

# University of Mumbai



No. AAMS (UG) /124 of 2021

## CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities.

They are hereby informed that the recommendations made by the Board of Studies in **English** at its meeting held on 30<sup>th</sup> April, 2021 **vide** item No. 3(iii) and subsequently passed by the Board of Deans at its meeting held on 11<sup>th</sup> June, 2021 **vide** item No. 5.6 have been accepted by the Academic Council at its meeting held on 29<sup>th</sup> June, 2021, **vide** item No. 5.6 and subsequently approved by the Management Council at its meeting held on 29<sup>th</sup> July, 2021 **vide** item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6639 & 6640 Regulations 9382 & 9383 and the syllabus of **Diploma in English for Freelancers** has been introduced and the same have been brought into force with effect from the academic year **2022-23**, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032  
25<sup>th</sup> October, 2021

  
(Sudhir S. Puranik)  
REGISTRAR

To,

The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

A.C/5.6/29/06/2021  
M.C/16/29/07/2021

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No. AAMS (UG) /124-A of 2021

MUMBAI-400 032

25<sup>th</sup> October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean Faculty of Humanities,
- 3) The Chairman, Board of Studies in English,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,

  
(Sudhir S. Puranik)  
REGISTRAR

**Copy to :-**

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

**They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.**

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

**for information.**

**New ordinances 6639 & 6640 relating to  
the Diploma in English for Freelancers**

**1. Necessity of Starting this course:**

A Diploma in English for Freelancers is an area which broadens the scope of working independently. One requires a repertoire of skills in order to sustain oneself in the selected career. As Freelancing offers flexibility and enhances the scope of working at one's pace, one requires appropriate training to harness the requisite skills sets. The much-needed English language skills and the other relevant set of skills acquired therein would thus provide an opportunity to the learners to understand the requirements of a particular field and enhance those skills in order to cater to multiple clients. The course English for Freelancers aims at providing training to the learners in core areas like content-writing, editing, proofreading, voice-over activities and commercial translation.

A Diploma in English for Freelancers will thus:

- a. Familiarize the students with the basics of Listening, Speaking, Reading and Writing
- b. Provide opportunities to develop critical thinking skills
- c. Orient students to myriad techniques of speaking and different phonetic styles
- d. Stimulate creativity by utilizing methods like brainstorming and prewriting
- e. Sharpen their persuasive/rhetoric writing skills
- f. Help the learners to fill any gap in their understanding of the English language skills required for freelancing

**2. Whether UGC has recommended to start the said Courses?**

UGC has given guidelines for introduction of career oriented courses

(<https://www.ugc.ac.in/oldpdf/xiplanpdf/revisedcareerorientedcourses.pdf>). Universities are allowed to run the diploma / certificate courses and with due approval of its governing councils/ statutory council wherever required (Ref: <https://www.ugc.ac.in/faq.aspx>). However, u/s 5(16) under Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), Universities are empowered to start to prescribe the courses of instruction and studies in a choice based credit system for the various examinations leading to specific degrees, diplomas or certificates in a stand-alone format or joint format with other State or national or global universities.

### **3. Whether all the courses have commenced from academic year 2019-20?**

The above certificate course recommended by the BoS in English, and further approved by the statutory bodies is to be introduced from the Academic Year 2020-2021.

### **4. The courses started by the University are self-financed, whether adequate number of eligible permanent Faculties is available?**

The certificate course is purely self-financed. The department/affiliated colleges interested in its affiliation need to comply with the norms laid down as above.

### **5.To give details regarding duration of the course and is it possible to compress thecourse?**

The duration of the course is maximum 6 month {6 Months (July-December / January-June)} with total 30 contact hours consisting of maximum 2 Credits on completion of total 30 hours.

### **6. The intake capacity of each course and no. of admissions given in the current academic year (2019-20)**

The intake capacity is set to maximum 40 students per batch.

