



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

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

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

ENGLISH (U.G)

(To be Implemented from 2023-24 Academic Year)

AKKINENI NAGESWARA RAO COLLEGE (AUTONOMOUS)
GUDIVADA-521301

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

Department of English

SEMESTER -1 English Praxis Course-I, W.E.F 2023-24 (R23 Regulations)

Title of the Paper: A COURSE IN COMMUNICATION AND SOFT SKILLS

SEMESTE R-I	I B.A/B.Com/B.Sc	General English-I (A Course in Conversational Skills)	CODE: 23ENGI	2023-2024
No. Teaching Hours per week		No. of Credits 4		Paper – I
Theory : 4		Theory: 4		

S.No	COURSE OUTCOMES	PO`S
	After completion of the course, the student will be able to :	
1	Understand the importance of listening and practice effective listening.	2
2	Use grammar effectively for accuracy in writing and speaking.	1,7
3	Use relevant vocabulary in everyday communication.	1,4
4	Acquire ability to use Soft Skills in professional and daily life.	1,6
5	Confidently use the skills of communication .	1,2

Syllabus

Course Details:-

Unit	Learning Units	Lecture Hours
I	Listening Skills a. Importance of Listening b. Types of Listening c. Barriers to Listening d. Effective Listening	12
II	Phonetics a. Sounds of English: Vowels and Consonants b. Syllable c. Word Stress d. Intonation	12
III	Grammar a. Concord b. Articles c. Prepositions d. Tenses e. Question tags	12
IV	Speaking Skills a. Greetings & Introduction b. Asking and Giving Information c. Yes, We Can by Barack Obama d. Agreeing/ Disagreeing e. A Leader Should Know How to Manage Failure Dr. A.P.J. Abdul Kalam	12

V	Soft Skills a. SWOC b. Attitude c. Emotional Intelligence d. Netiquette e. Interpersonal Skills	12
----------	---	----

Reference Books:

1. Soft Skills, Dr. Alex (New Delhi: S. Chand & Company Ltd) 2009.
2. Interpersonal Skills Training, Philip Burnard (New Delhi: Viva Books Private Ltd)
3. Soft Skills for Everyone, Jeff Butterfield (New Delhi: Cengage Learning India Pvt Ltd) 2012
4. Emotional Intelligence, Daniel Goleman (London: Bloomsbury Publishing) 1996
5. A Text Book of English Phonetics for Indian Students, Balasubramanian
6. A Handbook for English Language Labor, E. Suresh Kumar, P. Sreehari
7. Communication Skills (2nd Edition), Sanjay Kumar & PushpLata, Oxford University Press, 2016.

Course Focus: EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

AKKINENI NAGESWARA RAO COLLEGE (AUTONOMOUS)**GUDIVADA-521301**

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

Department of English**SEMESTER -I W.E.F 2023-24 (R23 Regulations)****Title of the Paper: COMMUNICATION SKILLS**

SEMESTE R-I	I B.A/B.Com/B.Sc	COMMUNICATION SKILLS	CODE: 23ENGI	2023-2024
No. Teaching Hours per week		No. of Credits 2		Paper – I
Theory : 2		Theory: 2		

S.No	COURSE OUTCOMES	PO`S
	After completion of the course, the student will be able to :	
1	Upon the completion of the course the students will be able to:	2
2	Understand the nature importance of communication.	1,7
3	Learn the process involved in communication.	1,4
4	Develop interview skills.	1,6
5	Acquire presentation skills.	1,2
6	Effectively play their roles in group discussions.	
7	Enhance the skills of public speaking.	

Syllabus**Course Details:-**

Unit	Learning Units	Lecture Hours
I	BASICS OF COMMUNICATION Nature and importance of communication Process of Communication Principles of communication Barriers to effective communication Strategies for effective communication	10
II	PRESENTATION SKILLS Preparation of a good presentation Verbal communication in presentation Non-verbal communication in presentation Visual aids/Materials in presentation Analyzing audience and managing questions	10
III	INTERVIEWS AND GROUP DISCUSSIONS Interview and its types Before, during and after an interview Do's and Don'ts in an interview Basic Interview questions Structure and process of Group Discussions Role functions, Do's and Don'ts	10

AKKINENI NAGESWARA RAO COLLEGE (AUTONOMOUS)
GUDIVADA-521301

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

DEPARTMENT OF ENGLISH

SEMESTER – II: General English -II, W.E.F 2023-24 (R 23 Regulations)

Title of the Paper: A COURSE IN READING & WRITING SKILLS

SEMESTER -I	I B.A/B.Com/B.Sc	General English-I (A Course in Conversational Skills)	CODE: 23ENGI	2023-2024
No. Teaching Hours per week		No. of Credits 4		Paper – I
Theory : 4		Theory: 4		

S.No	COURSE OUTCOMES	PO`S
	After completion of the course, the student will be able to :	
1	Use reading skills for effective comprehension.	2
2	Build up a repository of active vocabulary.	1,7
3	Own writing strategies in academic skills.	1,4
4	Enable writing skills for future purposes.	1,6
5	Enhance communicative competence through Reading and Writing skills acquired	1,2

