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## SECOND YEAR BACHELOR OF ARTS MINOR ENGLISH REVISED SYLLABUS ACCORDING TO CBCS NEP2020

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COURSE TITLE: BUSINESS ENGLISH-I  
SEMESTER-III, W.E.F. 2024-2025

**RECOMMENDED BY THE BOARD OF STUDIES IN ENGLISH  
AND**

**APPROVED BY THE ACADEMIC COUNCIL**

Devrukh Shikshan Prasarak Mandal's

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce and  
Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh.  
Tal.Sangmeshwar, Dist. Ratnagiri-415804, Maharashtra, India

Academic Council Item No: \_\_\_\_\_

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Arts
Name of the Department	:	English
Name of the Class	:	Second Year
Semester	:	Third
No. of Credits	:	04
Title of the Course	:	Business English-I
Course Code	:	A301ENT
Name of the Vertical in adherence to NEP 2020	:	Minor
Eligibility for Admission	:	
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of Marks Distribution for SSE and CIE	:	60:40
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2023-2024
Ordinances /Regulations (if any)	:	

*Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce and Vid. Dadasaheb Pitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)*

## Syllabus for Second Year of Bachelor of Arts in English

(With effect from the academic year 2024-2025)

**SEMESTER- III**

**Paper No.: - I**

**Course Title: Business English-I**

**No. of Credits - 04**

**Type of Vertical: Minor**

**COURSE CODE: A301ENT**

### Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...

Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Remember	To communicate with others in practical, business-oriented situations
CLO-02	Understand	To express themselves in English with greater fluency, accuracy and confidence
CLO-03	Apply	To handle themselves in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socializing
CLO-04	Analyze	Enrichment of skills of note making, note taking, summarization and precise writing
CLO-05	Evaluate	Acquisition of the skills necessary for interviews, presentations and group discussions.
CLO-06	Create	To inculcate skills successfully used in general business situations, including managers, sales people, account managers, and business leaders

## Syllabus for Second Year of Bachelor of Arts in English

(With effect from the academic year 2024-2025)

**SEMESTER-III**

**Paper No.:- I**

**Course Title: Business English-I**

**No. of Credits - 04**

**Type of Vertical: Minor**

**COURSE CODE: A301ENT**

<b>COURSE CONTENT</b>			
<b>Module No.</b>	<b>Content</b>	<b>Credits</b>	<b>No. of Lectures</b>
1	<p><u>Introduction:</u></p> <ul style="list-style-type: none"> <li>a) Overview of the course objectives and structure</li> <li>b) Importance of English language skills in the business context</li> <li>c) Icebreaker activities to encourage student interaction and engagement</li> </ul> <p><u>Difference between General English and Business English</u></p> <ul style="list-style-type: none"> <li>a) Definition and scope of General English and Business English</li> <li>b) Language register and tone differences</li> <li>c) Vocabulary and language usage in different contexts</li> <li>d) Examples illustrating the contrast between general and business communication</li> <li>e) Importance of context and audience in language choice</li> </ul> <p><u>Office and Business Environments:</u></p> <ul style="list-style-type: none"> <li>a) Types of office environments (e.g., traditional, remote, coworking spaces)</li> <li>b) Organizational hierarchy and communication structures</li> <li>c) Common business practices and etiquette</li> <li>d) Technology and tools used in business environments</li> <li>e) Cultural considerations in diverse business settings</li> <li>f) Vocabulary and expressions related to office and business environments</li> <li>g) Role-play scenarios to simulate typical workplace interactions and situations</li> </ul>	01	15

