



MTM COLLEGE
OF ARTS, SCIENCE & COMMERCE
PAZHANJIL, VELIYANCODE, MALAPPURAM
AFFILIATED TO UNIVERSITY OF CALICUT

Department of English

Certificate Course in Communicative English

Academic Year: 2019-20

Course Code: MTMEN02

Number of Lectures: 30 Hours.

Eligibility for Admission: Candidate who has passed 10+2 examination in Arts / Science / Commerce or equivalent examination.

Intake Capacity: 40 Students.

Course Evaluation: Internal (20 Marks) & External (60 Marks) = Total 80 Marks.

Passing Marks: The candidate must obtain 40% of the total marks in external and internal examination to pass the course.

Course Description:

The course has been designed with the aim of promoting knowledge of Indian and foreign languages and literature, especially among the younger generation. The crucial role of language skills in personal and professional life is universally proven. In the contemporary era of globalization, it has become imperative to be proficient in both native and foreign languages. Therefore, with the objective of equipping students with the vital communication skills to succeed in the highly competitive international arena, the Centre for Languages proposes to offer a range of Indian and Foreign language programme.

Good English communication is indispensable for a successful career, especially in the era of globalization. This uniquely designed course in the global language English aims at thorough understanding of the fundamental L, S, R, W skills and of the practical workplace and informal usage of the language. It helps participants to communicate their views and ideas quickly, clearly, assertively and persuasively. They also learn how to identify the barriers in effective communication, overcome these obstacles, build up self-confidence and structure and effectively present information in accordance with audience needs, to gain best results. Students would find this course immensely useful both for higher studies and work in competitive multi-lingual sectors across the globe. It also offers learners a distinct advantage to get placed in international corporate, training, teaching, translation and other careers, both in India and abroad.

Necessity of the Course:

In today's interconnected world, a certificate course in Communicative English is indispensable, serving as a gateway to multifaceted opportunities. It stands as a beacon for individuals seeking to thrive in a global landscape where effective communication in English is a fundamental skill. This course acts as a transformative catalyst, empowering learners to articulate thoughts, ideas, and emotions coherently while fostering an understanding of cultural nuances. Beyond mere language proficiency, it cultivates the ability to navigate diverse professional environments, enhances employability prospects, and facilitates seamless interactions in both personal and professional spheres. Through a blend of comprehensive language training and practical communication strategies, this course not only bolsters confidence but also equips individuals with the requisite skills to engage meaningfully in a world where effective communication is paramount for success and growth.

Learning Outcomes:

At the end of the course, learners will be able to:

- Understand how professional communication works
- Employ active listening and responding skills
- Learn about body language and communicative adjustment in the workplace while dealing with difficult people and situations
- Frame grammatically correct sentences and speak fluent English across a wide range of situations Improve job search and career building skills Develop professional writing skills
- Learn the fundamentals of verbal corporate communication with special emphasis on making presentations to clients and management.

Syllabus:

UNIT - 1

Basics of Communication: communication-an overview; communication network in organizations; barriers and gateways to communication; essentials of non-verbal communication.

Essentials of Grammar and Vocabulary: parts of speech; subject-verb concord; using tenses; punctuation marks; Common errors; Indianisms; building advanced vocabulary.

UNIT -2

Professional Reading and Writing.

Reading Skills: understanding short real world notices, messages, factual materials; interpreting visual information; scanning, skimming; inferring meaning; critical reading; reading and information transfer; developing grammatical accuracy.

Essential Writing Skills: essay writing; e-mail writing; different types of business correspondence; arranging appointments, asking for permission, giving instructions;

apologizing and offering compensation, making or altering reservations, dealing with requests, giving information about a product; reports and proposals; other business writing - memos, circulars, notice, agenda, minutes, advertising.

UNIT -3

Professional Speaking

Mastering the Art of Conversation: features of a good conversation; improving conversation skills; telephoning skills; dialogues and debates; practice - discussing general topics, sharing ideas and perspectives; sharing personal experiences.

Public Speaking and Group Discussion Skills: pattern, method, persuasion; interesting speeches, different types of speeches; dynamics of group discussion - intervention, summarizing, voice modulation, body language, relevance, fluency and coherence; practice - discussing sharing ideas and general topics, general interaction and social language, expressing opinions.

UNIT - 4

Presentation and Meeting Skills: features of effective presentations and meetings, tips for effective presentations and meetings, practice sessions.

Resume Writing: structure and presentation, planning, defining the career objective, projecting one's strengths and skill-sets, summary, formats styles, application/cover letter-writing.

Interview Skills: concept and process, pre-interview planning, opening strategies, answering strategies, interview through tele and video-conferencing, practice sessions.

Reference Books:

- a. *Communication Skills* by Sanjay Kumar, Pushp Lata, Oxford University Press, 2013.
- b. *Business Communication* by C.S.G.Krishnamacharyulu and R.Lalitha, Himalaya Publishing House, 2013.
- c. *Business and Professional Communication: Keys for Workplace Excellence* by Kelly M.Quintanilla, Shawn T. Wahl, Sage Publications India, 2011.

Evaluation Pattern:

I. Internal Assessment: (20 Marks)

- Internal Exam

II. Course End Assessment:

Duration: 2 hours

Maximum Marks: 60

Q.1. Short notes questions - 15 marks

Q.2. Essay type questions - 15 marks

Q.3. Practical questions - 30 marks