

B. A. Functional English (Syllabus for Affiliated Colleges)

Third Year B.A. (as per NEP 2020)



Savitribai Phule Pune University, Pune

(Formerly University of Pune)

B.A. Vocationalisation of Undergraduate

Courses in

Functional English

(Faculty of Arts & Humanities)

Syllabi for

T.Y.B.A. (Functional English)

(For Colleges Affiliated to the Savitribai Phule Pune University, Pune)

Sr. No.	Title of the Paper	Page No.
1	FE 301 (T) English for Advanced Business Communication and Entrepreneurship Development	3-7

**Syllabus as per the guidelines of the National Education Policy 2020,
implemented from Academic Year 2026-2027**

T.Y.B.A. Functional English (Semester-V)
CREDIT PATTERN

Year	SEM	Course Code	Course Name	Credits		Total Credits
				T	P	
Three	Five	FE 301 T	English for Advanced Business Communication and Entrepreneurship Development	2	-	2

T.Y. B.A. Functional English (Semester-V)
EVALUATION PATTERN

SEM	Course Code	Course Title	Credits	Theory/ Practical	Int. Exam Marks	Ext. Exam Marks	Total Marks
Five	FE 301T	English for Advanced Business Communication and Entrepreneurship Development	02	Theory	15	35	50

Passing Criteria

Minimum Passing Marks Required for Each Course	Internal Marks	External Marks	Total Marks
	06	14	20

VOCATIONALISATION OF UNDERGRADUATE COURSES

T.Y.B.A. FUNCTIONAL ENGLISH

Course Title

FE 301T- English for Advanced Business Communication and

Entrepreneurship Development

Semester and Choice-Based Credit System

Under NEP 2020 (w.e.f. 2026-2027)

Name of the Faculty: **Humanities**

Name of the B.O.S.: **Vocational**

Name of the Course: **Functional English**

Name of the Subject: **FE 301 T: English for Advanced Business Communication
and Entrepreneurship Development (Theory)**

Year and Semester: **TYBA Semester- V**

Type of the Course: **Minor**

Number of Credits: **02 (2 Clock Hours per Week, Total Lectures 30)**

Rationale

The course is designed to equip students with advanced communication skills required in contemporary professional and entrepreneurial contexts. It integrates digital communication practices, AI-assisted writing, and strategic language use to prepare students for real-world workplace demands. It emphasises skill-based learning, enabling students to apply English in practical situations. It also incorporates AI tools to foster digital literacy and critical evaluation of AI-generated content. The course enhances students' analytical thinking, creativity, and professional competence through a blended learning approach combining classroom instruction, digital tools, project-based tasks, and experiential learning.

Learning Objectives

1. To acquaint students with advanced business communication and entrepreneurial skills.
2. To enable students to use AI tools and prompt writing techniques for professional communication.
3. To help students draft, develop and analyse business documents by using persuasive language.
4. To train students to use the profession-specific register effectively.
5. To expose students to the role of SMEs, start-ups and initiatives such as Startup India.
6. To enable students to create project-based work demonstrating practical communication skills.

Learning Outcomes

1. Students demonstrate advanced business communication and entrepreneurial skills.
2. Students learn to use AI tools and prompt writing techniques for business purposes.
3. Students develop critical and analytical thinking to write business documents.
4. Students develop professional linguistic competency.
5. Students understand the role of SME's, start-ups and initiatives such as Start-up India.
6. Students create project-based work to demonstrate practical communication skills.

Paper Title: FE 301 T English for Advanced Business Communication and Entrepreneurship Development

Unit I: Advanced Business Communication and Digital Practices (16)

I. Business Communication in Professional Contexts: Meaning, Concept, Scope and Importance of Business Communication, Role of Business Communication in Career Growth, Decision-making, and Organisational Success.

II. Technology, Strategic and Analytical Communication: Role of Technology in Business Communication, Strategic and Analytical Communication in the Business Context

III. AI-Assisted Communication and Prompt Writing: Use of ChatGPT and Grammarly in drafting, analysing, and improving Professional Content, Meaning and Concept of Prompt Writing, Features of prompt writing, Providing Effective Instructions to AI tools.

