



NAAC Accredited-2022

'B++'Grade (CGPA2.96)

FACULTY OF HUMANITIES

NEP 2020 Compliant Curriculum for

B.A., B.Com., B.Sc. English Part-I

with effect from 2024-25

॥ विद्यया संपन्नता ॥



**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur
Faculty of Humanities**

NEP 2020 Compliant Curriculum

B.A. English Part-I

Program Outcomes

1. The students will acquire the knowledge and understanding of humanities and social sciences.
2. They will develop critical and analytical thinking skills for resolving different problems in the fields of languages, literatures and social sciences.
3. They will acquire insights into different areas in humanities and develop effective communication skills for proper exposition of knowledge.
4. They will develop into responsible citizens and work with self-esteem, sociability and creativity at workplace and in personal life.

सोलापूर विद्यापीठ

॥ विद्यया संपन्नता ॥



पुण्यश्लोक अहिल्यादेवी होळकर
सोलापूर विद्यापीठ

॥ विद्यया संपन्नता ॥

NAAC Accredited-2022
'B++' Grade (CGPA-2.96)

**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

**Faculty of Humanities
NEP 2020 Compliant Curriculum**

**B.A. English Part-I
Programme Specific Outcomes**

1. The students will understand the basics of communication in English in day-to-day situations by means of whetting their linguistic abilities.
2. They will comprehend the literary texts and the warp & weft of literary creations in general.
3. They will get familiar with the critical and interpretative strategies involved in understanding different literary genres.
4. They will establish correlation between the contents of literature and the real life around them.

सोलापूर विद्यापीठ

॥ विद्यया संपन्नता ॥

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Structure under NEP-2020

B. A., B. Com., B.Sc. English Part-I Syllabus

With effect from June 2024-25

Semester I

Paper/ Course	Paper Code	Title of the Paper	Semester			L	P	Total Credits
			Theor y	IA	Total			
DSC I	G03-0104	Introduction to Literature I	60	40	100	60	00	04
DSC I. I	G03-0120	Introduction to Linguistics I	60	40	100	60	00	04
GE	G03-GE-OE-104	English for Competitive Examinations I	30	20	50	30	00	02
SEC	G03-SEC-104	Acquiring Soft Skills I	30	20	50	30	00	02
AEC	ENG-101	English for Communication I	30	20	50	30	00	02
	For B.Com. Part -I							
SEC	G08-SEC-0106	Business Communication Skills I	30	20	50	30	00	02
SEC	G08-SEC-0107	Enhancing Skills for Competitive Examinations I	30	20	50	30	00	02
SEC	G08-SEC-0108	English for Specific Purpose I	30	20	50	30	00	02
SEC	G08-SEC-0109	Creative Writing Skills I	30	20	50	30	00	02

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Structure under NEP-2020

B. A., B. Com., B.Sc. English Part-I Syllabus

With effect from June 2024-25

Semester II

Paper/ Course	Paper Code	Title of the Paper	Semester			L	P	Total Credits
			Theory	IA	Total			
DSC II	G03-0204	Introduction to Literature II	60	40	100	60	00	04
DSC I. II	G03-0220	Introduction to Linguistics II	60	40	100	60	00	04
GE	G03-GE-OE-204	English for Competitive Examinations II	30	20	50	30	00	02
SEC	G03-SEC-204	Acquiring Soft Skills II	30	20	50	30	00	02
AEC	ENG-201	English for Communication II	30	20	50	30	00	02
	For B.Com. Part -I							
SEC	G08-SEC-0207	Business Communication Skills II	30	20	50	30	00	02
SEC	G08-SEC-0208	Enhancing Skills for Competitive Examinations II	30	20	50	30	00	02
SEC	G08-SEC-0209	English for Specific Purpose II	30	20	50	30	00	02
SEC	G08-SEC-0210	Creative Writing Skills II	30	20	50	30	00	02





**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.A. English Part-I

Vertical: DSC

Course Code: G03-0104; G03-0204

Course Name: Introduction to Literature-I, II

***Teaching Scheme**

Lectures: 04 Hours/week

Credits: 04

***Examination Scheme**

UA:60 Marks

CA: 40 Marks

Preamble: Introduction to English Literature paper is included under the Discipline Specific Core Course to B.A. –I students for the 1st and 2nd semester with the aim of helping the students get abreast of various literary forms in English literature and language. The Poems and Short Stories, Novel, One Act Play and select Literary Terms prescribed for the syllabus will help them develop interest in reading English literature written worldwide.

