

“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)

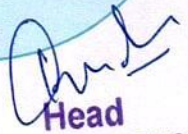


# SYLLABUS

Under Choice Based Credit System

To be introduced from June 2023 under NEP- 2020



  
Head  
DEPARTMENT OF ENGLISH  
VIVEKANAND COLLEGE  
KOLHAPUR (EMPOWERED AUTONOMOUS)

**B.Com. Part I (CBCS)**

**AEC: English for Business Communication (AEC02ENG21)**

**Introduced from June 2023 as per NEP 2020**

**Credits: 2**

**Theory: 40 marks**

**Internal: 10 marks**

**Teaching hours: 30**

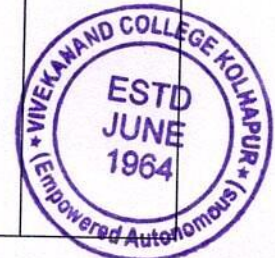
**Semester I**

**Course Outcomes:**

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

- CO1. Write grammatically correct English.
- CO2. Use various expressions in general communicative contexts.
- CO3. Increase interest in and appreciate of English texts.
- CO4. Interpret texts with sensitivity to both textual and contextual cues.

Module	Skills	Sub-points	Teaching Hours	Credits
Module I	A. Description	<ul style="list-style-type: none"><li>• Describing persons, places, objects,</li><li>• Describing duties-- of receptionist, bank manager sales-person and cashier</li><li>• Describing procedure --of opening an account, taking an admission.</li></ul>	15	1
	B. Grammar	<ul style="list-style-type: none"><li>• Parts of Speech</li></ul> <p>Types of Sentences: Simple, Compound and Complex</p>		
	C. poem	<ul style="list-style-type: none"><li>• ' Money Madness' by D. H .Lawrence</li></ul>		
Module II	A. Narration	<ul style="list-style-type: none"><li>• Narration – Present events</li><li>• Narrating past event / experience</li><li>• Narration from Different points of View (First person and Third person) --Story / News Report</li></ul>	15	1
	B. Grammar	<ul style="list-style-type: none"><li>• Tenses</li></ul> <p>Link-words / Connectors</p>		
	C. Prose	<ul style="list-style-type: none"><li>• Why a Start-up Needs to Find its Customers First by Pranav Jain</li></ul>		



**B.Com. Part I (CBCS)**  
**AEC: English for Business Communication (AEC02ENG21)**  
**Introduced from June 2023 as per NEP 2020**

**Semester II**

**Course Outcomes:**

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

CO1: Produce grammatically correct English

CO2: Use various expressions in Business communication .

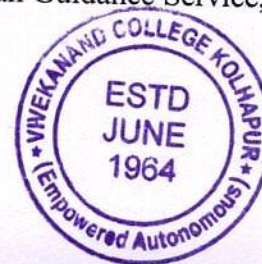
CO3 Increase interest in and appreciation of English texts.

CO4 : Interpret texts with due sensitivity to both textual and contextual cues.

Module	Skills	Sub-points	Teaching hours	Credits
Module III	A. Writing Official Letters	<ul style="list-style-type: none"> <li>• Letter of Enquiry, Reply to the Letter of Enquiry</li> <li>• Placing an Order, Letter of Complaint, Reply to the Complaint.</li> </ul>	15	1
	B. Grammar	<ul style="list-style-type: none"> <li>• Types of Sentences</li> </ul>		
	C. Prose	<ul style="list-style-type: none"> <li>• “Commerce Education: Key to Prosperity and security” by Manjushree Deshpande</li> </ul>		
Module IV	A. Interdepartmental Communication	<ul style="list-style-type: none"> <li>• Memorandum</li> <li>• Office order and</li> <li>• Circular</li> </ul>	15	1
	B. Grammar	Elements of Clause		
	C. Poem	“Leisure” by D. H. Lawrence		

**References :**

1. Murphy, Raymond. Essential English Grammar. Cambridge University Press, 2000.
2. Sood , S.C. *Developing Language Skills I: Oral Communication and Reading Comprehension, Writing Skills, and Workbook*, Manohar, 2003.
3. Walker , Bonnie L. AGS Grammar and Composition Skills, American Guidance Service, 1997
4. Gupta, S. C. Practical English Grammar, Arihant, 2012.



Paper Number	Title of the paper	Course Code	Semester End Examination	Continuous Internal Evaluation Marks	Total Marks
I	AEC: English for Business Communication	AEC02ENG11	40	10	50
II	AEC: English for Business Communication	AEC02ENG21	40	10	50

### Continuous Internal Evaluation (CIE)

Evaluation Type	Marks
Home Assignment/ Open Book Test/ Tutorial/ Unit Test /book review/ student project	10

### Pattern of Question paper

Que. No	Sub. Q.	Types of Question	Based on	Marks
Q.1	A	Four <b>multiple choice</b> questions with four alternatives.	Module I & II (Prose & Poem)	04
Q.2	A	Do as directed	Module I & II (Grammar)	06
Q.3	A	Answer in 2 to 3 sentences (any 3 of 5)	Module I & II (Prose & Poem)	06
	B	Write Short Notes (2 out of 4)	Module I & II (Prose & Poem)	08
Q.4	A	Question to be set on Description (2 of 4)	Module I	08
Q.5	A	Question to be set on Narration (2 of 4)	Module II	08

### Continuous Internal Evaluation

Evaluation Type	Marks
Home Assignment/ Open Book Test/ Tutorial/ Unit Test /book review/ student project	10



## Pattern of Question Paper

Marks: 40

Time: 2 hrs

Que. No	Sub. Q.	Types of Question	Based on	Marks
Q.1	A	Four <b>multiple choice questions</b> with four alternatives.	Module III, IV (Prose & Poem)	04
Q.2	A	Do as directed	Module III, IV (Grammar)	06
Q.3	A	Answer in 2 to 3 sentences (any 3 of 5)	Module III, IV (Prose & Poem)	06
	B	Write Short Notes (2 out of 4)	Module III, IV (Prose & Poem)	08
Q.4		Official Letter writing (2 questions to be set)	Module III	8
Q.5		Write notice, memo or circular (2 questions to be set)	Module IV	8

