

**Certificate in Practical English and Soft Skills
(CPESS)**

and

**Diploma in Practical English and Soft Skills
(DPESS)**

Introduction

English language proficiency is critical for success in every walk of life. It's actually a life skill especially in the global economy. English has overwhelmingly been adopted as the language of business as more than 25 percent of the world's population speaks English. It's also the official language of more than 50 countries.

It is therefore imperative that during their studies in the chosen areas, the students are provided adequate opportunities to develop good communication skills and are able to express them confidently, both in written and spoken English

The current syllabi for Certificate and Diploma in Practical English and Soft Skills is well structured and progressive in nature and is adequately supported by an effective 'evaluation' scheme that reinforces the learning process.

Objective

This is an integrally designed two-level ancillary course aimed at cultivating the students' practical communication skills in English, though any student will be free to opt out after completing the Certificate level. The courses focus on practice and training in speaking, listening, reading and writing. A wide range of study materials and relevant situational exercises will be used for this purpose, with personal mentoring and multimedia support.

The courses have been designed to additionally enable the students to learn and master the skills tested in various examinations (including IELTS, CELPIP, and TOEFL).

Eligibility: For CPESS the eligibility will be 10+2 (or any equivalent examination). For DPESS, it will be CPESS.

No. of Seats: 25

Duration: 2 semesters

Time: 4 lectures per day

Investment

- One Instructor (Four lectures per day).
- Language lab with Audio-Visual facility and Multimedia Overhead Projector
- The institutional library shall have a dedicated section with prescribed and recommended books

Courses

SEMESTER 1		SEMESTER 2	
Code	Course Title	Code	Course Title
C1	Effective Listening	C5	Employability Skills
C2	Presentation Skills	C6	Workplace Communication
C3	Reading And Comprehension	C7	Interpersonal Communication
C4	Corporate Communication	C8	Cross Cultural Communication

Course Manual

Course : Effective Listening	Semester/Course Code: 1/C1
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1. Course Overview:

The course is designed to facilitate students with written communication strategies necessary in the workplace and also to improve communication skills by appreciating the importance of listening and learning essential techniques to improve the same.

2. Course Coverage:

● **Module I: Fundamentals of Communication**

Introduction to fundamentals of communication, Role and purpose of communication: 7 C's of communication, Barriers to effective communication, Forms of Communication: one-to-one, informal and formal.

● **Module II: Listening Skills**

The process, importance of listening, Types of listening, Principles of effective listening, Barriers to effective listening.

● **Module III: Enhancing Listening Skills**

Importance and techniques of paraphrasing, Importance and techniques of Summarizing, Guidelines to increase listening, Activities to enhance listening.

3. Learning Outcomes:

- Appreciate importance of active listening
- Enhance listening skills through various activities.
- Identify stated and implied ideas
- Accurately summarize, paraphrase, and organize information from their listening

4. At the end of the course students will be able to:

- Make logical inferences from their listening
- Distinguish between fact and opinion
- Improve their pronunciation and spoken English.

5. Main texts:

- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanee Sethi & Bhawna Adhikari, Business Communication, Tata Mc Graw Hill

6. Additional Texts:

- Business Communication, K.K. Sinha, Taxmann's
- Listening and Speaking, V. Sasikumar, Cambridge University Press

Course : Presentation Skills	Semester/Course Code: 1/C2
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1. Course Overview:

Through this course students will be able to appreciate special speaking skills and presentation skills required in specific professional situations. Good communication is the foundation of any successful relationship, be it personal or professional. It's important to recognize though, that it's our nonverbal communication that speaks the

loudest. This course enables the students to understand and use nonverbal communication.

2. Course Coverage:

● **Module I: Social Communication Skills**

Introduction to Social Communication Skills, Conversational English, Building rapport

● **Module II: Context Based Speaking**

What is context based speaking, Speaking in general situations and In specific professional situations, Discussion and associated vocabulary, Simulations/Role Play

● **Module III: Non Verbal Communication**

Introduction, relevance and effective usage of non verbal communication, Para language Chronemics Haptics, Proxemics Body language Object language

● **Module IV: Business Presentation**

Importance of audience analysis, Preparing effective PowerPoint presentation, Delivering of presentation and Handling questions

3. Learning Outcomes:

- To discuss the impact of non-verbal communication.
- To practice positive non-verbal communication.
- To understand the nature and importance of presentation skills
- To know how to identify specific techniques for rehearsing a presentation
- To review techniques for effective delivery
- To know social communication skills

4. At the end of the course students will be able to:

- Identify non-verbal behaviour and messages.
- Prepare and give effective presentations.
- Improve conversational English

5. Main text:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanee Sethi & Bhawna Adhikari, Business Communication, Tata Mc Graw Hill

1. Additional Texts:

- Effective Technical Communication, Rizvi, Tata McGraw Hill
- Business Communication, Kitty O Locker, Tata McGraw Hill

