

Skill Enhancement Course (SEC 1-C & SEC 1-D)
(Old G-3)
(w. e. f. 2021- 2022)

Title of the Paper: Enhancing Employability Skills
(Credit-3)

Prescribed Text- Aspirations: English for Careers (Board of Editors-
Orient Black Swan)

Rationale:

TYBA students are on the threshold of their career. Hence, it is necessary to orient and prepare them for different careers they can join after graduation. Considering the various career opportunities available to Arts graduates, the syllabus aims at awareness raising, competence building and skill enhancement of the learners. All the units in the book, besides offering exposure to the use of English for different careers, are radically designed to keep pace with the age of technology and to empower the learners for the present as well as the upcoming career avenues.

Course Outcomes:

After studying the paper successfully, the learners will be able:

1. To get the awareness of career opportunities available to them.
2. To identify the career opportunities suitable to them.
3. To understand the use of English in different careers.
4. To develop competence in using English for the career of their choice.
5. To enhance skills required for their placement.
6. To use English effectively in the career of their choice.
7. To exercise verbal as well as nonverbal communication effectively for their career.

***Each** semester shall have 3 credits for teaching. Each credit is equal to 15 hours, so this course shall have 45 teaching hours. In addition to that there shall be 03 hours allotted to internal evaluation. **(3x15=45+3=48)**.

***Considering** the choice-based credit system (CBCS) and the semester pattern, both Semesters-V & VI will have a uniform evaluation pattern of 100 marks each. There will be an 'Internal Examination' for 30 marks and 'Semester-end Examination' for 70 marks.

***The Internal** Examination for 30 marks will be conducted at college level.

- a) Assignment/group discussion/tutorial/seminar/oral/project for 10 marks
- b) A Mid-semester Written Test for 20 marks.

SEMESTER-VI (SEC 1-D)

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Unit-I- English for Competitive Examinations (09 Clock Hours)

1. Vocabulary
2. Tenses
3. Prepositions
4. Précis Writing

Unit-II- English for Research Purposes (12 Clock Hours)

1. Impersonal and Objective Style
2. Writing a Research Proposal
3. Writing a Research Paper
4. Writing a Short Dissertation

Unit-III- Content Writing (12 Clock Hours)

1. Introduction to Content Writing
2. Writing Blog Posts and Articles
3. Writing for Websites
4. Writing for Social Media Platforms

Unit-IV- English for Digital Marketing (12 Clock Hours)

1. Introduction to Advertisements
2. Newspaper Advertisements
3. Advertisements on Television and Radio Channels
4. Advertisements on Internet

SELECT BIBLIOGRAPHY

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