

Saurashtra University
Rajkot

Board of Studies in English
Draft syllabus
Bachelor of Business Administrative
English (Foundation Course)
Semester I to IV

In effect from June 2016 onwards

BBA: Semester 1

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 various aspects of communication.

Course content:

Unit I Communication

1. Communication Process
2. Verbal communication
3. Non Verbal communication
 - a. Body Language (Kinesics)
 - b. Space Language (Proximics)
 - c. Para Language (Paralinguistics)
 - d. Other (Visual, Colour, Time, Touch etc.)

Unit II Report Writing

1. Different types of reports
2. Lay out of a business report
3. Individual- Committee Report

Unit III Business Writing

1. Notices and Circulars
2. Memos
3. Preparing Agenda- Minutes

Unit IV Business Writing

1. Preparing a questionnaire
2. Memorandum of Understanding
3. Preparing Handouts, Leaflets, brochures

SEMESTER END EXAMS

Q.1 One line answer Question (Unit I)	(10)
Q. 2 (A) Long answer question (Unit I)	(15)
Q.2 (B) Short notes (2/4) (Unit I)	(15)
Q.3 Reports (2/4) (Unit II)	(10)
Q.4 Business Writing (Unit III) (1/2)	(10)
Q.5 Business Writing (Unit IV) (1/2)	(10)

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BBA: 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 I : Introduction

- Meeting people, Exchanging Greetings and Taking Leave
- Introducing yourself
- Introducing people to others
- Giving personal information
- Talking about people, Animals, Places

Unit II : Talking and describing about:

- Future Events
- Likes and dislikes
- Expressing Hopes, wishes/ concerns
- Expressing Sympathy/ Condolences
- Invitation/Permission
- Apology/Requests/Congratulating

Unit III : Tele-manners

- Asking for someone
- Dealing with wrong numbers
- Taking and Leaving Messages
- Making Inquiries
- Calling for Help in an Emergency

Unit IV : Situational Dialogues at various places like...

- At the Bank
- At the Railway Station/Airport
- At an Office
- At a hotel
- At the Library

Unit V : Vocabulary from Annexure

Annexure (Idioms and Phrases)

Back out, Bear with, Blow over, Blow up, Break in, Break out, Call in, Call on, Call upon, Carry away, Carry on, Cast aside, come across, Cast away, Cast aside, Cast down, Drop in, Drop off, Drop out, Fall back, Fall in, fall in with, Fall off, Fall out, Fall through, Fall to, Fall under, Get about, get along, Get at, Get on, Get on with, get into,

Get through, Go out, Go off, hang about, Hang back. Hang upon, Hold back, Keep away, Keep on, Keep up, Knock down, knock up, Lay in, look for Look forward to, look into, make over, Play upon, put off, Put up with, Run off, stand by, Stand for, See to, Set aside, Set out, Set up, Speak out, Take to, Apple of one' eye, Bell the cat, Black sheep, Bolt from the Blue, Bone of contention, Bread and butter, Burn one's own finger, Burning question, By hook or by crook, By leaps and bounds, Castles in the air, Chicken hearted, Child's play, Close-fisted man, Close shave, Cock- and- bull story, Crocodile tears, Cry over spilt milk, An eye for an eye, Far and near, To fish in troubled waters, A fish out of water, From hand to mouth, Give-and- take, God Samaritan, To have a finger in every pie, To have one's hands full, head over ears, herculean task, Hobson's choice, To hold one's tongue, hue and cry, In one's good book, in one's true colours, in the air, in face of, in the long run, In the nick of time, Ins and outs, Jack of all trades, To keep a straight face, To keep one's head over water, To kick up a row, The last straw, A laughing Stock, A leap in the dark, To leave in the lurch, To let the cat out of the bag, A lion's share, A maiden speech, To make hay while the sun shines To make up one's mind, A man of letters, Nip in the bud, Now and then, Olive branch, On the horns of a dilemma, Once in a blue moon, To be out of order, Out of the frying pan into the fire, To pick a quarrel with, To pocket an insult, To pull oneself together, To pull the strings, To put one's best foot forward, Without rhyme or reason, A scapegoat, To see eye to eye with, To show off, To smell a rat, To stand in good stead, To stick to the point, To take advantage of, To take in hand, To take stock of, To throw cold water on, A turning point, Up to the mark, To wash one' s dirty linen in public, A white lie, With open arms

