

COURSE NAME:	Communicative English
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

Table 1

OVERALL COURSE OBJECTIVE:	<ol style="list-style-type: none"> 1. Develop Foundational Communicative Competence: Equip learners with the ability to construct clear and accurate sentences using functional language and appropriate grammar in everyday situations. 2. Enhance Practical Conversational Skills: Build learners' ability to engage in meaningful conversations, navigate social and transactional contexts, and manage real-world interactions effectively. 3. Master Key Business Communication Skills: Prepare learners for professional communication by teaching essential business etiquette, negotiation skills, and presentation techniques. 4. Improve Pronunciation and Overall Fluency: Focus on refining pronunciation, stress, and intonation, enabling learners to speak confidently and fluently in diverse scenarios. 5. Foster Personal and Professional Branding: Enable learners to articulate ideas clearly, develop a strong personal brand, and showcase communication skills in professional contexts.
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LEARNING OUTCOME:	<ol style="list-style-type: none"> 1. Construct and deliver clear, persuasive, and impactful presentations tailored to diverse professional contexts. 2. Differentiate communication styles to engage effectively in informal and formal settings, such as meetings, negotiations, and role-play simulations. 3. Evaluate and compose professional emails, reports, and structured documents with proper tone, etiquette, and clarity. 4. Examine and adapt pronunciation, stress, and
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	<p>intonation patterns for effective verbal communication in various scenarios, including interviews and customer interactions.</p> <p>5. Develop and propose solutions to workplace challenges, utilizing critical thinking and negotiation techniques in simulated role-play exercises.</p>
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TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL. NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Foundations of Spoken English	<ul style="list-style-type: none"> - Self-Introduction - Functional Language: Likes, Dislikes, Habits - Grammar: Nouns, Pronouns, Articles - Basic conversational practice 	Develop confidence in basic grammar and functional language to express preferences, ask questions, and communicate clearly in social interactions.	9
2	Practical Communication & Transactions	<ul style="list-style-type: none"> - Grammar: Modals, Simple Past - Functional Language: Day-to-day transactions - Describing people - Subject-verb agreement - Small talk 	Create effective conversations for daily interactions, demonstrating accurate grammar and appropriate language use in real-life scenarios.	9
3	Business Communication Essentials	<ul style="list-style-type: none"> - Functional Language: Invitations, Complaints, Reservations - Business and Telephone Etiquette - Giving advice and suggestions - Conjunctions 	Construct professional communication for business contexts, incorporating business etiquette and managing situations like complaints and reservations confidently.	9
4	Advanced	<ul style="list-style-type: none"> - Functional Language: 	Plan and execute	9

	Communication Skills	Negotiations, Conversation Starters - Presentation skills - Body language - Negotiation simulations	complex communication scenarios, such as negotiations and presentations, while using effective body language and confident delivery techniques.	
5	Pronunciation & Fluency	- Phonics: Vowels, Diphthongs, Stress, Intonation - Addressing speaking errors - Certification preparation	Demonstrate advanced fluency by improving pronunciation accuracy, stress, and intonation in speaking exercises, and prepare effectively for certification assessments.	9

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES

LEARNING OUTCOME	ASSESSMENT CRITERIA	Performance Criteria	USE CASES
Design and deliver confident spoken English presentations for personal contexts.	Assessment of prepared presentations	Demonstrate clear pronunciation, appropriate stress, and engaging delivery.	Students prepare and deliver a "My Life Story" presentation, showcasing language clarity and effective communication skills.
Construct	Role-play social	Demonstrate	Students

functional language for social interactions.	scenarios	appropriate use of grammar and vocabulary in informal contexts.	participate in a simulated gathering to introduce themselves and express likes, dislikes, and preferences effectively.
Propose solutions for business communication challenges.	Role-play business simulations	Develop and present effective communication solutions for business scenarios, adhering to etiquette.	Students role-play as hotel staff managing reservations and complaints, showcasing negotiation and problem-solving skills.
Evaluate and implement advanced phonics techniques for better fluency.	Controlled practice through phonics worksheets	Demonstrate correct pronunciation, stress, and intonation through various exercises.	Students conduct a phone conversation role-play, applying correct phonics to navigate and resolve a booking inquiry effectively.
Develop collaborative strategies for professional communication projects.	Group project evaluations	Collaborate effectively, demonstrating comprehensive language use in professional	Students create a "Mock Town Hall Meeting," addressing community concerns with

		scenarios.	persuasive language, clear pronunciation, and effective problem-solving strategies.
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TABLE 4: LIST OF FINAL PROJECTS (PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)

SL.NO	FINAL PROJECT
1	My Life Story Presentation: Create and deliver a personal story presentation using impactful language and clear structure.
2	Social Gathering Simulation: Role-play introducing yourself and engaging in informal conversations effectively.
3	Hotel Reservation Role-Play: Manage reservations and handle customer complaints in a professional context.
4	Mock Business Meeting: Simulate a business meeting to present ideas and negotiate solutions to challenges.
5	Community Town Hall: Collaboratively address community concerns using persuasive language and effective problem-solving.
6	Phonics Workshop: Conduct speaking drills to demonstrate correct pronunciation, stress, and intonation patterns.
7	Booking Inquiry Role-Play: Simulate a phone conversation to address and resolve a customer's booking inquiry.
8	Mock Sales Pitch: Develop and deliver a persuasive sales pitch for a product or service.
9	Email Writing Exercise: Write professional emails with appropriate tone, structure, and etiquette.
10	Daily Conversations Diary: Maintain a diary of daily conversations to

	reflect on language use and improvement areas.
11	Restaurant Interaction Simulation: Simulate interactions in a restaurant, including ordering and addressing concerns.
12	Cultural Exchange Presentation: Create a presentation on a cultural topic, showcasing advanced language skills.
13	Conflict Resolution Role-Play: Resolve a workplace conflict through effective communication and negotiation.
14	Business Etiquette Demonstration: Demonstrate appropriate business etiquette in a simulated professional environment.
15	Group Presentation on Current Trends: Collaboratively research and present on current global or business trends.
16	Interview Simulation: Role-play as both interviewer and interviewee, practicing professional language and confidence.
17	Product Launch Presentation: Develop and deliver a presentation for launching a new product or service.
18	Mock Client Interaction: Simulate a client interaction, showcasing listening skills and solution-oriented communication.
19	Grammar and Vocabulary Workshop: Lead a workshop to demonstrate advanced grammar and vocabulary use in professional contexts.
20	Certification Preparation Project: Prepare and present a project aligned with certification standards, applying learned communication skills.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)

ASSESSMENT CRITERIA	Learning Outcome	Fair (1–5)	Good (6–10)	Excellent (11–15)	TOTAL MARKS
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Effective Communication Skills	Deliver clear and concise communication in scenarios.	Demonstrates limited clarity.	Communicates with moderate clarity.	Excels in clear and engaging delivery.	15
Functional Language for Professional Contexts	Use language effectively in professional contexts.	Basic application of functional language.	Confident and effective language use.	Advanced use with professional fluency.	15
Pronunciation and Fluency	Improve pronunciation and speaking accuracy.	Pronunciation lacks consistency.	Demonstrates good pronunciation.	Exceptional pronunciation and fluency.	15
Presentation and Negotiation Skills	Develop impactful presentations and negotiation skills.	Limited engagement with content.	Engages effectively with content.	Engages persuasively and confidently.	15
Collaboration and Problem-Solving	Collaborate in group projects to solve communication challenges.	Basic collaboration and ideas.	Contributes effectively to group work.	Leads group with innovative solutions.	15