

# Linguistic Empowerment Cell

*CERTIFICATE OF PROFICIENCY IN ENGLISH FOR PROFESSIONALS*

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*<http://www.jnu.ac.in/LEC/default.htm>*

# CERTIFICATE OF PROFICIENCY IN ENGLISH FOR PROFESSIONALS

## The Aim of the Course

The aim of the course is to equip the *business professionals* who are in employment or are seeking employment. They, in either case, need to develop, improve, and gain mastery over the business and social skills effectively and quickly in English. In short, the main focus of the course is to improve upon the language skills needed in modern day.

## Course Content

- ❖ To help to improve upon communication techniques.
- ❖ To stress upon the four basic language skills - Listening, Speaking, Reading, and Writing.
- ❖ To enhance the communication skills amongst the learners.
- ❖ To develop and consolidate the target language
- ❖ To help understand the importance of inter-cultural and cross-linguistic communication.
- ❖ To help the learners master the skills that help them formulate quick and apt strategies that are required for persuasion with powerful argumentation.
- ❖ To provide an understanding of business etiquette.

## Desired or targeted outcomes

- ❖ Students will master and gain confidence in the following areas: communication skills needed for telephonic conversation, making group presentations, participating in meetings, and handling negotiations and establishing social rapport.
- ❖ Students will be able to read any given passage quickly.
- ❖ Students will quickly comprehend even complex and dense writing of business texts.
- ❖ Students will have the competence to write formal, complex but analytical business texts.
- ❖ Students will be able to understand cultural diversity through effective communications.
- ❖ Students will be able to use new social media to bring effective results.

## Admission criteria

Despite the fact that the course is open for anyone who is either in a job or been selected for a job and waiting for some certification in English competence, we prefer the students who have done some basic level course in e.g. Certificate of Proficiency in English

## Duration of the Course

One Semester (roughly 60 to 64 hours)

## Fee structure

As per JNU rules

## Maximum Intake:

20 to 25 students

## Methodology

We use new innovative methods of language teaching. Text and context are at the centre of the whole course-plan. The approach is not linear and additive. We move from grammar to sentences and eventually to texts. We start with simple, small and interesting texts. It is a holistic approach. The focus is on rich input. Whenever there is a suitable opportunity, structural patterns are brought out by the learners and then discussed in collaboration with the mentor.

Our target is to break inhibition and to initiate fluency. During the entire course the focus is on the improvement of communication skills, i.e. from conversational in limited contexts to conversations in larger business contexts. Our teaching is integrated with assignments, viva-voce, practical work, seminar-presentation, project work and group discussions.

**NOTE:** Students with less than 85% attendance will not be allowed to take the final examination that facilitates the award of the Certificate.

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