### **7. Opportunities of employability/employment available after undertaking these courses:**

- a) It can provide opportunities as writers for newspapers, journals and magazines.
- b) The corporate houses would be interested in content writers, translators and editors.
- c) Those who are adept in technology can design websites, write blogs, create voice-overs.
- d) The learners can become Social media influencers and can also act as social media managers for others.
- e) The Participants of the course can start their own YouTube channel in the area of their interest and can be self-employed as well as generate employment for others.
- f) The Learners can be effective proofreaders and editors for prospective researchers.
- g) The learners can host some of the prominent programmes with their anchoring skills.

# UNIVERSITY OF MUMBAI



Syllabus for the  
**Diploma in English for Freelancers**

(to be introduced with effect from the academic year 2022-23)

# UNIVERSITY OF MUMBAI



## Syllabus for Approval

| Sr. No. | Heading                                     | Particulars   |
|---------|---|---|
| 1       | Title of the Programme<br><b>O. 6639</b>    | Diploma in English for Freelancers  |
| 2       | Eligibility for Admission<br><b>O. 6640</b> | Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination              |
| 3       | Passing Marks<br><b>R - 9382</b>            | The candidate must obtain 40 % of the total marks in external and internal examination to pass the course |
| 4       | Ordinances / Regulations (if any)           | -   |
| 5       | No. of Years / Semesters<br><b>R - 9383</b> | One Year-Two Semesters  |
| 6       | Level                                       | <del>P.G. / U.G.</del> / Diploma / Certificate<br>(Strike out which is not applicable)                    |
| 7       | Pattern                                     | <del>Yearly</del> / Semester<br>(Strike out which is not applicable)                                      |
| 8       | Status                                      | New / <del>Revised</del><br>(Strike out which is not applicable)  |
| 9       | To be implemented from Academic Year        | From Academic Year <b>2022-2023</b>   |

Date: 30/04/2021

Signature:

Name of BOS Chairperson / ~~Dean~~:

  
**Dr. Sudhir Nikam**



# University of Mumbai

## Diploma in English for Freelancers

(With effect from the academic year 2022-23)

### Board of Studies in English

**Dr. Sudhir Nikam (Chairperson)**

**Dr. Rajesh Karankal (Member)**

**Dr. Santosh Rathod (Member)**

**Dr. Bhagyashree Varma (Member)**

**Dr. Deepa Mishra (Member)**

**Dr. B. N. Gaikwad (Member)**

**Dr. Dattaguru Joshi (Member)**

**Dr. Satyawan Hanegave (Member)**

**Dr. Deepa Murdeshwar-Katre (Member)**

### Syllabus Sub-Committee

**Dr. Sachin Labade (Convener)** Associate Professor, Department of English, University of Mumbai, Mumbai 98. [sachin.labade@english.mu.ac.in](mailto:sachin.labade@english.mu.ac.in)

**Dr. Rupa S. Deshmukhya (Member)** Assistant Professor, Department of English, Bharatiya Vidya Bhavan's Hazarimal Somani College of Arts and Science and Jayaramdas Patel College of Commerce and Management Studies, Mumbai-7. [rupasdeshmukhya@bhavanschowpatty.ac.in](mailto:rupasdeshmukhya@bhavanschowpatty.ac.in)

**Mr. Shuddhodhan Athwale (Member)** Assistant Professor, Department of English, PTVA's M.L.Dahanukar College of Commerce, Mumbai-57. [shuddhodhanathwale@gmail.com](mailto:shuddhodhanathwale@gmail.com)

**Ms. Deepti Mujumdar (Member)** Head, Department of English, Chikitsak Samuha's Patkar-Varde College (Autonomous), Mumbai 62. [deeptim04@gmail.com](mailto:deeptim04@gmail.com)

**Ms. Jamila Dalwai (Member)** Research Executive and Creative Writer, Mumbai. [dalwaijamila@gmail.com](mailto:dalwaijamila@gmail.com)

