



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)

DEPARTMENT OF ENGLISH

CAMPUS TO CORPORATE - SYLLABUS FOR BPM, CSCS COURSES UNDER CBCS

SEMESTER-V/VI

Title of the Paper: Campus to Corporate

Course Code: ENGSET01

Max. Marks: 50M

No. of Hours per Week: 3

External: 40M

No. of Credits: 3

Internal: 10M

Course Structure and Syllabi under CBCS

S. No	Semester	Course Code	Title of the Paper	Teaching Hours	Credits
1	V/VI	ENGSET01	Campus to Corporate	3	3

Course 21C: Campus to Corporate

Type of the Course: Skill Enhancement Course (Elective Theory)

I. Course Outcomes: Students at the successful completion of the course will be able to:

CO1: Overview of Corporate & BPS Industry (PO6)

CO2: Understand what is Grooming for Corporates (PO1, PO6)

CO3: Learn Elementary Level English Communication (PO1, PO6)

CO4: Learn Intermediate Level English Communication (PO1, PO6)

CO5: Learn Advanced Level English Communication (PO1, PO6)

II. Syllabus:

(Total Theory Hours: 45)

Unit I: Overview of Corporate & Business Process System Industry (5 Hours)

Corporate: Ice-breaker Session, History of Corporate, What is Corporate?

BPS Industry: What is BPS? History of BPS, Benefits of BPS, BPS Industry in World, BPS Industry in India, TCS BPS

Difference between Campus and Corporate

- Change Management (Understand the difference between campus and corporate life and prepare themselves for the same)
- Awareness to Corporate Culture, Impact of your attitude and behaviour, Language Proficiency, Good relationship, Respect others, Self Confidence, zeal for continuous learning & Nonverbal communication.

Unit II: Grooming for Corporate (10 Hours)

Corporate Etiquettes: Dressing and Grooming Skills, Workplace Etiquette, Business Etiquette, Email Etiquette, Telephone Etiquette, Meeting Etiquette & Presentation Skills

Professional Competencies: Analytical Thinking, Listening Skills, Time Management, Team Skills, Assertiveness, Stress Management, Participating in Group Discussion, Interview Facing,

Ownership and Attention to detail.

Unit III: Elementary Level English Communication (6 Hours) Grammar- Parts of Speech, Articles, Tenses, Be-forms, Punctuation, Sentence Construction.

Unit IV: Intermediate Level English Communication (10 Hours)
Improving Vocabulary, Improving Writing Skills and Comprehension while interacting face to face.

Unit V: Advanced Level English Communication (14 Hours)
Narration of short stories, Interview Skills, Group Discussion, Social Conversation Skills, Presentation skills & One Act Plays.

III References/ Text Book/ e-books/websites

1. Ramachandra K.K, Karthick K.K From Campus to Corporate, Pearson ISBN 978-93-325-5467-2 2016.
2. English in Use – I Orient Blackswan
3. English in Use – II Orient Blackswan

Reference Materials on the Web/web-links:

Speak— <https://www.speechactive.com> (it can record our speech to check our pronunciation) (for vowels and consonants)

Reading— <https://www.freeonlinetest.in> (for practice to reading)

Correction of the sentences and sentence fillers— <https://meritnotes.com>

Faculty & Student Resources:

- Practical Assessments (Evaluation Rubric to assess the skills learnt) – 80% Allocation
- Written Examination – 20% Allocation

IV. Co-Curricular Activities:

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

A. Measurable

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))
- 5.

B. General

1. Group Discussion
2. Try to solve MCQ's available online.

MODEL QUESTION PAPER

SECTION – A (5x2=10 Marks)

Answer any Five questions.

1. What is Business Process Service? What are the growth opportunities in BPS? CO1, L1
2. Explain nonverbal communication. CO2, L2
3. Write a note on Time management? CO2, L3
4. Explain the difference between campus life and corporate life? CO4, L4
5. What is the importance of listening in our day to day life? CO4, L2
6. What is corporate grooming and etiquette? CO3, L4
7. Discuss the importance of Business Etiquette? CO4, L5
8. Describe briefly the points one should bear in mind for effective participation in a group discussion. CO5, L5

SECTION B

(5x6=30 Marks)

Answer all questions. (Two questions should be given from each unit with internal choice)

9(a) What are the principles of Corporate Governance? CO1, L1

OR

9(b) Discuss the role of NEDs in the application of good corporate governance? CO1, L2

10(a) How to manage stress and be assertive? CO2, L4

OR

10(b) What is analytical thinking? Explain. CO3, L1

11 (a) Write the correct verb forms CO4, L1

1. I _____ you, but you didn't ask me.
2. Soccer fans _____ to fill the stands an hour before the game.
3. Her greatest pleasure _____ movies.
4. Our mayor has not _____ any promises.
5. The clock _____ all the day.
6. The sun _____ brightly.

