

SEC3-A II Enhancing Employability Skills

Semester 6

Objectives

1. To develop students' proficiency in English grammar, vocabulary, and writing skills required for competitive examinations, including précis writing.
2. To introduce academic and research writing skills such as research proposals, research papers, and dissertations using an objective and impersonal style.
3. To familiarize students with practical English usage in content writing and digital marketing across blogs, websites, social media, and advertisements.

Expected Outcomes

1. Students will be able to use correct grammar, enriched vocabulary, and effective writing techniques for competitive examinations.
2. Students will be able to write research-based documents such as proposals, papers, and dissertations in a structured and academic style.
3. Students will be able to create effective content for digital platforms and understand the principles of advertising and digital marketing communication.

Unit V: English for Competitive Examinations

1. Vocabulary
2. Tenses
3. Prepositions
4. Précis Writing

Unit VI: English for Research Purposes

1. Impersonal and Objective Style
2. Writing a Research Proposal
3. Writing a Research Paper
4. Writing a Short Dissertation

Unit VII: Content Writing

1. Introduction to Content Writing
2. Writing Blog Posts and Articles
3. Writing for Websites
4. Writing for Social Media Platforms

Unit VIII: English for Digital Marketing

1. Introduction to Advertisements
2. Newspaper Advertisements
3. Advertisements on Television and Radio Channels
4. Advertisements on Internets