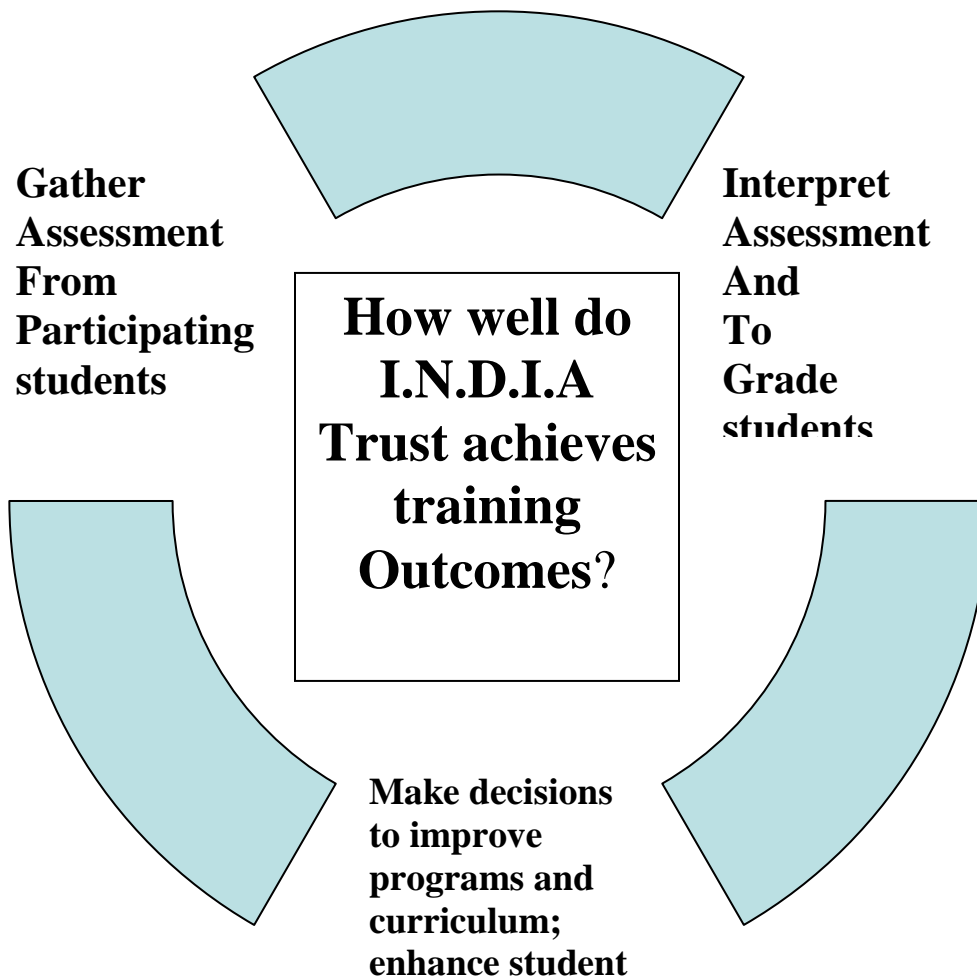


FUNCTIONAL AND COMMUNICATIVE ENGLISH

TRAINING CURRICULUM

Mission/Purposes Objectives/Goals
Outcomes Implementation



LEVEL ONE

PERSONALITY FOR EMPLOYABILITY

UNIT I: SELF-MANAGEMENT

...that contributes to employee satisfaction and growth

Having a personal **vision and goals**

Evaluating and monitoring own performance

Having knowledge and confidence in own ideas and visions

Articulating own **ideas and visions**

Taking responsibility

UNIT II: PERSONAL ATTRIBUTES

Loyalty

An ability to deal with pressure

A sense of humour

Personal presentation

Honesty and integrity

Adaptability

A balanced attitude to work and home life

Positive self esteem

Reliability

Commitment

Motivation

Common sense

Enthusiasm

UNIT III : PERSONALITY MANAGEMENT

Personal success skills

.. Body Language

.. Leadership and Supervisory skills

.. Interpersonal skills

.. Time Management

.. Stress Management

Assessment and quality assurance session

COMMUNICATION

UNIT IV: BASIC OF COMMUNICATION

1. Essential communication skills
2. Essentials of communication
3. Basic models of communication
4. Channels of communication
5. Purposive communication
6. Dialogue I conversation

