

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVTI

Faculty of Humanities

(Syllabus for As Per National Education Policy -NEP-2020)

Three Years- Six Semesters Bachelor's Degree Program
Degree of Bachelor of Arts

B.A. Semester-III & IV Level - 5.0

Department Specific Core (DSC) /Subject- Major / Minor -English Language

(DSC-Code 615)

Board of Studies in English

Effective from Academic year -2026-27

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Members of Board of Studies in English

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SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty : Humanities – Discipline/ Subject – English Language

Teaching & Learning Scheme : For the Degree of Bachelor of Arts with Major/ Minor – English Language

Three / Four Years Bachelor Degree Programme

Degree of Bachelor of Arts B.A. Semester-III Level – 5

Mode of Teaching	Vertical	NEP Vertical	Type of Course	Course Code	Course Title				Maximum Marks		
						Credits	Workload (Hrs/Week)	Vertical Workload (Hrs/Week)	External	Internal	Total
Class Room Teaching/ Lab Work (Practical)/ Outdoor/ Field	a	Major-DSC-English	Theory- 3	615203	Major Theory Paper-3 English for Competitive Examinations - 1	4	4	8	60	40	100
			Theory- 4	615204	Major Theory Paper-4 Mass Communication Through English	2	2		30	20	50
		Major- IKS- Specific	Theory	615205	Swami Vivekananda: Karma Yoga & Bhakti Yoga	2	2		30	20	50
	b	Minor-DSC- English	Theory- 3	615251	Minor Paper- 03 Soft Skills through English -1	4	4	4	60	40	100
	c	Generic/Open Elective (OE) Other than Humanities	Theory – 5 OE- 5	615265	OE-5 Introduction to Technical Writing	2	2	2	--	30+20	50
	d	Vocational Skill Enhancement Course (VSEC)	Theory - 2	615272	Translation Proficiency - II	2	2	2	--	30+20	50
	e	Ability Enhancement Course (AEC) – English	Theory - 3	615283	Written Communication Skills - I	1	2 (per batch)	4	--	15+10	25
		Ability Enhancement Course (AEC) – Marathi/ Hindi	Theory - 3	-----		1	2 (per batch)		--	15+10	25
	f	FP/CES	Project- 1	615286	List of field projects is suggested	2	4	8	--	50	50
		Co-Curricular Courses	Outdoor	NSS/UBA/NCC Cultural/Sports/Yoga etc		2	4		--	--	--
Total						22			500		

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty : Humanities – Discipline/ Subject – English Language

Teaching & Learning Scheme : For the Degree of Bachelor of Arts with Major/ Minor – English Language

Three / Four Years Bachelor Degree Programme

Degree of Bachelor of Arts B.A. Semester-IV Level – 5

Mode of Teaching	Vertical	NEP Vertical	Type of Course	Course Code	Course Title				Maximum Marks		
						Credits	Workload (Hrs/Week)	Vertical Workload (Hrs/Week)	External	Internal	Total
Class Room Teaching/ Lab Work (Practical)/ Outdoor/ Field	a	Major-DSC- English	Theory- 5	615206	Major Theory Paper-5 English for Competitive Examinations - II	4	4	8	60	40	100
			Theory- 6	615207	Major Theory Paper-6 Professional Communication Skills	4	4		30	20	50
	b	Minor-DSC- English	Theory- 4	615252	Minor Paper-4 Content Writing	4	4	4	60	40	100
	c	Generic/Open Elective (OE) Other than Humanities	Theory – 6 OE- 6	615266	OE-6 English for Advertisement	2	2	2	--	30+20	50
	d	Vocational Skill Enhancement Course (VSEC)	Theory - 3	615273	Translation Proficiency - III	2	2	2	--	30+20	50
	e	Ability Enhancement Course (AEC) – English	Theory - 4	615284	Written Communication Skills - II	1	2 (per batch)	4	--	15+10	25
		Ability Enhancement Course (AEC) – Marathi/ Hindi	Theory - 4	----	-----	1	2 (per batch)		--	15+10	25
	f	FP/CES	Project- 2	615287	List of field projects is suggested	2	4	8	--	50	50
		Co-Curricular Courses	Outdoor	NSS/UBA/NCC Cultural/Sports/Yoga etc		2	4		--	--	--
Total						22			500		

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

(Syllabus for As Per National Education Policy -NEP-2020)

Three Years- Six Semesters Bachelor's Degree Program

Degree of Bachelor of Arts

B.A. Semester-III Level - 5.0

Major -English Language (DSC)