Course Objectives:

1. To acquaint the students with English Literature
2. To make the students aware of different ages of English Literature
3. To encourage the students for learning literary devices
4. To help the students to develop analytical skills and critical thinking through closereading of literary texts
5. To enable the students to understand that literature is an expression of humanvalues within a historical and social context

Course Outcomes: By the end of the course the students will be able to:

1. Understand various types of English literature.
2. Identify various literary periods and ages.
3. Analyse literary devices used in creative texts.
4. Apply their critical abilities to texts from different socio-cultural backdrops.
5. Activate possibilities of expressing themselves creatively.

B.A. English Part-I
Introduction to Literature-I [DSC]

G03-0104

Semester – I

Lectures: 60

Credits: 04

Weightage/Unit: 12 to 15 marks

UNIT	Description	Lectures	Credits
I	Survey Topics:	15	01
	i. Types of Poetry: Sonnet, Lyric, Elegy, Ballad ii. Poetic devices: Simile, Metaphor, Personification, Imagery, Symbols		
II	Poetry:	15	01
	i. <i>How Do I Love Thee?</i> Elizabeth Barrett Browning		
	ii. <i>Love Came to Flora Asking for a Flower:</i> Toru Dutt		
	iii. <i>Because I Could Not Stop for Death:</i> Emily Dickinson		
iv. <i>La Belle Dame sans Merci:</i> John Keats			
III	One Act Play as a type of Literature:	15	01
	i. Definitions of One Act Play ii. Dramatic Devices: Plot, Setting, Characters, Dialogues, Conflict, Dramatic monologue, Aside, Soliloquy		
IV	One Act Play: (www.one-act-plays.com)	15	01
	i. <i>The Beggar and The King</i> by Winthrop Parkhurst		
	ii. <i>The Game</i> by Louise Bryant		
	iii. <i>Thirst</i> by Eugene O'Neill		

References:

1. www.one-act-plays.com
2. Hamilton, Ian. Oxford Companion to Modern Poetry in English. OUP, 2014.
3. Barry, Peter. Reading Poetry. Manchester University Press, 2014.
4. Lewis, Benjamin. The Technique of the One Act Play. Kessinger Publication, 2009.

B.A. English Part-I
Introduction to Literature- II [DSC]

G03-0204

Semester – II

Lectures: 60

Credits: 04

Weightage/Unit: 12 to 15 marks

UNIT	Description	Lectures	Credits
I	Survey Topics:	15	01
	i. Short Story: Definition and Characteristics ii. Elements of Short Story		
II	Short Stories:	15	01
	i. R. K. Narayan: An Astrologer's Day ii. Anton Chekhov: The Lament iii. O' Henry: The Last Leaf		
III	Novel as a form of Literature:	15	01
	i. Novel: Definitions ii. Characteristics of Novel		
IV	Novella:	15	01
	i. The Pearl: John Steinbeck		

References:

1. Prasad, B. *A Background to the Study of English Literature*. Macmillan
2. Rees, R. J. *English Literature: An Introduction for Foreign Readers*. Macmillan
3. Abrams, MH: *A Glossary of Literary terms*
4. John Steinbeck: *The Pearl*
5. https://www.one-act-plays.com/royalty_free_plays.html
6. Thorat, Ashok et al. 2001, *A Spectrum of Literary Criticism*, Delhi. Frank Bros & Co.

B.A. English Part – I

DSC I, II

Introduction to Literature- I, II; [G03-0104; G03-0204]

Nature of the Question Paper (Semester I, II)

[Humanities Qution Paper Pattern UG PG 19122023.pdf](#)

Total Marks: 60

Time: 2.30 hrs

Instructions:

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

Q. 1. Choose the correct alternatives from the following. 12

(All Units)

Q. 2. Answer any four out of six of the following. 12

(Unit 1)

Q.3. Write short notes on any two of the four questions. 12

(Unit 3)

Q. 4. A broad question with alternatives (A/B). 12

(Unit 2)

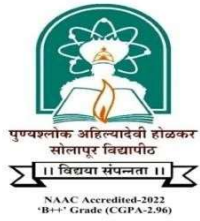
Q. 5. A broad question without alternatives. 12

(Unit 4)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥



**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.A. English Part-I

Vertical: DSC

Course Code: G03-0120; G03-0220

Course Name: Introduction to Linguistics-I, II

***Teaching Scheme**

Lectures:04 Hours/week

Credits: 04

***Examination Scheme**

UA:60 Marks

CA: 40 Marks

Preamble: The paper 'Introduction to Linguistics' is included at BA Part-I for semester I & II as another DSC paper of Linguistics with an aim to help the students get abreast of the basic knowledge of Linguistics and more specifically it is an introduction of 'Linguistics' as an independent subject. The components in the syllabus satisfy the present need of the students in the socio-educational scenario.