## Syllabus

|    |                                |   |
|----|--------------------------------|---|
| 1  | Title of the Programme         | <b>Diploma in English for Freelancers</b>   |
| 2  | Eligibility for Admission      | Candidate who has passed HSC in Arts / Science / Commerce or equivalent examination   |
| 3  | Intake Capacity                | 40 students per batch   |
| 4  | Passing Marks                  | Candidate must obtain 40 % of the total marks in external and internal examination separately to pass the course                    |
| 5  | Selection                      | First Come First Served Basis   |
| 6  | Credits                        | 16 Credits  |
| 7  | Duration of the Course         | One year  |
| 8  | Number of Contact Hours        | 40(lectures) + 20 (tutorial) Per Theory Paper<br>60 Learning Hours Per Practical Paper  |
| 9  | Fee Structure                  | Rs. 5000/- (The fee covers tuition fee, remuneration of teacher, infrastructural expenses, books, stationery, examination fee etc.) |
| 10 | Teaching Faculty Qualification | As per UGC Guidelines   |
| 11 | Remuneration of Teacher        | As per University / Government Guidelines   |
| 12 | Centre                         | Any College/Department/Institution under the purview of the University of Mumbai  |
| 13 | Level                          | U.G. / Diploma  |
| 14 | Pattern                        | Semester  |
| 15 | Status                         | To be implemented from the Academic Year 2022-23  |



## **Diploma in English for Freelancers**

### **Preamble:**

English for Freelancing is an area which broadens the scope of working independently nevertheless, one requires a repertoire of skills in order to sustain oneself in the selected career. As Freelancing offers flexibility and enhances the scope of working at one's pace, one requires appropriate training to harness the requisite skills sets. The much-needed English language skills and the other relevant set of skills acquired therein, would thus provide an opportunity to the learners to understand the requirements of a particular field and enhance those skills in order to cater to multiple clients. The course English for Freelancers aims at providing training to the learners in core areas like content-writing, editing, proofreading, voice-over activities and commercial translation. A Diploma in English for Freelancers will aid in familiarizing learners with the basics of Listening, Speaking, Reading and Writing; provide opportunities to develop critical thinking skills; orient learners to myriad techniques of speaking and different phonetic styles and more importantly stimulate creativity by utilizing methods like brainstorming and prewriting and sharpen their persuasive writing skills.

### **Objectives of the course:**

- To familiarize the learners with the advanced skills and key techniques of verbal and non-verbal communication
- To stimulate creativity by utilizing methods such as brainstorming and prewriting
- To introduce the learners to the basic concepts and skills required for Freelancing
- To train the learners in the application of skills required for freelancing, specifically in areas such as Script Writing, Editing, Voice-over, vlogging

### **Learning Outcomes:**

The learners will be able to

- CO 1: Demonstrate the advanced skills verbal and non-verbal communication
- CO 2: Show familiarity with the key techniques in professional communication
- CO 3: Display skills like editing, proofreading, creating their blogs and interviewing
- CO 4: Draft creative pieces in print and non-print mode
- CO 5: Exhibit skills required for freelancing in areas such as Script Writing, Editing, proof reading, Voice-over, vlogging



**University of Mumbai**  
**Diploma in English for Freelancers**

**Semester I**

**Course: Theory**

**Course Title: Introduction to English for Freelancers**

**Paper: I**

**(With effect from the academic year 2022-23)**

|           |   |  |
|-----------|---|--|
| <b>01</b> | <b>Syllabus as per Choice Based Credit System</b> |  |
| i         | Title of the Programme                            | <b>Diploma in English for Freelancers</b>        |
| ii        | Course Code                                       |  |
| iii       | Course Title                                      | <b>Introduction to English for Freelancers</b>   |
| iv        | Course Contents                                   | Enclosed a copy of the syllabus                  |
| v         | References and Additional References              | Enclosed in the Syllabus                         |
| vi        | Credit Structure (No. of Credits)                 | 04   |
| vii       | No. of lectures per Unit                          | 15   |
| viii      | No. of lectures per week                          | 04   |
| ix        | No. Tutorials per week                            | 01   |
| x         | Total Marks                                       | 100  |
| <b>02</b> | <b>Scheme of Examination</b>                      | Theory Examination + Internal Evaluation (60+40) |
| <b>03</b> | <b>Special notes, if any</b>                      | No   |
| <b>04</b> | <b>Eligibility, if any</b>                        | HSC in any stream or Equivalent Certificate      |
| <b>05</b> | <b>Fee Structure</b>                              | As per University Structure                      |
| <b>06</b> | <b>Special Ordinances / Resolutions if any</b>    | No   |

