



SVKM'S MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE
& AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)



Affiliated to University of Mumbai

NAAC Reaccredited 'A' Grade, CGPA: 3.57 (Feb 2016)

Granted under RUSA, FIST-DST & Star College Scheme of DBT, Govt. of India Best College
(2016-2017), University of Mumbai

Department of Foreign Languages

Introduces

Credit Based Add-on Course in CONTEMPORARY COMMUNICATION From the Academic Year 2022-2023

ABOUT SVKM

Shri Vile Parle Kelavani Mandal is a Public Charitable Trust registered under the Society's Registration Act and Bombay Public Trust Act. From its humble beginnings in 1934, when it took over the Rastriya Shala, a school established in 1921 in the wake of the National Movement, the Mandal today has grown into a big educational complex imparting high-level education to more than 35,000 students.

Over the past 88 years, the Mandal has developed a large educational complex in Vile Parle, in Suburban Mumbai and has spread its wings to metro cities like, Bengaluru, Hyderabad, Chandigarh, Ahmedabad, Navi Mumbai, etc. Besides this educational institution, SVKM today is proud of some of the finest educational institutes in the country like NMIMS deemed to be University, N.M. College of Commerce and Economics, DJ. Sanghvi College of Engineering, Bhagubhai Mafatlal Polytechnic – to name a few.

ABOUT THE INSTITUTION

Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce and Economics (Autonomous) is envisaged as the destination for the most promising and talented students, since its inception in the year 1961.

The college has been ranked 1st in Arts & Science and 2nd in Commerce in Western region and Mumbai city colleges by India Today for the year 2021-2022. The college has been ranked 3rd in Maharashtra state and 4th in India by Education world 2021-2022. The college was honoured with Govt. of India, DST- FIST & DBT Star College Grant. During the academic year 2017-18, the college was awarded, the Best College Award of University of Mumbai. The college was conferred Grade 1 Autonomy from the academic year 2018-19, for a period of 10 years without onsite visit by an expert committee, by the UGC. In the last three years, the college has received grants from government bodies such as DBT, DST, UGC, RUSA and University of Mumbai.

ABOUT THE DEPARTMENT

Originally known as the Department of English, it has seen glorious days under the leadership of stalwarts such as late Nissim Ezekiel. It has now broadened its horizons and is presently known as the Department of Foreign Languages. Besides the present course, it offers B.A, M.A., Ph.D in English and a Certificate Course in French Language Acquisition.

ABOUT THE COURSE

It is an add-on certificate course for 30 hours for enhancing skills, knowledge and ability in the field of contemporary communication. The syllabus of this course has been designed to encompass a 'glocal' understanding of practical aspects of communication in today's time.

There have been a number of changes in the field of communication over a period of time owing to socio-cultural transitions and digitization of media.

This add-on course is envisaged as one that will equip the learner with the essential expertise to engage in and utilize the different media of communication effectively.

Successful completion of the course will grant the learner +2 credits and a Certificate.

CONTENTS OF THE COURSE

Module 1 -Written Communication 15 hours

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| i. | New – age Correspondence (includes letter writing and email writing) |
| ii. | Writing for Digital Media (includes writing blog, vlog, and writing for social media) |

Module 2 – Oral Communication 15 hours

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|-----|---|
| i. | Engaging Conversation |
| ii. | Public Speaking, Debate, Group Discussion |

OBJECTIVES

- Recognise the basics of contemporary communication
- Learn to initiate communication on various contemporary platforms
- Examine the differences in new age communication on digital platforms
- Review the aspects in oral communication while engaging in conversations
- Engage in public speaking, debate and other group activities for practical application of learning

Registration Starts from : 17th December 2022

REGISTER NOW

<https://forms.office.com/r/sxyZb0mv5E>



Batch Commences in January 2023

• Course Fees : ₹ 3,000 /-

*For Batch Timings refer to form

Fees to be paid by Demand Draft (DD) favouring “Mithibai Degree College Unaided Courses”



Eligibility All SVKM students



Batch size - 30 students

For more details, Contact :

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Kindly visit : www.mithibai.ac.in