

Department of English, Gour Mahavidyalaya	
<b>Name of Course with code</b>	Skill Enhancement Course (SEC)
<b>Title of the course</b>	Communicative English Enhancement
<b>Name of the Semester</b>	Semester II, 2025
<b>Course Introduction</b>	<p>Communication, though natural to the all living beings, is an art. One of the connecting links among the human beings that binds the society as a whole is the very art of communication. It's an ability to share thoughts, ideas and those emotions through various means of communicative strategies. These are not all about verbal. There are a good number of non-verbal elements too. Language serves the most significant part in this art of communication. In the age of rapid growth and development, learning the English language has become a global phenomenon. In addition to the learning of the language, the art of effective communication is also needed in the present-day professional situations.</p>
<b>Course Objectives:</b>	<p>The present course is designed to address some of these aspects of the professional English communication through an interactive mode of teaching-learning processes. Focus will be made on various dimensions of communicative skills in English. Those various speaking skills in professional situations like interviews, office environments, group discussions, social interactions and personal communications as a whole are to be covered during the course. There will be some emphasis on conversation and grammar, reading and writing skills too. Focus will be made on internet, e-mail, telephonic and other electronic as well as social media communications also. Above all, the course is hoped to build up fluency in communicating English among the students to cope with the job market and the real-life scenario.</p>
<b>Course Outcomes:</b>	<p>By the end of the course, students shall be able to:</p> <ul style="list-style-type: none"> <li>• Understand how professional communication works.</li> <li>• Learn about body language and communicative adjustment in the workplace while dealing with different situations.</li> <li>• Learn the fundamentals of verbal corporate communication with special emphasis on making presentations to clients and management.</li> <li>• Frame grammatically correct sentences and speak fluent English across a wide range of situations.             <ul style="list-style-type: none"> <li>• Develop professional writing skills.</li> <li>• Improve job search and career building skills.</li> </ul> </li> </ul>

<b>Structure of the Course</b>	
<b>Module I:</b> The nature and the process of communication	Defining Communication; Characteristics of Communication; Types of Communication; Verbal and Non-Verbal Communication; Interpersonal Communication and Mass Communication; effective listening and speaking.
<b>Module II:</b> Presentation skills	Preparing for an oral presentation; common grammatical mistakes; using visual aids in oral presentations; making the presentation; seminars and conferences.
<b>Module III:</b> Applying for a Job	Writing job application letters and resumes; types of application letters; formats and contents of an application letter; essentials of a good covering letter; writing minutes of meeting; writing circulars; memo writing.
<b>Module IV:</b> Job interviews	Preparation for a successful job interview; Desirable and undesirable behaviour in an interview; Common interview questions and their responses.
<b>Module V:</b> E-communication	Impact of technology in communication; telecommunications; computer media and network; the internet; World-Wide-Web; E-mail; Netiquette; voice mail; word processing; duplication technology; paperless office; E-commerce/Business; video conferencing; E-money transactions; E-banking.
<b>Suggested readings</b>	<p>1. <i>Business Communication: Basic Concepts and Skills</i>, Parikh, J P et al, Hyderabad: Orient Blackswan.</p> <p>2. <i>Strengthen Your English</i>, M. Bhaskaran and D. Horsburgh, Oxford UP, Delhi 1973.</p> <p>3. <i>The Quick and Easy way to Effective Speaking</i>, Karnegie, Dale, Rupa Publications India.</p>
<b>Method of Assessment, Measurement &amp; Evaluation</b>	<p>The assessment would consist of two parts;</p> <p>1. 10 marks for internal which would be divided into class Attendance (4 marks) and class performance (6 marks)</p> <p>2. 30 marks would be allotted for a project and 10 marks for viva voce (30+10) = 40</p> <p>Total: 50 marks</p>
<b>Method of Internship, Apprenticeship, Project, Community Engagement</b>	Not applicable