Course Title Major Theory Paper III

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. III	5.0	Major DSC ENG	615203	English for Competitive Examinations - I	4	4	4	60	Written Exam 60 Marks Internal 40 Marks

Course Objectives	- To enhance the reading skills of students - To develop understanding of sentence structure - To make students able to apply grammar in different contexts
Course Outcomes	- Students will develop their reading skills - Students will be able to understand sentence structure - Students will be able to apply grammar in different contexts

Paper III		
	Course Title - English for Competitive Examinations - I	
Unit I	Prose – 1. I Have a Dream- Martin Luther King Jr 2. How Much Land Does Man Need?-Leo Tolstoy	10 Hours
Unit II	Prose – 1. Orpheus and Eurydice – W. B. Forbush 2. After Twenty Years – O. Henry	10 Hours
Unit III	Poetry- 1. The Road Not Taken – Robert Frost 2. I, Too – Langston Hughes	10 Hours
Unit IV	Poetry-	10 Hours

	1. Night of the Scorpion – Nissim Ezekiel 2. Fear – Khalil Gibran	
Unit V	English for Competitive Examination –I 1. Tenses	10 Hours
Unit VI	English for Competitive Examination –II 1. Simple, Complex and Compound Sentences.	10 Hours
Total Hours 60		

Paper Pattern	
QUE 1 - Students will have to attempt one question on comprehension of 10 marks on unit I.	10×1=10
QUE 2 – Students will have to attempt one question on comprehension of 10 marks on unit II.	10×1=10
QUE 3 – Students will have to attempt one long answer question out of two questions of 10 marks on unit III.	10×1=10
QUE 4 – Students will have to attempt one long answer question out of two of 10 marks on unit IV.	10×1=10
QUE 5 – Students will have to attempt 10 questions of 1 mark each on unit V.	10×1=10
QUE 6 – Students will have to attempt 10 questions of 1 mark on unit VI.	10×1=10

Distribution of Marks	
Internal Assessment	
Assignment	20 Marks
Class Test	20 Marks
Total	40 Marks
Theory (External)	60 Marks
Total	100 Marks

Book Recommended –

1 . *English for Competitive Examinations I & II* edited by Board of Editors and published by Prashant Publications, Jalgaon.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVTI**Faculty of Humanities**

Degree of Bachelor of Arts

B.A. Semester-III Level - 5.0

Major -English Language (DSC)

Course Title Major Theory Paper IV

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. III	5.0	Major DSC ENG	615204	Mass Communication Through English	2	2	2	30	Written Exam 30 Marks Internal 20 Marks

Course Objectives	• To develop proficiency in spoken and written English • To enable students to write for different media • To enable students to understand production processes	
Course Outcome	• Students will develop proficiency in spoken and written English • Students will be able to write news, stories and advertisements • Students will understand the various processes of production	
	Course Title - Mass Communication Through English	
Unit I	Introduction to Mass Communication 1. Key Aspects and Definitions 2. Elements of Mass Communication 3. Effects of Mass Communication 4. Function of Mass Communication	08 Hours
Unit II	Writing Content for Mass Communication 1. Writing Articles 2. Drafting News paper Reports and Editorials 3. Writing Advertisements 4. Preparing Brochures and Manuals	08 Hours

Unit III	Introduction to Digital Media 1. Feature of Digital Media 2. Types /Platforms of Digital Media 3. Digital Literacy	07 Hours
Unit IV	Writing content for Mass Communication 1. Writing Web-content 2. Blog Writing 3. Writing Social Media Content	07 Hours
Total Hours = 30		

Paper Pattern		
QUE 1 - Students will have to attempt one long answer question out of two of 08 marks on unit I.		08×1=08
QUE 2 – Students will have to attempt one long answer question out of two of 08 marks on unit II.		08×1=08
QUE 3 – Students will have to attempt one long answer question out of two of 07 marks on unit III.		07×1=07
QUE 4 – Students will have to attempt one long answer question out of two of 07 marks on unit IV.		07×1=07

Distribution of Marks	
Internal Assessment	
Assignment / Project work	10 Marks
Class Test	10 Marks
Total	20 Marks
Theory (External)	30 Marks
Total	50 Marks

Book Recommended –

1. *Mass Communication Through English*, edited by Board of Editors and published by Orient Black Swan Pvt. Ltd.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**Faculty of Humanities**

