



Re-Accredited B++ 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Digital Helpline No. - 0261 2388888

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલમાં આવનાર T.Y.B.Com. English Sem.-5 & 6 નો AEC અને SEC નો અભ્યાસક્રમ અંગ્રેજી વિષયની અભ્યાસ સમિતિના ચેરમેનશ્રીએ અભ્યાસ સમિતિવતી મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી એકેડેમિક કાઉન્સિલની તા.૦૫/૦૫/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક: ૧૧૮ થી સ્વીકારી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૧૧૮૮૪/૨૦૨૫

તા.૨૧-૦૫-૨૦૨૫

Wife
કુલસચિવ (૦૭)

પ્રતિ,

- ૧) યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.
- ૨) ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારું.

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	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	CO1						CO2						CO3					
	PSO1	PSO2	PSO3	PSO4	PSO5																				
CO1																									
CO2																									
CO3																									
Pre-requisite	Acquaintance with basic grammar and language skills																								
Course Content	<p>TEXTBOOK: <i>Aspirations :English for Careers(OB)</i></p> <p>Unit 1: English for competitive examinations</p> <ul style="list-style-type: none"> • Vocabulary • Tenses • Prepositions 																								

	<p>Unit 2: A) English for Research Purposes</p> <ul style="list-style-type: none"> • Research writing : Nature and Conventions • Research Proposal Format • Strategies for writing Effective Research Proposals • Format of Research Papers <p>Unit 2: B) Content Writing</p> <ul style="list-style-type: none"> • Writing Blogpost and Online Articles • Writing for Websites • Writing for Social media platforms <p>Unit 2:C) English for Advertising</p> <ul style="list-style-type: none"> • Writing Newspaper Advertisement • Writing Television and Radio Advertisements • Writing Internet Advertisements
Reference Books	<ol style="list-style-type: none"> 1) Murphy, Raymond. <i>English Grammar in Use</i>. CUP 2) Quirk, Randolp, et.at. <i>A Comprehensive Grammar of the English Language</i>. Pearson Education Limited 3) Yule, George. <i>Explaining English Grammar</i>. OUP 4) Lester ,James D.AND James D. Lester, Jr. <i>Writing Research Papers: A Complete Guide</i>. Pearson Education Limited,2015. 5) Wallwork, Adrin. <i>English for Writing Research Papers</i>. Springer 6) Redish, Janice.<i>Letting Go of the Words: Writing Web Content that Works</i>. Morgan Kaufmann. 7) Schwab, Victor O . <i>How to write a good advertisement : A Short Course in Copywriting</i>. Martino Publishing
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 OR design classified newspaper ads/ design T.V. or Radio ads/design google ads/ design facebook adds)	05 Marks

Total 25 Mark

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

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SYLLABUS FOR ABILITY ENHANCEMENT COURSE
(AEC)

ENGLISH PROFICIENCY AND LIFE SKILLS- V

FOR B.A/ B.COM. /B.SC./B.SC. COMP. SC. (REGULAR)
SEMESTER VI

FOR THE ACADEMIC YEARS 2025-26 TO 2027-28


Dr. G .K.Nanda

[Subject Code - 2501001206050205]

B.A./ B.COM. /B.SC. /B.Sc. Comp.Sc. SEM 6 : TEXT : *Aspirations :English for Careers(OB)*

Course Code						
Course Title	ENGLISH PROFICIENCY AND LIFE SKILLS - 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 prepare the young graduates for the job market today by boosting their linguistic competency and professional skills .					
Course Objectives	To equip the students with the necessary language skills for effective communication and success in the global professional environment, enabling them to navigate international business, access information, and advance their career.					
Course Outcomes	<p>After completing the course the students will be able to :</p> <p>CO1: enhance communication skills.</p> <p>CO2: go for career advancement through job opportunities and higher earning potential.</p> <p>CO3: achieve professional development through professional networking and improved professional image.</p>					
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5
	CO1					
	CO2					
	CO3					
Pre-requisite	Acquaintance with basic grammar and language skills					

Course Content	<p>TEXTBOOK: <i>Aspirations :English for Careers(OB)</i></p> <p>Unit 1 Exploring Careers</p> <ul style="list-style-type: none"> • Creative Writing • Translation • Journalism • English for Academia and other careers • English in the Tourism Industry • English for Science & technology <p>Unit 2 A. Basic preparation for Jobs</p> <ul style="list-style-type: none"> • Writing job application/Cover letter • Writing Resumes • Group Discussions • Personal Interviews <p style="padding-left: 40px;">B. English for the Corporate Field</p> <ul style="list-style-type: none"> • English for sales & customer services • Telephonic sales & customer services • Digital Sales & customer services • Presentation Skills
Reference Books	<ol style="list-style-type: none"> 1. Anderson, Linda. <i>Creative Writing: A Workbook with Readings</i>. Taylor and Francis ,2014 2. Bell, Julia, ed. <i>The Creative Writing Coursebook</i>.Macmillan,2001. 3. Cole, John G. ‘7 Careers for Translation Students’. Keystone Bachelor studies.27 Sep.2019. 4. Basturkmen , Helen .<i>Ideas and Options in English for specific purposes</i>. Routledge ,2005. 5. Hutchinson, T. and A . Francisco. <i>English for Specific Purposes: A Learning -centered Approach</i>. CUP 6. Kaul, Asha. Business Communication. Prentice Hall of India ,2002. 7. Hindle ,T.M. <i>Making Presentations</i>. Dorling Kindersley(DK),2013 8. Skills You Need. Presentation Skills .2021 https://www.skillsyouneed.com/presentation-skill.html

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. MCQs from Unit 1 only (10/10)	10 Marks
Q 2. A Group Discussion or Interview from Unit 2 A (1/ 2)	05 Marks
B. Resume Writing from Unit 2 A (1/2)	05 Marks
C. Letter / Telephonic Conversation from Unit 2 A	05 Marks

OR

Presentation through Powerpoint slides on a given topic
(at least 5 slides required) from Unit 2 B

Total 25 Marks

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