Course : Reading and Comprehension	Semester/Course Code: 1/C3
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1. Course Overview:

After completing this course the students, as fluent readers, will be able to understand, to analyse, and to evaluate readings from a variety of texts and to apply that learning to academic, personal, and professional contexts. Also this course includes the appreciation of business/technical reading and writing

2. Course Coverage:

- **Module I: Effective Reading**

Introduction to Reading Skills, Reading: Process, types and reading rate adjustment, Reading Comprehension and tips for improving reading

- **Module II: Business/Technical Language Development**

Advanced Grammar: Syntax, Tenses and Voices,

Advanced Vocabulary skills: Jargons, Terminology, Colloquialism

- **Module III: Business Communication**

Informal business, Technical Communication, Reading and listening- Business/Technical press

- **Module IV: Activities**

News reading, Picture reading, Review of a book/journal

3. Learning Outcomes:

- Distinguish between fact and opinion
- Accurately summarize, paraphrase, and organize information from their reading
- Appreciate the value and importance of reading
- Understand technical vocabulary and terminology
- Appreciate business/technical reading and writing
- Appreciate skills required to give presentations

At the end of the course students will be able to:

- Make logical inferences from their reading
- Identify stated and implied ideas
- Communicate effectively with colleagues

4. Main text:

- Business Communication, Raman –Prakash, Oxford
- Anjanee Sethi & Bhawna Adhikari, Business Communication, Tata Mc Graw Hill
- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Creative English for Communication, Krishnaswamy N, Macmillan
- Effective Technical Communication, M. Ashraf Rizvi.

5. Additional Texts:

- Kitty O Locker, Business Communication, McGraw Hill
- Dr P. Prasad, Communication Skills, Katson

Course: Corporate Communication	Semester/ Course Code: 1/C4
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1. Course Overview:

Corporate Communication would be covering the written aspect of communication at workplace and in different forms as required to communicate with the individual's colleague, boss, subordinates, customers, media and government. The focus will be on getting the students to practice as much as possible, especially under a given time

limit, as is the case in real life situations. Hence a major portion of class time is devoted to class exercises. Writing assignments ranging from business letters, reports, memos, circulars and notices will be covered in this course.

2. Course Coverage:

● **Module I: Introduction to Writing Skills**

Introduction to Effective Writing Skills, Avoiding Common Errors, Paragraph Writing,
Note Taking And Writing Assignments

● **Module II: Letter Writing**

Business Letters: Types , Formats

● **Module III: Official Correspondence**

Memo, Notice and Circulars, Agenda and Minutes

● **Module IV: Report Writing**

□ Purpose and Scope of a Report, Fundamental Principles of Report Writing, Project Report Writing , Summer Internship Reports

● **Module V: Social Networking**

Advantages and disadvantages, Opportunities Making Contacts

3. Learning Outcomes:

- The 7 C's of communication.
- Avoiding common errors in written communication.
- Different types and formats of business letters.
- How to create agendas and circulars for meetings so that there is no ambiguity whatsoever.
- Write project reports and summer training reports.
- Special emphasis on Technical Writing skills.

At the end of the course students will be able to:

- Understand what makes communication effective.
- Appreciate the advantages of social networking.
- Key skills and requirements for writing a paragraph
- Best practices to follow when taking notes.

4. Main text:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & Bhawna Adhikari, Business Communication, Tata Mc Graw Hill

5. Additional Texts:

- Kitty O Locker, Business Communication, McGraw Hill
- Effective Technical Communication, Rizvi, Tata McGraw Hill

Course: Employability Skills	Semester/ Course Code: 2/C5
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1.Course Overview:

This course will help students in enhancing their employability skills by facilitating them to face interviews confidently and also to know the communication required before and after interview. This course also focuses on Business etiquette and business conversations.

2. Course Coverage:

- **Module I: Introduction to Public Speaking**
Effective Public Speaking, Business Conversation, Art of Persuasion
- **Module II: Interviews**
Types and Styles of Interview, Facing Interviews-Fundamentals and Practice Session, Conducting Interviews- Fundamentals and Practice Session ,Mock interview sessions
- **Module III: Resume Writing**
Resume Writing, Covering, Letters ,Interview Follow Up Letters
- **Module IV: Assessment through employability score card**
Assessment through employability score card
- **Module V : Business Etiquette**
Business Etiquette, Dining etiquette, Dressing up, Exchanging, Business card and Shaking hands

3. Learning Outcomes:

- Understand the essentials of business conversations
- Know the various stages of conversations
- Know the general preparations for interviews
- Understand how to present yourself successfully: before, during and after job interview
- Appreciate interview etiquettes

4. At the end of the course students will be able to:

- Know the strategies for handling stressful conversations
- Understand the importance of non-verbal communication in interviews
- Understand the importance of persuasive communication in business

4. Main text:

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice
- Anjanee Sethi & Bhawna Adhikari, Business Communication, Tata Mc Graw Hill

5. Additional Texts:

- Kitty O Locker, Business Communication, McGraw Hill
- Effective Technical Communication, Rizvi, Tata McGraw Hill
- Creative English for Communication, Krishnaswamy N, Macmillan
- Business Vocabulary in Use: Advanced Mascull, Cambridge

Course: Workplace Communication	Semester/ Course Code: 2/C6
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1. Course Overview:

Good communication is the foundation of any successful relationship, be it personal or professional. The course is designed to emphasize on professional skills like conducting meeting and negotiation. Through this course student will be able to appreciate special speaking skills required in specific professional situations.