## Semester I– Paper I

### Title: Introduction to English for Freelancers

#### Unit 1: Gearing up for freelancing

(06 lectures)

- What is freelancing?
- Why become Freelancer?
- English in freelancing career profile
- Avenues in freelancing: Editor and Proofreader, Interpreter, Copywriter, Content Writer Voice-over artist, Blogger/ Vlogger, You Tuber/ Influencer
- How to get noticed: Setting up portfolios on online freelancing platforms such as *Fiverr*, *Upwork*
- Legal requirements for becoming freelancer

#### Unit Two- Speaking and Listening Skills

(10 lectures)

- Crafting an Elevator Pitch
- Neutralizing Accent through Voice Culture
- Communicating in Person & on phone
- Meet and talk online (video conferencing )
- Active Listening  
Receiving, interpreting, recalling, evaluating, responding
- Presentations that work

#### Unit Three- Reading and Writing Skills

(10 lectures)

- a. Professional Reading Strategies
  - Close Reading
  - Historical Contextualization
  - Distant Reading
  - Surface Reading
- b. Writing Skills
  - Accuracy and Appropriacy in writing
  - Elements and process of writing,
  - Paraphrasing and summarizing
  - Article writing
  - Avoiding the trap of Filipinism/Indianism

#### Unit Four- Soft Skills

(10 lectures)

- Grooming professionally
- SWOC Analysis
- Setting goal
- Problem-solving and Negotiation Skills
- Personal and Professional Ethics
- Personal Brand Building and Management

**Instructional Guidelines:**

Since this is a skill development course, it is suggested that a communicative, learning and learner centric approach be adopted. Techniques such as case study/Caselet, role play, group discussion, seminars, peer teaching may be suited for this course. The emphasis at the input level will be on training students in using appropriate language and audience-appropriate presentations.

**Evaluation Pattern:****Internal Assessment (40 Marks):**

| Sr. No. | Particulars                                   | Marks |
|---------|---|-------|
| 1       | Classroom Attendance & Participation          | 10    |
| 2.      | Oral Presentation (Use of ICT is recommended) | 10    |
| 3       | Test/Written Assignment                       | 20    |

**Suggested Topics for Internal Assessment:**

1. Interviewing Freelancers
2. Group Discussion
3. Profile specific SWOC
4. Mock interviews
5. Caselet of a successful freelancer

**N.B.:** These are suggested topics. However, the students, in consultation with their instructors may choose relevant topics.

**Semester End Examination (60 Marks):**

|  |
|--|
| <b>Evaluation: Semester End Examination Pattern    60 Marks    Hours: 02</b> |
|--|

The Semester End Examination for 60 marks will have 4 questions of 15 marks each (with internal choice):

|            |                               |          |
|------------|-------------------------------|----------|
| Question 1 | Objective (15/20)             | 15 Marks |
| Question 2 | Short Notes (3/5)             | 15 Marks |
| Question 3 | Short Answer (3/5)            | 15 Marks |
| Question 4 | Application/Long answer (2/3) | 15 Marks |



