

VOCATIONALIZATION OF UNDERGRADUATE COURSES

T. Y. B. A. Functional English

(w.e.f. 2021-22)

(Credits 03+01 =04)

(70- Semester End Exam and 30- Internal Evaluation)

Each semester will have 03 credits for teaching. Each credit is equivalent to 15 teaching hours. Thus this course shall have 45 teaching hours and 03 additional hours for internal evaluation. ($03 \times 15 = 45 + 03 = 48$ Hrs.) This pattern is applicable to both Functional English V and VI papers.

- Both semester V and VI: Apart from 03 credits allotted for teaching 01 credit in each semester will be allotted to shooting and uploading a short video on YouTube/making a short documentary film/ writing or making a user manual (Using MS Office Word)

Course Contents

Paper V: Introduction to Print Media and Writing for Mass Media and Key

Competency Modules

Objectives:

- To enhance students' ability to communicate in written mode
- To acquaint students with technical forms of written communication
- Making students aware about the change in language use as per they switch to different media platforms
- Introducing newer career options viz. translation, content writer, technical writer, writing for mass media and advertising and equipping to be prepared for the same
- To facilitate the skill based learning
- Encouraging students to observe, compare and analyze the language activities of media through exposure in classroom teaching

Semester V

Course Contents

Hours: 48 (45+ 3 for internal evaluation)

(Figures to the right indicate hours allotted per topic)

1. **Writing News:** (12)
 - i. Elements of News- headline, intro, date line, lead, main body etc
 - ii. Characteristics of News- clarity, precision, simplicity, objectivity, credibility,

authenticity etc.

- iii. Types of News- political, commercial, sports, social, cultural, local, regional, international etc.
- iv. Comparison of news items appearing in print and electronic media with special reference to language
- v. Column writing for newspaper

2. Letter writing: (08)

- i. Formal Letter- Application Letter
- ii. Letters to editors and structure of letters to editors
- iii. Letter to editors and their relevance for media

3. Making of an Advertisement (10)

- i. Writing script for advertisement
- ii. Features of language used in Advertisement: effectiveness, precision, catchy language, tagline and innovativeness of an idea etc.
- iii. Difference between Advertisement in Print Form and in Electronic Media from Language point of view

4. Technical writing (15)

- i. What is technical writing/ communication? Nature and scope.
- ii. Routine Correspondences: Memos, Email messages, Instant messages, text messages
- iii. Writing instructions, User Manuals and Standard operating procedures
- iv. Writing for social media: Building online communities through Blogging (Using Blog for business communication) YouTube (How to shoot and upload a short video on YouTube, Digital Marketing), Twitter, Facebook (Business uses of Facebook)
- v. Technical writing as a career

Pattern of Evaluation

Internal Evaluation:

- 1. Mid- Semester Examination : 20 Marks**
- 2. Assignment/ Project/ Group Discussion, User Manual writing, script writing, Shooting and uploading a short and innovative video, Blog writing: 10 Marks**

(Teacher can select any one form of assessment suitable to both teacher and students)

Question Paper Pattern: (Semester- V)

Total Marks: 70

Q1. Objective Questions (Short answers) on News writing.	14
Q2. Writing news or column on given data	06
Q3. A. Writing an application letter seeking a job	08
B. Writing a letter to editor based on the given situation	08
Q4. A. Writing a script for a short advertisement based on given data	08
B. Writing taglines for an advertisement based on the description (Any Two out of Four)	04
Q5.A. Short note/ short answer question on technical writing (Any Three out of five)	12
Q6.A. Writing an Email Message on given situation (Any two out of four)	06
B. Writing a blog based on given situation	04

Semester VI:

Course Content

Hours: 48 (45 +03 for internal evaluation)

(Figures to the right indicate hours allotted per topic)

