

VEER NARMAD SOUTH GUJARAT UNIVERSITY

NEP – 2020 GUIDED



SYLLABUS FOR SKILL ENHANCEMENT COURSE (SEC)  
**ADVANCED COMMUNICATION SKILLS IN ENGLISH -V**  
FOR B.A / B.COM. / B.SC./B.SC.COMP.SC. (REGULAR)  
SEMESTER V

FOR THE ACADEMIC YEARS 2025-26 TO 2027-28

**Dr. G. K Nanda**

B.A./ B.COM. /B.SC./B.SC.COMP.SC. SEM 5 :TEXT : *Aspirations :English for Careers(OB)*

Course Code							
Course Title	Advanced Communication Skills in English -V						
Credit	2						
Teaching per Week	2 hours						
Minimum weeks per Semester	15(including class work, examination, preparation, holidays etc.)						
Effective From	June 2025						
Purpose of Course	To promote personal, social and professional communications effectively.						
Course Objective	This course aims to improve employability, equip students with industry-relevant skills, and foster personal and professional course, ultimately contributing to individual and societal advancement.						
Course Outcomes	After completing the course the students would be able to: CO1: develop employability skills leading to enhance job readiness. CO2: improve communication and team work, problem solving abilities, and increased career success. CO3:boost career prospects and job satisfaction.						
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	
	CO1						
	CO2						
	CO3						
Pre-requisite	Acquaintance with basic grammar and language skills						
Course Content	<b>TEXTBOOK: <i>Aspirations :English for Careers(OB)</i></b>  <b>Unit 1: English for competitive examinations</b> <ul style="list-style-type: none"> <li>• Vocabulary</li> <li>• Tenses</li> <li>• Prepositions</li> </ul>						

	<p><b>Unit 2: A) English for Research Purposes</b></p> <ul style="list-style-type: none"> <li>• Research writing : Nature and Conventions</li> <li>• Research Proposal Format</li> <li>• Strategies for writing Effective Research Proposals</li> <li>• Format of Research Papers</li> </ul> <p><b>Unit 2: B) Content Writing</b></p> <ul style="list-style-type: none"> <li>• Writing Blogpost and Online Articles</li> <li>• Writing for Websites</li> <li>• Writing for Social media platforms</li> </ul> <p><b>Unit 2:C) English for Advertising</b></p> <ul style="list-style-type: none"> <li>• Writing Newspaper Advertisement</li> <li>• Writing Television and Radio Advertisements</li> <li>• Writing Internet Advertisements</li> </ul>
Reference Books	<ol style="list-style-type: none"> <li>1) Murphy, Raymond. <i>English Grammar in Use</i>. CUP</li> <li>2) Quirk, Randolp, et.at. <i>A Comprehensive Grammar of the English Language</i>. Pearson Education Limited</li> <li>3) Yule, George. <i>Explaining English Grammar</i>. OUP</li> <li>4) Lester ,James D.AND James D. Lester, Jr. <i>Writing Research Papers: A Complete Guide</i>. Pearson Education Limited,2015.</li> <li>5) Wallwork, Adrin. <i>English for Writing Research Papers</i>. Springer</li> <li>6) Redish, Janice.<i>Letting Go of the Words: Writing Web Content that Works</i>. Morgan Kaufmann.</li> <li>7) Schwab, Victor O . <i>How to write a good advertisement : A Short Course in Copywriting</i>. Martino Publishing</li> </ol>
Teaching Methodology	Class work, Discussion, Self-Study, Assignment, Homework, Activity , Self- Assessment etc.
Evaluation Method	This course has 02 credits during the semester. The internal evaluation will be out of 25 marks, based on Unit Testmarks, class and home assignments and attendance marks; while the external evaluation will be out of 25 marks at the university examination.

**Distribution of Marks for the University Examination as per NEP SOP**

Q 1. Ten MCQs from Unit 1	10 Marks
Q 2. A. Theoretical questions from exercise to be answered in about 150 words from Unit 2 A (1/2)	05 Marks
B. Practical question from Unit 2 B (1/2) (to write a blog/online article / article for website/ content to be posted in social media platforms)	05 Marks
C. Practical questions from Unit 2 C (1/2) (Analyze a popular ad <b>OR</b> design classified newspaper ads/ design T.V. or Radio ads/design google ads/ design facebook adds)	05 Marks

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Total 25 Mark

