

“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.Com. Part I

AEC: English for Business Communication

(AEC02ENG21)



(स्वायत्त) कोल्हापूर

SYLLABUS

Under Choice Based Credit System

To be implemented from October 2021


Head

DEPARTMENT OF ENGLISH
VIVEKANAND COLLEGE
KOLHAPUR (EMPOWERED AUTONOMOUS)



B.Com. Part -I
ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)
(Semester I) (Paper I)
ENGLISH FOR BUSINESS COMMUNICATION
(Compulsory English)

Course Objectives:

- To equip the students to write, comprehend and communicate effectively using correct grammar and vocabulary.
- To enhance competence in the four modes of basic skills: listening, speaking, reading and writing,
- To assist the students to improve their accuracy in communication skills
- To inculcate literary sensibility and human values among students across curriculum.

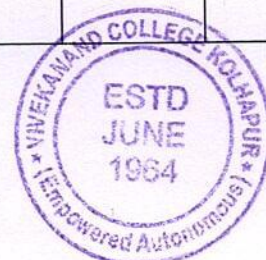
Course Outcomes:

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

- formulate grammatically correct sentences
- improve their language skills in English both in terms of fluency and comprehensibility
- speak and write effectively using correct vocabulary.
- read closely the variety of forms, styles, structures, and modes of texts

B.Com. Part- I
AECC: English Communication Skills
Marks: 40 Credits: 4
Semester-I

Module	Skills to Focus	Sub-points	Grammar Covered	Teaching hours	credits
Module I	A. Description	<ul style="list-style-type: none"> • Describing a person, place, object, • Describing duties-- of receptionist, bank manager sales-person and cashier • Describing procedure --of opening an account, taking an admission. 	<ul style="list-style-type: none"> • Parts of Speech • Types of Sentences: Simple, Compound and Complex 	15	1
	B. Short Story	<ul style="list-style-type: none"> • 'Best Seller' by O' Henry 			
Module II	A. Narration	<ul style="list-style-type: none"> • Narration of 'What is Happening' • Narrating past event / experience • Narration from Different point of View (First person and Third person) --Story / News Report 	<ul style="list-style-type: none"> • Tenses • Link-words / Connectors 	15	1
	B. Poetry	<ul style="list-style-type: none"> • 'The Solitary Reaper' by William Wordsworth 			
Module III	A. Information Transfer and Interpretation	<ul style="list-style-type: none"> • Methods of Information Transfer--Tables, Graphs, Tree diagrams, Pie Chart, 	<ul style="list-style-type: none"> • Active and Passive • Degree 	15	1



	of Data	Flow charts etc. • Data interpretation-- Generalization, Comparison / Contrast and Prediction			
	B. Speech	• 'Let Us Globalize Compassion, and Set Our Children Free' by Kailash Satyarthi			
Module IV	A. Travelogue B. Poetry C. Poetry	• Why We Travel By Pico Iyer • 'When We Two Parted' by Lord Byron • 'Home They Brought Her Warrior Dead' by Alfred Lord Tennyson		15	1

Division of Teaching: 4 Modules X 15 Periods= 60 Periods

Reference Books:

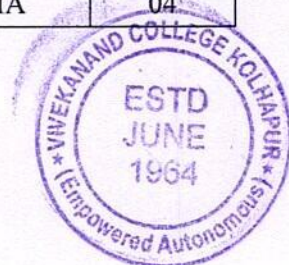
- Lester Mark, Tata MC Grew, Handbook of English Grammar and Usage, Hill Publishing Company- New Delhi.3
- Thomson and Marlinet , A Practical English Grammar. OUP
- Turton N.D. and Heaton J.B., Longman Dictionary of Common Errors, , Longman, 1998.

