



DEPARTMENT OF ENGLISH PURBASTHALI COLLEGE

Vill + P.O:-Parulia, Dist:- Burdwan, Pin No-713513

Email :- english.purbasthalicollege@gmail.com, Visit us : www.purbasthalicollege.com


Date: 01/11/2019

NOTICE

This is to inform all the students of Purbasthali College that the Department of English is offering an Add-on Course on "English for Career Development" from November 06, 2019. The course would provide students with the opportunity to delve deeper into the English language and enhance their confidence in speaking and writing in English language. Throughout this course, participants will embark on a journey to strengthen their English language proficiency in a professional context. From mastering business communication etiquette to polishing resume writing and interview skills, each module would be chosen carefully to address the specific linguistic requirements essential for career advancement. Seats for the course are limited to fifty and candidates will be selected based on a first come, first serve basis. The duration of the course will be thirty (30) hours. On successful completion of the course, certificates will be provided. To enroll, please contact the course coordinator Dr. Soumya M. Ghosh. Last date for enrolment is November 05, 2019. For further details, please read the Brochure of the Course attached with the notice, and feel free to contact the departmental faculty members.


(Dr. Soumya M. Ghosh)
Course Coordinator

ADD-ON COURSE COORDINATOR
Department of English
Purbasthali College
Parulia, Purba Bardhaman.


Principal
Purbasthali College
VIII. & P.O.-Parulia, Dt.-Burdwan

PURBASTHALI COLLEGE



ESTD: 2009

Vill + P.O:-Parulia, Dist: - Purba Bardhaman, Pin No-713513

Affiliated to the University of Burdwan

BROCHURE

OF

ADD-ON COURSE

ENGLISH FOR CAREER DEVELOPMENT



PURBASTHALI COLLEGE

DEPARTMENT OF ENGLISH

Website: www.purbasthalicollege.com

ABOUT THE COLLEGE

Purbasthali College was established with the aim of providing an excellent learning environment for the students in this region. It stands as the sole degree-granting institution in this locality. This college is supported by the government and is affiliated with the University of Burdwan. Currently, the institution offers B.A. Honours and B.A. General Courses. The dedicated faculty members are committed to enhancing the overall development and learning experience of the students. The administrative staff is highly efficient in addressing various requirements. In addition to regular teaching and learning activities, students are actively encouraged to participate in diverse cultural programs. The college promotes participation in both indoor and outdoor games. Ongoing efforts are made to renovate and introduce new facilities to improve the college infrastructure continuously. The college boasts a well-qualified and dynamic faculty base that consistently updates their skills to enhance the teaching and learning processes. In the rapidly changing academic landscape, the college is well-positioned to meet the future challenges of higher education. It is dedicated to maintaining and sustaining high standards in teaching, learning, research, and innovation, guiding both curricular and co-curricular initiatives.

INTRODUCTION TO THE COURSE

This Add-on course is a supplementary educational program designed to offer students the chance to enrich their knowledge and expertise. Directed by the Internal Quality Assurance Cell, the Department of English at Purbasthali College provides students with the opportunity to delve deeper into the English language and enhance their confidence in speaking and writing through the Add-on course "English for Career Development".

In today's globalized world, proficiency in English is not just a valuable asset but often a prerequisite for success in various career paths. Whether you are aiming to advance in your current job, pursue new opportunities, or enhance your communication skills in the workplace, this course offers a comprehensive framework to help you achieve your goals. Throughout this course, participants will embark on a journey to strengthen their English language proficiency in a professional context. From mastering business communication etiquette to polishing resume writing and interview skills, each module is carefully crafted to address the specific linguistic requirements essential for career advancement. Moreover, this course goes beyond linguistic competence by providing insights into cultural nuances and workplace dynamics, preparing participants to navigate diverse professional environments with confidence. With a blend of interactive learning activities, practical exercises, and real-world examples, "English for Career Development" aims to empower individuals with the linguistic and cultural fluency needed to thrive in today's competitive job market.

COURSE OBJECTIVES

The objective of the course is to empower participants to navigate career opportunities with fluency and confidence in the global job market. The course aims to:

- Equip participants with advanced English language skills tailored for professional contexts.
- Enhance participants' ability to communicate effectively in various business settings, including meetings, presentations, and negotiations.
- Provide guidance on crafting professional documents such as resumes, cover letters, and emails with clarity and precision.

- Develop participants' confidence in participating in job interviews and networking events in English.

DURATION

This course is designed for thirty (30) hours starting from November 6, 2019.

