

**DEPARTMENT OF COMMERCE AND MANAGEMENT
STUDIES**

MARKAZ ARTS AND SCIENCE COLLEGE, ATHAVANAD, MALAPPURAM KERALA

[Affiliated to University of Calicut]

Certificate Course.2022-23 Year

Name of Course : Certificate in English Proficiency Code: .BCMCEP

Certificates Course

Certificate in English Proficiency

The course help students to acquire practical knowledge of English and it helps students to develop Communicative Skills in English . The course consists 30 hours Including Practicals

Objectives

- To impart ideas and concepts about communication strategies,
- To help students to enhance their creative skills in media reading, writing, compering, presenting
- To prepare students to act as media professionals in the electronic and digital media.

Outcomes

- * The, students will be able to recognize the various types of communication
- * Student able to Present and market commercial products
- *Students develop adaptability and job skills through adequate exposure to the employment secto

Syllabus : English Proficiency Course (30 Hours)

Module 1. introduction English Language Basics Grammars (5 hours)

Module 2: Reading Comprehension Skimming and Scanning, Identifying Main Ideas, Drawing inferences, Summarizing Reports ,Abstract (5 Hours)

Module 3: i. Business letters , memos , minutes ,agenda , notices ,CV E-communication ,Oral Communication, .Placement interview Presentation skill (10 hours)Module 4: Internet and its uses ,Social media ,Cyber crime,Mobile governance ,E governance On,Planning and writing for social media: Blogs and Vlog (10 hours)

Readings: • Cambridge English for the Media- Nick Caramella, Elizabeth Lee-Cambridge University