

R.T.M.Nagpur University, Nagpur

Syllabus

BCCA

SEMESTER I

Paper - I: English and Business Communication - (1T1)

UNIT-1 Prose

Prescribed Textbook: **INSPIRATIONS – Raghav Publishers & Distributors, Nagpur**
Edited by : Board of Editors

PROSE-I Short Stories

1. Home coming Dr. Tapati Dey
2. The Lighthouse Keeper of Aspinwall-Henry Sienkiewicz
3. Ilyas-Leo Tolstoy

UNIT-II Prose

Textbook: INSPIRATIONS published by Raghav Publishers & Distributors, Nagpur

- 1.Social Media- Dr.Sujata Chakravorty
2. World of Advertising- Dr.Pranjali Kane
3. OYO –Reinventing Hospitality

UNIT-III -Communication

Communication Process: Sender, Channel, Message, Receiver and Response

Types of Communication:

- | | | |
|--|---------------|------------------------|
| a. According to mode: | a. Oral | b. Written |
| b. According to Medium: | a. Electronic | b. Print |
| c. According to number of participants : | a. Dyadic | b. Group |
| d. According to Direction: | a. One-way | b. Two-way |
| e. According to Purpose: | a. General | b. Business (Specific) |

UNIT-IV-Business Correspondence:

Application for Employment, Job Offer Letters, Sales letters, Claim and Adjustment Letters, Letter of Acceptance, Joining Letter

UNIT-V-Language Study

- A. Comprehension of an Unseen Passage
- B. Enriching Vocabulary: Synonyms and Antonyms, Single Word for a Group of Words, Change of Word from Noun to Adjective & vice-versa.

UNIT-I & II

Prescribed Textbook: **INSPIRATIONS – Raghav Publishers & Distributors, Nagpur**
Edited by : Board of Editors

Reference Books

UNIT-III

Business Communication and Management
Dr.K.R.Dixit (Vishwa Publishers, Nagpur)

Unit-IV

- i) Business Communication: Urmila Rai, S.M. Rai- (Himalaya Publishing House)
- ii) Business Correspondence and Report Writing – R. C. Sharma& Krishna Mohan (Tata McGraw-Hill)
- iii) Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)

UNIT-V

- i) English Grammar – N.D.V. Prasada Rao (S.Chand)
- ii) Developing Communication Skills – Krishna Mohan &MeeraBanerji (Macmillan)
- iii) Synonyms & Antonyms from the prescribed text **INSPRATIONS**

QUESTION PAPER PATTERN
ENGLISH AND BUSINESS COMMUNICATION
Subject: English and Business Communication - I (1T1)
SEMESTER – I

Time: 3 Hours]

Total Marks: 80

Q.1.(A)TWO out of THREE SAQs from prose section of Unit-I (2x4)= 08 Marks
(B).TWO VSAQs from prose section of Unit –I (2x2)= 04 Marks
(C) ONE PRQ out of TWO from Prose section of Unit -I (1x4) = 04 Marks

Q.2.(A)TWO out of THREE SAQs from prose section of Unit-II (2x4)= 08 Marks
(B).TWO VSAQs from prose section of Unit –II (2x2)= 04 Marks
(C) ONE PRQ out of TWO from Prose section of Unit -II (1x4) = 04 Marks

Q 3.A.ONE LAQ out of TWO from Unit III (1x8) = 08 Marks
B. TWO SAQs out of THREE from Unit III (2 x 4) = 08 Marks

Q 4.A. ONE out of TWO Letters
(Application for Employment/Job Offer Letters/ Acceptance letter/Joining Letter)
from Unit IV 08 Marks

B. ONE out of TWO Letters
(Sales letters / Claim and Adjustment Letters) from Unit IV 08 Marks

Q 5.A. Comprehension of Unseen Passage from Unit -I (4x2)= 08 Marks
(Four VSAQs of 2 Marks each based on the Unseen Passage)

C. Two Questions on each component from Enriching Vocabulary -Unit V (B) = 08 Marks

Total= 80 Marks

N.B.LAQ- Long Answer Questions to be answered in about 150-200 words
SAQ-Short Answer Questions to be answered in about 75-100 words approximately.
VSAQ- Very short answer questions to be answered in one or two sentences.

INTERNAL ASSESSMENT OF ENGLISH AND BUSINESS COMMUNICATION: 20 MARKS

The Internal Assessment would be done on the basis of the assignments submitted by the student and his/her performance, attendance and conduct during the Semester. The concerned teacher shall provide, in advance, a list of topics/assessment items/Question Bank (to the students) based on the Units prescribed for the Theory Examination. Students shall finalize 2 topics/items from units from Units III, IV & V with the approval of the concerned teacher and submit the same within the prescribed deadline.

