

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BBA - I (HONS.)

Course title : Business English – I (Grammar)

Course Number : BA (H) – 301

Credit Hours : 03

Objective

- The text is concerned with English usage that would prove acceptable in every way to the most critical reader or listener.
- Focus is made specifically on grammar, word usage, conciseness, clarity, punctuation, spelling, and dictionary study.
- Case study will be given in each chapter that will provide actual editing practice on a real business memo or letter.
- Collaborative learning exercises will be given to students that will provide an opportunity to work together in groups, hence provide learning and editing correctly.

Course Contents

1. Orientation – Understanding Grammar

- 1.1. A Preview of the Parts of Speech
- 1.2. Worksheet Exercise

2. Grammatical Sentences

- 2.1. Understanding Sentence Grammar
- 2.2. Understanding Basic Sentences
- 2.3. Classifying Sentences

3. Case of Nouns and Pronouns

- 3.1. Compound Subjects and Complements
- 3.2. Compound Subjects
- 3.3. Use of Appositives
- 3.4. Use of Gerund

4. Verbs

- 4.1. Verbs Forms
- 4.2. Tense
- 4.3. Moods
- 4.4. Voice
- 4.5. Other Complication

5. Agreements

- 5.1. Agreement between Subject and Verb
- 5.2. Agreement between Pronouns and Antecedent

6. Adjectives and Adverbs

- 6.1. Adjectives to Modify Nouns and Pronouns
- 6.2. Adjectives to Link Verbs to Modify Subjects
- 6.3. Short Forms of Adverbs
- 6.4. Comparative and Superlative Forms

7. Clear Sentences

- 7.1. Sentence Fragments

8. Comma Splices and Fused Sentences

- 8.1. Pronoun Reference
- 8.2. Shifts / Person / Number / Tense / Mood / Voice
- 8.3. Misplaced and Dangling Modifiers

9. Effective Sentences

- 9.1. Using Coordination and Subordination
- 9.2. Using Parallelism
- 9.3. Emphasizing Main Ideas
- 9.4. Achieving Variety

10. Punctuation Pointers

- 10.1. End Punctuation
- 10.2. The Comma
- 10.3. The Semicolon
- 10.4. The Apostrophe
- 10.5. Quotation Marks
- 10.6. Other Punctuation Marks

11. Mechanics

- 11.1. Capitals
- 11.2. Abbreviations
- 11.3. Numbers
- 11.4. Word Division

Recommended Books

1. Robert E. Barry, "Business English for the 21st Century " , Prentice Hall Inc. 1997
2. Ramsey H. Fowler, Jane E. Aaron, "The Little Brown Handbook", Longmans Publication, 2003.
3. Mary Ellen Guffey, "Business English", South Western College Publication, (3rd Edition).