UNIT V: DEXTERITY IN WRITING

1. Importance of Writing
2. Written vs. Spoken language
3. Formal and informal styles of writing
4. Resources for improving Writing
5. Grammer and usage
6. Letter Writing

Assessment and quality assurance session-1

CAREER MANAGEMENT

Skills required not only to gain employment but also to progress within an enterprise so as to achieve one's potential and contribute successfully to enterprise strategic directions. Employability skills are sometimes referred to as generic skills or capabilities or key competencies.

UNIT VI

- .. Corporate Communication
- .. Counselling and Mentoring
- .. Job Evaluation Concepts
- .. Effective Business Communication
- .. Placement Techniques

UNIT VII

- .. Negotiating skills
- .. Professional psychographics
- .. Feedback Consulting
- .. Conflict, Collaboration & Competition
- .. Attitude & Aptitude development

Assessment and quality assurance session-1

LEVEL TWO

COMMUNICATION

UNIT I: LANGUAGE DEVELOPMENT THROUGH READING

1. Reading comprehension
2. Current affairs
3. Vocabulary Building
4. Idioms and Phrases
5. Basic Phonetics

UNIT II: SPEAKING PRACTICE

1. Public Speaking
2. Types of conversation
3. Listening Skills
4. Telephone Etiquette
5. Debate

LANGUAGE FUNDAMENTALS:

UNIT III

Idioms, phrases, clauses:

Building idioms - And some exercises on various idioms and their usages.

Some simple guides:

Capitalization

Pluralisation

Prefixes

Punctuation

Question making

Sentence making and corrections

Spelling

Suffixes

PERSONALITY FOR EMPLOYABILITY

UNIT IV : PERSONALITY MANAGEMENT

- .. Role analysis
- .. Goal-setting
- .. Quality of work life
- .. Integrated Personality Management
- .. Self Management
- .. Leadership Qualities
- .. Group dynamics, rules and effective operation
- .. Creative and Thinking Skills

CAREER MANAGEMENT

UNIT V

- .. Family, Social & Cultural influences
- .. Successful habits
- .. Professional Personality
- .. Public Relations

UNIT VI

..Social Responsibilites and Business Ethics

..Power, Politics and Personality

Preparing for common entrance examinations, Indian Engineering services etc....

Career options for engineers as Defence officials, Civil service officials etc...and preparation

UNIT VII PLANNING AND ORGANISING

...that contributes to long and short term strategic planning

Managing time and priorities-setting time lines, coordinating tasks for self and with others

Being resourceful

Taking initiative and making decisions

Adapting resource allocations to cope with contingencies

Establishing clear project goals and deliverables

Allocating people and other resources to tasks

Planning the use of resources including time management

Participates in continuous improvement and planning processes

Developing a vision and a proactive plan to accompany it

Predicting – weighing up risk, evaluate alternatives and apply evaluation criteria

Collecting, analyzing and organizing information

Assessment and quality assurance session

Report evaluation and remedial measures

LEVEL THREE

COMMUNICATION

UNIT I: IMPORTANCE OF COMMUNICATION

1. Introduction
2. Verbal and Non verbal codes of communication
3. Barriers to communication
4. Self – Assessment
5. SWOT-Analysis
6. Identifying strengths and weakness

UNIT II: PERSONALITY MANAGEMENT FOR COMMUNICATION

1. Body language
2. Non-verbal skills
3. Leadership qualities through communication
4. Emotional Quotient
5. Effective time management
6. surviving stress
7. Professional ethics

UNIT III: VERBAL COMMUNICATION

1. Social exchange
2. Planned speech
3. Extempore
4. Basics of attending and organizing managements
5. Informal discussions

EMPLOYABILITY SKILLS FOR CORPORATE REQUIREMENT

UNIT IV: Assessing Personality vs Job Profile

Job Evaluation Concepts

How to make Self Assessment – SWOT analysis

How to measure Salary expectation

How to understand industrial norms

Understanding the difference between Employability status and Job Satisfaction

Dispelling the Preconceived Ideas about employment opportunities

UNIT V: Make Yourself a Better Prospect

What Sort of job students should look for?

