



Mahatma Gandhi Vidyamandir's  
**Arts, Science and Commerce College, Manmad  
Tal. Nandgaon, Dist. Nashik (Maharashtra), 423104**

Syllabus For  
**Community College Diploma Course  
In  
English for Business and Competitive Examination**

Under  
**National Skill Qualification Framework  
(NSQF)**

## Details about Structure/Pattern of Syllabus:

1. **Title of the Course:** English for Business and Competitive Examination
2. **Course Level:** Diploma
3. **Syllabus to be implemented from the Academic year:** 2019-20
4. **Preamble of the Syllabus :-**
5. It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Community College, under the NSQF (National Skills Qualifications Framework). The course content is developed based on NVEQF (National Vocational Educational Qualification Framework), NSQF, CBCS (Choice Based Credit System) & Industry requirements.
6. **Faculty of the Course :** Science & Technology
7. **Eligibility for Admission :**10+2 pass
8. **Duration of the Course:** One Year
9. **Intake Capacity of Students: 50**
10. **Examination:**
  - I. **Pattern of Examination**Annual Pattern
    - i. Internal exam, Term end exam, Practical, Oral, Project.
    - ii. Pattern of the question paper: As per University rules
  - II. **Standard of Passing:**As per Pune University norms
  - III. **ATKT Rules:** As per Pune University norms
  - IV. **Award of Class:** The Certification Levels Will lead to Diploma
 

Award	Duration	Total Credits for Award
Diploma	2 Semester	60
  - V. **External Students:**Not permitted
  - VI. **Setting of Question Paper/Pattern of Question Paper:** As per Pune University norms
  - VII. **Verification/Revaluation:** As per Pune University norms
11. **Structure of the Course:**
  - I. **Compulsory Paper:** All Papers are Compulsory
  - II. **Optional Paper:** None
  - III. **Question Paper :** As per Pune University norms

**Medium of Instructions:** English, Marathi

**English for Business and Competitive Examinations****SEMESTER - I**

General Education (Theory)				Skill Component (Practical)			
No.	Title	Credits	Periods Per Week	No.	Title	Credits	Periods Per Week
EBCG-11	Oral Communication	4	12	EBCS-14	Practicals in Oral Communication	6	36
EBCG-12	Written Communication	4		EBCS-15	Practicals in Written Communication	6	
EBCG-13	Business Communication	4		EBCS-16	Practicals in Business Communication	6	
<b>Total</b>		<b>12</b>		<b>Total</b>		<b>18</b>	

**SEMESTER - II**

General Education (Theory)				Skill Component (Practical)			
No.	Title	Credits	Periods Per Week	No.	Title	Credits	Periods Per Week
EBCG-21	Grammar in Use	4	12	EBCS-24	Practicals in Grammar in Use	6	36
EBCG-22	English for Competitive Examinations	4		EBCS-25	Practicals in English for Competitive Examinations	6	
EBCG-23	Business Communication	4		EBCS-26	Practicals in Business Communication	6	
<b>Total</b>		<b>12</b>		<b>Total</b>		<b>18</b>	

# EBCG =English for Business and Competitive Examinations (General Component)

# EBCS =English for Business and Competitive Examinations (Skill Component)

**EBCG-11: Oral Communication (4 Credit)****UNIT-I: Communication:**

Meaning, Nature, Importance and Purpose of Communication, Types of Communication, Process of Communication, Communication Network in an Organisation, Strategy for Effective Communication, Verbal and Non-Verbal Communication, Barriers to Communication, Essentials of Good Communication, Communication Techniques.

**UNIT-II: Listening:**

The Process of Listening, Barriers to Listening, Types of Listening, Benefits of Effective Listening.

**UNIT-III: Spoken English in India:**

The Organs of Speech, Description and Articulation of English Speech Sounds, Syllables and Stress (Weak Forms, Intonation), Connected Speech, Spelling and Pronunciation, International Phonetic Alphabet Transcription of Received Pronunciation of Words as per the Oxford Advanced Learners Dictionary of H.S. Hornby.

**UNIT-IV: Presentation Skills:**

Interviews, Public Speaking, Preparing the Speech, Organising the Speech, Special Occasion Speeches.

**Suggested Readings:**

1. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. Prasad, P. Communication Skills, S.K. Kataria & Sons.
4. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
5. Roach Peter. English Phonetics and Phonology.
6. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.

**EBCES-12:Written Communication (4 Credit)****UNIT-I: Reading Skills:**

Purpose, Process, Methodologies, and Strategy.

**UNIT-II: Effective Writing Skills:**

Elements of Effective Writing, Main Forms of Written Communication: Agenda, Minutes, Notices, Writing of CV, Memo, Drafting an E-mail, Press Release. Correspondence: Personal, Official and Business, Report Writing.

