



**AKKINENI NAGESWARA RAO COLLEGE: GUDIVADA**  
**(An Autonomous college in the Jurisdiction of Krishna University)**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**REVISED SYLLABUS OF B.A., B.Com., B.Sc**

**UNDER CBCS FRAME WORK WITH EFFECT FROM 2020-21**

**ENGLISH (U.G)**

**(To be Implemented from 2020-21 Academic Year)**

# AKKINENI NAGESWARA RAO COLLEGE:: GUDIVADA– 521 301

(An autonomous college in the jurisdiction of Krishna University, Machilipatnam – 521 001. A.P., India)

SEMESTER-I	I B.A/B.Com/B.Sc	General English-I (A Course in Communication and Soft Skills)	CODE: 20ENGI	2020-2021
No. Teaching Hours per week		No. of Credits		Paper – I
Theory : 4		Theory: 3		

## General English-I (A Course in Communication and Soft Skills)

### Syllabus

#### Learning Outcomes

By the end of the course the learner will be able to :

Use grammar effectively in writing and speaking.

Demonstrate the use of good vocabulary

Demonstrate an understating of writing skills

Acquire ability to use Soft Skills in professional and daily life.

Confidently use the tools of communication skills

#### I. UNIT: Listening Skills

1. Importance of Listening
2. Types of Listening
3. Barriers to Listening
4. Effective Listening

#### II. UNIT: Speaking Skills

1. Sounds of English: Vowels and Consonants
2. Word Accent
3. Intonation

#### III. UNIT: Grammar

1. Concord
2. Modals
3. Tenses (Present/Past/Future)
4. Articles
5. Prepositions
6. Question Tags
7. Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
8. Error Correction

#### IV. UNIT: Writing

1. Punctuation
2. Spelling
3. Paragraph Writing

#### V. UNIT: Soft Skills

1. SWOC
2. Attitude
3. Emotional Intelligence
4. Telephone Etiquette
5. Interpersonal Skills

**Reference Book: ENGLISH PRAXIS COURSE – I**

**(A Course in Communication and Soft Skills) Himalaya Publishing House**

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<b>SEMESTER-II</b>	<b>I B.A/B.Com/B.Sc</b>	<b>General English II English Praxis Course-II A Course in Reading and Writing Skills</b>	<b>CODE: 20ENG2</b>	<b>2021-2022</b>
<b>No. Teaching Hours per week</b>		<b>No. of Credits</b>		<b>Paper – II</b>
<b>Theory : 4</b>		<b>Theory: 3</b>		

**English Praxis Course-II (A Course in Reading and Writing Skills)**

**Syllabus**

**Learning Outcomes**

*By the end of the course the learner will be able to :*

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

**I. UNIT**

**Prose :** 1. How to Avoid Foolish Opinions Bertrand Russell

**Skills :** 2. Vocabulary: Conversion of Words

3. One Word Substitutes

**II. UNIT**

**Prose :** 1. The Doll's House Katherine Mansfield

**Poetry :** 2. Ode to the West Wind P B Shelley

**Non-Detailed Text :** 3. Florence Nightingale Abrar Mohsin

**Skills :** 4. Skimming and Scanning

**III. UNIT**

**Prose :** 1. The Night Train at Deoli Ruskin Bond

**Poetry :** 2. Upagupta Rabindranath Tagore

**Skills :** 3. Reading Comprehension

4. Note Making/Taking

**IV. UNIT**

**Poetry :** 1. Coromandel Fishers Sarojini Naidu

**Skills :** 2. Expansion of Ideas

3. Notices, Agendas and Minutes

**V.UNIT**

**Non-Detailed Text :** 1. An Astrologer's Day R K Narayan

**Skills :** 2. Curriculum Vitae and Resume

3. Letters

4. E-Correspondence

**Reference Book: ENGLISH PRAXIS COURSE – II**

**(A Course in Communication and Soft Skills) Himalaya Publishing House**



## SKILL DEVELOPMENT COURSES

### AKKINENI NAGESWARA RAO COLLEGE:: GUDIVADA– 521 301

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<b>SEMESTER-II</b>	<b>I B.A/B.Com/B.Sc</b>	<b>BUSINESS COMMUNICATION</b>	<b>CODE: 20BCII</b>	<b>2020-2021</b>
<b>No. Teaching Hours per week</b>		<b>No. of Credits -2</b>		<b>Paper – II</b>
<b>Theory : 2</b>		<b>Theory: 2</b>		

### BUSINESS COMMUNICATION

**Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks**

#### **Learning Outcomes:**

After successful completion of this course, students will be able to;

1. Understand the types of business communication and correspondence
2. Comprehend the processes like receiving, filing and replying
3. Acquire knowledge in preparing good business communications
4. Acquaint with organizational communication requirements and presentations.

#### **Syllabus:**

#### **UNIT I : 06hrs**

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

#### **UNIT II: 10hrs**

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organizational hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

#### **UNIT III: 10hrs**

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication -Preparation of business meeting agenda – agenda notes - minutes – circulation of minutes –Presentations of communication using various methods.

#### **Recommended Co-curricular Activities (04hrs):**

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

#### **Reference books:**

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SEMESTER-II	I B.A/B.Com/B.Sc	JOURNALISTIC REPORTING	CODE: 20JR II	2020-2021
No. Teaching Hours per week		No. of Credits - 2		Paper – II
Theory : 2		Theory: 2		

### JOURNALISTIC REPORTING

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

#### Learning Outcomes:

*After successful completion of this course, the student will be able to:*

1. Understand the evolution of journalism with a focus on its development in India.
2. Comprehend the role of Press in the Indian democracy and various reporting methods.
3. Realise the ethical aspects of Journalism in India
4. Develop basic writing skills for newspapers, Radio and Television.

### Syllabus

#### Unit-I: 06 Hrs

Introduction to Journalism-Nature, Growth and Development in post-independence era -Print Media, Mass Media and Electronic Media, Press as a Fourth Estate-Role of Press in Democracy.

#### Unit-II: 10 Hrs

Concept of News-News Values-Sources of News - News gathering ways: Press Conferences, Press Releases, Events, Meets, Interviewing-Types of Interviews and Interviewing Techniques- Methods of News Writing: Leads, News Stories and Body Development.

#### Unit- III: 10 Hrs

Reporting-Kinds of Reporting-Objectives, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Commercial, Disaster, Technical and Scientific Reporting-Writing Special features: Photo features, Human interest features, Profiles, Column Writing, Writing for Radio and Television-Values and Ethics of Journalism.

#### Co-curricular Activities Suggested: (04 Hrs)

1. Collection and study of various English and Telugu Newspapers
2. Invited lecture/basic training by local experts
3. Visit to local Press office
4. Informally attending Press Conferences and Meets and taking notes
5. Assignments, Group discussion, Quiz etc.

#### Reference Books:

1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
2. Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.