2	<p><u>Meetings:</u></p> <ul style="list-style-type: none"> <li>a) Types of meetings (e.g., board meetings, team meetings, client meetings)</li> <li>b) Importance and objectives of effective meetings</li> <li>c) Structure and components of a typical meeting (e.g., agenda, participants, minutes)</li> <li>d) Common language and phrases used in meetings</li> <li>e) Etiquette and professionalism in meeting settings</li> <li>f) Techniques for managing time and staying focused during meetings</li> </ul> <p><u>Chairing, setting the agenda, proceedings, and controlling the conversation:</u></p> <ul style="list-style-type: none"> <li>a) Role and responsibilities of the meeting chairperson</li> <li>b) Planning and setting meeting agendas effectively</li> <li>c) Strategies for leading discussions and maintaining control</li> <li>d) Handling disruptions and managing conflicts during meetings</li> <li>e) Techniques for summarizing discussions and concluding meetings</li> <li>f) Language for giving instructions, making requests, and directing the conversation</li> </ul> <p><u>Participating, turn-taking, listening, and taking notes:</u></p> <ul style="list-style-type: none"> <li>a) Active listening skills in a meeting context</li> <li>b) Strategies for effective participation and contributing ideas</li> <li>c) Taking turns to speak and managing interruptions</li> <li>d) Note-taking techniques for capturing key points and action items</li> <li>e) Asking clarifying questions and seeking clarification during discussions</li> <li>f) Paraphrasing and summarizing information to demonstrate understanding</li> </ul> <p><u>Preparing Minutes and Editing Minutes:</u></p> <ul style="list-style-type: none"> <li>a) Purpose and importance of meeting minutes</li> <li>b) Structure and format of meeting minutes</li> <li>c) Guidelines for recording accurate and concise minutes</li> <li>d) Editing and proofreading techniques for improving clarity and coherence</li> <li>e) Distributing and archiving meeting minutes appropriately</li> </ul>	01	15
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3	<p><u>Business Correspondence:</u></p> <p><u>Emails –</u></p> <ol style="list-style-type: none"> <li>Structure of a professional email (e.g., greeting, body, closing)</li> <li>Guidelines for writing clear and concise emails</li> <li>Email etiquette and best practices (e.g., use of appropriate salutations, tone, and formatting)</li> <li>Technical aspects such as subject lines, attachments, and signatures</li> <li>Understanding email registers (formal, semi-formal, informal) and adapting language accordingly</li> <li>Standard phrases and expressions for different email situations (e.g., requesting information, confirming arrangements, expressing gratitude)</li> </ol> <p><u>Notes and Memos:</u></p> <ol style="list-style-type: none"> <li>Purpose and format of business notes and memos</li> <li>Key components of a memo (e.g., heading, subject line, body, closing)</li> <li>Writing effective and informative memos for internal communication</li> <li>Guidelines for note-taking during meetings and phone conversations</li> <li>Using memo templates and formatting tools for consistency</li> </ol> <p><u>Business-specific Language Phrases:</u></p> <ol style="list-style-type: none"> <li>Vocabulary and expressions commonly used in business communication</li> <li>Industry-specific terminology and jargon</li> <li>Phrases for negotiating, persuading, and expressing opinions professionally</li> <li>Polite and diplomatic language for handling sensitive or difficult situations</li> <li>Practice exercises and role-plays to reinforce the usage of business-specific language</li> </ol> <p><u>Types of Letters:</u></p> <ol style="list-style-type: none"> <li>Formal letters (e.g., job applications, cover letters, complaint letters)</li> <li>Informal letters (e.g., thank-you letters, follow-up letters)</li> <li>Understanding the structure and conventions of different types of letters</li> <li>Addressing the audience appropriately and adapting tone</li> </ol>	01	15
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	<p>and style accordingly</p> <p>e) Drafting and formatting letters using appropriate templates and guidelines</p> <p><u>Reports:</u></p> <p>a) Purpose and types of business reports (e.g., analytical reports, progress reports, feasibility reports)</p> <p>b) Structure and organization of a report (e.g., executive summary, introduction, findings, recommendations)</p> <p>c) Techniques for collecting and analyzing data for reports</p> <p>d) Writing clear and concise reports with logical flow and coherence</p> <p>e) Using visual aids (e.g., graphs, charts, tables) to enhance report presentations</p> <p>f) Editing and proofreading reports for accuracy and clarity</p>		
4	<p><u>Making Presentations</u></p> <p>Introducing a topic effectively:</p> <p>a) Strategies for grabbing the audience's attention (e.g., anecdotes, startling facts, quotes)</p> <p>b) Clearly stating the purpose and relevance of the topic</p> <p>c) Setting objectives and outlining the structure of the presentation</p> <p>d) Engaging the audience with interactive elements (e.g., questions, polls)</p> <p>Linking and sequencing ideas:</p> <p>a) Transition phrases and connectors for a smooth flow between ideas</p> <p>b) Organizational patterns (e.g., chronological, cause-effect, problem-solution) to structure the content</p> <p>c) Using signposts and visual aids to guide the audience through the presentation</p> <p>d) Maintaining coherence and clarity in presenting complex information</p> <p>Concluding:</p> <p>a) Summarizing key points and main arguments</p> <p>b) Reinforcing the main message and key takeaways</p> <p>c) Providing a memorable closing statement or call to action</p> <p>d) Ending on a positive and impactful note to leave a lasting impression</p>	01	15

	<p>Responding to questions:</p> <ul style="list-style-type: none"> <li>a) Active listening techniques for understanding questions clearly</li> <li>b) Techniques for handling various types of questions (e.g., clarification, opinion, challenging)</li> <li>c) Structuring responses effectively (e.g., restating the question, providing a concise answer, offering additional information if necessary)</li> <li>d) Handling difficult or unexpected questions with confidence and professionalism</li> </ul> <p>Use of Artificial Intelligence:</p> <ul style="list-style-type: none"> <li>a) Understanding the role of artificial intelligence in business and presentations</li> <li>b) Incorporating AI tools and technologies to enhance presentations (e.g., voice recognition, chatbots, virtual assistants)</li> <li>c) Demonstrating proficiency in using AI-powered presentation software and tools</li> <li>d) Discussing ethical considerations and potential implications of AI in business communication</li> <li>e) Exploring future trends and developments in AI that may impact presentations and public speaking</li> </ul>		
	Total	04	60



### **Required Previous Knowledge**

Basic Knowledge of Language and Knowledge of fundamentals of English is necessary before starting to learn the course

### **Access to the Course**

The course is available for all the students admitted for Bachelor of Arts as a Major or a minor. The students seeking admission in other disciplines may select the course as a minor considering the terms and conditions laid down by the University of Mumbai, the Government of Maharashtra, and the college, from time to time.

