

Board of Studies in English
Saurashtra University
Rajkot

Draft syllabus
English (Foundation Course)
Bachelor of Business Administrative
(BBA)
Semester I to IV

In effect from June 2019 onwards

SEMESTER –I

Title of the course:	Foundation Course in English -1
Name of the Course:	Communication Skills and Business Writing in English
Course Credit:	03
Teaching Hours	45 Hours per semester
Total marks	100 Marks
Semester end exam	70 Marks
Internal assessment:	30 Marks

Course objectives:

- To hone students' communication skills
- To strengthen students' ability for business writing
- To equip the students with the knowledge of various aspects of communication.

Unit 1: Communication (Marks 15)

- Introduction to communication and its process
- Types of communication
- Communication Networks
- Barriers to communication
- Remedies for the communication

Unit 2: presentation strategies and interview skills ((Marks20)

- How to prepare presentation
- The strategies for delivering presentation
- Tips for the interview skills and its techniques

Unit 3: Grammar (Marks 20)

- Tenses (Simple and continuous)
- Prepositions
- Homophones

Unit 4: Business writing (Marks 15)

- Tips for building Resume and CV
- Drafting Notices and agenda

PAPER STYLE

Q1. One line question answer (Unit 1)	(05) Marks
Q2. Answer in brief (Unit 1) (2/4)	(10) Marks
Q3. Business Writing (Unit 2) (3/5)	(15) Marks
Q4A. Do as directed (Unit 3) (10/10)	(10) Marks
Q4B. Fill in the blanks (Unit 3) (10/10)	(10) Marks
Q5A. Dialogue writing (Unit 4) (01/02)	(10) Marks
Q5B. Dialogue writing (Unit 4) (01/02)	(10) Marks

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SEMESTER –II

Title of the course:	Foundation Course in English- 2
Name of the course:	Conversational English
Course Credit:	03
Teaching Hours:	45 Hours per semester
Total marks	100 Marks
Semester end exam	70 Marks
Internal assessment:	30 Marks

Course objectives:

- To hone students communicative skills
- To drill students in conversational English
- To strengthen students' ability to use English for day to day purposes

Course content:

Unit 1: Introduction (marks 20)

- Elements for the conversation
- Technique to improve pronunciation
- Usage of body language
- Guideline for the effective listening

Unit 2: Business letters (marks 15)

- Inquiry and reply
- Collection

Unit 3: Grammar (marks 15)

- Tenses (Perfect and perfect continuous)
- Voices

- Arrangement of jumbled words to make meaningful sentences

Unit 4: Composition (marks 20)

- Situational dialogues
- At bank
- At airport
- At hotel
- At library
- At educational institutions
- Comprehension

PAPER STYLE

Q1. Introduction (Unit1) (02/03)	(15) Marks
Q2. Letter Writing (Unit2) (03/04)	(15) Marks
Q3. Do as directed (Unit 3) (20/20)	(20) Marks
Q4A. Dialogue writing (Unit 4) (01/02)	(10) Marks
Q4.B. Comprehension (Unit 4)	(10) Marks

References:

Spoken English: A Foundation Course by Kamlesh Sadanand and Susheela Punitha (Part I and Part II)

Business Communication by Sultan Chand and sons

Telephoning in English Third Edition by B. Jean Naterope Abd Rod Revell

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SEMESTER –III

Title of the course:	Foundation Course in English- 3
Name of the course:	Personality Development and Communication Skill in English
Course Credit:	03
Teaching Hours:	45 Hours per semester
Total marks	100 Marks
Semester end exam	70 Marks
Internal assessment:	30 Marks

Course Objectives:

To develop students soft skills

To hone students communication skills

To equip the students with skills and competence. This will assist them in their career

Course content:

Personality Development & Communication skills

Unit 1: Text: *English and Soft Skills* - By S P Dhanavel, Publication:- Orient Black Swan ISBN:- 978-81-250-3980-8 (Unit 1 to 5 from the text) (Marks 30)

- Listening skill
- Teamwork skills
- Assertive skill
- Problem solving skill
- Negotiation skill

Unit 2: Communication (marks 20)

- Complain and Adjustment
- Essentials of an effective Business letter

Unit 3: Questionnaire (marks 10)

- Preparing Questionnaire on Business and Corporate topics

Unit 4: Grammar (marks 10)

- Auxiliaries and Modals

PAPER STYLE

Q1. (A) Short Note (Text) (01/03)	(10) Marks
Q1. (B) Reference to context (Text) (02/04)	(10) Marks
Q2. Short answer questions (Text) (02/04)	(10) Marks
Q3. (A) Business Letters (Unit 2) (01/02)	(10) Marks
Q3. (B) Essentials of an effective letter (Unit 2) (01/02)	(10) Marks
Q4. (A) Questionnaire (Unit 3) (01/02)	(10) Marks
Q4. (B) Model Auxiliary (Objective type) (Unit 4) (10/10)	(10) Marks

SEMESTER –IV

Title of the course:	Foundation Course in English- 4
Name of the course:	Corporate Communication in English
Course Credit:	03
Teaching Hours:	45 Hours per semester
Total marks	100 Marks
Semester end exam	70 Marks
Internal assessment:	30 Marks

Course Objectives:

To develop students soft skills
 To hone students communication skills
 To equip the students with skills and competence. This will assist them in their career

Course content:

Corporate Communication

Unit 1: Text: *English and Soft Skills* - By S P Dhanavel, Publication:- Orient Black Swan, ISBN:- 978-81-250-3980-8 (Unit 6 to 10 from the text) (marks 30)

- Decision making skill
- Leadership skill
- Interview skill
- Work ethics
- Nonverbal skill

Unit 2: Communication

- Bank correspondence (Marks 10)
- Drafting of Advertisements (Marks 10)
- Collection Letters (Marks 10)

Unit 3: Grammar

- Types of sentences (Marks 10)

PAPER STYLE

- Q1. (A) Short Note (Text) (01/03) (10) Marks
- Q1. (B) Reference to context (Text) (02/04) (10) Marks
- Q2. Short answer questions (Text) (02/04) (10) Marks
- Q3. (A) Collection Letters (Unit 2)(01/02) (10)Marks
- Q3. (B) Bank correspondence (Unit 2) (01/02) (10) Marks
- Q4. (A) Drafting of Advertisements (Unit 2) (01/02) (10) Marks
- Q4. (B) Types of sentences (Unit 3) (10/10) (10) Marks

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