

COURSE & PROGRAM OUTCOMES
OF
COMMUNICATIVE ENGLISH (CMEV) (B.A. MAJOR)
UNDER CBCS

CMEV is a three-year full-time vocational course and confers B.A. Major degree on graduation. It is designed taking into account the multidisciplinary scope of the subject. It includes every aspect of speaking and writing which includes business correspondence, responding in office situations to mock interviews, anchoring and aspects of news reading and product demonstrations. And since this is a vocational and therefore job-oriented discipline, the basic components of reading, listening, speaking and writing are taught. In addition, the course enables a student to learn the basic aspects of the English language in the core course module on Phonetics. The social implication of language is taught to them in the Sociolinguistics module. They are taught writing skills, aspects of copywriting and copyediting, media and mass communications with emphasis on news sources, history and current day scope of newspaper, magazine, television and radio along with advertisements and public relations. There is a core course on English Language Training preparing the students to teach the language to students and designing lesson plans and implementing language tests. Students are taught to conduct socio-economic surveys and go on an On the Job Training to media houses or corporate offices.

The SEC and DSE courses delve into further specializations of reviewing films music books along with writing travelogues, blogs along with translation studies and film studies.

PROGRAM OUTCOMES

The whole purpose of this three-year undergraduate program is to train the students for a professional life. So by the end of the course, they are expected to be able to: a) Learn the basics of good language and the importance of speaking

competence. They are able to speak flawlessly with confidence. They are also trained in news reading, anchoring and demonstrations and announcements.

b) Write accurately based on what is expected. So from writing an article, a newspaper report, a business letter to a blog entry, they are trained to do it all. There are taught the difference between descriptive and analytical writing. In addition, they are also taught to write academic papers and present them in front of the class.

c) Choose a specialization for future studies if the candidate is willing. They can also join a job based on their interest and proficiency.

d) Choose an internship wisely, work hard, lean hands-on thus potentially creating an opportunity to get absorbed into the firm as a full-timer.

PROGRAMME SPECIFIC OUTCOMES

The specific outcomes of this undergraduate programme are:

a) Developing a confident demeanour and being well-versed in the English language and also being able to use it appropriately with the required appropriateness depending on the occasion and place.

b) Personality development and becoming assertive.

c) Learning to be professional but cordial to all.

d) Specializing or excelling in a specific discipline sometimes in more than one allied discipline is a specific outcome of DSE courses which in itself are streamlined disciplines instructed in detail to nurture an already existing interest of a student or to identify their aptitude in those disciplines.