Degree of Bachelor of Arts

B.A. Semester-III Level - 5.0

IKS English Language

Course Title- Swami Vivekananda: Karma Yoga & Bhakti Yoga

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. III	5.0	IKS English	615205	Swami Vivekananda : Karma Yoga & Bhakti Yoga	2	2	2	30	Written Exam 30 Marks Internal 20 Marks

Course Objectives:	To make aware the students about the epoch making thinker and great personality of India Swami Vivekananda and his concept of Yogas	
• Course Outcomes:	At the end of this course, students will be able to: 1) understand the concept of Karma Yoga and its application in life to perform the duties skilfully. 2) apply conscientious efforts while doing work and accept its result with cheerfulness. 3) attempt any work as assigned by God without being triggered by the secular motives. 4) be conscious of the inner effect of work while being involved in action in practical life to maintain equanimity of mind amidst all the vicissitudes of life.	
Unit I	• Karma and its Effect on Character. • What is duty? • We Help Ourselves, Not the World.	08 Hours
Unit II	• The Ideal of Karma-Yoga • Each is Great in His OwnPlace. • Non-Attachment is Complete Self-abnegation • Freedom.	08 Hours
Unit III	• Spiritual Realisation ,the aim of Bhakti Yoga. • The Need of Guru • Qualification of Aspirant & Teacher. Incarnate Teacher and Incarnation	07 Hours

Unit IV	• The Mantra :OM: Word &Wisdom • The Chosen Ideal. • The Method & Means. Worship of Substitutes and Images	07 Hours
Paper Pattern		
Que 1: One long answer question to be attempted out of Three of eight marks each.		08×1=08
Que 2: One long answer question to be attempted out of Three of eight marks each.		08×1=08
Que 3: One long answer question to be attempted out of Three of seven marks each.		07×1=07
Que 4: One long answer question to be attempted out of Three of seven marks each.		07×1=07

Distribution of Marks	
Internal Assessment	
Assignment	10 Marks
Class Test	10 Marks
Total	20 Marks
Theory	30 Marks
Total	50 Marks

Books recommended:

- 1) *Karma Yoga (The Yoga of Action)* by Swami Vivekananda. R.K. Math Nagpur
- 2) *The Complete Works of Swami Vivekananda - Volume 1 to 9.* Advait Ashram Publication, Kolkata

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Degree of Bachelor of Arts

B.A. Semester-III Level - 5.0

Minor English Language (DSC)

Course Title Minor Theory Paper III

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. III	5.0	Minor DSC ENG	615251	Soft Skills Through English	4	4	4	60	Written Exam 60 Marks Internal 40 Marks

Course Objectives	- To enhance communication skills - To improve teamwork and collaboration - To develop leadership skill - To boost problem solving abilities - To enhance overall job performance
Course Outcome	- Students will be able to express themselves clearly - Students will be able to work effectively with others - Students will be inspired to develop leadership skill - Students will learn to identify, analyze and find solutions to challenges

Paper III

	Course Title – Soft Skills Through English	
Unit I	An Introduction to Soft Skills 1. Soft Skills : Definitions and Nature 2. Soft Skills vs Hard Skills 3. Importance of Soft Skills 4. Types of Soft Skills	10 Hours
Unit II	Soft Skills and Personality Development 1. Personality Development 2. Positive Attitude and Self – confidence 3. Leadership Skills 4. Etiquette	10 Hours
Unit III	Presentation Skills	10 Hours

	1. Kinds of Presentation 2. Types of Presentation	
Unit IV	1. Use of Audio Visual Aids 2. Body language and Voice Modulation 3. Stage presence and Effective Public Speaking	10 Hours
Unit V	Soft Skills Required for Professional Success 1. Interview Skills 2. Time Management 3. Stress Management	10 Hours
Unit VI	1. Decision Making Skills 2. Moral Values 3. Negotiation Skills	10 Hours
Total Hours 60		

Paper Pattern	
QUE 1 - Students will have to attempt one long answer question out of two of 10 marks on unit I.	10×1=10
QUE 2 – Students will have to attempt one long answer question out of two questions of 10 marks on unit II.	10×1=10
QUE 3 – Students will have to attempt one long answer question out of two of 10 marks on unit III.	10×1=10
QUE 4 – Students will have to attempt one long answer question out of two of 10 marks on unit IV.	10×1=10
QUE 5 – Students will have to attempt one long answer question out of two of 10 marks on unit V.	10×1=10
QUE 6 – Students will have to attempt one long answer question out of two questions of 10 marks on unit VI.	10×1=10

Distribution of Marks	
Internal Assessment	
Assignment / Personal Interview	20 Marks
Class Test	20 Marks
Total	40 Marks
Theory (External)	60 Marks
Total	100 Marks

Book Recommended –

1. *Soft Skills Through English*, edited by Board of Editors and Published by Orient Black Swan Pvt. Ltd.