**UNIT-III: Idioms and Phrases:**

Words Often Confused, One Word Substitutes, Word Formation: Prefixes, Bases and Suffixes (Derivational & Inflectional). Word Choice: Right Words, Appropriate Words.

**UNIT-IV:Remedial Grammar and Usage:**

Important Aspects of English Grammar and Usage, Phrases and Clauses.

**Suggested Readings:**

1. Prasad, P. The Functional Aspects of Communication Skills, Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. McCarthy, Michael. English Vocabulary in Use, Cambridge University Press.
4. Rajinder Pal and PremLata. English Grammar and Composition, Sultan Chand Publication.

**EBCEG-13: Business Communication****Unit I : Introduction :**

Concept, Definition and Process of communication; significance and objectives of communication in organizations. Principles of Communication.

**Unit II : Channels and Media of Communication:**

Concept of channel and Media; written communication; oral communication; face to face communication; visual communication; audio-visual communication; silence – as communication media.

**Unit III : Type of Communication:**

Organizational structure and patterns; downward communication; upward communication; horizontal communication; grapevine; consensus and group communication committee, conference, listening, public speech and seminar.

**Unit IV : Barriers to effective communication:**

Concept of barriers; types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barrier.

**Books Prescribed :**

1. B.K. Das and A. David : "A Remedial Course in English", Book 1 CIEFL (OUP) 1980
2. F.T. Wood: "A Remedial English Grammar" (Macmillan)
3. T. Balasubramanian: "A Text book of English Phonetics for India Students"
4. A.S. Hornby: "Oxford Advanced Learner's Dictionary of Current English"

**EBCES-14: Practicals in Oral Communication (6 Credit)**

1. Greeting and introducing.
2. Practising Short Dialogues.
3. Group Discussions, Seminars/Paper-Presentations.
4. Listening News/Conversations/Telephonic Conversation.

**EBCES-15: Practicals in Written Communication (6 Credit)**

1. Essay Writing.
2. Writing CV.
3. Memo Writing
4. Letter Writing (Employment related correspondence, Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies)

**EBCES-16: Practicals in Business Communication**

1. Preparing Agenda for Meetings.
2. Business Letters.
3. Report Writing.
4. Press Release

**EBCG-21: Grammar in Use (4 Credit)**

**UNIT-I: Introduction**

**UNIT-II:Parts of Speech**

**UNIT-III:Person, Gender, Number Phenomenon**

**UNIT-IV:Use of Tense and Aspect**

**UNIT-V:Prepositions**

**UNIT-VI:Degree**

Interviews, Public Speaking, Preparing the Speech, Organising the Speech, Special Occasion Speeches.

**Suggested Readings:**

1. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. Prasad, P. Communication Skills, S.K. Kataria& Sons.
4. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
5. Roach Peter. English Phonetics and Phonology.
6. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.



**EBCES-22:English for Competitive Examinations (4 Credit)**

**UNIT-I: Introduction**

Purpose, Process, Methodologies, and Strategy.

**UNIT-II: Comprehension**

**UNIT-III: Transformation of Sentences**

**UNIT-IV:Skimming and Scanning**

**Suggested Readings:**

1. Prasad, P. The Functional Aspects of Communication Skills, Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. McCarthy, Michael. English Vocabulary in Use, Cambridge University Press.
4. Rajinder Pal and PremLata. English Grammar and Composition, Sultan Chand Publication.

**EBCEG-23: Business Communication****Unit I :Greetings and Introduction:**

Concept, Definition and Process of communication; significance and objectives of communication in organizations. Principles of Communication.

**Unit II :Understanding Communication:**

Understanding Communication in Business, Making.

**Unit III : Type of Communication:**

Request, Asking and Giving Permission, Art of Small Talk.

Organizational structure and patterns; downward communication; upward communication; horizontal communication; grapevine; consensus and group communication committee, conference, listening, public speech and seminar.

**Books Prescribed :**

1. B.K. Das and A. David : "A Remedial Course in English", Book 1 CIEFL (OUP) 1980
2. F.T. Wood: "A Remedial English Grammar" (Macmillan)
3. T. Balasubramanian: "A Text book of English Phonetics for India Students"
4. A.S. Hornby: "Oxford Advanced Learner's Dictionary of Current English"

**EBCES-24: Practicals in Use of Grammar (6 Credit)**

1. Parts of Speech.
2. Person, Gender, Number Phenomenon.
3. Use of Tense and Aspect.
4. Prepositions and Degree.

**EBCES-25: Practicals in English for Competitive Examinations (6 Credit)**

1. Comprehension.
2. Transformation of Sentences
3. Skimming and Scanning
4. Essay Writing

**EBCES-26: Practicals in Business Communication**

1. Making.
2. Request.
3. Asking and Giving Permission.
4. Art of Small Talk