- I. Writing Book Review** **12**
 - i) What is Book Review?
 - ii) Nature, characteristics and purpose of book review
 - iii) Types of Review
 - iv) Review and critical analysis
- II. Basics of Translation studies with reference to mass media** **10**
 - i) Meaning, definition and Nature of translation in Mass media
 - ii) Scope for translation in media sector
 - iii) Writing and translating news, articles, column in print media
 - iv) Study of the translated words and phrases for their effective use while writing for media
 - v) Translating given text from Hindi/ Marathi into English and vice-a versa
- III. Appreciating Film and Writing Film Reviews:** **15**
 - i) A Brief History of film studies (Origin, Development and Present)
 - ii) Types of Films: Documentary, Feature film
 - iii) Essentials of a film:
 - a. Story and Plot
 - b. Screenplay and dialogue
 - c. Direction or Authorship
 - d. Acting

- e. Mise en Scene
- f. Cinematography
- g. Sound and Music
- h. Costume and Make up
- i. Writing film reviews with reference to the above points
- ii. Similarities and differences between a film and a literary work with special reference to the structure and language

B: Key Competency Modules 08

- i. Stress, Time and Conflict Management
- ii. Introduction to Right to Information
- iii. Creative and Critical Thinking

Pattern of Evaluation:

Internal Evaluation: Mid Semester Examination: 20
Marks

Assignment/ Project/ Book Review/ Film Review / Translation activity: 10 Marks

(A teacher may select any one of the above for assessment)

Semester- VI

Question Paper Pattern: Total Marks: 70

- | | |
|---|----|
| Q1. Short Notes or short answer questions (40 words) on theoretical part of Book Review (Any three out of five) | 12 |
| Q2. Writing a Book review | 08 |
| Q3. A. Short answer questions on aspects of translation (Any Three) | 12 |
| B. Translating a news item or a given passage into English | 08 |
| Q4. A. Giving Marathi/ Hindi words/ phrases for the English term | 05 |
| B. Translating given text into English and vice a versa | 05 |
| Q5. A. Short notes/ Short answer questions on essentials of film (Any three) | 12 |
| B. Writing a Film Review | 08 |

Suggestions for teaching:

- *Teacher's role should be of the facilitator, who enables learning, rather than teaching*
- *Teacher shall provide samples for all subtopics prescribed for paper V and also encourage students to collect samples*
- *Teacher will promote the authentic use of social media and encourage students to*

express their ideas and thoughts on social media leading to inculcation of digital skills

- *Teacher will encourage students to collect news from different newspapers and ask them to translate it*
- *Teacher may encourage students to maintain a file of news/ articles/ features appearing on the same subject in different papers/ magazines/ weekly etc. as well as commentary on social media on the same subject and compare them from language point of view*
- *It is strongly recommended that the teacher should arrange screening of various types of films for students and encourage classroom discussion*
- *Teacher can use local resources to collect material and can have fruitful collaborations with group/ agencies engaged in similar kind of activities*

Books Recommended:

1. **News Writing and Reporting for Today's Media-** Itule Bruce
2. **The Elements of International English Style-**Edmund H. Wess
3. **Technical Communication Process and Product-** Sharon J. Gerson, Steven M. Gerson
4. **Technical Communication: Principles and Practice-** Meenakshi Raman
5. **Technical Communication-** Mike Markel, Sturat A. Selber
6. **Technical Writing Essentials-** Jon Balzotti
7. **The Structure of Technical English-** A. J. Herbert
8. **An Introduction to Journalism-** Carole Fleming
9. **Mass Communication in India –** Keval Kumar
10. **Television News Writing and Reading-** H. H. Mustafa Jaidi
11. **The Handbook of Technical Writing-** Gerald J. Alred et. Al
12. **User Guides, Manuals and Technical Writing-** Adrian Wallwork
13. **A Short Guide to Write About film-** Timothy Corriganr
14. **How to Write a Simple Book Review-** Allyson R. Abbott
15. **Writing a Book Review-** Rebecca Grat
16. **A companion to Film Theory-** Toby Miller and Robert Stam
17. **Oxford Dictionary of Film Studies-** Annette Kuhn and Guy Westwell
18. **The Pocket Essential: Film Studies-** Andrew M. Butler
19. **Film Studies: An Introduction-** Ed Sikov
20. **Film Studies : The Basics-** Ed. Jill Nelmes
21. **The Oxford History of World Cinema-** Ed. Geoffrey Nowell Smith

**Paper VI Entrepreneurship Development, Project Report & Oral
Communication in English: Advanced (Practical Paper)
(03+ 01= 04 Credits)**

Semester V and VI 3+1 = One credit is for **Interview of an Entrepreneur, Field (SME/Start-up/Service Industry) Visit and Report, or any other Subject-centric activities** to be undertaken by the students in consultation with the teacher concerned. The teachers concerned have to evaluate and maintain the record of these activities.