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities
Subject: English Language
UG Generic Open Elective

GOEC 5	Course	UG Generic Open Elective 5
	Level	5
	Title of Paper	Introduction to Technical Writing
	Course Code	615265
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Title- Introduction to Technical Writing

Course Objectives	Develop Audience Awareness: Teach students how to analyze the target audience's background to present data effectively. Improve Technical Communication: Enhance the ability to convert complex, specialized information into clear, easy-to-understand English. Introduce Professional Formatting: Familiarize learners with various technical genres such as user manuals, proposals, reports, and emails. Refine Language and Mechanics: Emphasize the rules of grammar, sentence structure, and vocabulary to avoid ambiguity and errors.	
Course Outcome	Clarity & Concision: Students will be able to write clear, concise, and logically organized technical documents tailored to diverse readers. Document Design: Students will effectively plan, draft, and format technical reports, research papers, and professional correspondence using appropriate language. Information Synthesis: Students will confidently extract, summarize, and integrate research, data, and graphic aids into their written and spoken communication. Employability Readiness: Students will produce professional workplace documents (e.g., resumes, cover letters, standard operating procedures) in standard, error-free English.	
Unit	Course Contents	Learning Hours
Unit -I	Meaning, Scope and Nature of Technical Writing.	07 Hours
Unit - II	Technical Writing : Characteristics and Ethics 1. Characteristics of a Technical Writing 2. Ethics of Technical Writing	08 Hours
Unit - III	Forms of Technical Writing 1. WhatsApp –	07 Hours

	a) Origin b) Characteristics 2. Website – a) Origin b) Characteristics	
Unit IV	Forms of Technical Writing 1. Brochures, Flyers – a) Origin b) Types c) Characteristics 2. Blogging – a) Origin b) Types c) Characteristics	08 Hours
Paper Pattern		
Q.1	Students will have to attempt one question of 7 marks on unit I.	7x1= 7
Q.2	Students will have to attempt one question of 8 marks on unit II.	8x1= 8
Q.3	Students will have to attempt one question of 7 marks on unit III.	7x1= 7
Q.4	Students will have to attempt one question of 8 marks on unit IV.	8x1= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. *Introduction to Technical Writing* edited by Board of Editors Published by Prashant Publications, Jalgaon.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Degree of Bachelor of Arts

B.A. Semester-III Level – 5

English Language

Course Title VSEC – Translation Proficiency – II

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. III	5	VSEC-ENG	615272	Translation Proficiency-II	2	2	2	30	Written Exam 30 Marks Internal 20 Marks

Course Objectives	• Develop proficiency in translating texts between English and Indian Languages • Introduce students to the theory of translation and practice • Train learners in literary, technical, media and official translation • Familiarize students with translation technologies and tools • Enhance employability in publishing journalism, administration, tourism and local industries
Course Outcomes	After completing the course, learner will be able to - • Translate texts accurately between languages • Apply translation theories in practice • Use translation software and digital tools • Translate literary, technical and administrative documents • Undertake professional translation assignments independently.

	Course Title – Translation Proficiency-II	
Unit I	1. Translation Theories – a. Equivalence b. Fidelity and Accuracy	07 Hours
Unit II	1. Problems in Translation	08 Hours
Unit III	1. Cultural and Linguistic Challenges	07Hours
Unit IV	1.Ethics of Translation	08 Hours
		Total Hours 30

Paper Pattern	
QUE 1 - Students will have to attempt one question of 7 marks on unit I.	7×1=7
QUE 2 – Students will have to attempt one question of 8 marks on unit II.	8×1=8
QUE 3 – Students will have to attempt one question of 7 marks on unit III.	7×1=7
QUE 4 – Students will have to attempt one question of 8 marks on unit IV.	8×1=8

Distribution of Marks	
Internal Assessment	
Assignment	10 Marks
Class Test	10 Marks
Total	20 Marks
Theory (External)	30 Marks
Total	50 Marks

Book Recommended –
Translation Proficiency by

Published by .