When they should Start job searching?

How to identify Learning & Earning opportunities.

Details of On Job Training provided by corporate sectors during college life.

UNIT VI: GROUP DISCUSSION/ACTIVITIES

1.Introduction

2.Defining Group Discussions

3.Types of Group Discussions

4.Preparation

5.Participation

6.Group Dynamics

UNIT VII: INTERVIEW

1.Introduction

2.Horning verbal and/Non verbal skills

3.Rehearsing

4.Listening Skills

5.Taking the interview

6.Facing questions

7.Mock Interviews

8 Aptitude test(these modules are separate and separate 10 units are available on this)

UNIT VIII: Preparing Your CV: Style and Format

The General Appearance of CV

Length of your CV

Personal Details

Education

Work Experience

Other Skills

Interests and Activities

Salary Requirements

References

UNIT IX: Applying for Jobs ‘On Spec’

What type of organisations should students apply?

Preparation

The Actual Approach

Physically Knocking on the Door

Telephoning

Writing

Sending an E – mail

LEVEL FOUR

COMMUNICATION

UNIT I: COMPOSITION ANALYSIS

1. Technical and Non technical passages
2. Regional accent neutralisation
3. Analyzing Contemporary Issues
4. Expanding Terminology

UNIT II: PRESENTATION SKILLS

1. Collection and organizing materials
2. Audience
3. Content
4. Rehearsing
5. Delivering matter
6. Questions
7. Controlling Anxiety
8. Language lab practice

UNIT III: COMMUNICATION SKILLS

1. Communicating skills
2. Getting your message across
3. Communicating in your organization
4. Optimize workplace communication
5. Better public speaking
6. Ensure your words are always understood
7. Writing skills
8. Communicate clearly in the Technology age
9. Win Negotiation
10. Speaking to an audience
11. Communicating complex ideas successfully
12. Presentation planning checklist
13. Communicating internationally
14. Open and close communication
15. Inter and intra communication

UNIT IV: GENERAL STRATEGIES

1. Information is Power
2. Figure out the Boss
3. Ask for Resources
4. Learn Negotiating skills
5. Ask for promotions

6. Be recognized in a team of group
7. Specialize and keep specializing
8. Get a mentor and keep adding more
9. Network with all your known contacts
10. Take the extra step
11. Make lateral moves
12. Diversify your skills
13. Pick-up battles not war
14. Don't take road blocks personally
15. Maintain sense of humor

EMPLOYABILITY SKILLS FOR CORPORATE REQUIREMENT

UNIT V: NEW AGE SKILLS FOR THE NEW WORKPLACE

1. Resourceful and enterprising
2. Opportunity seeker
3. Ruthless time-urgent manager
4. Market Driven
5. Local actor for global factor
6. ROI thinker
7. Gymnastically flexible
8. Challenge seeker
9. Balancer of work and personal life
10. High impact risk taker
11. Obsessively customer oriented
12. Compelling communicator
13. Cutting and leading edge professional.

UNIT VI: CAREER STRATEGIES

1. Take responsibility of your own career
2. Learn about the effect of gender discrimination and perspectives
3. Promote yourself
4. Understand the organization mission and objectives
5. Build credibility (ERIC)
6. Get external endorsement
7. Select assignments with management potential
8. Get specific support from your manager
9. Identify your Godfather & Godmother
10. Opportunity Identification Skills
11. Environment Assessment Skills
12. Quick idea generation skills

13. Perfect activity visualization skills.
14. Decision making skills
15. Risk taking
16. Market analysis
17. Encourage artistic, rational & cultural activities
18. Provide Non-formal education with regard to health, Micro enterprise, agricultural and legal rights
19. Promote Life-Long Education
20. Create documentation of success stories

UNIT VII: SOURCES OF FINDING EMPLOYMENT

Local News Papers
National News Papers
Specialist and Trade Magazines
Recruitment Fairs
Recruitment Agencies
Networking

UNIT VIII: APPLYING ONLINE

Finding out prospective Employer Site
Accessing a Specific Site
Online Application Forms
Sending Your CV by E-Mail

