



Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada-10  
(An Autonomous College under the jurisdiction of Krishna University)

Reaccredited at the level 'A' by the NAAC

College with Potential for Excellence

(Awarded by UGC)

BUSINESS ENGLISH SYLLABUS FOR BBA/ BBA BA/BBA RM/ B.COM AF/B.COM  
TPP/BPM/MSDS/CSCS/BSFI/AI&ML COURSES UNDER CBCS

**SEMESTER-I (2023-24)**

**Course Title: BUSINESS ENGLISH I**

**COURSE CODE: 23ENLAL112**

**No. of Hours per Week: 4**

**No. of Credits: 3**

**Max Marks: 100**

**External: 70M**

**Internal: 30M**

**Course Structure and Syllabi under CBCS**

Sl No.	Semester	Course Code	Name Of The Subject	Teaching Hours	Credits
1	I Semester	23ENLAL112	<b>Business English-I</b>	4	3

**OBJECTIVE:** The main objective of this course is not only to facilitate the learners to acquire the linguistic competence with a focus on business contexts and environments but also to help them practice and enrich their communication skills by using English in specific business settings and situations and develop their intellectual, personal and professional abilities.

**COURSE OUTCOMES:**

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

- CO 1.** Recognize the basics of Communication, i.e., its process, components and besides types, giving them a clear perception of the nature of business communication, its global, ethical and legal aspects. **PO1**
- CO 2.** Establish and maintain interpersonal relationships with agility and transmit message through non linguistic signs focus is on both spoken and written form. **PO3**
- CO 3.** Identify the basic principles and elements of writing business letters and apply the fundamentals to compose business letters required for business transactions. **PO7**
- CO 4.** Produce clear and coherent writing in which the development, order and style are appropriate to task, purpose and addressees. **PO1**

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF ENGLISH**  
**SYLLABUS**

<b>UNIT-I Nature of Communication</b>	<b>P- 3-19</b>	<b>- 12 hours</b>
<ul style="list-style-type: none"><li>• Communication core</li><li>• Process of communication</li><li>• Types of communication</li><li>• Aspects – Global, Ethical and Legal</li><li>• Communication in organizations</li><li>• Review Questions/Exercises</li></ul>		
<b>UNIT-II Non Verbal Communication</b>	<b>P-28-52</b>	<b>- 14 hours</b>
<ul style="list-style-type: none"><li>• Importance-Means</li><li>• Kinesics</li><li>• Paralinguistics - Proxemics</li><li>• Chronemics - Haptics</li><li>• Review Questions/Exercises</li></ul>		
<b>Barriers of Communication</b>		
<ul style="list-style-type: none"><li>• Causes- Linguistic, Psychological</li><li>• Interpersonal- Cultural - Physical</li><li>• Organizational Barriers</li><li>• Reviews Questions/Exercises</li></ul>		
<b>UNIT-III Principles of Letter Writing</b>	<b>P-93-104</b>	<b>- 10 hours</b>
<ul style="list-style-type: none"><li>• Nature and function of Letters</li><li>• Principles / Review Questions/Exercises</li></ul>		
<b>UNIT-IV Quotations, orders and tenders</b>	<b>P-125-141</b>	<b>- 12 hours</b>
<ul style="list-style-type: none"><li>• Inviting quotations</li><li>• Sending quotations</li><li>• Placing orders</li><li>• Inviting tenders</li><li>• Review Questions/Exercises</li></ul>		
<b>UNIT-V Soft Skills</b>		<b>12 hours</b>
<ul style="list-style-type: none"><li>• SWOC</li><li>• Attitude</li><li>• Emotional Intelligence</li></ul>		

**Business Correspondence and Report Writing, RC Sharma and Krishna Mohan.**



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**SEMESTER-I (2023-24)**

**Course Code: 23ENLAL112**

**Title: Business English-I**

**No. of Credits: 3**

**FOR BBA, BBA BA, BBA RM, B.COM AF, B.COM TPP, BPM, BFSI, B.SC MSDS, CSCS AND AI&ML**

**Max Marks: 70**

**Pass Marks: 28**

**Time: 3 hours**

### **SECTION – A**

**Answer the following: 2x5=10M**

1. (a) Describe the process of communication, indicating clearly the role of each constituent element. L2

**Or**

- (b) What do you understand by the term semantic gap? Give examples to illustrate your answer. L2
2. (a) What are the advantages and disadvantages of relying exclusively on oral communication. L1

**Or**

- (b) What points should be borne in mind while communicating with a group of persons belonging to different cultures? L1

### **SECTION – B**

**3. Answer the following : 2x10=20**

- (a) “Non-verbal means are more important than verbal means in oral communication”. Discuss this statement, giving examples in support of your answer. L2

**Or**

- (b) What kinds of meaning can be conveyed through various elements of voice? Give examples to illustrate your answer. L2
4. (a) Distinguish clearly between interpersonal and psychological barriers. L4

**Or**

- (b) “Linguistic barriers are the easiest to overcome.” Do you agree with this view? Give examples in support of your answer. L4

### **SECTION – C**

**5. Answer the following : 1x5=5M**

- (a) What are the principles of business correspondence? Explain the significance of each by giving suitable examples. L2

**Or**

- (b) Write a note on the various purposes for which a business letter is written? L2

**SECTION – D**

**6. Answer the following: 2x10=20M**

(a) Assuming that you are the purchase officer of Duro Garments Enterprises, Hoshipur Road, Rohtak – 124003. Place an order for the following items with the Modern Furniture Mart, Sardar Bazar, New Delhi – 110008. L4

Office Chairs	20
Steel Almirahs	07
Wooden Tables	15
File Racks	23

**Or**

(b) Imagine that you are Mr. B.N. Sen, the Maintenance Officer of the Birla Education Trust, Pilani, Rajasthan. Write a letter of Inviting Quotations for a 3000 kVA transformer to Mr. Suhan Sen, Purchase Officer, Giridhar Private Limited. L4

7. (a) Explain how SWOT/C model can be used to analyse an individual.

**Or**

(b) What are the two types of attitudes? Explain in detail.

**SECTION –E**

**8. Match the following 5x1=5M L3**

- |                         |     |   |
|-------------------------|-----|---|
| 1. Chronemics           | ( ) | a. interactions in professional organizations |
| 2. Polysemy             | ( ) | b. a study of time management                 |
| 3. Paralinguistics      | ( ) | c. a word conveying a number of meanings      |
| 4. Dyadic communication | ( ) | d. language of voice                          |
| 5. Social Space         | ( ) | e. two persons                                |

**9. Fill in the blanks with appropriate words given in the box. 5x1=5M L3**

Kinesics, Communication, A Psychological Barrier, Claim or Complaint Letters, Proxemics

- \_\_\_\_\_ is the process of transmitting meaning from one person to another.
- A systematic study of the use of space in face to face interactions is called \_\_\_\_\_.
- \_\_\_\_\_ is a mental turbulence that distracts the attention of the interactants from encoding or decoding the message properly.
- Letters written to bring some mistakes to the notice of those who must own the responsibility for them are called \_\_\_\_\_.
- A study of non-verbal vocal cues that accompany the delivery of speech is termed as \_\_\_\_\_.

**10. Use the following words in your own sentences 5x1=5M L3**

- etiquette -
- employee -
- barrier -
- organization -
- supplier -