OBJECTIVES:

1. Encouraging students to motivate about the possibility of self employment through entrepreneurship
2. Providing them with basic sources of information regarding Small and Medium Enterprises (SMEs)
3. Introducing students to the idea and aspects of Start-ups and government schemes to promote Start-ups
4. Introducing Students to the opportunities in Service Industry Sector
5. Promoting the idea of self employment through field work, study reports and interviews
5. Leading students to overall development of personality through key competency modules
6. Initiating students into research through project report
7. Creating a possibility of focused writing in the field of their interest

Expected Outcomes:

1. Students will able to identify the traits of an entrepreneur
2. They should become aware about the scope, challenges and opportunities in entrepreneurship
3. They will be aware about the basics required for setting up a start-up/ small or medium enterprise
4. They will be able to explore the opportunities in Service Industry Sector
5. They will be proficient in oral and written modes of expression

Semester V (Theory + Practical)

Course Content

(Figures to the right indicate hours allotted per topic)

- i. Meaning and Concept of Entrepreneurship Development
- ii. Who is an Entrepreneur?
- iii. Factors affecting the growth of Entrepreneurship
- iv. Benefits of Being an Entrepreneur
- v. Qualities of an Entrepreneur
- vi. SWOT Analysis
- vii. Functions of an Entrepreneur

Unit II: SME and Start-ups

07 + Practical 02

- i. Promotional steps for starting a Small and Medium Enterprises (SMEs)
- ii. Meaning, definition and types of SME
- iii. Role of the Government in promoting SME
- iv. Role of the Government in promoting Start-ups (Eg. Startup India)

• Sources of Information: **Practical and Government Websites**

District Industry Centre, MIDC, MS SSI Development Corporation, National Institute of E and Small Business Development (IESBUD), National E Development Board (NEDB), E D Institute of India (EDII), State Industrial Development Bank (SIDBI), MSEB, office of the Charity Commissioner
www.startupindia.gov.in www.smechamberofindia.com <https://msme.gov.in/>

Unit III: Service Industry

07

- i. Meaning, definition and scope
- ii. Process of registration: SME and service industries
- iii. Similarities and differences between SMEs and service industries

Note: Some features of SMEs/Startups and Service Industries can be overlapping. Teachers are expected to explain these nuances.

Unit IV. Techno Economic Feasibility Assessment

08

- i. Primary Project Report
- ii. Detailed Project Report
- iii. Techno Economic Feasibility Report

Unit V. Introduction to Laws and Regulations

07

- i. Legal Aspects: Agreement, Franchisee, Lease, MOU etc. (Basics. Teachers can use some examples to explain these documents)
- ii. Basic Knowledge of Income Tax and GST
- iii. Factory Act and Payment of wages Act, shop act

Unit VI. Motivational Stories

07

- i. Motivational Stories of minimum Two Successful Entrepreneurs: Practical : Field work as well as reading Biographies/ Autobiographies of Entrepreneurs.
- ii. Screening of Films based on such success/ innovative ideas stories can also be done.

