

UNIVERSITY OF MUMBAI
No. UG/ 74 of 2013-14

CIRCULAR:-

The Principals of affiliated Colleges in Arts and the Heads of Recognized Institutions concerned are hereby informed that the recommendation made by the Faculty of Arts at its meeting held on 16th March, 2013 has been accepted by the Academic Council at its meeting held on 29th April, 2013 **vide** item No. 4.21 and subsequently approved by the Management Council at its meeting held on 20th June, 2013, 21st June, 2013 & 11th July, 2013 **vide** item No.14 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 and the Ordinances 6068 and 6069 and Regulations 8695, 8696 and 8697 and syllabus for Certificate course in Professional proficiency in English is introduced, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2013-14.

MUMBAI – 400 032
 5th December, 2013

REGISTRAR

To,

The Principals of affiliated Colleges in Arts and the Heads of Recognized Institutions concerned.

A.C/4.21/29/04/2013
M.C/14/20/06/2013, 21/06/2013 & 11/07/2013

No. UG/74-A of 2013-14 MUMBAI-400 032 5th December, 2013
 Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Arts.
- 2) The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
- 3) The Director, Board of College and University Development.
- 4) The Co-Ordinator, University Computerization Centre.
- 5) The Controller of Examinations.

Sd/-
 Deputy Registrar
 Under Graduate Studies

AC 29/4/13
Item No 4.21



Certificate course in Professional Proficiency in English

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

O.6068 Title Certificate Course in Professional Proficiency in English

O.6069 Eligibility for admission

The course is open to all who have a basic command of the language.

Those who have successfully completed the certificate course for Functional Proficiency in English.

R.8695 Course Duration

4 months (3 hours once a week on Saturdays)

R.8696 Course Fees

INR 6000/- per student

R8697 Batch Intake:

20 +2 (2 Freeships will be offered to 2 economically underprivileged students)

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.

Facilitators

Prof. (Dr.) Coomi Vevaina

Mr. Sachin Labade

Ms. Donna Reen

Ms. Anusha Ramanathan

Other expert faculty

Syllabus Committee

Prof. (Dr.) Coomi Vevaina (Convenor)

Ms. Donna Reen

Ms. Anusha Ramanathan

COURSE BUDGET

Total Revenue – 20 Participants @ INR 6000/- = 1, 20,000/-

(With 2 Freeships offered to 2 economically underprivileged students the total number of participants will be 22)

EXPENDITURE :

Expert Faculty Remuneration	-	INR 57,600 /- @ of INR 1,200/- per hour
Coordinator's Fees	-	INR 14,400/-
Resource Procurement (Book, DVDs, Journals, etc.)	-	INR 15,000/-
Admin Costs (Printing Certificates included)	-	INR 8,000/-
Contingency Fund (For Speakers/ Projector Maintenance, etc)	-	INR 3,000/-
Advertising	-	INR 12,000/-
Revenue for the Department		INR 10, 000/-
TOTAL COST	-	INR 1,20,000/- (One Lac Twenty Thousand)

Infrastructure Requirements to be provided by the Department of English, University of Mumbai

- ❖ An air conditioned room with a seating capacity of 30 on Saturdays
- ❖ An LCD Projector and
- ❖ Audio System with speakers