



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 **CEREN006: COMMUNICATION** **SKILLS IN ENGLISH**

OFFERED DURING THE
ACADEMIC YEAR 2020-21
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]



MANASSERY, MUKKAM POST,
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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

CEREN006: COMMUNICATION SKILLS IN ENGLISH 06

COURSE CURRICULUM

Course Name	Communication Skills in English
Course Code	CEREN006
Year	2020-21
Course Designer	Ms. Alakanandalal
Couse 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. Alakanandalal, Assistant Professor, Department of English

5. COURSE PREAMBLE

Communication is the key to effective personal, as well as professional life. This course is intended to advance your English speaking skills, which is very important to your curricular and non curricular engagements. There is no excuse to shy away from speaking in the professional front. Introducing yourself, group discussions, debates, interviews and other public speaking skills are mandatory to maintain your social performance, where ever you go. This course will help you improve all these, through a combination of lectures, comprehension and vocabulary quizzes, practice and performance.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs., Practice Hours: 8 Hrs., Course Works: 7 and Assessment Works: 7]



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7. CURRICULUM FOCUS

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

8. COURSE OBJECTIVES

Learners are expected to

- (a) To enhance confidence of the student when approaching communication in English.
- (b) Help to speak effectively in different professional spaces

9. SKILL EXPECTED

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

- (a) Gain the skills and confidence to communicate well in English
- (b) Improve pronunciation and fluency
- (c) Enrich English vocabulary
- (d) Know statements, questions and responses for different settings and situations.

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	By the end the course you will be able to find the fundamental techniques of effective communication in English	Understand



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO2	Improves the students speaking ability in English both in terms of correctness and comprehensibility.	Apply
CO3	Develops their proficiency in English communication as to first language communication.	Analyze
CO4	Increase self-awareness about English language.	Evaluate
CO5	Develop or formulate new methods and problem solving strategy that could be applied in our day to day as well as academic circumstances related to communication.	Create

11. MAPPING OF COs WITH PSO's AND POs

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	1	2	3	1	1	1	3	2	1	2	1	2
CO2	3	2	2	1	2	1	1	1	2	3	1	2	1	1	2
CO3	3	2	2	1	1	2	1	1	2	2	1	2	1	1	3
CO4	3	2	1	1	1	1	2	1	2	3	1	2	1	1	2
CO5	3	2	1	1	1	1	2	1	2	3	1	2	1	1	2
AVG	3	2	2	1	1	2	1	1	2	3	1	2	1	1	2



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12. MODULE-WISE COURSE CONTENTS

MODULE 1: INTRODUCTION AND CONVERSATION

MODULE DURATION: 9 hrs. [Contact Hrs. 6 hrs., Course Works: 2 and Assessment Works: 1]

MODULE CONTENT: Module 1 Introducing you - to identify and make a strong personal introduction; and, everyday conversation practice such as telephone conversation, responding to enquiries etc.

MODULE OUTCOME: By the end the course you will be able to prepare a catching presentation of self introduction and enhance conversational skills.

MODULE 2: HOW TO UNTANGLE AN ARGUMENT

MODULE DURATION: 9 Hrs. [Contact Hrs. 6 Hrs., Course Works: 2 and Assessment Works: 1]

MODULE CONTENT: Argument makers, standard form, problems of arguments, assuring, guarding, discounting and evaluation, close analysis.

MODULE OUTCOME: To pull arguments out of larger texts distinguish various purposes of arguments and apply them in our day today life.

MODULE 3: VOCABULARY

MODULE DURATION: 10 Hrs. [Contact Hrs. 8 Hrs., Course Works: 2 and Assessment Works: 1]

MODULE CONTENT: Argument makers, standard form, problems of arguments, assuring, guarding, discounting and evaluation, close analysis.



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MODULE OUTCOME: will be able to: label assuring, guarding, discounting and evaluative terms, determine whether an argument is valid or sound complete arguments by adding suppressed premises. Reconstruct arguments by and series of arguments and classify arguments structures.

REFERENCES:

1. Toms. *Overseas English Course*. Overseas Publishers, 2012.
2. Santhi.V, Jeya & Dr.R.Selvam, (2015). *Advanced Skills for Communication in English: Book I*

ADDITIONAL REFERENCES & STUDY MATERIALS:

3. BBC Learning English, BBC, www.bbc.co.uk/learningenglish/.
4. British Council. LearnEnglish, learnenglish.britishcouncil.org/.
5. Cambridge English. YouTube, YouTube, www.youtube.com/user/cambridgeenglishtv.

13. DELIVERY MODE

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

14. DELIVERY SCHEDULE

June to September.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course



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Hour	Delivery Mode and Activity	Topics to be Covered
2	Contact Hour -2	Self Introduction – why is it important?
3	Contact Hour - 3: Classroom Demonstration	Using presentation and practice.
4	Contact Hour - 4:	How to initiate a conversation.
5	Contact Hour - 5: Classroom Demonstration	Using videos to enhance confidence.
6	Contact Hour - 6:	Discussion on the problems faced by students while presenting and communicating
7	Course Work – 1: Course Assignment	Assignment on creating a conversation provided a circumstance.
8	Course Work – 2: Course Assignment	Assignment on watching a conversation and noting down major deviations in first language speakers and second language speakers.
9	Assessment Hour - 1	Creating a presentation video
10	Contact Hour – 7 Classroom Demonstration	Discussion on a prominent topic in the class.
11	Contact Hour -8	Different common words and phrases used during argumentative discussions
12	Contact Hour - 9:	How important are ethics in conversation?
13	Contact Hour - 8	Difference between Group Discussion and Debate.
14	Contact Hour- 10	How to provide opinion.
15	Contact Hour- 11	Debate



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Hour	Delivery Mode and Activity	Topics to be Covered
	Classroom Demonstration	
16	Contact Hour 12	Evaluating the problems faced in presentation
17	Course Work – 3: Course Assignment	Given a topic, find interviews related to it and listen to different sides of the issue.
18	Course Work – 4: Course Assignment	Write a short paragraph of argument on a topic.
19	Contact Hour 13 :	Importance of Vocabulary
20	Course Work 5:	Reading a newspaper article and tracing unknown vocabulary.
21	Contact Hour 14: Classroom Demonstration	Watching a video on vocabulary practice.
22	Contact Hour 15:	Idioms
23	Course Work 6:	Finding idioms.
24	Contact Hour 16:	Phrasal Verbs
25	Contact Hour 17	Movies and Videos as sources of vocabulary
26	Assessment Hour 3	Worksheet
27	Assessment Hour 4	Course End Assessment
28	Assessment Hour 4	Course End Assessment
29	Assessment Hour 4	Course End Assessment
30	Assessment Hour 5	Course End Assessment

16. ASSESSMENT COMPONENTS

Total Marks: 100

CLASSROOM AND GROUP PARTICIPATION: 20 Marks. This component



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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
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail



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COORDINATOR
ACADEMIC COMMITTEE
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P.O. MANASSERY, MUKKAM - 673602



MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

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

DEPARTMENT OF ENGLISH

CURRICULUM FOR CERTIFICATE COURSE - CEREN006

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.



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