

# University of Mumbai



## Department of English

*Announces*

### **Certificate Course in Professional Proficiency in English**

Eligibility: **12<sup>th</sup> Standard** Pass candidates and Certified in Functional Proficiency in English/ performance in Interview

Date of Commencement: **Sunday, 10<sup>th</sup> July 2016**

Course Duration – **4 months**

Time:

Every **Sunday 09:00 am - 12:00 pm**

Fee: ` **6000/-**

No of Seats: 20 + (2 *freeships* for students from *Economically Weaker sections*)

Registration: 29 June 2016 – 07 July 2016 (11:00 am to 2:00 pm)

Admissions on ***First-Come-First Served Basis***

#### ***Address***

Department of English, University of Mumbai, Ground Floor, Ranade Bhavan,  
Vidyanagari Campus, Santacruz [E], Mumbai – 400 098

#### ***Course Coordinator***

Mr. Mushtaq Shaikh - +91 9819832129

Email ID: [shaikhmushtaq180@yahoo.com](mailto:shaikhmushtaq180@yahoo.com)

## **About the Course**

This course has been designed for advanced learners and business professionals who are in employment or seeking employment and need to improve their business and social English skills rapidly, effectively and efficiently. The course aims at developing language skills needed in the modern day business environment.

## **Course Highlights**

- To improve communication technique
- To develop and consolidate the target language
- To develop an alert awareness of inter-cultural and cross-linguistic communicative threats that is essential to safe communication.
- To equip participants with the skills required for argumentation and persuasion
- To provide an understanding of business etiquette
- To enhance the four basic language skills - Listening, Speaking, Reading, and Writing
- To equip the learners with strategies to improve their communication skills
- To ensure that the training is useful to the learners to succeed in the real world

## **Expected Learning Outcomes**

- Learners will develop confidence and fluency in the following areas:
- Socializing, Telephoning, Presenting information, Participating in meetings, and Handling negotiations
- Learners will be able to speed read articles
- Learners should be able to comprehend complex reports
- Learners should be able to write formal letters, resumes and informative and analytical reports
- Learners will learn to write emails and understand email etiquette
- Understanding cross cultural diversity for effective communication
- Learner should be able to engage in discussion with one or more people in a variety of different situations, making clear and effective contributions that produce outcomes appropriate to purpose and topic.
- Learners should be able to make effective presentations
- Learners should be able to use new media effectively

## **Teaching Methodology**

The Methodology shall include classroom teaching, assignments, viva-voce, practical work, seminar, workshop, project work, quiz, group discussion, role play, etc.

## **Course Content**

### **Unit 1: Communication Skills**

- Building confidence and fluency in spoken English
- Business Etiquette
- Telephone, Email, Video Conferencing, Texting skills
- Presentation skill
- Facing and Conducting interviews and Group Discussions
- Negotiation skills
- Use of infographics
- Phonology, Vocabulary and Syntax

### **Unit 2: Listening**

This component consists of teaching strategies to the learners to effectively respond to complex narratives, statements, questions, discursive explanations and instructions (both face-to face and on the telephone). It will focus on equipping the participants with techniques for note-taking, becoming an active listener and adapting response to speaker, medium and context.

### **Unit 3: Speaking**

The communicative element in the modules aims mainly at building confidence and fluency in spoken English. The students are taught language needed for conducting presentations, negotiations, facing interviews and telephone skills and to effectively communicate straightforward and detailed information, ideas and opinions clearly, adapting speech and content to take account of the listener(s), medium, purpose and situation

### **Unit 4: Reading**

The reading component of the course enables the students to effectively read complex text and focuses on speed reading techniques and note taking from written discourse so as to effectively summarise, distinguish between facts and opinions, decipher facts and make inferences.

## **Unit 5: Writing**

The writing component of the course will provide the participants with the opportunity to be aware of the writing styles used in the modern day offices. They will be taught the formats and the language structures of business documents such as letters, memos and reports.

### **Course Materials**

Will be sourced from authentic discourse such as newspapers, audio-visuals, etc. Where required materials will be fabricated to teach the student a particular strategy

### **Evaluation Pattern**

#### **Internal Examination**

Assignments based on Units 1 and 2 – 80 marks

Suggested assignments include:

- 1) Making researched formal presentations on given topics
- 2) Extempore presentations
- 3) Participating in and evaluating group discussions
- 4) Facing and conducting interviews

Class Participation in classroom discussion and activities – 20 marks

#### **External Examination – 100 marks**

4 questions will be given as follows:

- Q1) Writing
- Q2) Writing
- Q3) Reading Comprehension
- Q4) Reading Comprehension

(The questions will include:

- An interface with the components of discourse analysis discussed in class
- Objective and Subjective test items to assess the learner's proficiency in the formal Reading and Writing skills such as resume and letter writing and interpreting various forms of discourse such as infographics)

**NOTE:** Students with less than 75% attendance will not be allowed to take the exam.

# University of Mumbai



## Department of English

Certificate Course in Professional Proficiency in English

1. Name (in Block Letters) \_\_\_\_\_

(Surname)

(First Name)

(Father/Husband's Name)

2. Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Landline & Mobile No: \_\_\_\_\_

4. Email ID: \_\_\_\_\_

5. Educational Qualification: \_\_\_\_\_

**Kindly attach the true copies 12<sup>th</sup>Std and/or Degree mark sheet.**

6. How would you grade your English Language Proficiency?

Excellent [    ] Very Good [            ] Good [    ] Average [            ] Poor [    ]

7. Do you belong to the economically under privileged class? Yes [    ] No [    ]

8. If yes you wish to apply for the **freeship**, (Note that the names of the students receiving the freeship will be announced after last date of admission.) then please furnish the following details:

i. Number of members in the family: \_\_\_\_\_

ii. Annual Income: \_\_\_\_\_

(Please attach the Annual Income Certificate or Monthly Salary Certificate)

9. Details of the Bank Challan: i. Challan No: \_\_\_\_\_ ii. Date: \_\_\_\_\_

\_\_\_\_\_

### **Undertaking**

I have gone through the syllabus carefully and understand that

I. 75% attendance is a pre-requisite for obtaining the certificate issued by the Department of English, University of Mumbai at the end of the course.

II. I will not cause disciplinary problems

I also agree to return the books borrowed from the departmental library within 15 days and not damage the books in any way.

Date: \_\_\_\_\_

Signature of Student