

CERTIFICATE COURSE

Name of the course: Certificate Course in *English Cafe*

Course coordinator: Ms. Sini Jacob, Department of English

Course code: SGC/ADENG/EC/2019

Duration of the course : 30Hrs

OBJECTIVES
<ul style="list-style-type: none">• To improve the learner's communication skills by giving adequate exposure in LSRW and the related sub-skills.
<ul style="list-style-type: none">• To give practice in correct pronunciation and grammar.
<ul style="list-style-type: none">• To introduce the dynamics of effective writing.
<ul style="list-style-type: none">• To build up the learners' confidence in oral and interpersonal communication
<ul style="list-style-type: none">• To enhance employability skills of the learners by enabling them to write effective resume and face the interview with confidence.

SYLLABUS

Module I. Introduction to Public Speaking Conversation- role play -effective Public Speaking	(6 hours)
Module 2. Fundamentals of communication Relevance of communication-Effective communication- Models of communication- Effective use of language	(5 hours)
Module 3. Letter writing Resume Writing-Covering Letters	(8 Hours)
Module 4. Interview : Interviews Types of Interview-Styles of Interview-Facing Interviews-Fundamentals and Practice Session-0Conducting Interviews-Fundamentals and Practice Session Mock interview sessions	(7 Hours)

OUTCOME OF THE COURSE.

By the end of the course, the students shall acquire the following skills:

1. At the end of the course, students are aware about mutual fund and the various schemes of mutual fund.
2. The students become more interested to invest their small savings in mutual fund.
3. They are able to work in stock market as brokers of mutual funds.

Mode of Evaluation : Attendance, Assignment and Examination

Certificate Course (As part of *Art House*)

Name of the course: **Certificate Course in Creative Writing (*Art House*)**

Course Coordinator: Thejmol George

Course code: SGC/ADENG/CW/2016

Duration of the course : 30Hrs

Objectives of the Course

1. To understand and practice the writing process involved in producing polished prose, poetry including drafting, revising, and editing.
2. To gain an accurate vocabulary of prose terms. To correctly identify the basic elements of fiction and creative non-fiction.
3. To update the participants with the latest trends and writers in English and Malayalam

SYLLABUS

Module I –Introduction to Creative Writing (5 hrs)

Creativity – Inspiration – Art – Propaganda – Functions of language English and Malayalam – shape; form and technique

Module II –The Art and Craft of Writing (7hrs)

Familiarising idioms, Phrases, Synonyms and antonyms, Tropes figures – style, register – formal, informal usage – Playing with words – grammar and word order – tense and time – grammatical differences.

Module III – Modes of Creative Writing (9hrs)

Fiction, non-fiction –short story and novel – writing fiction for children – Children's literature. Poetry Definitions — modes of poetry : lyrical, narrative, dramatic — verse for children – problems with writing poetry

Module IV Travelogue Writing,ScriptWriting&Writing for the Media (9hrs)

Print media – Electric Media – Internet – Advertising

Learning Outcomes

By the end of the course, the students shall understand the following:

- 1.the basic techniques and terminology of fiction writing
- 2.the basic techniques and terminology of creative non-fiction writing
- 3.the basic techniques and terminology of poetry writing and writing for media

4. a workshop method of critiquing creative writing and can contribute significantly to English and Malayalam literature.

Mode of Evaluation : Attendance, Assignment and Examination

PROGRAMME: Certificate Course in Soft Skills and Communicative English

PSO NO.	PROGRAMME SPECIFIC OUTCOME
1.	Enable students to improve their overall Communication
2.	Enhance Knowledge on Front office Management
3.	Acquire writing skill required for various jobs.
4.	Improve their soft skills
5.	Develop English Speaking ability.
6	Enrich vocabulary

COURSE	DETAILS
CODE	
TITLE	Certificate Course in Soft Skills and Communicative English
CREDITS	
TOTAL NO OF CREDIT HOURS	30

	COURSE OUTCOMES	PSO
1	Actively participate in group discussion / meetings	1,2,5
2	Effectively communicate through verbal or written communication	1,2,3,4
3	Prepare & deliver presentations	1,5
4	develop and nurture the soft skills of the students through individual and groupactivities	1,2,4,5
5	Acquire interview Skills	1
6	Expression bank for various presentations	1,4,5,6
7	improve the listening skills	1

MODULES	COURSE DESCRIPTION	HOURS	CO NO:	
1	Preparation of CV	3	2	
2	Brief introduction to spoken varieties of English	3	2,3	
3	Front Office Management	4	6,7	
4	Presentation and speech giving techniques	4	1,2	
5	Power point Presentation	4	3	
6	Group Discussion	6	1,	
7	Conduction of role-plays	3	4	
8	Conducting Mock interviews	3	5	

Theory / Lecture Hours:	15hrs
Practical / Tutorial / Lecture Hours:	15 hrs
Total Hours:	30 hrs