



The Department of English

University of Mumbai

Announces

Certificate Course in

Professional Proficiency in English

Eligibility: **12th Standard** Pass candidates **and/ or** those Certified in Functional Proficiency in English
and
Performance in Interview

Date of Commencement: **Saturday, 6th December 2014**

Course Duration – **4 months**

Time: Every **Saturday 4:30 pm – 7:30 pm**

Fee: **Rs.6000/-**

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

Registration: 25 November 2014 – 29 November 2014 (11:00 am to 2:00 pm)

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

Syllabus available online: www.mu.ac.in (Department announcements)

Contact Person: Anusha Ramanathan – 9821598514



Department of English

Certificate Course in Functional/ Professional Proficiency in English

(Strike off whichever is not applicable)

1. Name (in Block Letters) _____
(Surname) (First Name) (Father/Husband's Name)

2. Address: _____

3. Landline: _____ Mobile No: _____

4. Email ID: _____

5. Educational Qualification: _____

For Functional Proficiency: Attach the photocopy of (a) 12thStd and/or (b) Degree mark sheet
For Professional Proficiency: Attach Photocopy of (a) 12thStd and/or (b) Degree mark sheet and/or (c) the Passing Certificate of Certificate Course in Functional Proficiency in English conducted by this department.

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 and you wish to apply for the **scholarship**, (Note that the names of the students receiving the scholarship 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 a copy of the most recent Annual Income Certificate or Monthly Salary Certificate)

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

Date: _____ Signature of Student

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

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 techniques

To develop and consolidate the target language, i.e. English

To develop an alert awareness of inter-cultural and cross-linguistic communicative threats that are essential for effective 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:

1. Socializing,
2. Telephoning,
3. Presenting information,
4. Participating in meetings, and
5. 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

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. and where required materials will be fabricated to teach the student a particular strategy

Evaluation Pattern

Internal Examination – 100 marks

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

The Theory paper will be primarily based on Units 4 and 5

The questions may 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.