

**R.T.M.Nagpur University, Nagpur**  
**Syllabus**  
**Bachelor of Business Administration (BBA)**

**Course Objectives**

1. To be well versed in all the four language skills- Listening, Speaking, Reading and Writing.
2. To enhance their study skills
3. To familiarize the students with Business Communication skills and soft skills.
4. To develop insight and critical thinking through the prescribed prose and poems.
5. To inculcate 21 century skills in the students
6. To develop life skills in the students through ethics, morals and mould the character of the students through the diligently chosen texts.
7. To instil self- confidence in the students through inspiring examples of successful people.

**Learning Outcomes**

1. The students will be able to listen and comprehend the English Language through the prescribed poems and prose.
2. The students will be able to read with comprehension a fairly complex English text.
3. The students will be able to speak, converse, deliver a speech, narrate and describe in English.
4. The students will be able to express their emotions and ideas in English in spoken and written form.
5. The students will be able to draft various letters and reports.
6. The students will be able to analyse, interpret, discuss and debate on different topics on the basis of the prescribed prose and poems
7. The students will be inspired and motivated to look at life with a positive attitude.
8. The students will be able to make constructive use of ICT and social media.
9. The students will develop logical reasoning and will be able to form and give their personal opinions and take decisions on various topics
10. The students will develop creativity through the ideas and activities in the text

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## Bachelor of Business Administration (BBA)

### Semester – I English(1T1)

#### Prescribed Text: INSPIRATIONS –Raghav Publishers

Edited by Dr Indrajit Orke, Dr.Manjushree Sardeshpande, Dr.Maroti Wagh, Dr.Narayan Mehare,  
Dr.Veena Ilame

#### UNIT-I -Prose

1. Home coming Dr. Tapati Dey
2. The Lighthouse Keeper of Aspinwall –Henry Sienkiewicz
3. Ilyas-Leo Tolstoy

#### Unit-II - Prose

1. Social Media- Dr.Sujata Chakravorty
2. World of Advertising- Dr.Pranjali Kane
3. OYO -Reinventing Hospitality

#### Unit III:

##### (A)-Communication

Communication Process: Sender, Channel, Message, Receiver and Response

Types of Communication:

- |    |                                       |               |                        |
|----|---------------------------------------|---------------|------------------------|
| a. | According to mode:                    | a. Oral       | b. Written             |
| b. | According to Medium:                  | a. Electronic | b. Print               |
| c. | According to number of participants : | a. Dyadic     | b. Group               |
| d. | According to Direction:               | a. One-way    | b. Two-way             |
| e. | According to Purpose:                 | a. General    | b. Business (Specific) |

##### (B)-Communication

i)Business Manners- Body Language, Gestures, Telephone etiquette, E-mail etiquette.

#### Unit IV

##### (A) -Business Correspondence

Business Letter Writing- Enquiries and replies, Placing and fulfilling orders , Complaints and follow-up letters , Sales letters, Circular letters, Application for employment , Claim and Adjustment Letters,

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### (B)-Language Study

i) **Grammar**:-Use Correct Tense Forms of the Verb, Preposition, Articles, Punctuation.

ii) **Enriching Vocabulary**: Synonyms and Antonyms, Change of Word from Noun to Adjective & vice-versa.

### Reference Books:

#### UNIT-I & II

**Prescribed Textbook: INSPIRATIONS – Raghav Publishers**

Edited by Dr.Indrajit Orke, Dr.Manjushree Sardeshpande, Dr.Maroti Wagh, Dr. Narayan Mehare,Dr. Veena Ilame

#### UNIT-III & IV

1. Business Communication and Management
2. Dr.K.R.Dixit (Vishwa Publishers, Nagpur)
3. Business Communication: Urmila Rai, S.M. Rai- (Himalaya Publishing House)
4. Business Correspondence and Report Writing – R. C. Sharma& Krishna Mohan (Tata McGraw-Hill)
5. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)
6. A Course in English Grammar by R.N.Bakshi - Orient Longman, 2003-2007.
7. Grammar for All, N Ramlingam, Himalaya Publishing House, 2nd Edition 2014.
8. English Grammar – N.D.V. Prasada Rao (S.Chand)
9. Developing Communication Skills –Krishna Mohan & MeeraBanerji (Macmillan)

**Synonyms & Antonyms from the prescribed text INSPRATIONS**

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## Bachelor of Business Administration (BBA)

### QUESTION PAPER PATTERN

#### 1T1- ENGLISH

Time:3 Hrs

Maximum Marks – 80

- Q.1.(A)TWO out of THREE SAQs from prose section of Unit-I (2x4)= 08 Marks  
(B).TWO VSAQs from prose section of Unit –I (2x2)= 04 Marks  
( C ) ONE PRQ out of TWO from Prose section of Unit -I (1x4) = 04 Marks
- Q.2.(A)TWO out of THREE SAQs from prose section of Unit-II (2x4)= 08 Marks  
(B).TWO VSAQs from prose section of Unit –II (2x2)= 04 Marks  
( C ) ONE PRQ out of TWO from Prose section of Unit -II (1x4) = 04 Marks
- Q 3(A)ONE LAQ out of TWO from Unit III (A) (1x8) = 08 Marks  
(B). TWO SAQs out of THREE from Unit III (B) (2 x 4) = 08 Marks
- Q 4.A. ONE out of TWO Letters  
(Application for Employment/ Enquiries and replies/Quotations/ Placing and fulfilling orders) from Unit IV ( i) 08 Marks  
(B). ONE out of TWO Letters  
(Complaints and follow-up letters , Sales letters, Circular letters, Claim and Adjustment Letters/) from Unit IV (ii) 08 Marks
- Q 5.(A). EIGHT out of TEN Grammar items prescribed in Unit IV B(i) (8x1)= 08 Marks  
(B). Two Questions on each component from Enriching Vocabulary -Unit IV B(ii) = 08 Marks

Total= 80 Marks

N.B.LAQ- Long Answer Questions to be answered in about 150-200 words  
SAQ-Short Answer Questions to be answered in about 75-100 words approximately.  
VSAQ- Very short answer questions to be answered in one or two sentences.