Semester end Exams: 50 Marks

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|--------------------------------|----------|
| 1. Objective type questions | 10 Marks |
| 2. Conversation Unit I (1/2) | 12 Marks |
| 3. Conversation Unit II (1/2) | 12 Marks |
| 4. Conversation Unit III (1/2) | 12 Marks |
| 5. Conversation Unit IV (1/2) | 12 Marks |
| 6. Use in sentence (Unit V) | 12 Marks |

References:

- a. *Spoken English: A Foundation Course* by KamleshSadanand and Susheela Punitha (Part I and Part II)
- b. *Telephoning in English* Third Edition by B. Jean NateropeAbd Rod Revell

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BBA: Semester-3

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 which will assist them in their career

Course content:

Unit I: (30 Marks)

TEXT: *'English and Soft Skills'* – By S P Dhanavel, Publication: - Orient BlackSwan ISBN: - 978-81-250-3980-8 (Unit 1 to 5 from the text)

Unit II:

COMMUNICATION

1. Complain and Adjustment (10 marks)
2. Press Release (10 marks)

Unit III:

1. Import and Export terminology (five out of seven) (10 marks)
 - ❖ Prescribed list of 50 terms regarding Import and Export as in appendix I.

Unit IV:

GRAMMAR: Modal auxiliaries (10 - marks)

Appendix I

- ❖ Prescribed list of 50 terms regarding Import and Export: -

(1) Airway bill (2) All Risks Clause (3) Balance of Trade (4) Buying Agent (5) Certificate of Free Sale (6) Certificate of Origin (7) Collection (8) Collection Papers (9) Commercial Attaché (10) Confirmed Letter of Credit (11) Consignee (12) Consignment (13) Consul (14) Consular Invoice (15) Country of Origin (16) Customs (17) Delivered at Frontier (18) Delivered Duty Unpaid (19) Dock Receipt (20) Domestic International Sales Corporation (DISC) (21) Drawback (22) EMC (23) ETC (24) Exchange Permit (25) Exim bank (26) Excise Tax (27) Export (28) Export Broker (29) Export License (30) Export Management Company (EMC) (31) Export Merchant (32) FCIA (33) Foreign Sales Representative (34) Foreign Trade Zone (35) Free Port (36) Freight

Forwarder (37) General Agreement on Tariffs and Trade (GATT) (38)
 General License (39) Import (40) Import License (41) MEA (42)
 Marine Insurance (43) Marks (44) Piggybacking (45) Rate of Exchange
 (46) Schedule B (47) Shipper's Export Declaration (48) Standard
 International Trade Classification (SITC) (49) U.S. Standard Master
 (50) Validated License

Semester end examination pattern

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Short note (Text)	1/3	10
	(B) Reference to context (Text)	2/4	10
2	Short answer question (Text)	2/4	10
3	(A) Business Letters	01/02	10
	(B) Press release	01/02	10
4	(A) Modal Auxiliary (Objective type)	10/10	10
	(B) Commercial terms	10/10	10

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B.B.A. - Semester-4

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 which will assist them in their career

Course content:

Unit I: (30 Marks)

TEXT: 'English and Soft Skills' – By S P Dhanavel, Publication: - Orient BlackSwan ISBN: - 978-81-250-3980-8 (Unit 6 to 10 from the text)

Unit II:

COMMUNICATION

1. Share Market Reports - comprehension (10 marks)
2. Drafting of Advertisements (10 marks)
3. Collection Letters (10 marks)

Unit III:

GRAMMAR: Reported Speech (10 - marks)

Semester end examination pattern

Question No.	Details	Options	Marks
Section A: For regular and external students			
1	(A) Short note (Text) (B) Reference to context (Text)	1/3 2/4	10 10
2	Short answer question (Text)	2/4	10
3	(A) Collection Letters (B) Share market report comprehension	01/02 01/02	10 10
4	(A) Drafting of Advertisements (B) Grammar: Reported Speech	10/10 10/10	10 10

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