IV. Professional English in Business Contexts: Writing Emails, Meeting Agendas and Minutes, Professional Reports and Preparing Presentations

V. Challenges in Digital Communication: Errors and Miscommunication, Ethical Use of AI.

VI. English as Global and Professional Language Use: English as a Lingua Franca, Business Vocabulary, Formal Tone, and Style of Professional Language.

Unit II: Entrepreneurship Development and Applied Communication (14)

I. Entrepreneurship: Concept, Definition, Scope and Importance of Entrepreneurship.

II. The Entrepreneur, Entrepreneurial Skills, Functions and Qualities: Definition of Entrepreneur, Entrepreneurial and Communication skills, Qualities of an Entrepreneur and Functions of an Entrepreneur.

III. Factors affecting Entrepreneurship Development: Economic Factors, Social and Cultural Factors, Political Factors, Personal or Psychological Factors, Other Factors, etc.

IV. Entrepreneurial Communication: Writing Business Ideas, Proposals, and Promotional Writing

V. Business Analysis and Support Systems: SWOT Analysis, Meaning, Definition and Types of SMEs, Role of government in promoting Start-ups, and initiatives (e.g., Startup India)

VI. Practical Component (Compulsory): E-Project / Field Report / Advertisement or Start-up Writing using Persuasive and Promotional writing/Interview Questionnaire with answers/ Interview Report writing, etc.

(Students will prepare a project on the topics mentioned in the Practical Component of Unit -2 for internal examination.)

Examination Pattern

TYBA: Functional English

FE 301T: English for Advanced Business Communication and Entrepreneurship Development

(15- Internal Evaluation & 35 Semester-End Examination)

A) Internal Assessment

Total 15 Marks

- **Project / Practical Component** (10)
- **Viva Voce / Presentation** (05)

B) Semester-End Exam Question Paper Pattern (Time: 2 Hours, Marks: 35)

Q.1 Answer the following questions in 100 words (any two out of 4). (10)

(On Unit-1: Theory Based)

Q.2 Answer the following questions in 100 words (any two out of 4).

(On Unit-2: Theory Based) (10)

Q.3 Answer the following questions in 100 words (three out of 5). (15)

(On Units 1 and 2: Application-Based)

**(Advertisement writing, Promotional Poster Creation, Preparing a Questionnaire
Report writing of the Interview, etc.)**

Reference Books

1. Bovee, Courtland L., and John V. Thill. *Business Communication Today*. Pearson, 2018.
2. Bly, Robert W. *The Adweek Copywriting Handbook*. John Wiley & Sons, 2006.
3. Charantimath, Poornima M. *Entrepreneurship Development and Small Business Enterprises*. Pearson Education, 2011.
4. Emmerson, Paul. *Business English Handbook: Advanced Vocabulary and Phrasebook*. Macmillan Education, 2007.
5. Guffey, Mary Ellen, and Dana Loewy. *Essentials of Business Communication*. Cengage Learning, 2016.
6. Hunter, Nathan. *The Art of Prompt Engineering with ChatGPT: A Practical Guide for Writing Effective AI Instructions*. Independently published, 2023.
7. Khanka, S. S. *Entrepreneurship Development*. S. Chand Publishing, 2013.
8. Kumar, Ashish. *The Ultimate Guide to Writing Business Emails with ChatGPT*. Notion Press, 2023.
9. Mascull, Bill. *Business Vocabulary in Use*. Cambridge University Press, 2017.
10. Nichols, Bill. *Introduction to Documentary*. Indiana University Press, 2017.
11. Pal, Rajendra, and J. S. Korlahalli. *Essentials of Business Communication*. Sultan Chand & Sons, 2012.
12. Sweeney, Simon. *English for Business Communication*. Cambridge University Press, 2002.
13. Taylor, Shirley. *Model Business Letters, Emails and Other Business Documents*. Pearson Education, 2012.

Online Resources and MOOCs

1. Students are encouraged to use platforms such as SWAYAM and MOOC for courses on business communication, entrepreneurship, and soft skills.
2. Government portals such as Startup India can be consulted to understand entrepreneurial practices.