Course Objectives:

1. To introduce Linguistics as a discipline of knowledge.
2. To familiarize students with basics of linguistics and the key concepts.
3. To make students aware of the nuances of English Language
4. To enable students to use English language with proper pronunciation
5. To equip students with good communication skills in English

Course Outcomes:

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

1. Define Linguistics as a separate discipline
2. Explain the basic concepts in Linguistics
3. Communicate efficiently in English
4. Use English with proper pronunciation as per RP

B.A. English Part-I

Introduction to Linguistics – I [DSC]

G03-0120

Semester- I

Lectures: 60

Credits: 04

Weightage/Unit: 12 to 15 marks

UNIT	Description	Lectures	Credits
I	Linguistics	15	01
	<ul style="list-style-type: none">➤ Linguistics: Definitions and Scope➤ Branches of Linguistics: Phonetics, Phonology, Morphology, Syntax, Semantics, Pragmatics		
II	Human Language	15	01
	<ul style="list-style-type: none">➤ Language and its definitions➤ Characteristics of human language➤ Animal communication system and human language➤ Mode of Language: Speech and Writing		
III	Phonetics and Phonology	15	01
	<ul style="list-style-type: none">➤ Phonetics and Phonology➤ Articulatory Phonetics: Speech Mechanism, VocalCords, Organs of Speech, Active and Passive Articulators➤ Initiation, Phonation and Articulation		
IV	Phonetics of English (Practical Part)	15	01
	<ul style="list-style-type: none">➤ Description of speech sounds of English: Consonantsand Vowels, Three Term Labels➤ Transcription (Phonemic) of words with stress, minimal pairs, CV structure of syllables, IntonationPatterns		

B.A. English Part-I

Introduction to Linguistics – II [DSC]

G03-0220

Semester- II

Lectures: 60

Credits: 04

Weightage/Unit: 12 to 15 marks

UNIT	Description	Lectures	Credits
I	Linguistics of Words (Morphological Approach)	15	01
	<ul style="list-style-type: none">➤ What is Morphology?➤ Morpheme and its types, Allomorphs➤ Word formation Processes: Major and Minor.➤ Morphological Analysis of Words (labelled treediagram)		
II	Linguistics of Words (Semantic Approach)	15	01
	<ul style="list-style-type: none">➤ What is Semantics?➤ Lexical relation: synonyms and antonyms➤ Collocations		
III	Linguistics of Words (Syntactic Approach)	15	01
	<ul style="list-style-type: none">➤ What is Syntax?➤ Words: Open class words and closed class words		
IV	Phrases and the Elements of Clause	15	01
	<ul style="list-style-type: none">➤ Phrase: Main and Subordinate➤ Types: NP, PP, GP, VP, AjP, AvP➤ Elements of Clause: Subject, Predicator, Object, Complement, Adverbial		

References:

- 1) Bikram K. Das (Orient Longman) *Functional Grammar and Spoken and Written Communication in English*
- 2) V. R. Narayana Swami (Orient Longman) *Strengthen your writing*
- 3) Patil, Valke, Thorat and Merchant. (Macmillan) *English for Practical Purposes*
- 4) Aruna Koneru *English Language Skills*
- 5) Verma and Krishnaswamy; *Modern Linguistics; An Introduction*
- 6) Crystal, David: *A Course in Modern Linguistics.*
- 7) Balasubramanian, T: *A Textbook of English Phonetics for Indian Students*
- 8) Bansal and Harrison: *Spoken English for India*
- 9) Quirk, R. and S. Greenbaum: *A University Grammar of English*
- 10) Lyons, John: *Language and Linguistics*
- 11) Palmer: *Semantics*
- 12) Jones, Daniel: *English Pronouncing Dictionary*
- 13) Leech Geoffrey: *English Grammar for Today.*