UNIT IX: RESEARCHING THE COMPANY

Research methodologies
Browsing Newspaper and Employment column in Hindu, Ascent in The Economic Times and Career in The New Indian Express
Researching the Job Itself

UNIT X: MAKING CONTACT AND FILLING IN THE FORMS

Contact by Telephone
Application Forms
Why Are Application Forms Used
Different Types of Application Forms
General Hints on Filling in Application Forms
Completing Application Forms on the Spot

UNIT XI: THE TELEPHONE INTERVIEW

Why Telephone Interviews
Preparing for telephone interview
Answering the call
Dos and Don'ts

UNIT XII: THE COVERING LETTER

Presentation: the Art of Looking Good
What to write in the covering letter
Words of Warning

UNIT XIII: Preparing for Interview

What Sort of Interview Will it Be
Researching
Preparing for Campus Recruitment
Dresscode
Organising the documents
Planning the Journey
Do's and Dont's at the interview place.
Body Language
Eye Contact
Annoying Mannerisms
Convincing the Interviewer
Turn it into a Conversation
Ask Questions
What Not to Ask

UNIT XIV: Followups and Landing in the Job

Tracking the Application
Asking for Feedback
Reassuring the Employer: Why It's so Important
Ask for Another Interview
Replying to a Job Offer
Joining Dates
Salary

UNIT XV: NEW AGE SKILLS FOR THE NEW WORKPLACE

1. Resourceful and enterprising
2. Opportunity seeker
3. Ruthless time-urgent manager
4. Market Driven
5. Local actor for global factor
6. ROI thinker
7. Gymnastically flexible
8. Challenge seeker
9. Balancer of work and personal life
10. High impact risk taker
11. Obsessively customer oriented
12. Compelling communicator
13. Cutting and leading edge professional.

UNIT XVI: CAREER STRATEGIES

21. Take responsibility of your own career
22. Learn about the effect of gender discrimination and perspectives
23. Promote yourself
24. Understand the organization mission and objectives
25. Build credibility (ERIC)
26. Get external endorsement
27. Select assignments with management potential
28. Get specific support from your manager
29. Identify your Godfather & Godmother
30. Opportunity Identification Skills
31. Environment Assessment Skills
32. Quick idea generation skills
33. Perfect activity visualization skills.
34. Decision making skills
35. Risk taking
36. Market analysis
37. Encourage artistic, rational & cultural activities
38. Provide Non-formal education with regard to health, Micro enterprise, agricultural and legal rights
39. Promote Life-Long Education
40. Create documentation of success stories

UNIT XVII: PERTINENT SKILLS DELIVERY MECHANISM

1. Mentoring
2. Discussion groups
3. Networking Activities
4. Projects with deadline contingencies and built-in frustration factors
5. Residential programmes in on-going entrepreneurial ventures
6. Attitudinal training exercises
7. Student-run tiny Business
8. Individual analysis rather than group analysis opportunities
9. Problem solving with open-ended solutions under conditions of ambiguity and risk
10. Entrepreneurs as visiting faculty
11. Consulting practice for neighbouring small business.
12. SWOT Analysis

UNIT XVIII PRACTICING CREATIVITY

1. Reversal
2. Improving Products and Services
3. SCAMPER
4. Generating new Products and services
5. Attribute Listing
6. Morphological & Matrix Analysis
7. Creating new products services and strategies

8. Brainstorming
9. Generating many radical ideas
10. Reframing matrix
11. Looking with different perspectives
12. Concept Fun
13. Widening the search for solutions
14. Random Input
15. Making creative leaps
16. Provocation
17. Carrying out thought experiments
18. Thinking 'out-of-the-box'
19. Simplex
20. A powerful problem

UNIT XIX: TIME MANAGEMENT

1. Cost your Time
2. Finding out how much your time costs
3. Deciding Priorities
4. Meeting Deadlines
5. Doing tasks which add the greatest value
6. Activity logs
7. Understanding where you lose time
8. Small Scale planning
9. Actions Plans
10. Prioritized to-do lists
11. Doing the most important things first
12. Personal goal setting
13. Planning to live your life your way
14. Scheduling skills
15. Planning to make the most of your time