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English

Ability Enhancement Course (Level 5)

BA Part II Semester - III

Course Title- Written Communication skills - I

Ability Enhancement Course (AEC)	Course	UG BA II Sem III	
	Level	5	
	Title of Paper	Written Communication Skills -I	
	Course Code	615283	
	No. of Credits	01	
	Lectures	30 (2Hr/Week/ Batch)	
	Internal	10 Marks	
	External (Theory)	15 Marks	
	Exam Duration	01 Hr	
	Total	25 Marks	
Course Objectives	1) To give students the knowledge of Various forms of Written communication. 2) To make students proficient in written communication		
Course Outcome	After completion of this course students will be able to- 1) Write various letters. 2) Write commercial Advertisements. 3) Write E-mail 4) Write effectively on social media.		
Unit	Course Contents	Learning Hours	
Unit -I	Correspondence (Formal Letter)	15 Hours	
	1) Letters of enquiry. 2) Letters of order 3) Letters of Complaint- 4) E-mail Writing.		
Unit -II	Application Writing (Formal Letter)	15 Hours	
	1) Application letter for TC 2) Application for Job 3) C V writing. 4) Proposal Writing		
Paper Pattern			
Q.1	Students will have to answer ONE long answer question out of four of 5 Marks each on unit-I	5x1 = 05	
Q.2	Students will have to answer TWO long answer questions out of four of 5 Marks each on Unit-II	5x2 = 10	

Distribution of Marks	
Assessment	
Personal Interview	05 Marks
Assignment-	05 Marks
Total	10 Marks
External (Theory)	15 Marks
Total	25 Marks

Prescribed Textbook:

1 *English for Effective Communication* by Board of Editors & published by Orient Black Swan, Hyderabad.

2 *Artificer* by Board of Editors & published by Dnyanpath Publications, Amravati.

Note – This course will be taught by demonstrative method and in batches. The work load of this course will be two lecture /week for one batch of 15 students.

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Faculty of Humanities

(Syllabus for As Per National Education Policy -NEP-2020)

Three Years- Six Semesters Bachelor's Degree Program

Degree of Bachelor of Arts

B.A. Semester-IV Level - 5.0

Minor English Language (DSC)

Course Title Major Theory Paper VI

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. IV	5.0	Major DSC ENG	615206	English for Competitive Examinations - II	4	4	4	60	Written Exam 60 Marks Internal 40 Marks

Course Objectives	- To enhance the reading skills of students - To develop understanding of sentence structure - To make students able to apply grammar in different contexts
Course Outcomes	- Students will develop their reading skills - Students will be able to understand sentence structure - Students will be able to apply grammar in different contexts

	Course Title – English for Competitive Examinations - II	
Unit I	Prose – 1. Tryst with Destiny – Jawaharlal Nehru 2. In Sahyadri Hills, A Lesson in Humility- Sudha Murty	10 Hours
Unit II	1. What is Integrity – Subroto Bagchi 2. Unsung Women Achievers of Contemporary India – Subhashree Mukharjee	10 Hours
Unit III	Poetry – 1. The Harp of India – Henry Derozio 2. The Homeless House – Amar Nath Prasad	10 Hours

Unit IV	1. Who am I ? – Ballaleshwar Tela 2. Obituary – A K Ramanujan	10 Hours
Unit V	English for Competitive Examination –I 1. Change the Voice	10 Hours
Unit VI	English for Competitive Examination –II 1. Framing Wh Questions. 2. Question Tags 3. Short Responses	10 Hours
		Total Hours 60

Paper Pattern	
QUE 1 - Students will have to attempt one question on comprehension of 10 marks on unit I.	10×1 =10
QUE 2 – Students will have to attempt one question on comprehension of 10 marks on unit II.	10×1=10
QUE 3 – Students will have to attempt one long answer question of 10 marks on unit III.	10×1=10
QUE 4 – Students will have to attempt one long answer question of 10 marks on unit IV.	10×1=10
QUE 5 – Students will have to attempt 10 questions of 1 mark on unit V.	1×10=10
QUE 6 – Students will have to attempt 10 questions of 1 marks on unit VI.	1×10=10

Distribution of Marks	
Internal Assessment	
Assignment	20 Marks
Class Test	20 Marks
Total	40 Marks
Theory (External)	60 Marks
Total	100 Marks

Book Recommended –

1 . *English for Competitive Examinations I & II* edited by Board of Editors and published by Prashant Publications, Jalgaon.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVTI

Faculty of Humanities

Degree of Bachelor of Arts

B.A. Semester-IV Level - 5.0

Major English Language (DSC)

Course Title Major Theory Paper VI

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. IV	5.0	Major DSC ENG	615207	Professional communication Skills	4	4	4	60	Written Exam 60 Marks Internal 40 Marks