सोलापूर विद्यापीठ

॥ विद्यया संपन्नता ॥

B.A. English Part – I

DSC

Introduction to Linguistics- I [G03-0120]

Nature of the Question Paper (Semester I)

[Humanities Qution Paper Pattern UG PG 19122023.pdf](#)

Total Marks: 60

Time: 2.30 hrs

Instructions:

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

- Q. 1. Rewrite by choosing the correct alternative. Twelve multiple choice questions will be set for one mark each. (All Units) 12
- Q. 2. Practical Type Questions to be set on Phonetics of English. (Four out of Six) (Unit No 4) 12
- Q.3. Short notes (Two out of Four) will be set on Phonetics and Phonology. (Unit No 3) 12
- Q. 4. A broad question with an internal option A & B will be set on Human Language (Unit No 2) 12
- Q. 5. A broad question to be set on the syllabus topic Linguistics (Unit No 1) 12

B.A. English Part – I

DSC

Introduction to Linguistics- II [G03-0220]

Nature of the Question Paper (Semester II)

Total Marks: 60

Time: 2.30 hrs

Instructions:

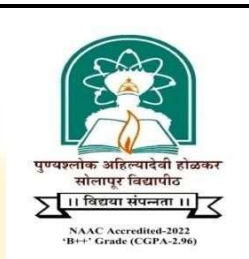
1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q.1. Rewrite by choosing the correct alternative. Twelve multiple choice questions will be set for one mark each. (All Units) 12
- Q. 2. Practical Type Questions to be set on Linguistics of Words. (Four out of Six) (Unit No 1,2, and 3) 12
- Q.3. Short notes (Two out of Four) will be set on Linguistics of Words. (Unit No 1,2, and 3) 12
- Q. 4. A broad question with an internal option A & B will be set on Linguistics of Words. (Unit No 1,2, and 3) 12
- Q. 5. A broad question to be set on Phrases and the Elements of Clause. (Unit No 4) 12

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.





**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.A. English Part-I

Vertical: GE

Course Code: G03-GE-OE-104; G03-GE-OE-204

Course Name: English For Competitive Examinations-I, II

***Teaching Scheme**

Lectures: 02 Hours/week

Credits: 02

***Examination Scheme**

UA: 30 Marks

CA: 20 Marks

Preamble: *English for Competitive Examinations* (Generic Elective Course) is designed for undergraduate students preparing for competitive exams such as GRE, IELTS, TOEFL, CAT, GMAT, MPSC, UPSC and other diverse exams conducted by various institutions and organizations in India and other countries. It is designed to develop their competence and proficiency in using English language for various competitive examinations.

Course Objectives: The course aims

- 1) to develop learners' ability to understand English language used in competitive examinations
- 2) to enable them to learn units of sentence
- 3) to enable them to learn basic sentence structure of English
- 4) to enable them to understand the difference between time and tense in English
- 5) to help them to improve their verbal communication skills and writing skills

Course Outcomes: On successful completion of the course, the students will be able to:

- 1) know the English language used in competitive examinations.
- 2) identify units of sentence.
- 3) understand basic sentence structure of English.
- 4) realize the difference between time and tense in English.
- 5) use verbal communication skills and writing skills.

B.A. English Part-I
English for Competitive Examinations I

[GE]

G03-GEG-OE-104

Semester – I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit 1:

(Lectures 15, Credit 01)

1.1 Affixation

1.2 Compounding

1.3 Conversion

1.4 Minor Word Formation Processes

[Blending, Acronym, Clipping, Reduplicatives, Onomatopoeia, etc]

1.5 Idioms and Phrases

1.6 Synonyms and Antonyms

1.7 Homonym, Homograph, Homophone

Unit 2:

(Lectures 15, Credit 01)

2.1 Precise Writing

2.2 Translation of English Paragraph to Marathi/Hindi and Vice Versa

English for Competitive Examinations II

[GE]

G03-GEG-OE-204

Semester – II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit 1:

(Lectures 15, Credit 01)

1.1 Voice: Active and Passive Voice

1.2 Speech: Direct and Indirect Speech

1.3 Formal Types of Sentences: Simple, Compound, Complex, Compound-Complex

1.4 Functional Types of Sentences: Declarative, Interrogative, Imperative, Exclamatory

1.5 Types of Tense: Past and Present; Future Time

Unit 2:

(Lectures 15, Credit 01)

2.1 Comprehension of the Given Passages

2.2 Essay Writing

Collective References:

- 1 Bakshi, S. P. *Objective General English*. Arihant Publications, 2021.
- 2 Rajendra, Pal et al. *English Grammar and Composition*. Sultan Chand & Sons, 2020.
- 3 Norman, Lewis. *Word Power Made Easy*. Goyal Publishers, 2020.
- 4 Singh, Neetu. *English for General Competitions: From Plinth to Paramount*. Paramount Publications, 2016.
- 5 Gupta, S. C. *English Grammar and Composition*. Arihant Publications, 2014.
- 6 Palmer, Frank. *Grammar*. Penguin Books, 1972.
- 7 Quirk, Randolph and Sidney Greenbaum. *A University Grammar of English*. Pearson Education, 2002.
- 8 Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Pearson Education, 2002.
- 9 Leech, Geoffrey, et al. *English Grammar for Today: A New Introduction*. Macmillan Press, 2006.
- 10 Wren and Martin. *High School English Grammar and Composition*. S. Chand, 1998.
- 11 Krishnaswamy, N. et al. *Modern Applied Linguistics*. Macmillan India, 2008.
- 12 Greenbaum, Sidney. *Oxford English Grammar*. OUP, 2016.

सोलापूर विद्यापीठ

॥ विद्यया संपन्नता ॥

B.A., B.Com., B.Sc., English Part – I

GE I, II

English for Competitive Examinations I, II

[G03-GE-OE-104; G03-GE-OE-204]

Nature of the Question Paper (Semester I, II)

[Humanities Oution Paper Pattern UG PG 19122023.pdf \(sus.ac.in\)](#)

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
(Unit 1 & 2)
- Q. 2. Answer any 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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥



**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.A. English Part-I

Vertical: SEC

Course Code: G03-SEC-104; G03-SEC-204

Course Name: Acquiring Soft Skills-I, II

***Teaching Scheme**

Lectures: 02 Hours/week

Credits: 02

***Examination Scheme**

UA: 30 Marks

CA: 20 Marks

Preamble: Skill Enhancement Course under NEP-2020 is meant for honing the professional skills of the students beginning their under graduation. The present paper is aimed at developing the soft skills of the students in English language. English is a source of awe-inspiring information and knowledge the world over. The students are expected to know the basics of English language and the requisite soft skills for a better result in their career and forshaping their personality too. This paper is meant for both semester one and two of B.A. First Year.

Course Objectives: This paper is aimed at helping the students:

1. recognize various constituents of soft skills
2. comprehend the need of soft skills in developing personality
3. use these skills for better performance in individual, familial and professional life
4. get to know the application of the soft skills in day-to-day life
5. use these skills for creating healthy atmosphere at different social and professional levels

Course Outcomes: After completing this course, the students will

1. recognize various soft skills with their scope.
2. understand the importance of soft skills in overall development.
3. apply these skills for better performance at different levels.
4. know how to apply these skills for success in life and career.
5. create various conducive opportunities for others to take advantage of their expertise.

B.A. English Part-I
Acquiring Soft Skills-I [SEC]

G03-SEC-104

Semester- I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit. 1.

Credit: 1

Lectures:15

1. Meaning and Significance of Soft Skills
2. Developing Personality
3. Learning Communication Skills
4. Self-awareness

Unit. 2.

Credit: 1

Lectures:15

1. Interpersonal Relationship Skills
2. Team Building Skills
3. Leadership Skills
4. Human Values

References:

1. Soft Skills by Manmohan Joshi, bookboon.com, 2017
<http://worldwideuniversity.org/library/bookboon/soft-skills.pdf>
2. Soft Skills and Employability Skills by Sabina Pillai and Agna Fernandez, CUP, 2017
3. Soft Skills: Personality Development for Life Success by Prashant Sharma, BPB Publications,2021
4. Soft Skills by K. Alex, S. Chand Publications, New Delhi, 2013
5. English and Soft Skills by S.P. Dhanavel, Orient Black-Swan, 2010

॥ विद्यया संपन्नता ॥

B.A. English Part I
Acquiring Soft Skills-II [SEC]

G03-SEC-204

Semester- II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit. 1.

