

A. Name of the Institute	LOVELY PROFESSIONAL UNIVERSITY, PUNJAB, INDIA (A unit of Lovely International Trust), An ISO 9001:2015, ISO/ISE 27001:2013 Institute
B. Name / Title of the Course	Certificate Program in Effective Communication Skills for Business and Office Purpose
C. Proposed Dates and Duration of the Course in Weeks / Months	Dates: 22 nd February to 7 th March 2023 Duration: 2 Weeks
D. Eligibility Criteria for Participants and Age Limits	Graduation (any)
E. Basic outline of the course	The course is of advanced level and aims to improve the communication skills of the students. It is based on functional aspects of language teaching and covers all language skills i.e., Listening, Speaking, Reading, Writing, and Associated Language Skills (Grammar and Vocabulary). It contains a diverse range of topics which include but are limited only to Grammar and its usage, Pronunciation, Professional Language skills, and Contextualization of learned skills. It would be helpful for professionals and learners who need to use the English language in personal and professional settings.
F. Content of the Course (What all would be covered in the course)	<ul style="list-style-type: none"> ○ Basics of Communication ○ Pronunciation and Accent ○ Tone and Voice Modulation ○ Business Communication ○ Communication for Leaders ○ Creative Writing ○ Content Writing ○ Journalistic Writing ○ Information Technology and Digital Communication ○ Communication for Selling and Customer Engagement ○ Social Media Communication
A. Learning Outcome	<ul style="list-style-type: none"> • develop critical thinking skills employed in small groups and public speaking • use academic vocabulary appropriately for meaningful interaction • compose business communication documents with structural precision and verbal accuracy • use semantic and syntactic structure as

	<p>per the advanced level of the Common European Framework</p> <ul style="list-style-type: none"> • demonstrate consistent and appropriate language use in extended conversations and discussions • develop writing skills through guided Activities • use language creatively and contextually
A. Instructional Strategy	Discussion, worksheets, workbooks, group discussion, oral presentation, debate, and role play
B. Course would be relevant for what type of audience	Managers, Senior and Middle-Level officers of various ministries and Government Offices, School and College teachers, professionals from all sectors
Mode of Evaluation of Performance of ITEC Participant	<ol style="list-style-type: none"> 1. Continuous Assessment through conceptual tests and allocation of practical problems. 2. Evaluation of the Projects developed by the students at different levels.