Course Objectives	• To enhance communication skills • To improve teamwork and collaboration • To develop leadership skill • To boost problem solving abilities • To enhance overall job performance
Course Outcome	• Students will be able to express themselves clearly • Students will be able to work effectively with others • Students will be inspired to develop leadership skill • Students will learn to identify, analyze and find solutions to challenges

	Course Title – Professional communication Skills	
Unit I	Meeting and Greeting People 1. Introducing Yourself 2. Introducing Others	10 Hours
Unit II	Group Discussion 3. Initiating Group Discussion 4. Concluding Group Discussion	10 Hours
Unit III	Presentation Skills 5. Kinds of Presentation 6. Structuring Content 7. Language of Presentation	10 Hours
Unit IV	Introduction to Soft Skill 8. Definition and Nature	10 Hours

	9. Soft Vs Hard Skills	
Unit V	Introduction to Soft Skill 10. Importance of Soft Skills 11. Types of Soft Skills	10 Hours
Unit VI	Soft Skills in Career Prospects 12. Decision Making and Moral Values 13. Leadership Skills and Team Building	10 Hours
		Total Hours 60

Paper Pattern	
QUE 1 - Students will have to attempt one long answer question out of two questions s of 10 marks each on unit I.	10×1=10
QUE 2 – Students will have to attempt one long answer question out of two of 10 marks on unit II.	10×1=10
QUE 3 – Students will have to attempt one long answer question out of two of 10 marks on unit III.	10×1=10
QUE 4 – Students will have to attempt one long answer question out of two of 10 marks on unit IV.	10×1=10
QUE 5 – Students will have to attempt one long answer question out of two of 10 marks on unit V.	10×1=10
QUE 6 – Students will have to attempt one long answer question out of two of 10 marks on unit VI.	10×1=10

Distribution of Marks	
Internal Assessment	
Assignment / Personal Interview	20 Marks
Class Test	20 Marks
Total	40 Marks
Theory (External)	60 Marks
Total	100 Marks

Books Recommended –

1. *Professional Communication Skills* edited by Board of Editors and published by Prashant Publications, Jalgaon.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Degree of Bachelor of Arts

B.A. Semester-IV Level - 5.0

Minor English Language (DSC)

Course Title Minor Theory Paper IV

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. IV	5.0	Minor DSC ENG	615252	Content Writing	4	4	4	60	Written Exam 60 Marks Internal 40 Marks

Course Objectives	- To develop proficiency in spoken and written English - To enable students to write for different media - To enable students to understand production processes
Course Outcome	- Students will develop proficiency in spoken and written English - Students will be able to write news, stories and advertisements - Students will understand the various processes of production

Course Title – Content Writing		
Unit I	1. Content Writing : Introduction 2. Types of Content writing 3. Guidelines for Effective Content Writing	10 Hours
Unit II	1. Writing Blog Post 2. Types of Blogs 3. Tips for Effective Blogging	10 Hours
Unit III	1. Writing for Websites 2. Writing for Social Media Platforms 3. Tips for Effective Social Media Writing	10 Hours
Unit IV	1. Writing for Advertisements 2. Guidelines for Writing Effective Ads	10 Hours

	3. Writing Newspaper Advertisements 4. Guidelines for Writing Effective Newspaper Ads	
Unit V	1. Writing Television Advertisements 2. Types of TV Ads 3. Tips for Writing Effective TV Ads	10 Hours
Unit VI	1. Writing for Radio Ads 2. Types of Radio Ads 3. Tips for Writing Effective Radio Ads 4. Writing Internet Advertisement 5. Types of Internet Ads 6. Tips for Writing Effective Internet Ads	10 Hours
Total Hours 60		

Paper Pattern	
QUE 1 - Students will have to attempt one long answer question out of two questions of 10 marks.	$10 \times 1 = 10$
QUE 2 – Students will have to attempt one long answer question out of two questions of 10 marks on unit II.	$10 \times 1 = 10$
QUE 3 – Students will have to attempt one long answer question out of two questions of 10 marks on unit III.	$10 \times 1 = 10$
QUE 4 – Students will have to attempt one long answer question out of two questions of 10 marks on unit IV.	$10 \times 1 = 10$
QUE 5 – Students will have to attempt one long answer question out of two questions of 10 marks on unit V.	$10 \times 1 = 10$
QUE 6 – Students will have to attempt one long answer question out of two questions of 10 marks on unit VI.	$10 \times 1 = 10$

Distribution of Marks	
Internal Assessment	
Assignment / Project	20 Marks
Class Test	20 Marks
Total	40 Marks
Theory (External)	60 Marks
Total	100 Marks

Books Recommended –

1. edited by Board of Editors and published by
2. *Aspirations English for Careers*, edited by Board of Editors and published by Orient Black Swan Pvt. Ltd.

