

**A.S.D. GOVT. DEGREE COLLEGE FOR WOMEN (A)**

**KAKINADA**

**BOARD OF STUDIES**

**Department of English**



*Cross Cutting issues related to Human Values & Professional Ethics, Business Writing*

**Department of English**

**2024-2025**

Paper Code: ENG 24101

**A.S.D. GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)**

**KAKINADA**

**DEPARTMENT OF ENGLISH**

**General English for B.A., B.Com & B.Sc SEMESTER - I (With effect from 2023-2024)**

**A COURSE IN COMMUNICATION AND SOFT SKILLS**

**Syllabus**

**I. UNIT: Listening Skills**

- a. Importance of Listening
- b. Types of Listening
- c. Barriers to Listening
- d. Effective Listening

**II. UNIT: Phonetics**

- a. Sounds of English: Vowels and Consonants
- b. Syllable
- c. Word Stress

**III. UNIT: Grammar**

- a. Words Often confused
- b. Articles
- c. Prepositions
- d. Tenses
- e. Question tags

**IV. UNIT: Speaking Skills**

- a. Greetings & Self Introduction
- b. Yes, We Can

Barack Obama

**c. A Leader Should Know How to Manage Failure Dr. A.P.J. Abdul Kalam**

**V. UNIT: Soft Skills**

- a. SWOC
- b. Emotional Intelligence
- c. Netiquette
- d. Interpersonal Skills

**PAPER CODE - ENG24201**  
**A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN (A), KAKINADA**  
**Department of English**  
**GENERAL ENGLISH FOR B.A.,B.Com.,B.Sc : 2024-2025**  
**SEMESTER -II (With effect from 2023-2024)**  
**A COURSE IN READING AND WRITING SKILLS**

**Unit -I**

1. Daffodils - William Words Worth
2. Vocabulary: Conversion of Words
3. Marriage is a private affair - Chinua Achebe
4. One Word Substitutes

**Unit - II**

1. A Classical Student - Anton Chekov
2. Florence Nightingale - Non Detailed text
3. Skimming and Scanning

**Unit - III**

1. The Night Train at Deoli --- RuskinBond
2. Reading Comprehension (Top Down, Bottom Up and Schema Theory)
3. Stopping by Woods on a Snowy Evening Robert Frost
4. Note Making / Taking

**Unit -IV**

1. Night of the Scorpion Nissim Ezekiel
2. Expansion of Ideas
3. Notices, Agendas and Minutes

**Unit -V**

1. An Astrologer's Day RK Narayan Non Detailed Text
2. Curriculum Vitae and Resume
3. Letters
4. E-Correspondence

**PAPER CODE BW24201SC**  
**A.S.D. GOVT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS) KAKINADA**  
Department of English  
**SKILL COURSE w.e.f. AY 2024-25**  
**CBCS I YEAR UG HONOURS DEGREE PROGRAM - 2023-2024**  
**SEMESTER-II BUSINESS WRITING BW24201SC**

**Time: 2 hours**

**Max. marks: 40**

Theory Credits: 2 2 hrs/week

**Unit 1. 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.**

**Unit 2. 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.**

**Unit 3: 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.**



*V. N. S. D.*  
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