Syllabus

Course Details:-

Unit	Learning Units	Lecture Hours
I	Poetry: 1. UlyssesAlfred Lord Tennyson Skills: 2. Vocabulary: Conversion of Words 3. One Word Substitutes 4. Collocations	12
II	Prose: 1. The Best Investment I Ever MadeA.J.Cronin Non-Detailed Text: 2. Florence Nightingale.....Abrar Mohsin Skills : 3. Skimming and Scanning	12
III	Prose: 1. The Night Train at Deoli.....Ruskin Bond Poetry: 2. Stopping by Woods on a Snowy Evening Skills: 3. Reading Comprehension (Top Down, Bottom Up and Schema Theory) 4. Note Making/ Taking	12
IV	Poetry: 1. Night of the Scorpion.....Nissim Ezekiel Skills: 2. Expansion of Ideas 3.Notices, Agendas and Minutes	12
V	Non-Detailed Text: 1. An Astrologer's Day..... RK Narayan Skills: 2. Curriculum Vitae and Resume 3. Letters 4.E-Correspondence	12

Reference Books:

References:

1. Communication Skills (2nd Edition), Sanjay Kumar & PushpLata, Oxford University Press, 2016.
2. The New Oxford Guide to Writing, Thomas. S. Kane,
3. Reading Skills: How to Read Better and Faster- Speed Reading, Reading Comprehension & Accelerated Learning (2nd Edition), Nick Bell.
4. English Vocabulary in Use: Upper Intermediate, Cambridge University Press

Course Focus: EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

AKKINENI NAGESWARA RAO COLLEGE (AUTONOMOUS)**GUDIVADA-521301**

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

Department of English**SEMESTER - II W.E.F 2023-24 (R23 Regulations)****Title of the Paper: BUSINESS WRITING**

Course Code		Course Delivery Method	Class Room / Blended Mode - Both
Credits	2	CIA Marks	
No. of Lecture Hours / Week	2	Semester End Exam Marks	50
Total Number of Lecture Hours	30	Total Marks	50
Year of Introduction 2023-24	Year of Offering 2023-24	Year of Revision: 2023-24	Percentage of Revision: 100%

S.No	COURSE OUTCOMES	PO'S
	After completion of the course, the student will be able to :	
1	Understand the fundamentals of business writing, including style, tone, and language.	2
2	Produce well-structured and concise business documents, such as emails, memos, and reports.	1,7
3	Apply principles of effective communication in business letters and interoffice correspondence.	1,4
4	Craft persuasive and well-organized business proposals and formal reports.	1,6
5	Cultivate a professional and ethical approach to business writing.	1,2

Syllabus**Course Details:-**

Unit	Learning Units	Lecture Hours
I	INTRODUCTION TO BUSINESS WRITING: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.	10
II	MEMOS AND INTEROFFICE COMMUNICATION: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.	10
III	BUSINESS PROPOSALS AND REPORTS: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing	10

AKKINENI NAGESWARA RAO COLLEGE (AUTONOMOUS)
GUDIVADA-521301

(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam - 521301.A.P.)

Department of English

SEMESTER - II W.E.F 2023-24 (R23 Regulations)

Title of the Paper: PRINCIPLES OF PSYCHOLOGY

Course Code		Course Delivery Method	Class Room / Blended Mode - Both
Credits	2	CIA Marks	
No. of Lecture Hours / Week	2	Semester End Exam Marks	50
Total Number of Lecture Hours	30	Total Marks	50
Year of Introduction 2023-24	Year of Offering 2023-24	Year of Revision: 2023-24	Percentage of Revision: 100%

S.No	COURSE OUTCOMES	PO'S
	After completion of the course, the student will be able to :	
1	Upon the completion of the course the students will be able to:	2
2	Understand the nature importance of communication.	1,7
3	Learn the process involved in communication.	1,4
4	Develop interview skills.	1,6
5	Acquire presentation skills.	1,2
6	Effectively play their roles in group discussions.	1,3
7	Enhance the skills of public speaking.	1,5

Syllabus

Course Details:-

Unit	Learning Units	Lecture Hours
I	INTRODUCTION: Definition, Origin of psychology, Psychology as a scientific study of behavior, applied fields of psychology Biological bases of behavior Sensory and perceptual processes: Structure and function of visual and auditory senses; Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies.	10
II	EMOTION AND MOTIVATION: Nature of emotion; components of emotions. Theories of emotion: James-Lange, Cannon-Bard and Schachter-Singer. Motivation: Nature and types; Maslow's hierarchy model.	10
III	INDIVIDUAL DIFFERENCES: Learning and memory: Learning – Definition, Classical and instrumental conditioning: principles of classical conditioning, schedules of reinforcement, Memory - Sensory, short-term and long-term memory; forgetting and its causes Personality - Trait and type approaches; assessment of personality. Intelligence: Concept of IQ and measurement.	10