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

COURSE TITLE: BUSINESS ENGLISH-II

SEMESTER-IV, 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

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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	:	Fourth
No. of Credits	:	04
Title of the Course	:	Business English-II
Course Code	:	A401ENT
Name of the Vertical in adherence to NEP 2020	:	Major and Minor
Eligibility for Admission	:	Any 12th Pass seeking Admission to a Degree Programme in adherence to the Rules and Regulationsof the University of Mumbai and the Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of mark distribution for SSE and CIE	:	60:40
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2023-2024
Ordinances /Regulations (if any)		

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Syllabus for Second Year of Bachelor of Arts in English

(With effect from the academic year 2024-2025)

SEMESTER- IV   **Paper No.: - II**

Course Title: Business English-II   **No. of Credits - 04**

Type of Vertical: Major and Minor   **COURSE CODE: A401ENT**

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 communicate successfully in general business situations, including managers, sales people, account managers, and business leaders

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Syllabus for Second Year of Bachelor of Arts in English

(With effect from the academic year 2024-2025)

SEMESTER-IV   **Paper No.:- II**

Course Title: Business English-II   **No. of Credits - 04**

Type of Vertical: Minor   **COURSE CODE: A401ENT**

	COURSE CONTENT		
Module No.	**Content**	**Credits**	**No. of Lectures**
1	**Writing Business Reports** Types of Business Letters - Project, Review, Investigation: a) Definition and purpose of project, review, and investigation letters b) Structure and components of each type of business letter c) Guidelines for drafting project proposals, review requests, and investigation reports d) Language and tone considerations specific to each type of business letter e) Examples and templates for different types of business letters Skim reading reports and news feeds: a) Techniques for skimming and scanning reports and news feeds efficiently b) Identifying key information, main points, and relevant details c) Strategies for quickly grasping the main ideas and implications of reports and news articles d) Practice exercises to develop skim reading skills and improve comprehension e) How to report information and ideas: f) Organizational patterns for reporting information and ideas effectively (e.g., chronological, spatial, problem-solution) g) Structuring reports and presentations for clarity and coherence h) Using appropriate language and visuals to support and enhance the presentation of information i) Tips for engaging the audience and maintaining interest during presentations j) Techniques for summarizing and synthesizing complex information for different audiences	01	15

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| | | Writing reports - style, register, conventions:

 a) Understanding the style and register appropriate for business reports <br> b) Choosing the appropriate tone and language for different types of reports (e.g., formal, semi-formal, informal)
 c) Conventions for formatting and organizing reports (e.g., headings, subheadings, bullet points)
 d) Strategies for writing clearly and concisely, avoiding jargon and unnecessary technical language <br> e) Guidelines for proofreading and editing reports for accuracy, coherence, and professionalism

 Action Taken Report:

 a) Definition and purpose of an action taken report <br> b) Structure and components of an action taken report (e.g., introduction, actions taken, outcomes, recommendations)
 c) Guidelines for documenting actions taken in response to a specific situation or problem <br> d) Techniques for presenting findings and outcomes in a clear and objective manner <br> e) Examples and templates for drafting action-taken reports | | |
| 2 | Social English:

 a) Introduction to social English and its importance in business settings <br> b) Language and etiquette for socializing in various business contexts (e.g., networking events, receptions)
 c) Cultural considerations in social interactions and communication <br> d) Common phrases and expressions used in social English (e.g., greetings, introductions, farewells)
 e) Role-play activities to practice social English skills

 Speed networking – the elevator pitch:

 a) Understanding the concept of speed networking and its purpose <br> b) Crafting an effective elevator pitch to introduce oneself professionally in a short amount of time <br> c) Techniques for delivering an elevator pitch with confidence and impact <br> d) Strategies for tailoring elevator pitches to different audiences and networking situations <br> e) Practice sessions for students to develop and refine their elevator pitches | 01 | 15 |

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	Small talk, turn-taking: a) Importance of small talk in building rapport and relationships in business settings b) Topics suitable for small talk in various situations (e.g., networking events, meetings) c) Techniques for initiating and maintaining small talk conversations d) Strategies for active listening and responding appropriately in small talk interactions e) Understanding turn-taking dynamics in conversations and group discussions Business conventions: a) Overview of common business conventions and protocols (e.g., exchanging business cards, addressing individuals with titles) b) Etiquette for attending business conferences, seminars, and meetings c) Cultural differences in business conventions and practices around the world d) Tips for navigating formal and informal business events with confidence e) Role-play scenarios to practice applying business conventions in realistic situations			
3	At the Desk: a) Time management strategies for productivity at the desk b) Organizing and prioritizing tasks effectively c) Managing emails, calendars, and other digital tools efficiently d) Ergonomic considerations for a comfortable and productive workspace e) Techniques for minimizing distractions and maintaining focus Case studies: a) Introduction to case studies and their role in business analysis and decision-making b) Analyzing and interpreting case study materials effectively c) Identifying key issues and stakeholders in case studies d) Applying theoretical concepts to real-world business scenarios e) Collaborative discussion and problem-solving activities based on case studies	01	15	

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	Writing effective proposals:
	
	  a) Understanding the purpose and audience of proposals
	  b) Structure and components of a proposal (e.g., introduction, problem statement, solution, budget)
	  c) Techniques for writing persuasively and clearly in proposals
	  d) Incorporating relevant data, evidence, and examples to support proposals
	  e) Tips for editing and revising proposals for clarity and impact
	
	Internal Correspondence and Communication:
	
	  a) Types of internal correspondence (e.g., memos, emails, reports)
	  b) Guidelines for writing clear and concise internal communications
	  c) Importance of professionalism and discretion in internal communications
	  d) Strategies for fostering effective communication within teams and departments
	  e) Best practices for sharing information, updates, and announcements internally			

4	Using AI in Business English:
	
	  a) Introduction to AI and its applications in business English
	  b) Benefits and challenges of integrating AI into language learning and communication
	  c) AI-powered language learning platforms and tools
	  d) Techniques for leveraging AI for language proficiency improvement
	  e) Ethical considerations and implications of AI in language education and business communication
	
	AI in Business Correspondence:
	
	  a) Role of AI in enhancing business correspondence efficiency and effectiveness
	  b) AI-powered email automation and management tools
	  c) Language generation and natural language processing (NLP) in email writing
	  d) AI-driven grammar and spell-checking software for improving written communication
	  e) Case studies and examples of successful AI integration in business correspondence
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		AI Tools for Professional Management of Language: a) Overview of AI-driven language management tools and platforms b) AI-powered translation and localization services for business documents and communication c) Virtual assistants and chatbots for language support and customer service d) Speech recognition and voice-to-text technologies for dictation and transcription e) Strategies for evaluating and selecting AI tools for professional language management		
		Total	04	60

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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.

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Special References:

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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.
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Other References:

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2. Bhatia, Vijay K., and Stephen Bremner. The Routledge Handbook of Language and Professional Communication. Routledge, 2014.
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16. Swales, John M., and Christine B. Feak. Academic Writing for Graduate Students: Essential Tasks and Skills. University of Michigan Press, 2012.
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18. Thorne, Steven L., and Stephen May. Language and Social Identity. Cambridge University Press, 2013.
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Syllabus Committee:

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

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