

R.T.M.Nagpur University, Nagpur

Syllabus

BCCA

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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Dr. S. S. Patil

**BCCA
SEMESTER I**

Paper - I: English and Business Communication - (1T1)

UNIT-I Prose

Prescribed Textbook: **INSPIRATIONS – Raghav Publishers**

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

PROSE-I Short Stories

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

UNIT-II Prose

Textbook: INSPIRATIONS published by Raghav Publisher

- 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-

- i)Application for Employment, Enquiries and replies, Placing and fulfilling orders

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ii)Complaints and follow-up letters , Sales letters, Circular letters, Claim and Adjustment Letters,

(B)-Language Study

i)**Grammar** :-Use Correct Tense Form of the Verb, Preposition, Articles, Punctuation,
ii)**Enriching Vocabulary**: a)Synonyms and Antonyms, b)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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QUESTION PAPER PATTERN

Subject: English and Business Communication - I (1T1)

SEMESTER - I

Time: 3 Hours]

Total 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/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
- A. 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.

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INTERNAL ASSESSMENT OF ENGLISH AND BUSINESS COMMUNICATION: 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.

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.**

2 Assignments-5+5 = 10 Marks

Powerpoint Presentation/Oral Presentation-5 Marks

Attendance-5 Marks

TOTAL-20 MARKS

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BCCA Part – I

Semester – II

Paper - I: English and Business Communication – II (2T1)

UNIT-1 Prose

PROSE-I Short Stories

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

- Memorandum Writing
- Notice, Agenda and Minutes
- Writing Advertisements for: Rent, Sale, Situations Vacant
- Credit Letters - Granting/Refusing Credit, Letter to Bank for overdraft facility

UNIT IV-(A)

i) Grammar-Subject-Verb-Agreement, Pronouns and Possessive Adjectives

- Spotting errors and rewriting sentences correctly.

UNIT IV (B)

ii)-Language Study

a)Views and Opinions (Current, Social, Cultural, Political)

b) Synonyms/Antonyms/One Word Substitute

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Books

(For UNIT I & II)

Prescribed Text Book: 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. PrasadaRao (S.Chand)
- vi. Developing Communication Skills – Krishna Mohan
& Meera Banerji (Macmillan)

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QUESTION PAPER PATTERN

Subject: English and Business Communication- II (2T1)

SEMESTER – II

Time: 3 Hours

Total 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) (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= 80 Marks

N.B.LAQ- Long Answer Questions to be answered in about 150 words

SAQ-Short Answer Questions to be answered in about 75 words approximately.

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

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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.**

2 Assignments-5+5 = 10 Marks

Powerpoint Presentation/Oral Presentation-5 Marks

Attendance-5 Marks

TOTAL-20 MARKS

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