**Purbanchal University**

**BBS First Year**

**Course Title : Business English**

**Area of Study : Core**

**LH : 150**

**A Professional and Practical approach in English**

Students who have passed their SLC examination from Public Schools are generally found inefficient in all areas of English Language, despite their efforts to bridge the gap up for two long years at Intermediate or +2 level. The reason for their failure to equip themselves with the basic nuances of English language is obvious: they do not get properly exposed to English language because the course prescribed to them fails to enthuse real interest, which is necessary for the pursuit of learning foreign language.

In fact, we need to be clear about our objective with regard to English language.

Of course, we expect that they should write and speak English language correctly and comprehensively without causing any kind of offence to the native or non – native speakers of the language. We often lay too much emphasis on professionalization of English language and choose to forget that professionalization can only be effected if the purposes are equipped with the necessary basic skills of English language. Unfortunately, our wishes get thwarted due to the fact that our scholars lack those basics of language which is a necessary condition for laying the foundation of the professionalization of a language.

We, therefore divide this course in four parts:

Part One : Structural Grammar

Part Two : Functional Grammar

Part Three : English for Test Books

Part Four : Business English

**Objectives**

This course will make the base of students.

 To write and speak correctly

 To invent ideas and synthesize, organize into paragraphs

 To grasp the difficult texts and to interpret them

 To build career for the professional fields

 To command English required in Business deals.

 To feel self – confidence in using English anywhere.

**UNIT I: Structural Grammar LH 40**

**Word Classes:**

Nouns, Pronouns, Verbs, Adjectives, Numerals, Adverbs, Wh – Words and Demonstratives, Particles

**The Group:** The Nominal Group, The Verbal Group, The Adverbial Group

**The Clause:** Subject, Predicate, Complement, Adjunct, Basic Clause Structures, Relative

**The Sentence:** Bondage, Linkage, Complimentary

**Nominal Group:** Count Nouns, Mass Nouns, Modifiers, Qualifiers, Abstract

**Verbal Group:** Auxiliary Verbs, Sequence of Auxiliaries, Tense, Concrete Voice, Reporting

**Adverbial Group:** Adverbial Groups, Position Possibilities, Linking and Binding, Adverbs

**UNIT II: Functional Grammar LH 40**

1. Modal Verbs
2. Uses of Tense
3. Sequence of Tenses
4. Conditional Sentences
5. Uses of Articles & Prepositions
6. Comparing and Contrasting
7. Uses of Active and Passive Voice
8. The Present Participle and the Past Participle, Gerund and Nouns
9. Emphasis (Use of ‘do’)
10. The Future and Degrees of Probability
11. Finite and Infinite verbs
12. Expressing attitude and reactions
13. Appropriateness (very formal, formal, neutral, informal or familiar)
14. Opinions and Sharing Opinions
15. Synonyms, Words Easily Confused, Abbreviations, Antonyms, Prefixes, Suffixes, Compound Words, Punctuation
16. Word Order
17. Verbs and Idioms: All in all………; Bring and Carry; Make and Do; Get; Give and Take; Look and See; Colours; Say/Call/Speak/Talk/Think/Come/Go/Run; Hard/Soft/Difficult/Easy; Keep/Hold/Stand/Turn; Back/Front/Side; Pick/Pull/Put/Set/; First/Second/Third/Last; Lay/Lead/Leave/Let/Lie
18. Phrasal Verbs, Idioms and Phrases

**UNIT III: English for Text Book LH 10**

 “ A Pageant of Poems & Stories”

Comprehension questions from stories and critical appreciation of poems (Only two long questions will be asked. Each carrying ten marks)

**UNIT IV: Business English LH 60**

1. Introductions
2. Greetings
3. Thanking
4. Writing of Formal Speech, Vote of Thanks etc. at different occasions
5. Giving Verbal Instructions
6. Writing Instructional Notes
7. Reporting about Completion of Some Instructions Received

**Simple and Commercial Correspondence**

1. Principles of Letter Writing
2. Structure and Layout
3. Planning and Preparation
4. Quotations, Orders and Tenders
5. Sales Letters, Claim & Adjustment Letters, Credit Collection Letters and Official Letters
6. Handling, Correspondence, Social Correspondence
7. Placing and Supplying Orders Testimonials
8. Appointment and Termination Letters, Job – Advertisements

**Job – related Communications**

1. Application Letters, Employment Interview, Group Discussion, Resume, Making Inquiries, Asking Favors, Authority Letters etc.
2. Basics of Report Writing (Kinds of Report, Rules of Writing, Business and Technical Reports, Structure and Layout. Planning and Preparation, Elements of Style, Use of Illustrations, Technical Description, Writing the Report, Specimen Reports, Oral Presentation)
3. Technical Proposal, Memorandum, Notices, Agenda and Minutes
4. Letters to Newspapers: Informative & Persuasive
5. Note Making, Summary Making, Precis Writing, Dialogue Writing
6. Advertisements: Product Advertising
7. Interview techniques (How to face Interview as well as how to take it)
8. Giving Instructions (Rules of Writing, Long and Short Instructions)

**Recommended Books**

1. Communicative Competence in Business English by Orient Longman, New Delhi
2. Business Correspondence and Report Writing by R.C. Sharma, Krishna Mohan Tata, and McGraw – Hill Publishing Co. Ltd.
3. Functional Grammar and Spoken and Written Communication in English by Bikram Das, Orient Longman, New Delhi
4. “ A Pageant of Poems and Stories”
5. A book of Business English – Rajendra Paul and Kohli, New Delhi