Credit: 1

Lectures:15

1. Time Management Skills
2. Presentation Skills
3. Managing Stress
4. Thinking Skills

Unit. 2.

Credit: 1

Lectures:15

1. Problem Solving Skills
2. Decision Making
3. Skills for Seeking Employment
4. Workplace Etiquettes

References:

1. Soft Skills by Manmohan Joshi, bookboon.com, 2017
<http://worldwideuniversity.org/library/bookboon/soft-skills.pdf>
2. Soft Skills and Employability Skills by Sabina Pillai and Agna Fernandez, CUP, 2017
3. Soft Skills: Personality Development for Life Success by Prashant Sharma, BPB Publications, 2021
4. Soft Skills by K. Alex, S. Chand Publications, New Delhi, 2013
5. English and Soft Skills by S.P. Dhanavel, Orient Black-Swan, 2010

॥ विद्यया संपन्नता ॥

B.A. English Part – I

SEC I, II

Acquiring Soft Skills- I, II [G03-SEC-104; G03-SEC-204]

Nature of the Question Paper (Semester I, II)

[Humanities Qution Paper Pattern UG PG 19122023.pdf](#)

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
(Unit 1 & 2)
- Q. 2. Answer any 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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥



**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.A. English Part-I

Vertical: AEC

Course Code: ENG-101; ENG-201

Course Name: English For Communication-I, II

***Teaching Scheme**

Lectures: 02 Hours/week

Credits: 02

***Examination Scheme**

UA: 30 Marks

CA: 20 Marks

Preamble: The paper 'English for Communication' is introduced at U.G. (B. A. /B.Sc. /B. Com. I) for semester I and II as 'Ability Enhancement Course' under NEP-2020. It is meant for overall development of the students who want to complete their degree. The present paper aims at enabling the students to acquire and demonstrate the core linguistic skills. The course will emphasize the development and enhancement of various communication skills. Communication in English language is very important for acquiring knowledge and information all over the world. The students are expected to know the basic communication skills in English language for a better career prospect. It will help the students develop their personality. The course will make the students proficient in oral and written communication.

Course Objectives:

This paper is aimed at helping the students:

1. To make them aware about various types of communication skills
2. To recognize various tones in English Language
3. To acquire skills for interviews and group discussion
4. To prepare official letters, blogs, emails and newspaper reports
5. To make them proficient in oral and written communication in English

Course Outcomes:

After completing this course, the students will be able to

1. Identify various types of communication skills
2. Listen carefully and understand the tones
3. Acquire skills for interviews and group discussion
4. Write official letters, blogs, emails and newspaper reports
5. Do oral and written communication in English

B.A., B.Com., B.Sc. English Part -I

English For Communication-I [AEC]

ENG-101

Semester- I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit 1: Basics of Communication

Lecture 15

Credit: 01

- a. Meaning and significance of communication
- b. Types of communication
- c. 7 Cs of communication
- d. Barriers to effective communication

Unit 2: Oral Communication

Lectures: 15

Credit: 01

2.1 Interview skills

- a. Preparing for interview
- b. How to face interviews
- c. Dos and don'ts in interview

2.2 Group Discussion

- a. What is group discussion?
- b. Techniques of group discussion
- c. Dos and don'ts in group discussion

References:

1. Adair, John. *Effective Communication*. London: Pan Macmillan Ltd., 2003.
2. Amos, Julie-Ann. *Handling Tough Job Interviews*. Mumbai: Jaico Publishing, 2004.
3. Guffey, Mary Ellen. *Essentials of Business Writing*. Ohio: South Western CollegePublication, 2000.
4. Kratz, Abby Robinson. *Effective Listening Skills*. Toronto: ON: Irwin ProfessionalPublishing, 1995.
5. Prasad, H. M. *How to Prepare for Group Discussion and Interview*. New Delhi: TataMcGraw-Hill Publishing Company Limited, 2001.
6. Lesikar, Raymond V., & John D. Pettit, Jr. *Report Writing for Business: TenthEdition*. Delhi: McGraw-Hill, 1998.

