



DEPARTMENT OF ENGLISH
MUHAMMED ABDURAHIMAN MEMORIAL
ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.
Re-Accredited by NAAC with A Grade]

CURRICULUM FOR CERTIFICATE COURSE
CEREN001: BASICS OF
PROFESSIONAL WRITING

OFFERED DURING THE
ACADEMIC YEAR 2016-17
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]



MANASSERY, MUKKAM POST,
KOZHIKODE, KERALA, INDIA, 673 602.
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INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

VISION: Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

MISSION: Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

OBJECTIVES: Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building



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VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT 02



VISION

VISION: To be a prime centre for nurturing students into academically competent, aesthetically conscious, and socially committed youth.



MISSION

MISSION: Committed to empower and enrich students with understanding of language and literature and to instil value of critical reading and effective writing, through exploring the realms of literary genres across era.



OBJECTIVES: (a) Language Training: To build up students' listening, speaking, reading and writing skills in English. (b) Literature: To increase students' knowledge of English literature and broaden their international vision, in hopes of nurturing their cultural sensitivity in the humanities. (c) Linguistics: To introduce students to the structure, meaning and function of the English language. (d) Applied English: To improve spoken and written communication skills as a foundation for pursuing secondary professional skills, to meet the demands of career development and diversity in the present social milieu. (e) Maintaining Ethical Conscience through value based education.



VALUES

CORE VALUES: Academic and Aesthetic Excellence, Ethical Conscience, Service Mindedness, Professionalism and Global Outlook.



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B.A ENGLISH LANGUAGE AND LITERATURE: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

03

The career and professional accomplishments attained by B. A English Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be able to:



PEO1: To provide students with the critical faculties necessary in an academic environment, while at job and in an increasingly complex and interdependent world.



PEO2: Proficiency - Graduates will demonstrate comprehensive knowledge of literature in their chosen domain. They will describe a range of literary techniques and rhetorical strategies used in texts, including their relationship to audience, purpose and cultural context.



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PEO3: Developing intellectual, personal and professional abilities through effective communicative skills; ensuring high standard of behavioural attitude through literary subjects and shaping the students socially responsible citizens.



PEO4: To educate the student in both artistry and the utility of the English language through the study of literature.



PEO5: Education for Learning- Graduates will showcase leadership qualities and diverse learning by cultivating versatile skills of teamwork, morality, ethics, communication and analytical skills.



PEO6: To make student aware of the different communicative skills and make them effectively communicate in written and spoken mode.



PEO7: Prospective Employment and Career Prospects-To empower graduates for employment in the fields of translation, content writing, teaching and orient them for research and higher studies.



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B.A ENGLISH LANGUAGE AND LITERATURE: PROGRAMME SPECIFIC OUTCOME (PSOs) **04**

On successful completion of a Bachelor Degree in English Language & Literature, the graduates would be able to:



PSO1: Communicate well, both verbal and written.



PSO2: Have command over English language and its linguistic structures.



PSO3: Apply critical frameworks to analyse the linguistic, cultural and historical background of texts written in English.



PSO4: Familiar with the conventions of diverse textual genres including fiction, non-fiction, poetry, autobiography, biography, Journal, film, plays, etc. and will be able to apply domain knowledge and expertise for enhancing research capabilities.



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B.A ENGLISH LANGUAGE AND LITERATURE: PROGRAMME OUTCOMES (POs) **05**

The students graduating from B.A English Language & Literature Programme should be able to:



PO1: THEORIZING SOCIETY: Students should be able to identify, analyze, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts.



PO2: LITERARY HISTORY: Demonstrate knowledge of literary terms, major periods, authors, genres, and theories.



PO3: CRITICAL ANALYSIS: Produce original insights about literature in a variety of forms, styles, structures and modes in scholarly practices with compelling explanatory power.



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PO4: HISTORY OF LITERATURE: Show knowledge of major literary works, periods, genres, and critical approaches to Indian, American, and World Literature.