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities
Subject: English Language
UG Generic Open Elective
Course Title- English for Advertisement

GOEC 6	Course	UG Generic Open Elective 6
	Level	5
	Title of Paper	English for Advertisement
	Course Code	615266
	No. of Credits	02
	Lectures	30 (2 Hrs per week)
	Internal	20 Marks
	External (Theory)	30 Marks
	Exam Duration	02 Hrs
	Total	50 Marks

Course Objectives	Analyze Target Audiences: To train students in identifying consumer behavior, demographics, and psychographics to tailor advertising messages effectively. Develop Copywriting Skills: To instruct learners on the principles of writing clear, persuasive, and memorable ad copy across various traditional and digital platforms. Understand Advertising Psychology: To explore how language, tone, and rhetorical devices are used to capture attention, evoke emotion, and drive consumer action. Explore Media Formats: To familiarize students with the distinct language requirements for print, television, radio, and social media/digital formats. Navigate Ethics and Regulations: To teach the legal and social responsibilities of advertising, ensuring campaigns are truthful, ethical, and culturally sensitive.
Course Outcome	Craft Persuasive Copy: Students will be able to write compelling advertising headlines, body copy, and slogans that resonate with specific demographics. Select Appropriate Language and Tone: Students will successfully adapt their writing style to match the chosen media platform (e.g., short-form copy for social media vs. narrative copy for print). Apply Rhetorical Strategies: Students will demonstrate the ability to use persuasive language techniques, emotional appeals, and calls to action (CTAs) to influence consumer decisions. Evaluate Advertising Effectiveness: Students will be able to critically analyze existing advertisements for their linguistic impact, clarity, and overall effectiveness. Create Ethical Ad Campaigns: Students will be capable of producing socially responsible advertising plans that avoid deceptive claims while meeting specific client objectives.

Unit	Course Contents	Learning Hours
Unit -I	Introduction to Advertisement	07 Hours
Unit - II	Types of Advertising	08 Hours
Unit - III	Guidelines for Writing Advertisements in English	07 Hours
Unit IV	Principles of Advertising Copywriting	08 Hours
Paper Pattern		
Q.1	Students will have to attempt one question of 7 marks on unit I.	7x1= 7
Q.2	Students will have to attempt one question of 8 marks on unit II.	8x1= 8
Q.3	Students will have to attempt one question of 7 marks on unit III.	7x1= 7
Q.4	Students will have to attempt one question of 8 marks on unit IV.	8x1= 8
Distribution of Marks		
Internal Assessment		
Class Test based on MCQs		10 Marks
Assignment-		10 Marks
Total		20 Marks
Theory Paper		30 Marks
Total		50 Marks

Books recommended:

1. *English for Advertisement* edited by Board of Editors & Published by Prashant Publications, Jalgaon.

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI

Faculty of Humanities

Degree of Bachelor of Arts

B.A. Semester-IV Level – 5

English Language

Course Title VSEC – Translation Proficiency – III

Semester	Level	Vertical Type	Corse Code	Course Title	Learning Hours	Credits	Teaching hours (Per Week)	Total Teaching hours	Exam Type and Marks
BA Sem. IV	5	VSEC-ENG	615273	Translation Proficiency - III	2	2	2	30	Written Exam 30 Marks Internal 20 Marks

Course Objectives	• Develop proficiency in translating texts between English and Indian Languages • Introduce students to the theory of translation and practice • Train learners in literary, technical, media and official translation • Familiarize students with translation technologies and tools • Enhance employability in publishing journalism, administration, tourism and local industries
Course Outcomes	After completing the course, learner will be able to - • Translate texts accurately between languages • Apply translation theories in practice • Use translation software and digital tools • Translate literary, technical and administrative documents • Undertake professional translation assignments independently.