B.A., B.Com., B.Sc. English Part -I
English For Communication-II [AEC]

ENG-201

Semester- II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit 1: Listening Skills

Lectures: 15

Credit: 01

- a. Listening process
- b. Types of listening
- c. Improving Listening skills/Listening carefully
- d. English Tones: Rising, Falling

Unit 2: Writing skills

Lectures: 15

Credit: 01

- a. Formal Letters
- b. Newspaper Reports
- c. Writing Emails
- d. Writing for Blogs

References:

1. Adair, John. *Effective Communication*. London: Pan Macmillan Ltd., 2003.
2. Amos, Julie-Ann. *Handling Tough Job Interviews*. Mumbai: Jaico Publishing, 2004.
3. Guffey, Mary Ellen. *Essentials of Business Writing*. Ohio: South Western College Publication, 2000.
4. Kratz, Abby Robinson. *Effective Listening Skills*. Toronto: ON: Irwin Professional Publishing, 1995.
5. Prasad, H. M. *How to Prepare for Group Discussion and Interview*. New Delhi: TataMcGraw-Hill Publishing Company Limited, 2001.
6. Lesikar, Raymond V., & John D. Pettit, Jr. *Report Writing for Business: Tenth Edition*. Delhi: McGraw-Hill, 1998.

B.A., B.Com., B.Sc. English Part – I

AEC I, II

English for Communication I, II

[ENG-101; ENG-201]

Nature of the Question Paper (Semester I, II)

[Humanities Question Paper Pattern UG PG 19122023.](#)

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
(Unit 1 & 2)
- Q. 2. Answer any 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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.



**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.Com. English Part-I

Vertical: SEC

Course Code: G08-SEC-0106; G08-SEC-0207

Course Name: Business Communication Skills-I, II

***Teaching Scheme**

Lectures: 02 Hours/week

Credits: 02

***Examination Scheme**

UA: 30 Marks

CA: 20 Marks

Preamble: Skill Enhancement Course under NEP-2020 is meant for honing the professional skills of the students beginning the under-graduation programme. The present paper is aimed at developing the business communication skills of the students in English language. English is a source of overwhelming information and knowledge the world over. The students are expected to know the fundamentals of communication in English language for a better result in their career and for shaping their personality too. This paper is meant for semester one and two of B.Com. Part I.

Course Objectives: This paper is aimed at helping the students:

1. recognize various dimensions of business communication
2. comprehend stages involved in the process of business communication
3. use these skills for better performance in individual and professional life
4. get to know the application of the business communication skills in day-to-day life
5. use these skills for creating healthy atmosphere at different social and professional levels

Course Outcomes: After completing this course, the students will

1. recognize various dimensions of business communication.
2. understand the importance of communication skills in overall development.
3. apply these skills for better performance at different levels.
4. know how to apply these skills for success in life and career.
5. create various conducive opportunities for others to take advantage of their expertise.

B.Com. English Part-I
Business Communication Skills-I

SEC

G08-SEC-0106

Semester- I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit 1. Business Communication: Basics

Lectures- 15

Credit- 1

1.1 Meaning, Definition, Process & Emergence of Business Communication

1.2 Impact of Technology on Communication:
Blogs, E-mails and other Social Media

Unit 2. Business Communication: Process

Lectures- 15

Credit- 1

2.1 Communication at Work Place:

Channels; Formal and Informal; Vertical, Horizontal, Diagonal, Grapevine

2.2 Avoiding Problems in Communication:

Physical, Linguistic, Socio-Cultural, Psychological

References:

1. Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
2. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
3. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
4. Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
5. Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
6. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
7. Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
8. Fisher Dalmar, (1999), Communication in Organization, Jaico Pub House, Mumbai, Delhi.
9. Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

B.Com. English Part-I
Business Communication Skills-II

SEC

G08-SEC-0207

Semester- II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Unit 1. Business Correspondence

Lectures- 15

Credit- 1

1.1 Theory of Business Letter Writing, Elements, Structure, Layouts:
Full Block, Modified Block, Semi-Block

1.2 Principles of Effective Letter Writing,
Principles of effective Email Writing

Unit 2. Trade Letters

Lectures- 15

Credit- 1

2.1 Order, Credit and Status Enquiry, Collection Letters

2.2 Letters of Inquiry

Sales Letters

Letters of Complaints Appreciation

& Apology Letters

References:

1. Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
2. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
3. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
4. Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
5. Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, NewYork, Taxman Publication.
6. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
7. Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
8. Fisher Dalmar, (1999), Communication in Organization, Jaico Pub House, Mumbai, Delhi.
9. Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

B.Com. English Part-I

SEC I, II

[G08-SEC-0106; G08-SEC-0207]