PO5: MULTI DISCIPLINARY APPROACH: Articulate the relations among culture, history and texts.



PO6: ENGLISH LANGUAGE TEACHING: Be adept at teaching of English Language and literature as a career option.



PO7: CREATIVE AND ACADEMIC WRITING: Produce creative writing, rhetoric and composition for diverse needs of students and community nationally and internationally. Develop their critical thinking skills and creativity. Enhance their writing skills.



PO8: THEORIZING LITERATURE: Students should be able to apply critical and theoretical approaches to the reading and analysis of literary and cultural text in multiple genres.



PO9: COMMUNICATION: students should be able to write analytically in a variety of formats, including essays, research papers, reflective writings and critical review of secondary sources.



PO10: ETHICS: students should be able to ethically gather, understand, evaluate and synthesize information from a variety of written and electronic sources..



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PO11: INDIVIDUAL AND TEAM WORK: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.



PO12: LIFE-LONG LEARNING: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the ever-changing world of humanities.



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CERTIFICATE COURSE

CEREN001: BASICS OF PROFESSIONAL WRITING 06

COURSE CURRICULUM

Course Name	Basics of Professional Writing
Course Code	CEREN001
Year	2016-17
Course Designer	Ms. Nicy Joseph
Course Duration	30 Hrs.
Course Schedule	June to September
Maximum Students Intake	60 Students



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1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

2. PREREQUISITE

None.

3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

4. COURSE COORDINATOR

Ms. Nicy Joseph, Assistant Professor, Department of English

5. COURSE PREAMBLE

This course aims to impart the basic skills of professional writing and to introduce students to different types of professional writing.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 12 Hrs. Course Works: 10 and Assessment Works: 8]

7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.



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8. COURSE OBJECTIVES

Learners are expected to

- To enhance confidence of the student when approaching writing professionally.
- Helps to write effectively in different professional spaces.
- To familiarise with various types of professional writing
- To have better knowledge in grammar.
- To improve research skills.
- To improve research skills.

9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Professional Writing skill
- Academic writing skills.

10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:

CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Students will attain and enhance competence in the four modes of literacy: writing, speaking, reading and listening.	Understand
CO2	Improves the students writing ability in English both in terms of correctness and comprehensibility	Apply



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO3	Develops their ability as to academic writers.	Analyze
CO4	Increase self-awareness about English language.	Evaluate
CO5	Attains clear, organized, sophisticated, well-researched and polished writing skills.	Create

11. MAPPING OF COs WITH PSO_s AND PO_s

CO _s	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2	1	2	2	2	2	1	2	2	2	3
CO2	2	3	1	2	2	2	2	2	2	2	2	2	1	2	1
CO3	1	2	1	2	1	3	2	2	2	2	1	2	1	2	2
CO4	1	3	1	2	3	2	2	2	2	2	1	2	1	2	1
CO5	2	2	2	2	3	2	2	3	2	2	2	2	1	2	3
AVG	1.8	2.4	1.4	1.6	2.2	2	2	2.2	2	2	1.4	2	1.2	2	2

12. MODULE-WISE COURSE CONTENTS

MODULE 1: INTRODUCTION TO PROFESSIONAL WRITING

MODULE DURATION: 15 Hrs. [Contact Hrs. 6 Hrs. Practice Hours: 5 Hrs. and Assessment Works: 4]



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MODULE CONTENT: What Is Professional Writing - Why is professional Writing Relevant? - How Do You Begin professional Writing - Writing reviews - Case Study – Survey - Reports

MODULE OUTCOME: On successful completion of the module learners will familiarize with the idea of how to approach professional writing

MODULE 2: BASICS OF CV, RESUME AND BIO-DATA, COVER LETTER

MODULE DURATION: 15 Hrs. [Contact Hrs. 6 Hrs., practice Hours: 5 Hrs. Assessment Works: 4]

MODULE CONTENT: Curriculum Vitae – Resume - Bio data - Cover Letter

MODULE OUTCOME: On successful completion of the module learners develop skills to write CV, Resume and bio data.