Course Title – Translation Proficiency - III		
Unit I	1. Grammar and Usage 2. Sentence Structure	07 Hours
Unit II	1. Vocabulary Building 2. Idioms and Proverbs	08 Hours
Unit III	1. Stylistics and Register	07Hours
Unit IV	1. Editing and Proof Reading Skills	08 Hours
Total Hours 30		

Paper Pattern	
QUE 1 - Students will have to attempt one question of 7 marks on unit I.	7×1=7
QUE 2 – Students will have to attempt one question of 8 marks on unit II.	8×1=8
QUE 3 – Students will have to attempt one question of 7 marks on unit III.	7×1=7
QUE 4 – Students will have to attempt one question of 8 marks on unit IV.	8×1=8

Distribution of Marks	
Internal Assessment	
Assignment (on Proof Reading)	10 Marks
Class Test	10 Marks
Total	20 Marks
Theory (External)	30 Marks
Total	50 Marks

Book Recommended –

***Translation Proficiency* by**

Published by .

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English

Ability Enhancement Course (Level 5)

BA Part II Semester - IV

Course Title- Written Communication skills –II

Ability Enhancement Course (AEC)	Course	UG BA II Sem IV
	Level	5
	Title of Paper	Written Communication Skills - II
	Course Code	615284
	No. of Credits	01
	Lectures	30(2Hr/Week/ Batch)
	Internal	10 Marks
	External (Theory)	15 Marks
	Exam Duration	01 Hrs
	Total	25 Marks

Course Objectives	1) To give students the knowledge of Various forms of Written communication. 2) To make students proficient in written communication	
Course Outcome	After completion of this course students will be able to... 1) Write various letters. 2) Write commercial Advertisements. 3) Write E-mail 4) Write effectively on social media.	
Unit	Course Contents	Learning Hours
Unit-I	Commercial Writing	15 Hours
	1) Advertisement- writing. 2) Product- Manual 3) Poster/Brochure writing.	
Unit-II	Social Media and Content Writing	15 Hours
	1) Blog Writing. 2) Writing on Facebook. 3) Writing. on Instagram.	
Paper Pattern		
Q.1	Students will have to answer Two long answer questions out of three of 5 Marks each on unit-I	5x2 = 10
Q.2	Students will have to answer one long answer questions out of three of 5 Marks each on Unit-II	5x1 = 05

Distribution of Marks		
Assessment		
Personal Interview		05 Marks
Assignment-		05 Marks
Total		10 Marks
External (Theory)		15 Marks
Total		25 Marks

Prescribed Textbook:

1. *English for Effective Communication* by Board of Editors & published by Orient Black Swan, Hyderabad.

2 . *Artificer* by Board of Editors & published by Dnyanpath Publications, Amravati.

Note – This course will be taught by demonstrative method and in batches. The work load of this course will be two lecture /week for one batch of 15 students.

Suggested List of Field Projects

For UG students of English & English Literature , Field Projects / Community Engagement Services can connect language and literature studies with real-life social needs. Here are some suitable project ideas:

Suggested Structure for a 2-Credit Field Project

Proposed Assessment Pattern

Field Work Participation: 20 Marks

Project Report: 20 Marks

Presentation/Viva: 10 Marks

1. Literacy and Language Development

Conduct English literacy classes for school children.

Teach basic spoken English to women, senior citizens, or workers.

Organize reading clubs in villages or communities.

2. Library and Reading Promotion

Assist local schools in setting up mini-libraries.

Conduct book donation drives.

Organize storytelling sessions for children.

3. Translation and Documentation

Translate government notices, health information, or educational materials from English to Marathi and vice versa.

Document local folklore, folk songs, and oral narratives in English.

Prepare bilingual pamphlets for community awareness.

4. Communication and Awareness Campaigns

Create posters and brochures on health, hygiene, environment, and digital literacy.

Conduct awareness programs on cyber safety and responsible social media use.

Develop English communication materials for NGOs.

5. Environmental Projects

Prepare reports on local environmental issues.

Conduct tree plantation drives and document activities in English.

Create awareness content on waste management and sustainability.

6. Cultural Heritage Documentation

Interview local artists, craftsmen, and folk performers.
Document local festivals, traditions, and historical sites in English.
Prepare digital archives of regional culture.

7. Educational Support Services

Volunteer as tutors for underprivileged students.
Assist schools in organizing English language activities.
Develop worksheets and learning materials.

8. Media and Journalism Projects

Produce a community newsletter in English.
Conduct interviews with local leaders and social workers.
Create podcasts on local issues and success stories.

9. Digital Literacy Programs

Teach basic computer and internet skills.
Help citizens access online government services.
Conduct workshops on email writing and online communication.

10. Community Survey and Research

Survey reading habits among youth.
Study the impact of social media on communication.
Investigate language use in multilingual communities.

These projects align well with the goals of the National Education Policy 2020, emphasizing experiential learning, community engagement, communication skills, and social responsibility.