**University of Mumbai**  
**Diploma in English for Freelancers**  
**Semester I**

**Course: Practical**

**Course Title: Project**

**Paper: II**

**(With effect from the academic year 2022-23)**

|           |   |   |
|-----------|---|---|
| <b>01</b> | <b>Syllabus as per Choice Based Credit System</b> |   |
| i         | Title of the Programme                            | <b>Diploma in English for Freelancers</b>     |
| ii        | Course Code                                       |   |
| iii       | Course Title                                      | <b>Project</b>                                |
| iv        | Course Contents                                   | Enclosed a copy of the syllabus               |
| v         | References and Additional References              | Enclosed in the Syllabus                      |
| vi        | Credit Structure (No. of Credits)                 | 04  |
| vii       | No. of Learning Hours                             | 60  |
| viii      | No. Tutorials per week                            | 01  |
| ix        | Total Marks                                       | 100   |
| <b>02</b> | <b>Scheme of Examination</b>                      | Internal Evaluation (75+25)                   |
| <b>03</b> | <b>Special notes, if any</b>                      | No  |
| <b>04</b> | <b>Eligibility, if any</b>                        | HSC from any stream or Equivalent Certificate |
| <b>05</b> | <b>Fee Structure</b>                              | As per University Structure                   |
| <b>06</b> | <b>Special Ordinances / Resolutions if any</b>    | No  |

|  |
|--|
| <b>Semester I– Paper II</b><br><b>Title: Project</b> |
|--|

The purpose of this course is to engage learners through the mode of project to reinforce the ideas, concepts and skills that are introduced in the theory paper. Learners choose a topic for the project in consultation with the project guide. The project may be carried out individually or in collaboration with other learners.

### **Ideas for Project:**

The following is only a suggested topic. Similar topics keeping the learning and local context may be given to the learners.

**The learners may be asked to select a specific area of freelancing such as narrative voice over/blogging or content writing/editing and prepare a career profile.**

The learners may be encouraged to use strategies such as Interview, online/offline Survey, field visits, collection of documents such as booklet, brochure, photographs etc.

### **Guidelines for reporting and presenting project**

The report may be submitted in Print (type-written) format or in Non-Print (Blog/Vlog /Web-page) format

Format of the Print Report:

- The full content of the report must be bound together so that the pages cannot be removed or replaced.
- The cover of the report must contain, title, name of the candidate, name of the Diploma, Semester, Name of the Guide/Co-guide and the year of submission.
- Page numbers must be mentioned at the bottom of each page and Margin should be 1.5” on the left and 1” on the remaining three sides.
- Use separate index sheets for all chapters. Each chapter should begin on a new page.
- Report must contain all the necessary documents such as certificate of the guide, training completion Certificate by the institute/ organization, student declaration certificate, acknowledgements, table of contents, bibliography, appendix (if any) etc.
- learners should use simple and good English while writing the report. Avoid grammatical errors.
- No aspects of the structure of the report should be omitted.



## **Guidelines for the instruction and assessment**

- Learners may be allotted project mentors to guide them through the process.
- Learners may be allotted a co-guide if necessary and subject to availability at the centre.
- Learners may be encouraged to take up a project in pair or group (depending on the context)
- Learners may be trained to present final project to improve their presentation skills
- A well-planned rubric and additional guidelines may be prepared by the study centre keeping in view the core content, quality of the project and presentation of work.

### **Evaluation Pattern:**

#### **Internal Assessment (100 Marks):**

| <b>Sr. No.</b> | <b>Particulars</b>  | <b>Marks</b> |
|----------------|---|--------------|
| 1              | Project<br><br>Field Work (minimum 25 hours)<br><br>Report: Up to 2500 words (It may include images, graphs, appendix etc.) | 75           |
| 2              | Viva Voce (with the use of ICT)   | 25           |