OR

11 (b) Write the correct verb in agreement with its subject:

1. The cost of all these articles _____ risen.
2. The cow as well as the horse _____ grass.
3. The books borrowed from the library _____ on my desk.
4. To take pay and then not to work _____ dishonest.
5. The tornadoes that tear through this country every spring _____ more than just a nuisance.
6. Some of the grain _____ to be contaminated.

12 (a) Write the correct articles/ prepositions for the following CO4, L3

1. He returned after _____ hour.
2. I lived in Chennai when I was _____ Child.

3. She had problems_____ reading the instructions.

Identify all the Parts of Speech in the given sentences.

4) I helped him carry it.

5) We didn't spend the night there.

6) The boy said he was sorry.

OR

12 (b) Change into Simple sentences

1. As the decision has already been taken, it is no point discussing the issues.

2. Most of the poems that Kalidas wrote have been preserved.

. Change into Compound sentences

1. I am sure that you have done the mischief.

2. When the document was signed, they were all satisfied.

Change into Complex sentences

1. These books were stolen in my absence.

2. The doctor did his best for the patient, but he could not save him.

13(a) How should you prepare yourself for facing an interview? What does the employer expect from you? CO5, L4

OR

13(b) What are the various purposes for which group discussion is held? Discuss the points that the group as a whole should bear in mind for the smooth and goal-oriented flow of communication. CO4, L2



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CAMPUS TO CORPORATE - SYLLABUS FOR BPM, CSCS COURSES UNDER CBCS

SEMESTER-V/VI (2023-24)

Title of the Paper: Campus to Corporate

Course Code: ENGSET01

Max. Marks: 50M

No. of Hours per Week: 3

External: 35M

No. of Credits: 3

Internal: 15M

Course Structure and Syllabi under CBCS

S. No	Semester	Course Code	Title of the Paper	Teaching Hours	Credits
1	V/VI	ENGSET01	Campus to Corporate	3	3

OBJECTIVES

1. To help them shed their inhibitions and self-consciousness while speaking in English and to build their confidence. The focus shall be on fluency ahead of accuracy.
2. To enable them to speak English correctly with focus on stress and intonation.
3. To expose the students to a variety of self-instructional, learner-friendly modes of language learning.
4. To train them to use language effectively to face interviews, group discussions, public speaking.
5. To initiate them into greater use of the computer in resume preparation, report writing, format-making etc.

I. Course Outcomes: Students at the successful completion of the course will be able to:

CO1: Understand the importance of four basic skills of communication.

CO2: Understand the techniques of listening, speaking, reading, and writing which helps in Communication.

CO3: Learn fluent and accurate language by learning important grammar items. CO4: Learn to face interviews and group discussions.

CO5: Learn professional competency in communication and also corporate etiquette.

Syllabus: Practical

Unit I: Overview of Corporate & Business Process System Industry (2 Hours)

Corporate: Ice-breaker Session, Nonverbal communication.

Unit II: Grooming for Corporate (4 Hours)

Corporate Etiquettes: Dressing and Grooming Skills, Workplace Etiquette, Business Etiquette, Email Etiquette, Telephone Etiquette, Meeting Etiquette & Presentation Skills

Unit III: Elementary Level English Communication (6 Hours) Phonetics, One on One basic

conversation skill practice

Unit IV: Intermediate Level English Communication (8 Hours)

Reading Comprehension, Listening Comprehension, Comprehension while interacting face to face.

Unit V: Advanced Level English Communication (10 Hours)

Narration of short stories, Interview Skills, Group Discussion, Social Conversation Skills, Presentation skills & One Act Plays.

Reference Books for Language Lab:

1. Speaking English Effectively 2nd Edition by Krishna Mohan and N. P. Singh, 2011. Macmillan Publishers India Ltd. Delhi.
2. Sasi Kumar, V & Dhamija, P.V. How to Prepare for Group Discussion and Interviews. Tata McGraw Hill
3. Hancock, M. 2009. English Pronunciation in Use. Intermediate. Cambridge: CUP

III. Lab References:

Provide the author, year of publication, title, and publisher of the book in the order. Use the same format for both print books and e-books.

Reference Materials on the Web/web-links: Not more than two

Listening— <https://ielts-up.com> (listening these the student can practice advanced listening tests)
Practice to speaking—<https://www.free4talk.com> / <https://speakingclub.com> (it is a free-online language practice website)

Model Paper: Campus to Corporate LAB

Max. Marks: 35

Section A

10 M

1. CORRECTION OF SENTENCES ON TENSES, BE-FORMS, ARTICLES, TRANSFORMATION OF SENTENCES, PUNCTUATION
2. VOCABULARY SYNONYMS, ANTONYMS, IDIOMS,

Section B

10 M

1. REPORT WRITING
2. RESUME WRITING
3. SLIDE PREPARATION

Section C

10 M

1. GROUP DISCUSSION
2. VIVA VOCE

Section D

5 M

Record

