



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

Department of English

Certificate Course in Professional Writing

Academic Year: 2022-2023.

Duration of the Course: 6 Months (November-March)

Course Code: MTMEN09

Number of Lectures: 30 Hours.

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

Intake Capacity: 65 Students per batch.

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 Certificate Course in Professional Writing provides an introduction to the foundations of Professional Writing in English. It aims at imparting the key concepts of Academic and Professional success. Thus, the course will provide the basics of Professional writing such as fundamental principles and elements of writing, and introduce the new modes/forms of professional writing to the new millennial.

Necessity of the Course:

Certificate course in Professional Writing is necessary for the following reasons; firstly this course is designed to provide learners with the basic skills they need to write effective documents in the workplace. Secondly, understand the ethical, international, social, and professional constraints of audience, style and content for writing situations.

Objectives:

The prime objectives of this course are:

- To develop professional work habits.
- To explore different format features in both print and multimedia.
- To practice the unique qualities of professional writing such as clarity, accuracy, readability and coherence.

- To participate actively in writing activities that model effective communication in the workplace.
- To help learners to understand the principles of professional writing.

Learning Outcomes:

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

- Imaginative thinking and use of language.
- Comprehend how texts function across a range of genres, contexts, and cultures.
- Become resourceful, confident writers who craft prose that is readable and fluent for a variety of fields.
- Adapt creativity, critical thinking, and speaking skills to communicate effectively in professional environment.
- Write clearly and effectively in a variety of forms, adapting writing and analytical skills to all rhetorical situations.

Syllabus:

Unit I: Fundamentals of Professional Writing: (06 Lectures)

- Know your audience and purpose
- Meaning and Significance of Professional Writing
- What are the Professional writing documents

Unit II: Elements of Professional Writing: (08 Lectures)

- Common Genres
- Print media and Communication
- Electronic Communication

Unit III: Develop Writing Skills: (08 Lectures)

- Grammar and the Structure of Language
- Presentations (Informal presentation, Persuasive presentations)
- Organize message around one main objective

Unit IV: Standards of Writing (08 Lectures)

- How is the format of Professional Writing different than Academic Writing
- Ethics , Accessibility and Inclusion in the workplace
- Collaborative writing and project management

Evaluation Pattern:

I. Internal Assessment: (20 Marks)

- Internal Exam

II. Course End Assessment:

Duration: 2 hours

Maximum Marks: 60

Q.1. Short notes questions

Q.2. Essay type question

Q.3. Practical Question on Content creation, documentation

List of References:

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Bush, Jonathan, and Leah Zuidema. "Professional Writing in the English Classroom: Professional Collaborative Writing: Teaching, Writing, and Learning—Together." *The English Journal*, vol. 102, no. 4, 2013, pp. 107–10. *JSTOR*, <http://www.jstor.org/stable/23365361>. Accessed 13 Jun. 2022.

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