WHO THIS COURSE IS FOR

The "English for Career Development" course is designed for individuals who:

- Seek to enhance their English language proficiency specifically tailored for professional settings.
- Wish to excel in various aspects of business communication, including presentations, negotiations, and networking.
- Desire to improve their skills in writing professional documents such as resumes, cover letters, and emails.
- Want to boost their confidence in participating in job interviews and engaging in professional conversations in English.
- Are looking to expand their career opportunities and thrive in diverse workplace environments.
- Are motivated to succeed in the global job market by developing language and communication skills essential for career advancement.

ELIGIBILITY

Candidates who have successfully completed the Higher Secondary Examination (10+2) and are currently enrolled in any Undergraduate course in Purbasthali college are eligible to apply for the course. The student should have a basic understanding of the English language and should possess basic

listening, and reading ability in English. Participants must attend at least 75% of classes without which her/his participation may be terminated at any point in time.

INTAKE CAPACITY

Maximum fifty (50) students can be accommodated at a time. Students who meet the admission requirements and submit their applications first will be given priority over those who apply later.

ADMISSION PROCEDURE

Admission to this course is open for all. Aspirants are instructed to enrol their names with the Course Coordinator. After scrutiny, their enrolment would be made.

ASSESSMENT MODALITIES

Only those students would be permitted to complete the course who possess minimum 75% attendance. After the completion of the course, participants will be assessed by an interview/ viva voce.

Total marks- 20.

Pass/ qualifying marks- 8.

AVAILABLE INFRASTRUCTURAL FACILITIES

The College has sufficient number of classrooms, smart classrooms and seminar hall with internet broadband connectivity required for the course.

SYLLABUS

Unit 1: Foundations of Business Communication

In this unit, participants will explore the fundamentals of professional communication, including business vocabulary and cultural nuances, to lay a strong foundation for effective workplace interactions.

Unit 2: Writing Professional Documents

Participants will learn to craft polished resumes, cover letters, and professional emails, improving their writing skills to communicate with clarity and professionalism in various business contexts.

Unit 3: Delivering Presentations

This unit focuses on developing participants' ability to plan and deliver compelling presentations, equipping them with techniques to engage audiences and overcome public speaking challenges.

Unit 4: Master Fluency in Speaking

In this unit, the students will learn techniques to speak English fluently, enabling learners to communicate confidently and effectively in various contexts.

Unit 5: Interview Preparation

In this unit, participants will receive guidance on preparing for job interviews, including mock interviews and feedback sessions, alongside strategies for navigating the job search process.

DETAILED COURSE STRUCTURE

Unit 1: Foundations of Business Communication

Introduction to professional communication

Business vocabulary and expressions

Cultural nuances in workplace communication

Unit 2: Writing Professional Documents

Crafting effective resumes and cover letters

Writing professional emails and memos

Polishing writing style for clarity and professionalism

Unit 3: Delivering Presentations

Planning and structuring presentations

Delivering engaging and persuasive presentations

Techniques for effective public speaking and overcoming nervousness

Unit 4: Master Fluency in Speaking

Speaking Exercises

Vocabulary expansion

Master fluency

Unit 5: Interview Preparation

Preparation techniques for job interviews

Mock interviews and feedback sessions

Job search strategies

COURSE COORDINATORS

Dr. Soumya Mohan Ghosh

ADVISORY COMMITTEE

Dr. Bibhas Chandra Saha

Mr. Biswanath Bhattacharyya

Dr. Sukla Bhattacharyya

Mr. Anupam Das

Dr. Suchandra Neogi

Dr. Lipika Ghoshal

Mr. Ashes Datta

Mr. Aniruddha Debnath

Mr. Nirmal Das

RESOURCE PERSONS FROM THE INSTITUTE

The course will be taught by the faculty members of the department of English.

READING LIST

Bailey, Stephen. *Academic Writing: A handbook for International Students*. London: Routledge, 2017.

Balasubramanian, T. *English Phonetics for Indian Students*. New Delhi: Trinity Press, 2018.

Carnegie, Dale. *The Art of Public Speaking*. New Delhi: Prabhat Prakashan Pvt. Ltd., 2016.


Gangal, J. K. *A Pratical Course in Spoken English*. Delhi: PHI Learning, 2017.


Gupta, Nilanjana. *Communicate with Confidence*. India: Anthem Press, 2015.

McCarthy, Michael, and O'Dell, Felicity. *English Vocabulary in Use*. Noida: Cambridge University Press, 2016.

Nesfield, J.C. *English Grammar Series*. Kolkata: Radha Publishing House, 2010.

Sarkar De, P. K. *A text book of Higher English Grammar, Composition and Translation*. 48th Ed. Kolkata: Book Syndicate Pvt. Ltd., 2011.


ADD-ON COURSE COORDINATOR
Department of English
Purbasthali College
Parulia, Purba Bardhaman.


Principal
Purbasthali College
VII. & P.O.-Parulia, Dt.-Burdwan