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UNIVERSITY OF MUMBAI

No.UG/ 323 of 2005

CIRCULAR :

Attention is invited to this office Circular No.UG/215 of 2005 dated 2nd June, 2005. the Head, University Department of English, the Principals of the affiliated colleges in Arts, Science and Commerce and Professor-cum-Director, Institute of Distance Education are hereby informed that the Ordinances, Regulations and syllabi relating to self-financed courses viz. (i) Certificate course in Voice Culture and Verbal Communication, (ii) Certificate course in American Accent and Culture Training and (iii) Certificate course in Business English Skills are as per Appendices.

Mumbai 400 032
16th August, 2005

for REGISTRAR.

To,

The Head, University Department of English, the Principals of the affiliated colleges in Arts, Science and Commerce and the Professor cum Director, Institute of Distance Education.

A.C. 4.16/05.02.05

M.C.6/18.02.05

No.UG/ 323-A of 2005

16th August, 2005

Copy forwarded with compliments to the Deans, Faculties of Arts, Science and Commerce, for information.

for REGISTRAR.

Copy to :

The Director, Board of College and University Development, Deputy Registrar (Eligibility and Migration), the Director of students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar Administrative sub-centre, Ratnagiri, for information.

The O.S.D. cum- Controller of Examinations (10 copies), the F. & A.O. (Accounts Section), Fort (2 copies), Record Section (5 copies), Publication Section (5 copies), D.R., Enrolment (2 copies), D.R. (Statistical Unit), D.R., Accounts Section, Vidyanagari, (2 copies), D.R. (Affiliation Section) (2 copies), A.R., A.A. Unit (2 copies). He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council/Management Council referred to in the above Circular and that no separate A.T.R. will be sent in this connection. A.R., CONCOL (1 copy), BUCTU (2 copies), In-charge, Central Computing Facility (1 copy), D.R., LD.E. (10 copies), D.R., P.R.O., (2 copies), Supdt., Thesis Section (2 copies), Supdt., P.G. Section (2 copies), BUCTU (1 copy), Secretary, MUASA (1 copy), Dy. Accn. (Unit V) (1 copy), Receptionist (1 copy), Telephone Operator (1 copy).

UNIVERSITY OF MUMBAI



Syllabus for Certificate Course in Voice Culture and Verbal Communication

Certificate Course in Voice Culture and Verbal Communication

Preamble

This certificate course is meant for those who wish to be involved in diverse aspects of public speaking that would require training in voice culture and verbal communication such as:

- i) Disc-Jockey
- ii) Radio-Jockey
- iii) T.V. Announcer
- iv) M.C. – Master of Ceremonies
- v) Voice Overs for TV/Radio
- vi) Customer Service Representatives at a Call Centre

Given the current global market situation there is a great demand of trained personnel in the above mentioned areas and the Department of English, University of English keeps getting enquiries from students and the general public.

While there are private institutions that conduct similar courses, a course offered by the University of Mumbai would have the advantage of the University's reputation for academic excellence. Hence such a course would be patronized by prospective employees in the above mentioned areas and attract the attention of even employers who would benefit by the induction of trained employees.

This course is envisaged as a short-term course of 6 weeks as this is the market trend and given the volatile job market students would not be able to find the time to undergo a longer course. This would also be an entry-level, pre-service course and further training would be acquired on the job and through in-service courses.

Ordinances and Regulations relating to the Certificate Course in Voice Culture and Verbal Communication.

O. 5483 Title of the Course: Certificate Course in Voice Culture and Verbal Communication.

O. 5484 Eligibility: Preferably Graduates with 50% score or those who have scored 60% and above at the H.Sc. level. All eligible candidates will have to go through an entrance test in voice suitability and language proficiency before being admitted to the course.

R. 4854 Duration of the Course: 6 weeks.

(4 hrs. a day, 5 days a week = 120 hrs.)

R. 4855 Fee Structure: Rs. 6000/- (Rs. Six Thousand only) per participant.

R. 4856 Teachers' Qualifications:

Co-ordinator of the Programme: Should be a graduate and have at least two years working experience in Verbal Communication of either teaching at a Call Centre or being involved in other such communication programmes.

Resource Persons: The teaching staff should also be graduates and have some formal training in teaching their respective subjects and a minimum of two years experience. Those involved with the Accent training programme should have specific training and experience in these areas.

