

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR COMMUNITY DEVELOPMENT

Comprehensive Industrial and Business English Communication skills

Duration: 3 months (1 and 1/2hrs per day)

Student Eligibility: Final year of graduation (Only for Professional degree Course),
B. A. or M.A. or. M.B.A.

(This course should not be offered to a heterogeneous group of students with different qualifications)

Staff Qualifications:

M.A. with English with two years experience in teaching / More than 5 years professional experience in teaching English Communication skills.

Number of Students/batch: Minimum – 20 Maximum – 30

Course Fees: Rs.600/- + Rs.150 Evaluation Fee

Infrastructure Requirement:

- Classroom facilities for 30 students.
- Tape recorder
- Daily subscription of any English newspaper (Indian Express or Times of India)
- Monthly or fortnightly English magazine such as Reader's digest, Outlook and Frontline.

Objectives:-

1. To identify need and Analyze the precise problem areas of the participatory group through tests, discussions and counseling.
2. To introduce written and spoken English communication skills and its area of application in professional life.

Syllabus:-

A) Written Communication:-

- I) Preliminary requirements of good written communication (Grammar, syntax, sentence construction, vocabulary etc.)
- II) Types of written communication:-
 - a) **Applications :-**
Structured (formatted) applications:- When companies or institutes have their own application formats.
 - ii) Unstructured applications:- When applicant is expected to write his/her own descriptive application.
 - b) **Business letter writing :-**
 - i) Employee/employer correspondence, client correspondence, suppliers correspondence, memo, notices etc.
 - c) **Report writing :-**
Taking minutes for compiling reports of meeting, project report and report presentations etc.
 - c) **Note making :-**
For seminars, reports and demonstrations.

B) Spoken Communications :-

- I) **Interview techniques:-**
 - a) Introduction and requirements of
 - i) Academic Interviews
 - ii) Professional interviews
 - b) Frequently asked questions and model answers. c) Mock Interviews

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II) Group discussions:-

- a) Features
- b) Do's and Don'ts
- c) Role playing
- d) Common topics
- e) Mock Group discussions

III) Seminar presentation:-

- a) Relevance to topic
- b) Duration
- c) Adaptability to audience
- d) Presentation techniques

IV) Report/ Paper presentation:-

- a) Presentation techniques
- b) Question fielding skills

V) Demonstration techniques:-

- a) Relevance to product at hand
- b) Effective Communication through oral and animated talk

VI) Short telephonic conversation for telemarketing executives.

- a) Telecommunication ethics
- b) Duration
- c) Dependability on verbal expression only

E. Industrial Interface

Interaction with key industry personnel for better understanding of communication expectations during selection and employment

F) IMPROMTU PRESENTATIONS: As Final Evaluation Test.

G) FEEDBACK

REFERENCE BOOKS:

1. Penguin Advanced Writing Skills- James O' Oriscoll
2. Techniques in teaching writing - Ann Raimes
3. Working with words: A guide to teaching and learning vocabulary – Ruth Gairns and Stuart Redman, Cambridge.
Word power made easy - by Norman Lewis
4. English for academic and professional purposes: Lizhamp-Lyons and Ben Hearley.OU P
5. Managing your mouth – by Robert Jenua
6. Great speakers aren't born – by Kops and Worth.