**University of Mumbai**  
**Diploma in English for Freelancers**  
**Semester II**

**Course: Theory**

**Course Title: Building Profile as Freelancer**

**Paper: III**

**(With effect from the academic year 2022-23)**

|           |   |  |
|-----------|---|--|
| <b>01</b> | <b>Syllabus as per Choice Based Credit System</b> |  |
| i         | Title of the Programme                            | <b>Diploma in English for Freelancers</b>        |
| ii        | Course Code                                       |  |
| iii       | Course Title                                      | <b>Building Profile as Freelancer</b>            |
| iv        | Course Contents                                   | Enclosed a copy of the syllabus                  |
| v         | References and Additional References              | Enclosed in the Syllabus                         |
| vi        | Credit Structure (No. of Credits)                 | 04   |
| vii       | No. of lectures per Unit                          | 15   |
| viii      | No. of lectures per week                          | 04   |
| ix        | No. Tutorials per week                            | 01   |
| x         | Total Marks                                       | 100  |
| <b>02</b> | <b>Scheme of Examination</b>                      | Theory Examination + Internal Evaluation (60+40) |
| <b>03</b> | <b>Special notes, if any</b>                      | No   |
| <b>04</b> | <b>Eligibility, if any</b>                        | HSC from any stream or Equivalent Certificate    |
| <b>05</b> | <b>Fee Structure</b>                              | As per University Structure                      |
| <b>06</b> | <b>Special Ordinances / Resolutions if any</b>    | No   |

## Sem II

### Theory Paper II: Building Profile as Freelancer

|                               |
|-------------------------------|
| <b>Semester II– Paper III</b> |
|-------------------------------|

|  |
|--|
| <b>Title: Building Profile as Freelancer</b> |
|--|

#### Unit One- Technical writing

(10 lectures)

- Criteria for effective Technical Writing
- Style in technical writing
- Business Correspondence
- Drafting Reports and Business Proposals
- Drafting white papers in public policy
- Commercial terms and abbreviations

#### Unit Two: Content editing

(10 lectures)

- Role of a Content Editor
- Principles of editing Books/Articles/Magazines/Journals
- Proofreading
- Proofreading symbols
- Editing websites
- Rules pertaining to plagiarism

#### Unit Three: Voice-Over and Anchoring

(10 lectures)

- a. Voice-over/dubbing skills
  - Similarity and difference
  - Skills you need: voice clarity & flexibility, reading fluency, technical knowledge
  - Working on basic voice acting roles such as instructor, narrator, spokesperson
  - Analyzing and making script ready for voicing
  - Reading a voice over Script
- b. Stage anchoring skills
  - Anchoring and its meaning
  - Developing the script
  - Designing Engagement activities
  - Understanding and managing the audience

#### Unit Four: Media-based freelancing

(10 lectures)

- Creating and managing a YouTube channel
- Blogging skills
- Vlogging skills
- Podcasting
- Digital Marketing Skills

### **Instructional Guidelines:**

It is recommended that the instructors use a dual approach in executing the curriculum. The primary focus may be placed on building language proficiency of the learners, whereas, it may be achieved by way of using methods, teaching strategies, approaches, pedagogical inputs to give them an experience of free-lancing.

Evaluation for theory papers: 60 marks for written exam- tests their knowledge, understanding and abilities

Theory exams with contextual questions where the focus would be on the application of skills

### **Evaluation Pattern:**

#### **Internal Assessment (40 Marks):**

| <b>Sr. No.</b> | <b>Particulars</b>                            | <b>Marks</b> |
|----------------|---|--------------|
| 1              | Classroom Attendance & Participation          | 10           |
| 2.             | Oral Presentation (Use of ICT is recommended) | 10           |
| 3              | Test/Written Assignment                       | 20           |

Topics for Internal Assessment:

- Interviewing Freelancers
- Group Discussion
- Presentations (group/pair/individual) with ICT
- SWOC Analysis

**NB:** Students, in consultation with and due approval of the instructor, may work on similar and relevant topics.

#### **Semester End Examination (60 Marks):**

|  |
|--|
| <b>Evaluation: Semester End Examination Pattern    60 Marks    Hours: 02</b> |
|--|

The Semester End Examination for 60 marks will have 4 questions of 15 marks each (with internal choice):

|            |                               |          |
|------------|-------------------------------|----------|
| Question 1 | Objective (15/20)             | 15 Marks |
| Question 2 | Short Notes (3/5)             | 15 Marks |
| Question 3 | Short Answer (3/5)            | 15 Marks |
| Question 4 | Application/Long answer (2/3) | 15 Marks |



