

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

**BS (BBA) – I**

**Course Title : BUSINESS ENGLISH – I (GRAMMAR)**

**Course Number : BA(BS) – 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. 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. Verb Forms
- 4.2. Tense
- 4.3. Moods
- 4.4. Voice
- 4.5. Other Complication

**5. Agreement**

- 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, B. E. (1997). *Business English for the 21<sup>st</sup> Century*. Prentice Hall Inc.
- 2. John, E. (2004). *Oxford Practice Grammar, New Edition with Test and Answers*. Karachi: Oxford University Press.
- 3. Ramsey, F. H., Aaron J. E. (2003). *The Little Brown Handbook*. Longmans Publication.
- 4. Guffey, Ellen, M. *Business English*. (3<sup>rd</sup> Edition). South-Western College Publication.
- 5. Howe. D. H., Kirkpatrick T. A. & Kirkpatrick D. L. (2004). *Oxford English for Undergraduates*. Karachi: Oxford University Karachi, Press.