



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B. Com. Part I ENGLISH

**Enhancing Skills for Competitive Examinations I & II
(SEC)**

SEM: I & II

(2024-2025, 2025-2026, 2026-2027)

Course Statement:

This course, based on the NEP 2020 guidelines, is designed to enhance the English skills needed for competitive exams. It helps students strengthen their grammar, vocabulary, reasoning, and reading comprehension, which is important for success in exams. The course includes practical exercises for finding grammar mistakes, learning new words and solving reasoning problems. It also teaches students how to read and understand difficult passages more easily. By developing these skills, the course helps commerce students prepare for exams and improves their job opportunities. This paper is meant for semesters I and II of the B. Com. Programme.

Course Outcomes:

At the end of the course, students will be able to:

- Identify common grammar errors frequently tested in competitive exams.
- Recognize high-frequency vocabulary words and their usage in exams.
- Apply techniques for error spotting and vocabulary-building exercises.
- Solve logical reasoning problems under time constraints.
- Evaluate comprehension passages to answer various types of questions efficiently.

Course Structure:

Semester	Paper No.	Title of the Paper	No. of Lectures (Theory)	College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
I	SEC I	Enhancing Skills for Competitive Examinations-I	30	20	30	50	02
II	SEC II	Enhancing Skills for Competitive Examinations -II	30	20	30	50	02

Mode of Evaluation:

No.	Particulars	Details
1	College Assessment- CA	CA consists of 40% marks which shall be decided by virtue of conducting any two of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.
2	University Assessment- UA	UA consists of 60% marks determined by virtue of the End Semester Examinations conducted by the University.

B.Com. English

Part-ISEM- I

Enhancing Skills for Competitive Examinations- I (SEC)

Lecture- 30

Credits- 2

01 Lectures: 15 Credit:

Unit 1: Spot the Errors: Grammar for Competitive Examinations

- Overview of grammar topics frequently tested in competitive exams: tenses, prepositions, subject-verb agreements.
- Error spotting exercises to reinforce grammar rules.
- Practical application of grammar rules

Lectures: 15

Credit: 01

Unit 2: Building and Retaining Vocabulary

- Introduction to high-frequency words in competitive exams (synonyms, antonyms, idioms, and phrases).
- Techniques to expand vocabulary: roots, prefixes, suffixes and word families.
- Vocabulary-building exercises such as cloze tests, word pair analogies and fill-in-the-blanks.

B. Com. Part-I English

SEM- II

Enhancing Skills for Competitive Examinations- I (SEC)

Lecture- 30

Credits- 2

Lectures: 15

Credit: 01

Unit 1: Logical Reasoning

- Introduction to verbal reasoning: identifying assumptions, arguments and conclusions.
- Practicing reasoning problems: syllogisms, logical sequences and cause-and-effect.
- Techniques for solving verbal reasoning questions under time pressure.

Lectures: 15

Credit: 01

Unit 2: Reading Comprehension

- Skimming and scanning techniques to improve reading speed and comprehension.
- Strategies for answering factual, inferential and vocabulary-related questions.
- Practice comprehension passages with timed exercises and discussion of strategies.

Suggested Reference Books for Semesters I and II:

- Bakshi, R. P. *Objective General English*. Arihant Publications, 2021.
- Wren, P. C., and H. Martin. *High School English Grammar and Composition*. S. Chand Publishing, 2020.
- Sinha, Neetu. *General English for All Competitive Examinations*. S. Chand Publishing, 2022.
- Thorpe, Edgar, and Showick Thorpe. *Objective English for Competitive Examinations*. Pearson India, 2019.
- Gupta, P. C., and A. K. Singh. *Verbal Reasoning for Competitive Exams*. Ramesh Publishing House, 2020.
- D'Souza, Eunice, and G. G. Narayankhedkar. *Mastering English Language Skills for Competitive Exams*. Himalaya Publishing House, 2023.

P. A. H. Solapur University, Solapur

B. Com. English

Part-ISEC I

and II

Enhancing Skills for Competitive Examinations- I, II (SEC)

Credits 2

Question Paper Pattern

Total Marks: 30

Time: 1.30 hrs

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.

- | | |
|---|-----------------|
| Q. 1. Choose the correct alternatives from the following. | 06 (All Units) |
| Q. 2. Answer two out of four of the following. | 06 (Unit 1 & 2) |
| Q.3. Write short notes on any one of the two questions. | 06 (Unit 1) |
| Q. 4. A broad question with alternatives (A/B). | 12 (Unit 2) |



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B. Com. Part-I ENGLISH

ENGLISH FOR SPECIFIC PURPOSE- I & II (SEC)

SEM: I & II

(2024-2025, 2025-2026, 2026-2027)

Course Statement:

The Skill Enhancement Course under NEP-2020 is introduced to enhance the professional skills of undergraduate students. This course, designed for first-year commerce students, aims to build essential English communication skills for customer service. Students will learn to handle customer inquiries and engage in professional conversations. The course covers basic phrases, key vocabulary and practical techniques for responding to customer requests. By the end of the course, students will be able to manage customer interactions confidently and professionally, using simple and effective English.