**University of Mumbai**  
**Diploma in English for Freelancers**  
**Semester II**

**Course: Practical**  
**Course Title: On-the-Job Training/Internship**  
**Paper: IV**

**(With effect from the academic year 2022-23)**

|           |   |   |
|-----------|---|---|
| <b>01</b> | <b>Syllabus as per Choice Based Credit System</b> |   |
| i         | Title of the Programme                            | <b>Diploma in English for Freelancers</b>   |
| ii        | Course Code                                       |   |
| iii       | Course Title                                      | <b>On-the-Job Training/ Internship</b>      |
| iv        | Course Contents                                   | Enclosed a copy of the syllabus             |
| v         | References and Additional References              | Enclosed in the Syllabus                    |
| vi        | Credit Structure (No. of Credits)                 | 04  |
| vii       | No. of learning hours                             | 60  |
| viii      | No. of learning hours per week                    | 04  |
| ix        | No. Tutorials per week                            | 01  |
| x         | Total Marks                                       | 100   |
| <b>02</b> | <b>Scheme of Examination</b>                      | Internal Evaluation (75+25)                 |
| <b>03</b> | <b>Special notes, if any</b>                      | No  |
| <b>04</b> | <b>Eligibility, if any</b>                        | HSC in any stream or Equivalent Certificate |
| <b>05</b> | <b>Fee Structure</b>                              | As per University Structure                 |
| <b>06</b> | <b>Special Ordinances / Resolutions if any</b>    | No  |

**Semester II– Paper IV****Title: On-the-Job Training/Internship**

The purpose of this course is to engage learners through the mode of on-the-job training to reinforce the ideas, concepts and skills that are introduced in the theory course. learners choose a topic for the project in consultation with the project guide. The project may be carried out individually or in collaboration with other learners.

**Ideas for Project:**

The following is only a suggested topic. Similar topics keeping the learning and local context may be given to the learners.

**The learners may be asked to select a specific area of freelancing and undertake internship of minimum 30 hours and submit the report of the same at the end of the semester.**

The learners may be encouraged to use strategies such as Interview, online/offline Survey, field visits, collection of documents such as booklet, brochure, photographs etc.

**Guidelines for reporting and presenting project**

The report may be submitted in Print (type-written) format (PDF format for online submission) or in Non-Print (Blog/Vlog /Web-page) format

Format of the Print Report:

- The full content of the report must be bound together so that the pages cannot be removed or replaced.
- The cover of the report must contain, title, name of the candidate, name of the Diploma, Semester, Name of the Guide/Co-guide and the year of submission.
- Page numbers must be mentioned at the bottom of each page and Margin should be 1.5” on the left and 1” on the remaining three sides.
- Use separate index sheets for all chapters. Each chapter should begin on a new page.
- Report must contain all the necessary documents such as certificate of the guide, training completion Certificate by the institute/ organization, student declaration certificate, acknowledgements, table of contents, bibliography, appendix (if any) etc.
- Learners should use simple and good English while writing the report. Avoid grammatical errors.
- No aspects of the structure of the report should be omitted.



## **Guidelines for the instruction and assessment**

- Learners may be allotted project mentors to guide them through the process.
- Learners may be allotted a co-guide if necessary and subject to availability at the centre.
- Learners may be encouraged to take up a project in pair or group (depending on the context)
- Learners may be trained to present final project to improve their presentation skills
- A well-planned rubric and additional guidelines may be prepared by the study centre keeping in view the core content, quality of the project and presentation of work.

