



CRITERION I - CURRICULAR ASPECTS

1.3 Curriculum Enrichment

1.3.2 Certificate Courses/Value-added Courses

Value added Courses

**Department of English
2019-2020**

Brochure

- 1. English for Business Communication**
- 2. English for Technical Writing**
- 3. English for Enrichment**
- 4. Journalism**
- 5. Technical Writing for Products and Services**



**GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)
KUMBAKONAM**



**DEPARTMENT OF ENGLISH
OFFERS
VALUE ADDED COURSE
For the academic year 2019-2020**

ENGLISH FOR BUSINESS COMMUNICATION

ENGLISH FOR TECHNICAL WRITING

ENGLISH FOR ENRICHMENT

JOURNALISM

TECHNICAL WRITING FOR PRODUCTS AND SERVICES

***COURSE CONVENOR*
DR. G. RAJESWARI
ASSISTANT PROFESSOR OF ENGLISH**

REGISTER NOW

**REGISTRATION FEE: 50/ COURSE
DURATION OF EACH COURSE: 30 HOURS**

English for Business Communication
Course Co-ordinator: S. Aishwarya

Objectives:

To make the students demonstrate expanded print vocabulary and improved oral fluency.
To enhance employability of the students by developing their linguistic competence and communicative English.

Benefits:

Enhance employability of the students by developing their linguistic competence and communicative English
Develop intellectual, personal abilities through effective communicative skills

English for Technical Writing
Course Co-ordinator: Dr.G. Kamatchi

Objectives:

To help the students to develop an ability to recognize main idea and supporting details in order to improve comprehension and retention of written information.

Enable the students to apply the study of linguistic ability and grammar in their practical life.

Benefits

Apply the study of linguistic ability and grammar in their practical life.
Recognize, explain, and use the formal elements of specific genres of organizational communication: white papers, recommendation and analytical reports, proposals, memorandums, web pages, wikis, blogs, business letters, and promotional document.

English for Enrichment
Course Co-ordinator: T.S. Maheswari De Lakshmi

Objectives:

Develop the students an awareness of the importance of English language as a means of international communication.
To help the students to develop an ability to recognize main idea and supporting details in order to improve comprehension and retention of written information

Benefits

Build confidence in getting job opportunities.
Develop an ability to recognize main idea and supporting details in order to improve comprehension and retention of written information.

Journalism
Course Co-ordinator: N. Ezhilarasi

Objectives:

Students will develop accurate and fair news stories across a variety of journalistic media.
Develop the speaking, listening, reading, writing, viewing, and representing skills needed to create various print publications and broadcast productions.

Benefits

Informed about journalistic ethics and capable of articulating an ethical decision.
Conversant about contemporary media issues.

Technical Writing For Products And Services
Course Co-ordinator: P. Nithya

Objectives:

To update domain knowledge and learn various formatting techniques depending on the different reports.
To learn new tools and technologies used to write a technical document.

Benefits

Able to write precisely about the product/service that is easily understandable to the client based on the category of the report.
Able to incorporate visual images more efficiently