Practical: Teachers are expected to guide students before the practical 03

1. Experiences of an Entrepreneur (Unit I): Mode: Interview (Actual/ Email/On Phone)
2. Understanding SME/ Service Industry/ Start-up (Unit II and III): Mode: Visit to SME/ Service Industry/ Start-up

Evaluation Pattern

Internal Evaluation: for 30 Marks

Internal Evaluation: 1. Mid Semester Examination: 20 Marks

2. Summary of a Successful Entrepreneur's Biography/Autobiography: 10 Marks

- Note:** 1. Practical Exam to be conducted for the assessment of Interview and Report.
2. Summary of a Successful Entrepreneur's Biography/Autobiography to be considered for the assessment *only in exceptional situation when the visit is not possible.*

External Evaluation: for 70 Marks

Semester End Theory Examination Pattern

- | | |
|--|----|
| 1. Questions on Unit 1 (Short Notes Any THREE out of Four) | 12 |
| 2. Questions on Unit 2 (Short Notes Any THREE out of Four) | 12 |
| 3. Questions on Unit 3 (Any TWO out of Four) | 14 |
| 4. Questions on Unit 4 (Any TWO out of Four) | 16 |
| 5. Questions on Unit 5 and 6 (Short Notes Any FOUR out of Six) | 16 |

Semester VI

Course Content

48 (38+ 10 for Project Report Guidance)

A

I. Voice Culture, Voice Modulation: breath- control, sharpness, and volume of voice, pitch variation, pronunciation and intonation

4

The above will be tested in the external practical exam for 5 marks from the overall performance.

II. Preparing News Bulletin for Radio/TV containing international, national, regional, local and sports news, weather news, all types of news

10

This bulletin will be prepared by students themselves and will not be downloaded. Students will work on it for the term and keep it ready before final practical exam for reading. A copy of the same will be submitted to the dept

beforehand. (The students may be encouraged to transcribe their script phonemically)

III. Speech of about 5 to 7 minutes on a given topic.

10

Students will be encouraged to hear public speeches and write analysis of the same in their journal from the point of view of language, organization of thought, expressions of ideas and emotions, information, use of illustrations, quotations, body language, effectiveness etc. They may be given a list of topics for practice as well as to write the outline plan of the speech they will make.

IV. Talking in a group- a 'free-talk' activity to test spontaneity, naturalness, vocabulary, initiation, cooperation, consistency in expressing opinion etc

12

B

Project Report or exercises in creative performance in any one area of language use studied in FE Syllabi

10

Suggestions for Teaching

- 1) Extensive use of newspapers, radio and TV in the classroom is necessary
- 2) Teacher, with the help of the Head and Coordinator will plan the field and other activities beforehand and will prepare academic calendar
- 3) Students will be encouraged to spend more time with the department for fruitful activity
- 4) Guest lectures may be arranged from time to time
- 5) There will be insistence on students attending public speeches/ internet may be used for the same in absence of public functions
- 6) For project students must be able to use all the 4 language skills
- 7) As an option to project they may be encouraged to do exercise in any one area of language use studied in SY/TYFE syllabi; for example a student interested in newspaper may write articles, features, news of different types, letters to editors to show his/her proficiency in using language comfortably in that particular area.

He may be encouraged to write several different headlines for the same news to show his creativity or a student interested in trying his/her language skills in the field of advertising may write copy of ads of different types (eg. Domestic, cosmetics, health drinks, social cause) for different media. The respective dept/college may give a certificate for such a student showing proficiency of language skills required for a particular vocation

Evaluation Pattern 30:70

Internal Evaluation: TV/Radio News reading/Preparing: 20 Marks

Assignment/ Participation in visits/activities Activity Report/ Industry Visit Report : 10 Marks (A teacher may select any one of the above for assessment)

Pattern for Semester Examination: (Practical) 70 marks

A:

Q1 Reading news for TV/Radio – the students will present the News bulletin they have prepared as term work 10

Q2 Speech on the given topic for approximately 7 minutes 10

B:

Viva on Project Report 50

Books recommended

- 1. An Introduction to Academic Writing:** Davis, Lloyd & Mackry, Susan
- 2. Entrepreneurship Development:** G.R. Basotia / K K Sharma.
- 3. Strengthen Your English :** Bhaskaran M (Oxford University Press)
- 4. One Step Ahead Writing Reports :** Selly John
- 5. Entrepreneurial Development:** S. S. Khanna (S. Chand)
- 6. Entrepreneurship Development and Small Business Enterprise:** Charantimath Poornima M. (Pearson)
- 7. Entrepreneurship | 11th Edition:** Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd (McGraw Hill)