REFERENCES

1. Calder, A. (1966). *Calder. An Autobiography with Pictures*. New York: Pantheon.
2. Chase, W. G., & Simon, H. A. (1973). *The Mind's Eye in Chess*. In W. G. Chase (Ed.), *Visual information processing* (pp. 215–281). New York: Academic Press.
3. Chipp, H. B. (1988). *Picasso's Guernica*. Berkeley, CA: University of California Press.
4. Csikszentmihalyi, M. (1996). *Creativity, Flow and the Psychology of Discovery and Invention*. New York: Harper
5. Collins. de Groot, A. (1965). *Thought and Choice in Chess*. The Hague: Mouton.
6. Ericsson, K. A. (1996). *The Acquisition of Expert Performance: An Introduction to Some of the Issues*. In K. A. Ericsson (Ed.), *The Road to*



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Excellence. The acquisition of expert performance in the arts and sciences, sports, and games (pp. 1–50). Mahwah, NJ: Erlbaum.

ADDITIONAL REFERENCES & STUDY MATERIALS

7. <https://www.sciencedirect.com/science/article/abs/pii/S8755461520300645>
8. <http://www.teslej.org/wordpress/issues/volume6/ej21/ej21a2/?wscr=>

13. DELIVERY MODE

The course employs multi-mode delivery mechanism including contact lecture, online videos, and online and offline course works.

14. DELIVERY SCHEDULE

November to February.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour – 2 Classroom Discussion	The need for professional writing.
3	Contact Hour - 3: Classroom Discussion	Writing reviews
4	Contact Hour - 4: Classroom Discussion	Case Study
5	Contact Hour - 5: Classroom Demonstration	Reports
6	Contact Hour - 6: Classroom Demonstration	Survey & Questionnaire
7	Practice Hour - 1	Book Review



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Hour	Delivery Mode and Activity	Topics to be Covered
8	Practice Hour - 2	Film review
9	Assessment Hour -1	Product reviews
10	Practice Hour 3	Analysing a case study
11	Assessment Hour -2	Progress reports
12	Practice Hour 4	Preparation of a questionnaire
13	Practice Hour 5	Tips for fresh graduates while preparing CV
14	Assessment Hour 3	Different types of reports
15	Assessment Hour 4	Objective Statements
16	Contact Hour 7	CV, Resume and Bio-data
17	Contact hour 8	Key skills and abilities
18	Practice hour 6	Identifying key skills and abilities
19	Practice hour 7	Educational details and experience
20	Contact Hour 9	Words to describe work -experience
21	Contact Hour 10	Personal Details in a CV
22	Contact Hour 11	The need of References in a CV
23	Contact Hour 12	Do's & Don'ts in CV
24	Practice hour 8	Preparation of Sample Bio-Data
25	Practice hour 9	Preparation of Sample Resume
26	Practice hour 10	Preparation of Sample CV
27	Assessment Hour - 5	The importance of proof reading in professional writing
28	Assessment Hour - 6	Course End Assessment
29	Assessment Hour - 7	Course End Assessment Course End Assessment
30	Assessment Hour - 8	Course End Assessment



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16. ASSESSMENT COMPONENTS

Total Marks: 100

CLASSROOM AND GROUP PARTICIPATION: 20 Marks. This component aims at testing the course content understanding and the reflection skills and their attainment levels.

COURSE WORK: 30 Marks. This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

MID-COURSE ASSIGNMENT: 20 Marks. This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

END-COURSE ASSESSMENT: 30 Marks. This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:

Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class



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Re-Accredited by NAAC with A Grade]

DEPARTMENT OF ENGLISH

CURRICULUM FOR CERTIFICATE COURSE - CEREN001

Percentage of Mark	Letter Grade	Interpretation	Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



Manassery, Mukkam Post,
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Principal: 0495-2295121

COORDINATOR
ACADEMIC COMMITTEE
MUHAMMED ABDURAHIMAN MEMORIAL
ORPHANAGE COLLEGE
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