2. Course Coverage:

● **Module I: Dynamics of Group Discussion**

Introduction, Methodology, Role Functions, Mannerism and Guidelines

● **Module II: Communication through Electronic Channels**

Introduction to Communication through Electronic Channels, Technology based Communication Tools, Video Conferencing, Web Conferencing, Selection of the Effective Tool E-mails, Fax etc.

● **Module III: Professional Skills**

Negotiations , Meetings , Email writing and Telephonic Skills.

3. Learning Outcomes:

- To discuss the impact of non-verbal communication.
- To practice positive non-verbal communication.
- Discuss the impact of non-verbal communication
- To understand the nature and importance of presentation skills
- To know how to identify specific techniques for rehearsing a presentation
- To review techniques for effective delivery
- To know social communication skills

4. At the end of the course students will be able to:

- Identify non-verbal behavior and messages.
- Prepare and give effective presentations.
- Improve conversational English

5. Main text:

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice,
- Anjanee Sethi & Bhawna Adhikari, Business Communication, Tata Mc Graw Hill

6. Additional Texts:

- Effective Technical Communication, Rizvi, Tata McGraw Hill
- Business Communication, Kitty O Locker, Tata McGraw Hill

Course:	Interpersonal	Semester/ Course Code: 2/C7
Communication		

Course Overview:

Good communication is the foundation of any successful relationship, be it personal or professional. It's important to recognize though, that it's our nonverbal communication that speaks the loudest. This course enables the students to understand and use nonverbal communication.

2. Course Coverage:

● **Module I: Non - Verbal Communication**

Importance and principles of non- verbal communication, Kinesics, Proxemics
Paralanguage and visible code.

● **Module II: Speaking Skills**

Introduction to speaking skills, Pronunciation drills (Neutralizing regional pulls),
Conversational English and Guidelines to an effective presentation

● **Module III: Interviews and GDs**

Interviews: types and styles, Body language and guidelines to attend an interview
Group Discussion- Dynamism, Group Discussion-methodology and guidelines

3. Learning Outcomes:

- Identify non-verbal behaviour and messages.
- Practice positive non-verbal communication.
- Describe the different types of personal distance/space
- Public, social, personal, intimate space.
- Identify skills assessed in group discussion.
- Learn interview techniques.

5. At the end of the course students will be able to:

- Discuss the impact of non-verbal communication.
- Describe the reasons our impressions are sometimes wrong, and why they seem to us to be accurate.
- Face interview confidently.
- Improve conversational skills.

6. Main text:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill

7. Additional Texts:

- Effective Technical Communication, Rizvi, Tata McGraw Hill
- Business Communication, Kitty O Locker, Tata McGraw Hill

Course:	Cross	Cultural	Semester/ Course Code: 2/C8
Communication			

Course Overview:

With the continuing interest and increase in globalization and the diversity in the workplace, cross cultural management has today become an important element of organization life and

therefore assumes great relevance. This course will inculcate trans-cultural communication skills among the students.

2. Course Coverage:

● **Module I: Importance of Culture in Communication**

Culture: Definition and importance, Importance of Culture in Communication, Principles of effective cross cultural communication, Developing Communication Competence

● **Module II: Barriers to effective communication**

Barriers to effective communication

Sender, Receiver and Situation related barriers, Measures to overcome the barriers, Listening skills

● **Module III: Cross cultural communication**

Characteristics of culture, Social differences, Contextual differences, Nonverbal differences, Ethnocentrism.

3. Learning Outcomes:

- Know the contextual differences of cross culture
- Understand the barriers and how to overcome the barriers.

4. At the end of the course students will be able to:

- Develop cross culture competence
- Understand the importance of nonverbal in cross culture

5. Main text:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill

6. Additional Texts:

- Effective Technical Communication, Rizvi, Tata McGraw Hill
- Business Communication, Kitty O Locker, Tata McGraw Hill

Evaluation Scheme

Components	Written Test	CAF*	V/P**	GD***/Extempore	A****
Weightage (%)	60	15	10	10	5

External Examination- Written Exam

Internal Assessment- CAF*, V/P**, GD***/Extempore, A****

*Common Assessment File

**Viva/Presentation

***Group Discussion

****Attendance