Students may be given freedom to submit a creative writing assignment on human values/world peace/environmental issues inspired by or related to the lessons prescribed in the syllabus and give a **powerpoint presentation/oral presentation**.

2 Assignments–5+5 = 10 Marks

Powerpoint Presentation/Oral Presentation–5 Marks

Attendance-5 Marks

TOTAL–20 MARKS

BCCA Part – I

Semester – II

Paper - I: English and Business Communication – II (2T1)

UNIT-1 Prose

Textbook : **INSPIRATIONS** published by **Raghav Publishers & Distributors, Nagpur**

PROSE-I Short Stories

1. The Dispenser of Holy Water- Guy de Maupassant
2. After Twenty Years-O.Henry
3. The Wall- Dr.Sunilkumar Navin

UNIT-II Prose

Textbook: INSPIRATIONS published by **Raghav Publishers & Distributors, Nagpur**

1. Beware You are Being Tracked!-Dr.Supantha Bhattacharya
2. What is Integrity?-Subroto Bagchi
3. Unsung Women Achievers of Contemporary India-Dr.Subhashree Mukherjee

UNIT-III- Communication

- Elements of communication
- Objectives of communication
- Essentials of effective communication
- Barriers to effective communication
- Suggestions to overcome the barriers

UNIT IV-Business Correspondence

Inviting Quotations, Placing Orders, Cancelling order, Credit Letters - Granting/Refusing Credit, Letter to Bank for overdraft facility

UNIT V- Language Study

- (A) Views and Opinions (Current, Social, Cultural, Political)
- (B) Punctuation, Words often confused

Books

(For UNIT I & II)

Prescribed Text Book: INSPIRATIONS – Raghav Publishers & Distributors, Nagpur

Edited by : Board of Editors

REFERENCE BOOKS

(For UNIT III)

Business Communication and Management- Dr. K. R. Dixit
(Vishwa Publishers, Nagpur)

(For UNIT IV)

1. Business Communication: Urmila Rai, S. M. Rai - (Himalaya Publishing House)
2. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan (Tata McGraw-Hill)
3. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)

(For UNIT V)

1. English Grammar – N. D. V. Prasada Rao (S. Chand)
2. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)

QUESTION PAPER PATTERN

ENGLISH AND BUSINESS COMMUNICATION

Subject: English and Business Communication- II (2T1)

SEMESTER – II

Time: 3 Hours

Total Marks: 80

- Q.1.(A)TWO out of THREE SAQs from prose section of Unit-I (2x4)= 08 Marks
(B).TWO VSAQs from prose section of Unit –I (2x2)= 04 Marks
(C) ONE PRQ out of TWO from Prose section of Unit -I (1x4) = 04 Marks
- Q.2.(A)TWO out of THREE SAQs from prose section of Unit-II (2x4)= 08 Marks
(B).TWO VSAQs from prose section of Unit –II (2x2)= 04 Marks
(C) ONE PRQ out of TWO from Prose section of Unit -II (1x4) = 04 Marks
- Q.3 A. One LAQ out of TWO from Unit III (1x8)= 08 Marks
B. TWO SAQs out of THREE from Unit III (2x4)= 08 Marks
- Q4.A.ONE out of TWO Letters 08 Marks
(Inviting Quotations/Placing Orders/Cancelling Orders)From Unit IV
B. ONE out of TWO Letters 08 Marks
(Credit Letters - Granting/Refusing Credit, Letter to Bank for overdraft facility) from Unit IV
- Q 5.A.Views and Opinions on Current Topics 08 Marks
B. Questions from Section B of Unit – 5 08 Marks
(Four items out of Eight on meanings of the Words often Confused - (1 x 4 Marks))
(Four items out of Eight on Punctuation –(1 x 4 Marks))

Total= 80 Marks

N.B.LAQ- Long Answer Questions to be answered in about 150 words

SAQ-Short Answer Questions to be answered in about 75 words approximately.

VSAQ- Very short answer questions to be answered in one or two sentences

INTERNAL ASSESSMENT OF ENGLISH AND BUSINESS COMMUNICATION: 20 MARKS

The Internal Assessment would be done on the basis of the assignments submitted by the student and his/her performance, attendance and conduct during the Semester. The concerned teacher shall provide, in advance, a list of topics/assessment items/Question Bank (to the students) based on the Units prescribed for the Theory Examination. Students shall finalize 2 topics/items from 2 different units with the approval of the concerned teacher and submit the same within the prescribed deadline.

Students may be given freedom to submit a creative writing assignment on human values/world peace/environmental issues inspired by or related to the lessons prescribed in the syllabus and give a **powerpoint presentation/oral presentation**.

2 Assignments–5+5 = 10 Marks

Powerpoint Presentation/Oral Presentation–5 Marks

Attendance-5 Marks

TOTAL–20 MARKS