

**KL UNIVERSITY BUSINESS SCHOOL
BBA / BHM FIRST SEMESTER**

DETAILED CURRICULUM

**COURSE TITLE: ENGLISH LANGUAGE SKILLS - I
COURSE: BBA / BHM**

Unit I: Lexis: Word Origins – Root Words – Suffixes and Prefixes – synonyms and antonyms.

Unit II: Remedial Grammar: concord – Subject – Verb Agreement – Tenses – Voice – Degrees of Comparison – Transformation of sentences.

Unit III: Business Communication: Letter Writing – Business Letters – Job – Application Enquiries and Respond to Enquiries – Placing Orders – E-mail Etiquette.

Unit IV: Reading Skills: Skimming – scanning and sequencing – Understanding Coherence – Identifying Gist – speed Reading – Read and Recall – Reading Comprehension.

Unit V :- Conversation Practice: Meeting strangers in the train/airplane/introducing oneself informally – Parting with friends / relatives / family – introducing ones friend to strangers – Description of daily activities – Asking for directions to the airport / railway station / Hotel- travel plans during vacation

Learning Support:-

a) Recommended Text Book(s):

1. Essentials of English Grammar – Ramond Murfy.
2. Business Letters – Monipally.