Specialists: Should be experienced in their fields, be it voice modulation, acting, radio jockeying etc, and also be well known people. This will increase the USP of the programme, and help enlist candidates.

R. 4857 Scheme for the Examination:

1. **Theory Paper:** 100 marks - Grammatical accuracy and written skills
There will be four questions in the paper with internal options. All questions will be compulsory. The participants will have to score at least 40% of the total marks to pass in this paper.
2. **Oral Tests:** Verbal Communication: 100 Marks
 - i) Accent Neutralisation
 - ii) Verbal communication
 - iii) Telephone Etiquette
 - iv) Voice Culture

3. **Practical Tests: Practical Training: 100 Marks**

The participants will be tested in any one of the following areas they have specialised in for practical training gained during the course.

- i) Call Centre Customer Representative
- ii) Radio/TV jockey/presentation
- iii) Events Management

Detailed Syllabus

Theory Paper I: Grammar Accuracy and Written Skills: 100 marks

To ensure a grammatically correct usage of the English Language, while communicating either verbally or through the written medium. Poor grammar and incorrect punctuation create a bad impression and can distract or mislead.

Teaching of Written Skills in English required for professional purposes such as taking messages, making notes, memos, reports would also be taught.

Paper II: Verbal Communication: 100 marks

- i) **Accent Neutralization** (the difference between 'v' and 'w', the use of short and long vowel sounds etc) is also an essential module. This helps to decrease the mother tongue influence while conversing, as well as stop the usage of common Indianisms like 'myself Ravi', or 'what is your good name Sir?'
- ii) **Telephone Etiquette:** This is more useful for those wishing to join the Call Centre Industry, though others will benefit from this module as well.
- iii) **Voice Culture, Voice Modulation and Diction.** Participants will be trained in technical aspects of voice throw, modulation and diction through practical sessions.

This module aims to improve conversational, listening and retentive skills as well as the ability to think on one's feet. So the trainer will also give feedback and suggest the remedial measures that are required.

Paper III: Practical Training: 100 marks

Here participants will get training in any one of the lines they choose e.g., Call Centres, Radio or TV station, Event Management Office, to learn and see the craft of their choice being used. This training will be imparted by specialists in the field.

Participants will also be taught how to handle stress through stress-management techniques in each of these job-related situations.

Reference Books:

Advanced English Grammar by Martin Hewings, Cambridge University Press

Language in Use by Adrian Doff and Christopher Jones, Cambridge University Press

Speaking Naturally, by Bruce Tillitt and Newton Bruder, Cambridge University Press.

A Folder with photocopied handouts of the required material will also be distributed to the candidates.

R. 4858 Standard of Passing:

Participants will need to score at least 40% of the total marks in both theory papers as well as oral tests to be declared passed. A score of 50% and above will be considered a second class and a score of 60% and above will qualify for a first class.

Participants will have to pass separately in theory papers and the oral test to be declared successful at the examination.

If a participant fails in the practical tests but passes in the theory papers or vice versa, s/he will be allowed to carry these marks for the next attempt and each participant will be allowed three attempts in all.

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Certificate Course in American Accent and Culture Training

Preamble

This is a specialized course which would be offered to employees of the International Call Industry in Mumbai. This advanced course could also be taken by those students who have qualified in the Certificate Course in Voice, Culture and Verbal Communication.

This course could be done in collaboration with Call Centres who could send their employees to this course. While some call centres have in-house training courses, the course offered by the University of Mumbai would have the benefit of being quality controlled and the call centre would be guaranteed of excellent trainers and would not have to invest in infrastructure that would be available with the university. Moreover, the course would evaluate and grade the students after a suitable examination and this would be an added incentive to the employees and also provide the employer with information on the quality of the employees.

Given the fact that this is an advanced level course and keeping in mind market trends and demands of the job, this course would be a short-term course and would be covered within four weeks.

Ordinances and Regulations relating to the Certificate Course in American Accent and Culture Training

O. 5485 Title of the Course: Certificate Course in American Accent and Culture Training

O. 5486 Eligibility: Preferably Graduates with 50% score or those who have scored 60% and above at the H.Sc. level. All eligible candidates will have to go through an entrance test in voice suitability and language proficiency before being admitted to the course.