Course Outcomes:

At the end of the course, students will be able to:

- Recognize basic conversational phrases used in handling customer inquiries and requests.
- Explain key vocabulary needed for customer service interactions and scenarios.
- Use appropriate language structures to respond to customer questions and complaints.
- Communicate clearly and politely in professional telephone and face-to-face conversations.
- Assess the effectiveness of customer service language in resolving inquiries and maintaining professionalism.

Course Structure:

Semester	Paper No.	Title of the Paper	No. of Lectures (Theory)	College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
I	SEC I	English For Specific Purpose- 1	30	20	30	50	02
II	SEC II	English For Specific Purpose- 2	30	20	30	50	02

Mode of Evaluation:

No.	Particulars	Details
1	College Assessment- CA	CA consists of 40% marks, which shall be decided by virtue of conducting any two of the following: Home assignment/Unit test/Oral test/Seminar/Fieldwork/Study tour report/Case study, etc.
2	University Assessment-UA	UA consists of 60% marks determined by virtue of the End Semester Examinations conducted by the University.

B.Com. English Part-I
SEM- I
ENGLISH FOR SPECIFIC PURPOSE- 1 (SEC)

Lecture- 30

Credits 2

Unit 1: Handling Customer Inquiries and Requests

Lectures: 15 Credit: 01

- Basic conversational phrases for dealing with customer inquiries via email, phone or in person. (Meaning, Need and Practical examples)
- Writing simple responses to common customer questions and requests. (Meaning, Need and Practical examples)
- Key vocabulary for customer service scenarios (e.g. addressing complaints, offering solutions). (Meaning, need and Practical examples)

Unit 2: Professional Telephone and Face-to-Face Communication

Lectures: 15 Credit: 01

- Speaking clearly and politely in professional telephone conversations. (Do's and Don'ts and Practical examples based on situations)
- Useful phrases for initiating and closing business conversations. (Do's and Don'ts and Practical examples based on situations)
- Engaging with clients during meetings or customer service interactions using simple English. (Do's and Don'ts and Practical examples based on situations)

B. Com. Part-I English
SEM- II
ENGLISH FOR SPECIFIC PURPOSE-II (SEC)

Lecture- 30

Credits 2

Unit 1: Presenting in Basic Business English

Lectures: 15 Credit: 01

- Preparing and delivering short presentations on simple business topics.
(Meaning and need of business presentations, Tips for preparing and delivering business presentations and practical examples of presentations based on situations)
- Using basic sentence structures and vocabulary to present ideas clearly.
(business vocabulary to present ideas and their meanings, Introduction to sentence construction and examples)
- Phrases and language for starting, explaining and concluding presentations. (business Phrases to present ideas and their meanings and examples of Presentation)

Unit 2: English for Basic Marketing and Sales Communication

Lectures: 15 Credit: 01

- Writing short, engaging content for marketing materials (e.g., brochures, social media posts).
- Writing simple follow-up emails after a sales meeting or client interaction. (Theory and examples)
- Basic strategies for answering client questions and addressing objections in clear language. (Theory and examples)

Suggested Reference Books for semesters I and II:

- Blundell, Jon, Jonathan Higgins, and Nigel Middlemiss. *Function in English: A Course in Language and Communication*. Oxford University Press, 2006.
- Chaturvedi, Mukesh, and Poonam Chaturvedi. *Business Communication: Concepts, Cases, and Applications*. 3rd ed., Pearson India, 2020.
- Kaul, Asha. *Business Communication*. 3rd ed., PHI Learning, 2022.
- Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, 2015.
- Taylor, Shirley, and Mukesh Chaturvedi. *Model Business Letters, Emails, and Other*

Business Documents. 8th ed., Pearson Education, 2022.

- Sweeney, Simon, and Vandana R. Singh. *English for Business Communication*. 2nd ed., Cambridge University Press, 2017.

B. Com. Part-I English
SEC I and II
ENGLISH FOR SPECIFIC PURPOSE- I & II (SEC)
Total Credits- 2 for each Semester
Question Paper Pattern

Total Marks: 30

Time: 1.30 hrs

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.