Business Communication Skills I, II

Nature of Question Paper

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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संयन्ता ॥ NAAC Accredited-2022 'B+' Grade (CGPA-2.96)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur</p> <p align="center">B.Com. English Part-I</p> <p align="center">Vertical: SEC</p> <p align="center">Course Code: G08-SEC-0107; G08-SEC-0208</p> <p align="center">Course Name: Enhancing Skills for Competitive Examinations-I, II</p>
<p>*Teaching Scheme Lectures: 02 Hours/week Credits: 02</p>	<p>*Examination Scheme UA: 30 Marks CA: 20 Marks</p>

Preamble: 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. Program.

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.

B.Com. English Part-I

SEC

Enhancing Skills for Competitive Examinations-I

G08-SEC-0107

Semester- I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Lectures: 15

Credit: 01

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.

References:

- 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.

B.Com. English Part-I

SEC

Enhancing Skills for Competitive Examinations-II

G08-SEC-O208

Semester- II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

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 strateg

References:

- 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.

B. Com. English Part-I

SEC I, II

Enhancing Skills for Competitive Examinations- I, II

Nature of Question Paper

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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥



पुण्यश्लोक अहिल्यादेवी होळकर
सोलापूर विद्यापीठ
॥ विद्यया संपन्नता ॥
NAAC Accredited-2022
'B++' Grade (CGPA-2.96)

**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.Com. English Part-I

Vertical: SEC

Course Code: G08-SEC-0108; G08-SEC-0209

Course Name: English for Specific Purpose-I, II

***Teaching Scheme**

Lectures: 02 Hours/week

Credits: 02

***Examination Scheme**

UA: 30 Marks

CA: 20 Marks

Preamble: 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.

॥ विद्यया संपन्नता ॥

B.Com. English Part-I
SEC
Enhancing Skills for Competitive Examinations-I
G08-SEC-108
Semester- I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Lectures: 15

Credit: 01

Unit 1: Handling Customer Inquiries and Requests

- Basic conversational phrases for dealing with customer inquiries via email, phone or inperson. (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)

References:

- Blundell, Jon, Jonathan Higgens, 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. English Part-I
SEC
Enhancing Skills for Competitive Examinations-II
G08-SEC-209
Semester- II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Lectures: 15

Credit: 01

Unit 1: Presenting in Basic Business English

- 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)

References:

- 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. English Part-I

SEC

English for Specific Purpose- I, II

Nature of Question Paper

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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥



पुण्यश्लोक अहिल्यादेवी होळकर
सोलापूर विद्यापीठ
॥ विद्यया संपन्नता ॥
NAAC Accredited-2022
'B++' Grade (CGPA-2.96)

**Punyashlok Ahilyadevi Holkar Solapur University,
Solapur**

B.Com. English Part-I

Vertical: SEC

Course Code: G08-SEC-0109; G08-SEC-0210

Course Name: Creative Writing Skills-I, II

***Teaching Scheme**

Lectures: 02 Hours/week

Credits: 02

***Examination Scheme**

UA: 30 Marks

CA: 20 Marks

Preamble: 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.

॥ विद्यया संपन्नता ॥

B.Com. English Part-I
SEC
Creative Writing Skills-I
G08-SEC-0109
Semester- I

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Lectures: 15

Credit: 01

Unit 1: Creative Writing for Business Purposes

- 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).

Lectures: 15

Credit: 01

Unit 2: Developing Digital Content for Business

- 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.

References:

- 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. English Part-I
SEC
Creative Writing Skills-II
G08-SEC-0210
Semester- II

Lectures: 30

Credits: 02

Weightage/Unit: 12 to 15 Marks

Lectures: 15

Credit: 01

Unit 1: Writing and Presenting Business Proposals

- 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.

Lectures: 15

Credit: 01

Unit 2: Revising and Refining Business Writing

- Compiling and revising a portfolio of business writing samples (e.g., proposals, socialmedia 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.

References:

- 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. English Part-I

SEC

Creative Writing Skills- I, II

[G08-SEC-0109; G08-SEC-0210]

Nature of Question Paper

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)

College Level Assessment Procedure:

Sr. No.	Particulars	Details
1.	College Assessment [CA]	CA consists of 40% marks which shall be decided by virtue of conducting any three of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc.

॥ विद्यया संपन्नता ॥