R. 4859 Duration of the Course: 4 Weeks
(5 hrs. a day, 5 days a week = 100 hrs.)

R. 4860 Fees Structure: Rs. 8000/- (Rs. Eight Thousand Only) for In- Service Call Centre Trainees and Rs. 6,000/- (Rs. Six Thousand Only) for private candidates.

R.4861 Teacher Qualifications:

Co-ordinator of the Programme: Should be a graduate and have at least two years working experience in Verbal Communication of either teaching at a Call Centre or being involved in other such communication programmes.

Resource Persons: The teaching staff should also be graduates and have some formal training in teaching their respective subjects and a minimum of two years experience. Those involved with the Accent training programme should have specific training and experience in these.

R. 4862 Scheme of Examination:

1. Theory Papers:

- i) Grammatical Accuracy and Written skills, 100 marks paper with 4 questions with internal options. All questions will be compulsory.
- ii) American Culture : This will be a 100 marks paper with 4 questions with internal options. All questions will be compulsory.

2. Oral Test:

American Accent and Intonation– 200 marks

Detailed Syllabus:

Theory Paper I: 100 Marks

1. Grammatical Accuracy And Written Skills

To ensure a grammatically correct usage of the English Language, while communicating either verbally or through the written medium. Poor grammar and incorrect punctuation can leave not just a bad impression but can also lead to distortion of meaning. Participants will also be taught how to write notes, take notes and keep messages.

This module also aims to improve conversational, listening and retentive skills as well as the ability to think on one's feet. So the trainer will also give feedback and suggest the remedial measures that are required.

Theory Paper II: 100 Marks

2. American Culture:

This Module is designed to familiarize the participant with life in the U.S. today. It introduces him/her to American culture and society, as well as American idioms. By giving a brief background of American sociological and political history, the participants gain an insight into what makes the present day American 'tick'. Americans are after all a melting pot of various immigrant groups, and this factor has been very instrumental in shaping their social fabric. An overview of American geography and time zones is most informative and conducive to a deeper understanding of the people that they will be interacting with, especially those joining the call center industry. Hence this is also considered an important segment of this module.

American films and TV sitcoms will be shown as illustrative of American culture.

Oral Test Paper: 200 marks

3. American Accent and Intonation:

As this module is meant specifically for call-centre employees dealing with American clients, the focus in this module will be on teaching participants how to acquire the American accent and intonation through practical training, the use of CDs and Audio cassettes.

The Ann Cook Lab for American Accent Training is a very detailed and thorough Lab, through which participants are exposed to the finer points of the American Accent. Some of these are quite scientific, and not always noticeable to a lay person. The use of the 'staircase intonation' (Americans never talk in one pitch), Liaisons, squeezing out weak syllables, compressing words, meaning change through pitch and stress, are all dealt with in detail. Participants are also taught how to pronounce common American names, months of the year and numbers. The work-book for this Lab contains about 200 pages and there are 5 CDs used in tandem, so this module can be customized, as per the time available and the requirement.

Read-alouds, mock-sales sessions are regularly conducted to assess if there has been an improvement after the grammar and accent neutralization modules.

Reference Books

American Accent Training by Ann Cook, Barrons Educational Series
Plus the 5 audio CDs that accompany this book.

Clear Speech: Pronunciation and Listening Comprehension in North American English by Judy B. Gilbert, Cambridge University Press.

There will also be handouts of course material both for American accent as well as **American Accent Training** by Ann Cook, Barrons Educational Series Plus the 5 audio CDs that accompany this book.

Clear Speech: Pronunciation and Listening Comprehension in North American English by Judy B. Gilbert, Cambridge University Press.

There will also be handouts of course material both for American accent as well as Culture, movies to watch, and audio tapes to listen to for Listening exercises.

R. 4863 Standard of Passing:

Participants will need to score at least 40% of the total marks in both theory papers as well as oral tests to be declared passed. A score of 50% and above will be considered a second class and a score of 60% and above will qualify for a first class.

Participants will have to pass separately in theory papers and the oral test to be declared successful at the examination.

If a participant fails in the practical tests but passes in the theory papers or vice versa, s/he will be allowed to carry these marks for the next attempt and each participant will be allowed three attempts in all.