**PATTERN OF QUESTION PAPER
(JUNE 2021 Onwards)**

SEMESTER I

Total Marks 40

Que.No	Sub.Q.	Type of Question	Based on	Marks
Q.1	A	Five multiple choice questions with four alternatives.	Prose and Poetry	04
Q.2	A	Answer the following questions in 3-4 sentences each (3 out of 5)	3 on Prose and 2 on Poetry	06
	B	Write short notes on the following in about 7-8 sentences each(2 out of 3)	1 on Prose and 2 on Poetry	06
Q.3	A	Question to be set on Description	Module I A	04
	B	Question to be set on Description	Module I A	04
Q.4	A	Question to be set on Narration	Module II A	04
	B	Question to be set on Narration	Module II A	04
Q.5	A	Question to be set on Information Transfer and Interpretation of Data	Module III A	04
	B	Question to be set on Information Transfer	Module IIIA	04



B.Com. Part-I
ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)
(Semester II) (Paper II)
ENGLISH FOR BUSINESS COMMUNICATION
(Compulsory English)

Course Objectives:

- To develop the students' abilities in grammar, oral skills, reading and writing
- To enable the students to use English in their day-to-day lives and at workplaces
- To make the students analyze and read different types of English texts
- To sensitize the students towards values and principles of life.

Course Outcomes:

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

- produce grammatically correct English
- use various expressions in general communicative contexts
- increase interest in and appreciation of English texts.
- interpret texts with due sensitivity to both textual and contextual cues.

Module	Skills	Sub-points	Grammar	Teaching hours	credits
Module V	A. Writing Letters	<ul style="list-style-type: none"> • Letter of Enquiry, Reply to the Letter of Enquiry • Placing an Order, Reply letter • Letter of Complaint, Reply to the Complaint. 	<ul style="list-style-type: none"> • Types of Sentences: Declarative, Interrogative, Imperative and Exclamatory 	15	1
	B. Short Story	<ul style="list-style-type: none"> • 'The Nightingale and the Rose' by Oscar Wilde 			
Module VI	A. Interdepartmental Communication	<ul style="list-style-type: none"> • Memorandum • Office order and • Circular 	<ul style="list-style-type: none"> • Elements of Clause 	15	1
	B. Poetry	<ul style="list-style-type: none"> • 'Let My Country Awake' by Rabindranath Tagore 			
Module VII	A. Notice, Agenda and Minutes of Meeting	<ul style="list-style-type: none"> • Notice –of Registered Bodies, Postponement and Cancellation of a Meeting • Agenda • Minutes 	<ul style="list-style-type: none"> • Passive Structure 	15	1
	B. Prose	<ul style="list-style-type: none"> • 'On Shaking Hands' by A.G. Gardiner 			
Module VIII	A. Lecture B. Poetry	<ul style="list-style-type: none"> • 'Shaping Young Minds' by Raghunath Mashelkar • 'The Lotus' by Toru Datta • 'When The Lamp Is Shattered' 		15	1

	C. Poetry	by Shelley			
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Division of Teaching: 4 Modules X 15 Periods= 60 Periods

Reference Books:

- Sanjay Kumar and Pushp Latha. 2012. Communication Skills. New Delhi: OUP
- Bikram K Das. 2011. Functional Grammar and Spoken and Written Communication in English. Kolkata: Orient Blackswan
- Kiranmai Dutt, P et al. 2011. A Course in Communication Skills. New Delhi: CUP India
- Taylor, Ken. 2011. 50 Ways to Improve Your Business English. Hyderabad: Orient Blackswan

**ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)
(Semester I) (Paper I)
ENGLISH FOR COMMUNICATION
(Compulsory English)**

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	B	Write short notes on the following in about 7-8 sentences each(2 out of 3)	1 on Prose and 2 on Poetry	06
Q.3	A	Question to be set on Writing Letters	Module V A	04
	B	Question to be set on Writing Letters	Module V A	04
Q.4	A	Question to be set on Interdepartmental Communication	Module VI A	04
	B	Question to be set on Interdepartmental Communication	Module VI A	04
Q.5	A	Question to be set on Notice, Agenda and Minutes of Meeting	Module VII A	04
	B	Question to be set on Notice, Agenda and Minutes of Meeting	Module VIIA	04