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|---|-----------------|
| Q. 1. Choose the correct alternatives from the following. | 06 (All Units) |
| Q. 2. Answer two out of four of the following. | 06 (Unit 1 & 2) |
| Q.3. Write short notes on any one of the two questions. | 06 (Unit 1) |
| Q. 4. A broad question with alternatives (A/B). | 12 (Unit 2) |



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B. Com.Part-I ENGLISH

Creative Writing Skills in English- I & II (SEC)

SEM: I & II

(2024-2025, 2025-2026, 2026-2027)

Course Statement:

This course helps commerce students learn important creative writing skills for business. Students will practice writing business proposals, presentations and content for social media and marketing. The course teaches how to write clear, persuasive messages that can improve a company's brand and connect with customers. Students will also work on improving and refining their writing to make it professional and effective. By the end of the course, students will have created a collection of business writing samples that they can use in their future careers.

Course Outcomes:

At the end of this course, students will be able to:

- Describe the role of creativity in business writing and branding.
- Develop business proposals and engaging digital content for marketing.
- Apply persuasive techniques in business writing for various audiences.
- Write clear and effective business presentations and social media content.
- Revise and compile a portfolio of refined business writing samples.

Course Structure:

Semester	Paper No.	Title of the Paper	No. of Lectures (Theory)	College Assessment (Marks)	University Assessment (Marks)	Total Marks	Credits
I	SEC I	Creative Writing Skills in English-1	30	20	30	50	02
II	SEC II	Creative Writing Skills in English-II	30	20	30	50	02

Mode of Evaluation:

No.	Particulars	Details
1	College Assessment- CA	CA consists of 40% marks which shall be decided by virtue of conducting any two of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.
2	University Assessment-UA	UA consists of 60% marks determined by virtue of the End Semester Examinations conducted by the University.

B.Com. Part-I English

SEM- I

Creative Writing Skills in English-1 (SEC)

Lecture- 30

Credits 2

Unit 1: Creative Writing for Business Purposes

Lectures- 15

Credit-1

- Overview of the importance of creativity in business writing.
- Defining creative business writing and practical examples of advertising copy, branding content, internal communication and promotional materials.
- Understanding the role of storytelling in enhancing brand image and customer engagement.
- Persuasion techniques: crafting messages that influence and motivate in business contexts (e.g., marketing copy, emails and product descriptions).

Unit 2: Developing Digital Content for Business

Lectures- 15

Credit-1

- Techniques for writing engaging content for social media platforms like LinkedIn, Instagram, and Facebook
- Examples of content for social media platforms
- Creating digital content for branding and marketing campaigns.

B.Com. Part-I English

SEM- II

Creative Writing Skills in English-II (SEC)

Lecture- 30

Credits 2

Unit 1: Writing and Presenting Business Proposals

Lectures: 15 Credit: 01

- Developing business proposals with clear objectives, solutions and their benefits.
- Writing persuasive executive summaries, highlighting key points.
- Understanding the importance of tailoring proposals to specific audiences.
- Writing scripts and speech notes to deliver presentations confidently.

Unit 2: Revising and Refining Business Writing

Lectures: 15 Credit: 01

- Compiling and revising a portfolio of business writing samples (e.g., proposals, social media content, blog posts).
- Reflecting on the writing and revision process to identify strengths and areas for improvement.
- Preparing final drafts for assessment and professional use.

Suggested Reference Books for semesters I and II:

- Prasad, H. M. *How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications*. 3rd ed., Viva Books, 2018.
- Kaul, Asha. *Business Communication*. 3rd ed., PHI Learning, 2022.
- Rizvi, Ashraf. *Effective Technical Communication*. 2nd ed., McGraw Hill Education, 2021.
- Sharma, R. C., and Krishna Mohan. *Business Correspondence and Report Writing*. 4th ed., McGraw Hill Education, 2017.
- Chaturvedi, Mukesh, and Poonam Chaturvedi. *Business Communication: Concepts, Cases, and Applications*. 3rd ed., Pearson India, 2020.
- Menon, Krishna, and Usha Raman. *Writing for the Media*. Oxford University Press, 2016.

B. Com. Part-I English
SEC I, II
Creative Writing Skills in English-I & II (SEC)
Credits 2
Question Paper Pattern

Total Marks: 30

Time: 1.30 hrs

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.

- | | |
|---|-----------------|
| Q. 1. Choose the correct alternatives from the following. | 06 (All Units) |
| Q. 2. Answer two out of four of the following. | 06 (Unit 1 & 2) |
| Q.3. Write short notes on any one of the two questions. | 06 (Unit 1) |
| Q. 4. A broad question with alternatives (A/B). | 12 (Unit 2) |
