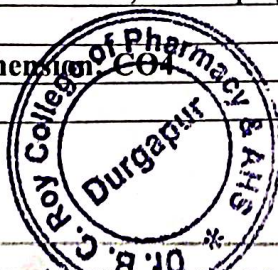




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Dr. Meghnad Saha Sarani, Bidhannagar, Durgapur-713206, West Bengal (India)

Course Level	Course Title	L	T	P	J	C
Certificate Course (offline)	Effective English Communication	2	0	0	0	2
Pre-requisite	NIL					
Course Coordinator	Mr. Aniruddha Lahiri					
Proposed Candidates	B. Pharma (I, II, III, IV)					
Course Objectives:						
<ol style="list-style-type: none"> To hone LSRW skills for effective communication To enhance communication skills for future career aspirations To gain critical communication skills in writing and public speaking 						
Expected Course Outcomes (CO) :						
<ol style="list-style-type: none"> Write effective sentences using appropriate grammar and vocabulary for professional and academic purposes. Express clearly in everyday conversations with lucid pronunciation. Analyse the given listening inputs for effective comprehension. Apply different reading strategies to various texts and use them appropriately. 						
Module:1	Error Analysis: CO1	6 hours				
Common grammatical and stylistic errors, Parts of Speech, Articles, Tenses, Sentence Structure, Types of Sentences, Subject-Verb Agreement						
Activity: Exercises and worksheets						
Module:2	Active Listening: CO3	5 hours				
Scientific documentaries, Ted Talks, Video-clips						
Activity: Note taking and Summarising						
Module:3	Video Résumé: CO2	5 hours				
SWOT Analysis and digital résumé techniques						
Activity: Preparing a digital résumé for mock interview						
Module:4	Surveys on Contentious Issues: CO2, CO3, CO4	4 hours				
Setting right questions, Surveying, Taking interviews, Data analysis						
Activity: Presentation on the findings						
Module:5	Academic Writing: CO1	6 hours				
Definition, Scope, Contextualization of ideas, Developing a thesis, Transitions techniques						
Module:6	Reading for Comprehension: CO4	4 hours				
Short Stories by Indian Writers						



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Activity: Summarising, loud reading		Total Lecture hours:	30 hours
Text Book(s)			
1.	Newman, Amy. (2016). <i>Business Communication: In Person, In Print, Online</i> . Tenth Edition. Cengage Learning: Boston, MA.		
Reference Books			
1	Storoni, Mithu. (2017). <i>Stress-Proof</i> . Tarcher Perigee: New York.		
2	Cecile Nieuwenhuizen (2009). <i>Entrepreneurial Skills</i> . Juta and Company Ltd :South Africa.		
3	Kaul, Asha & Vidhi Chaudhri. (2017). <i>Corporate Communication through Social Media: Strategies for Managing Reputation</i> . Sage Texts: LA.		
4	Jones H. Rodney & Christoph A. Hafner. (2012). <i>Understanding Digital Literacies: A Practical Introduction</i> . Routledge: NewYork.		
5	Chaubey, Varanya. (2017). <i>Research Writing</i> . Create Space Independent Publishing Platform: US.		
6	Day, Robert. A. & Barbara Gastel. (2012). <i>How to Write and Publish a Scientific Paper</i> . Seventh Edition. Cambridge University Press: United Kingdom.		
Mode of Evaluation: Written Test I / Assignment / Quiz / Written Test II / Project / Seminar			
		Date	9 September 2023

Approved by

Prof. (Dr.) Samir Kumar Samanta

Principal

BCRCP Durgapur

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