### **Methods of Assessment**

The assessment pattern would be 60:40, 60% for Semester End Examination (SEE) and 40% for Continuous Internal Evaluation (CIE). The structure of the SEE and CIE would be as recommended by the Board of Studies and approved by the Board of Examination and the Academic Council of the college.

### Special References:

1. Krizan, Alice, et al. *Business Communication: A Problem-Solving Approach*. Cengage Learning, 2018.
2. Lesikar, Raymond V., and Marie E. Flatley. *Basic Business Communication: Skills for Empowering the Internet Generation*. McGraw-Hill Education, 2017.
3. Locker, Kitty O., and Stephen Kyo Kaczmarek. *Business Communication: Building Critical Skills*. McGraw-Hill Education, 2020.
4. Murphy, Herta A., et al. *Effective Business Communications*. McGraw-Hill Education, 2018.
5. Ober, Scot. *Contemporary Business Communication*. Cengage Learning, 2021.

### Other References:

1. Anderson, Paul V. *Technical Communication: A Reader-Centered Approach*. Cengage Learning, 2019.
2. Bhatia, Vijay K., and Stephen Bremner. *The Routledge Handbook of Language and Professional Communication*. Routledge, 2014.
3. Carter, Ronald, and Michael McCarthy. *Cambridge English for Job-hunting Student's Book with Audio CDs (2)*. Cambridge University Press, 2008.
4. Dignen, Bob, and Ian McMaster. *Business English for Beginners: New Edition*. Heinle ELT, 2004.
5. Emmerson, Paul. *Email English*. Macmillan Education, 2016.
6. Gerson, Sharon J., and Steven M. Gerson. *Technical Writing: Process and Product*. Pearson, 2013.
7. Glendinning, Eric H., and Beverly A. S. Holmstrom. *English in Mind for Spanish Speakers Starter Student's Book with DVD-ROM*. Cambridge University Press, 2014.
8. Hinkel, Eli. *Teaching Academic ESL Writing: Practical Techniques in Vocabulary and Grammar*. Routledge, 2004.
9. Holmes, John. *An Introduction to Sociolinguistics*. Routledge, 2013.
10. Murphy, Raymond. *English Grammar in Use: A Self-study Reference and Practice Book for Intermediate Students of English*. Cambridge University Press, 2019.
11. Oshima, Alice, and Ann Hogue. *Writing Academic English*. Pearson Longman, 2014.
12. Powell, Mark. *Presenting in English: How to Give Successful Presentations*. Heinle ELT, 2008.
13. Raimes, Ann. *Keys for Writers*. Wadsworth Publishing, 2016.
14. Rutherford, Scott. *Business English at Work*. McGraw-Hill, 2013.
15. Seliger, Herbert W., and Michael H. Long. *Classroom Oriented Research in Second Language Acquisition*. Cambridge University Press, 2014.
16. Swales, John M., and Christine B. Feak. *Academic Writing for Graduate Students: Essential Tasks and Skills*. University of Michigan Press, 2012.
17. Taylor, Ann. *Professional English in Use Management*. Cambridge University Press, 2007.
18. Thorne, Steven L., and Stephen May. *Language and Social Identity*. Cambridge University Press, 2013.
19. Walker, Eileen. *The Business Style Handbook: An A-to-Z Guide for Effective Writing on the Job*. McGraw-Hill, 2012.
20. Zwier, Lawrence J. *Business English Handbook*. Barron's Educational Series, 2007.

**Syllabus Committee:**

- Mr. Diwakar A. Patankar : Chairman  
Assist. Prof. Department of English  
Athalye-Sapre-Pitre College, Devrukh
- Dr. Atul Y. Pitre : Vice Chancellor's Nominee, University of  
Associate Professor, Department of English, Mumbai  
Gogate-Jogalekar College, Ratnagiri
- Dr. Satish R. Ghadage : Other University Expert  
Principal, Arts and Commerce College,  
Nagthane, Dist.- Satara
- Dr. Prasanna A. Deshpande : Other University Expert  
Assistant Professor, Department of English,  
Fergusson College (Autonomous), Pune
- Dr. Laxman B. Patil : Invitee  
Principal, Yashwantrao Chavan  
Mahavidyalaya  
Karmala
- Dr. Mahendra M. Kamat : Expert for Skill Courses  
Associate Professor, Dept. of English,  
Shri S. H. Kelkar College of Arts, Commerce  
and Science, Devgad
- Mr. Amol Sardeshpande : Industry Expert  
Owner and Director,  
Ajramar Kokam Factory, Devrukh
- Dr. Varsha S. Phatak : The Staff of the same faculty, Co-Opt by the BoS  
Assistant Professor & Head, Department of  
Marathi, ASP College, Devrukh
- Miss. Shilpa M. More : Alumni, Co-Opt by the BoS  
Asst. Teacher in English  
Smt. Arundhati Arun Padhye School,  
Devrukh

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