Total= 80 Marks

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The Internal Assessment would be done on the basis of the assignments submitted by the student and his/her performance, attendance and conduct during the Semester. The concerned teacher shall provide in advance, a list of topics from Unit 1 and 2 from the prescribed text.

**2 Assignments–5+5 = 10 Marks**

### Attendance-5 Marks

**TOTAL-20 MARKS**

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 V. L. Villave



**SEMESTER-II**  
**Bachelor of Business Administration (BBA)**  
**2T4 – ENGLISH**  
**Prescribed text : INSPIRATION -Raghav Publishers**

**UNIT I: Prose**

1. The Dispenser of Holy Water- Guy de Maupassant
2. After Twenty Years-O.Henry
3. The Wall- Dr.Sunilkumar Navin

**UNIT II: Prose**

- 1.Beware, You are Being Tracked!- Dr.Supantha Bhattacharyya
- 2.What is integrity? Subroto Bagchi
3. Unsung Women Achievers of Contemporary India-Dr.Subhashree Mukherjee

**UNIT III –(A)Business Communication**

- Elements of communication
- Objectives of communication
- Essentials of effective communication
- Barriers to effective communication
- Suggestions to overcome the barriers

**(B)-Business Communication & Correspondence**

- Memorandum Writing
- Notice, Agenda and Minutes
- Writing Advertisements for: Rent, Sale, Situations Vacant
- Credit letters-Granting/Refusing Credit, Letter to the Bank for Overdraft Facility

**Unit IV (A)Grammar**

- Subject-Verb-Agreement ,Pronouns and Possessive Adjectives
- Spotting errors and rewriting sentences correctly.

**Unit IV (B) Language Study**

- i) Views and Opinions(Current ,Social, Cultural, Political)
- ii) Synonyms & Antonyms (based on the exercises at the end of the prescribed lessons from **INSPIRATIONS**)
- iii) One Word Substitute based on lessons in INSPIRATIONS

*Handwritten notes and signatures:*  
Vilave  
25.7.22  
Stage 2  
Vilave



## Text Book

### UNIT I & II: INSPIRATIONS – Raghav Publishers

Edited by: Dr. Indrajit Orke, Dr. Manjushree Sardeshpande, Dr. Maroti Wagh, Dr. Narayan Mehare, Dr. Veena Ilame

## Reference Books

- i. Business Communication and Management- Dr. K. R. Dixit (Vishwa Publishers, Nagpur)
- ii. Business Communication: Urmila Rai, S. M. Rai - (Himalaya Publishing House)
- iii. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan (Tata McGraw-Hill)
- iv. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)
- v. English Grammar – N. D. V. Prasada Rao (S. Chand)

ML  
V. Ilame  
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MS  
J. Suresh  
V. Suresh



**BBA**  
**(QUESTION PAPER PATTERN)**  
**2T4 - ENGLISH**

**Time : 3 HRS**

**[Maximum Marks – 80]**

**VSAQ-Very Short answer questions to be answered in one or two sentences**

**SAQ-Short answer questions to be answered in 75-100 words**

**PRQ-Personal Response questions to be answered in 75-100 words**

Q.1.(A)TWO out of THREE SAQs from prose section of Unit-I (2x4)= 08 Marks

(B).TWO VSAQs from prose section of Unit –I (2x2)= 04 Marks

( C ) ONE PRQ out of TWO from Prose section of Unit -I (1x4) = 04 Marks

Q.2.(A)TWO out of THREE SAQs from prose section of Unit-II (2x4)= 08 Marks

(B).TWO VSAQs from prose section of Unit –II (2x2)= 04 Marks

( C ) ONE PRQ out of TWO from Prose section of Unit -II (1x4) = 04 Marks

Q.3 A. One LAQ out of TWO from Unit III (A) (1x8)= 08 Marks

B. TWO SAQs out of THREE from Unit III(B) (2x4)= 08 Marks

Q4.A. ONE out of TWO Letters 08 Marks

(Credit Letters - Granting/Refusing Credit, Letter to Bank for overdraft facility)

Q 5.A. EIGHT out of TEN Grammar items in Unit IV(A) 08 Marks

(B). Views and Opinions on Current Topics 08 Marks

(C). Questions from Unit IV (B) 08 Marks

(Four items out of six on meanings of the Synonyms, Antonyms - (1 x 4 Marks))

(Four items out of six on One Word Substitute –(1 x 4 Marks))

**Total=80Marks**

**INTERNAL ASSESSMENT OF SUBJECT-ENGLISH: 20 MARKS**

The Internal Assessment would be done on the basis of the assignments submitted by the student and his/her performance, attendance and conduct during the Semester.

The concerned teacher shall provide, in advance, a list of topics based on the Units I & II from the prescribed text book.

Students may be given freedom to submit a creative writing assignment on human values/world peace/environmental issues inspired by or related to the lessons prescribed in the syllabus and give a **powerpoint presentation/oral presentation.**

*Mr. Villave*  
*25.7.22*  
*Prasanna*  
*Prasanna*



2 Assignments-5+5 = 10 Marks

Powerpoint Presentation/Oral Presentation-5 Marks

Attendance-5 Marks

TOTAL-20 MARKS

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