

BBA – MBA FIRST SEMESTER COURSE CURRICULUM

Course Title: ENGLISH LANGUAGE SKILLS – I

Semester: I

Course Code: 12BB11K0

Objectives: To develop the skills of the professional undergraduate students for proper self- expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes. The students should improve their personality, communication skills and enhance their self-confidence.

Detailed Curriculum:

Unit I: Lexis: Word origins- Root words - Suffixes and Prefixes - Synonyms& Antonyms.

Unit II: Remedial Grammar – Concord - Subject-Verb agreement – Tenses – Voice - Degrees of Comparison - Transformation sentences.

Unit III: Business Communication: Letter writing –Business Letters - Job Applications Enquiries and response to enquiries - Placement Orders - E-mail etiquette

Unit IV: Reading Skills: Skimming, scanning and sequencing - Understanding coherence, Identifying gist - speed reading, Read and recall - Reading Comprehensions.

Unit V: Conversation practice: .Meeting strangers in train/airplane/bus - .Introducing oneself informally - .Parting with friends/relatives/family - .Introducing one's friend to strangers - .Description of your daily activities - .Asking for directions to the airport railway station/hotel - Travel plans during vacation.

Recommended Text Book(s):

1. Essentials of English Grammar-Raymond Murphy
2. Business Letters-Monepalli.

Recommended Reference Books:

How to Read Better and Faster – Norman Lewis