li>3. Presenting documents</li> <li>4. Language used in an interview</li> </ol>	15	1





**Pattern of a Question Paper  
Business Communication-I (AECC-I)**

**Time: 2 hours**

**Total Marks: 40**

Q. No.	Questions	Marks
Q. 1	Do as directed. Question items on <b>Unit 1</b> to be asked. (10 out of 12)	10
Q. 2	Write a letter of application. OR Draft a CV/ Resume for a particular post.	10
Q. 3	Present a given information or data using a table/ chart/ pie diagram, etc (Any one diagram to be drawn.)	10
Q. 4	Fill in the blanks in the given interview.	10

**Practical Evaluation:**

**10 Marks**

Oral and Presentation based on the units prescribed.

**SEMESTER II**

**Course Outcome**

After the completion of the course the students will be able to:

- CO1: Participate in group discussions.
- CO2: Draft business letters like enquiry, order, complaint etc..
- CO3: Use basic English to negotiate.
- CO4: Prepare advertisements of products.

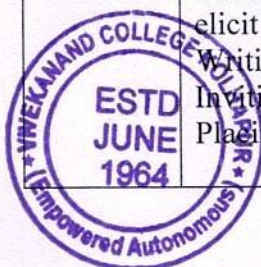
**Total Workload: 06 lectures per week of 60 mins.**

**Distribution of Workload:**

- Theory: 04 lectures per week
- Practical: 02 lectures per week per batch of 20 students

**SYLLABUS**

Module No	Units and Subunits	Teaching hours	credits
Module 5	<b>Group Discussion</b> Preparing for a Group Discussion Initiating a Discussion Eliciting Opinions, Views, etc. Expressing Agreement/ Disagreement	15	1
Module 6	<b>Business Correspondence</b> Making Suggestions; Accepting and Declining Suggestions Summing up. elicit Writing Memos, e-mails, complaints, inquiries, etc. Inviting Quotations Placing Orders, Tenders, etc.	15	1





Module 7	<b>English for Negotiation</b> Skills for leadership and team management Business Negotiations Agenda for Negotiation Stages of Negotiation	15	1
Module 8	<b>English for Marketing</b> Describing/ Explaining a Product/ Service Dealing/ bargaining with Customers Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement, Public Function/ Festival	15	1

**Practical: Based on the theory units for 10 marks**

**Pattern of a Question Paper**

**Time: 2 hours**

**Total Marks: 40**

Q. No.	Questions	Based on	Marks
Q. 1	Fill in the blanks in the following Group Discussion. (10 out 12)	<b>Unit 5</b>	10
Q. 2	Attempt <b>ANY ONE</b> of the following ( A or B)	<b>Unit 6</b>	10
Q. 3	Fill in the blanks with appropriate responses	<b>Unit 7</b>	10
Q. 4	Attempt <b>ANY ONE</b> of the following ( A or B): (10 out 12)	<b>Unit 8</b>	10

**Practical Evaluation: 10 Marks**

Oral and Presentation based on the units prescribed.

**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.
- Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005.
- Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008.
- John, David. *Group Discussions*. New Delhi: Arihant Publications.
- Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005
- Rai, Urmila & S. M. Rai. *Business Communication*. Mumbai: Himalaya Publishing House,

Whitehead, Jeffrey & David H. Whitehead. *Business Correspondence*. Allahabad: Wheeler Publishing, 1996.