### **Evaluation Pattern:**

#### **Internal Assessment (100 Marks):**

| <b>Sr. No.</b> | <b>Particulars</b>  | <b>Marks</b> |
|----------------|---|--------------|
| 1              | Internship (Min. 30 hours)<br><br>Report: Up to 2500 words (It may include images, graphs, appendix etc.) | 75           |
| 2              | Viva Voce (with the use of ICT)   | 25           |

## **Recommended Reading**

- Alburger, James. *The art of voice acting: The craft and business of performing for voiceover*. CRC Press, 2019.
- Barduhn, Susan and Tim Bowen. *English for Everyone: Business English Course Book*. DK Publishing, 2017.
- Boobyer, Victoria, et al. *English for Everyone: Business English Course Book*. Dorling Kindersley Ltd., 2019.
- Brook-Hart, Guy. *Business Benchmark Upper Intermediate Business Vantage Student's Book*. Cambridge University Press, 2013.
- Canavor, Natalie. *Business Writing Today: A Practical Guide*. 3 rd ed., Sage Publications, 2019.
- Costa, Otto de. *A Handbook of Effective Public Speaking*. Mumbai: Jaico Publishing House, 1996
- Deign, Jason. *How to Set Up a Freelance Writing Business*. How To Content, 2008.
- Graham, Gordon. *White papers for dummies*. John Wiley & Sons, 2013.
- Handley, Ann. *Everybody writes: your go-to guide to creating ridiculously good content*. John Wiley & Sons, 2014.
- Leslie, Rae. *The Skills of Interviewing*. Mumbai: Jaico Publishing House, 1998
- Lewis, Norman. *How to Read Better and Faster*, Fourth Edition. Benny Publishing House, 1978.
- Miggiani, Giselle Spiteri. *Dialogue writing for dubbing: an insider's perspective*. Springer, 2019.
- Murphy, Raymond. *English Grammar in Use: A Self-Study Reference and Practice Book for Intermediate learners: with Answers*. Cambridge: Cambridge University Press, 1985.
- *Oxford Business English Dictionary for Learners of English*. Edt. Dilys Parkinson & Joseph Noble. Oxford University Press, 2005.
- Parkinson, Dylis. *Oxford Business English Dictionary: for Learners of English*. Oxford UP, 2008.
- Petit, Zachary. *The Essential Guide to Freelance Writing: How to Write, Work, and Thrive on Your Own Terms*. Penguin, 2015.
- Raman, Meenakshi, and Sangeeta Sharma. *Professional English*. OUP, 2019.
- Schaefer, Mark W. *The Content Code: Six Essential Strategies for Igniting Your Content, Your Marketing, and Your Business*. Grow Publishing, 2015.
- Trask, R. L. *The Penguin Guide to Punctuation*. Penguin Books, 2019.
- Williams, Erica. *Presentations in English: Find your voice as a presenter*. Macmillan, 2008.
- Wood, Frederick T. *English Verbal Idioms*. London: The Macmillan Press, 1985

## Web Resources

- Adichie Chimamanda . The Danger of a Single Story <https://youtu.be/D9Ihs241zeg>
- Garrison, Bruce. Professional Feature Writing, Taylor & Francis Group, 2009. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=455500>.
- <https://catmentor.files.wordpress.com/2015/01/norman-lewis-word-power-made-easy-fully-revised-expanded-new-paperback-edition.pdf>
- <https://dubnsub.com/how-to-learn-dubbing-and-voice-over/>
- <https://hellesdon.org/documents/Advanced%20Rhetoric.pdf>
- <https://www.voices.com/help/beginners-guide-to-voice-acting>
- Jua, M., and Bate Besong. To the Budding Creative Writer : A Handbook, Langaa RPCIG, 2009. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=1134924>.
- Lorio, Mary Gretchen, and Charles E. Beyer. Grammar Cracker : Unlocking English Grammar, Vocalis, Limited, 2001. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3572010>.
- Thewlis, Paul. WordPress for Business Bloggers, Packt Publishing, Limited, 2008. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=978111>.

### **N.B:**

1. At the end of the course, the Centre (College/Institute/Department) should ensure that the university rules and regulations have been duly followed.
2. On the basis of examination results and credits earned by the student, the Centre will issue the joint certificate with the name of University and College/Institute/Department