Certificate Course in Business English Skills

Preamble

This course will cater to those desiring to take up management jobs, as well as to those already employed at the Junior or Middle Management Level and wish to upgrade their communication skills in the area of Communication Skills – written and spoken. Such training would enable those at the entry level to secure employment. For those already employed, this course would help in upgradation of skills and the ability to move up the career ladder with greater ease.

Effective Business skills in English are in great demand today given the global job market. Here again the academic reputation of the University of Mumbai, backing the certificate course would give the students an added advantage in the Business world. The evaluation and grading will add further validity to this qualification.

Additionally this certificate course could also provide initial training for students who wish to appear for British universities' Business English Certificate examination.

This course could be conducted on a full-time/part-time basis, depending on whether the students are pre-service or in-service, for a period of 4 weeks or 10 weeks.

Ordinances and Regulations relating to the Certificate Course in Business English Skills

O. 5487 Title of the Course: Certificate Course in Business English Skills

O. 5488 Eligibility: The Course is meant for graduates with a minimum of 50% score but it could also admit those students who have passed their H.Sc. examination with a pass percentage of at least 60%.

R. 4864 Duration of the Course: 4 Weeks Intensive

(5 hrs. a day, 5 days a week = 100 hrs.)

OR

10 Weeks part-time

R. 4865 Fee Structure: Rs. 6,000/- (Rs. Six Thousand only) per participant.

R. 4866 Teacher Qualification:

Course Coordinator: Minimum: M.A.(English)/(Linguistics) with teaching experience in English/Business Communication.

Resource Persons: B.A. (English), B.Ed. with at least 5 years teaching experience in English Language/Business Communication or ELT certification from C.I.E.F.L./R.E.I./or equivalent institute.

R. 4867 Scheme of Examination:

1. **Theory Papers:**

- i) Theory of Business Communication: 100 Marks
- ii) Reading Comprehension and Written Communication: 100 Marks

2. **Oral Paper:**

- i) Oral Business Communication: 100 Marks

Detailed Syllabus:

Paper I: Theory of Business Communication

Understanding the Foundations of Business Communication: Characteristics of Effective Business Communication, Communication processes and barriers; guidelines for overcoming communication barriers.

Communicating in teams, and mastering Listening and Non Verbal Communication Skills: Working in teams, collaborative communication, the challenge of electronic media in communicating for business purposes.

Understanding and communicating in a multicultural context: Understanding the global business context; improving intercultural sensitivity; improving communication across cultures; developing effective intercultural communication skills.

Paper II: Reading Comprehension and Written Communication

Reading Skills – Learning the techniques of reading different kinds of printed, electronic texts for maximum comprehension. Comprehending different kinds of Written materials such as office communication, business deals.

Writing effectively – This would cover both formal and informal writing as well as report writing and business documentation; planning business messages, organizing, composing and shaping the message, letters, memos, reports, proposals.

Communicating through the Internet – Netiquette and email .Writing effective emails to convey business messages and information. Tone and appropriateness.

Paper III: Oral Business Communication

Designing and delivering Oral presentations. The process of presentations, organising and delivering the message effectively, mastering the art of delivery; use of visual support to back up presentations.

Interviewing techniques and processes – developing effective skills for performing well at interviews.

Reference Books

Bovee, C., Thill J., Schatzman, B. Business Communication Today, Pearsons Education Asia

Video Series in Challenges in Business Communication – by the same publishers

Leo, Alexander: New International Business English – Student's Book, Workbook and Audio tapes, Cambridge University Press

Murphy, Herta: Essentials of Business Communication, McGraw Hill

Kaul, Asha: Effective Business Communication, Prentice Hall of India

Business Opportunities – Student's Book, Workbook and Audio Cassettes

Speaking Effectively – Cambridge University Press

Effective Report Writing, Cambridge University Press

Fisher, Dalmar: Organisational Communication

R. 4868 Standard of Passing:

Participants will need to score at least 40% of the total marks in both theory papers as well as oral tests to be declared passed. A score of 50% and above will be considered a second class and a score of 60% and above will qualify for a first class.

Participants will have to pass separately in theory papers and the oral test to be declared successful at the examination.

If a participant fails in the practical tests but passes in the theory papers or vice versa, s/he will be allowed to carry these marks for the next attempt and each participant will be allowed three attempts in all.