

THE INSTITUTION

Dr. G. R. Damodaran College of Science was established with a view to cater the needs of the youth for high quality career oriented education in various emerging fields. The college has been accredited at the **A** Grade by the NAAC. It was the first self-financing college and the youngest institution to get the highest ranking awarded by the NAAC. The college has been conferred the autonomous status by the Bharathiar University and the UGC and also ISO 9001:2008 certified. Our college has outstanding infrastructure and facilities. Its group of highly motivated students and eminently competent faculty give their best to set ever rising standards. Consequently, the institution has been able to move rapidly towards becoming a center of excellence in higher education within a short span of time.

DEPARTMENT OF ENGLISH

The department has the unique privilege of molding the linguistic abilities of the entire

college. Students in the first year UG programme savor the general perspectives of English language in their Part II syllabus. In their second year, the students have a look-in at the professional communication aspect of the language as part of their General Studies syllabus.

Lingua phone Laboratory

The language lab has state-of-the-art systems to enrich communication skills and competency. 53 systems under one server are available to the students for quality performance. Language lab classes reinforce netiquette and online training for literature students. Practical tests in listening and training in phonetics paves way for fluency and accuracy in communication. Varieties of software are installed to enhance the knowledge in language.

ABOUT THE COURSE

Dr G R Damodran College of Science has come out again with an innovative path

breaking course this time in BA English which at last gives a chance to those who like English for the aura of sophistication but wouldn't want to be excluded from success in the business world. Why can't we explore English without having to commit ourselves to a future life of poring over quaint books and dreary school room? Why can we not widen our horizons to take in the wider world, and use our English knowledge to professional purpose in communication, management, reporting, information management and public relations in the world of global business?

The BA(English) designed by the autonomous **Dr G R Damodaran College of Science** (leading to the University Degree of **B.A English for Global Business Context**) is much, much more ambitious, exciting and meaningful than any language programmes ever conceived. It seeks to prepare expert English Language specialists for executive

level functioning in the modern professional business world navigating it with ease and assurance born of command of language, and width of inter disciplinary understanding.

It is a programme loaded with opportunity and value that lets you fly out wide and high from the golden cage of isolation of exclusive literary pursuit and hold you in the mainstream of the global milieu of technology and business. It is a programme that equips you to assert your superiority through your competence in English and tackle the contemporary world of modern business with your interdisciplinary understanding and skills in communication and technology.

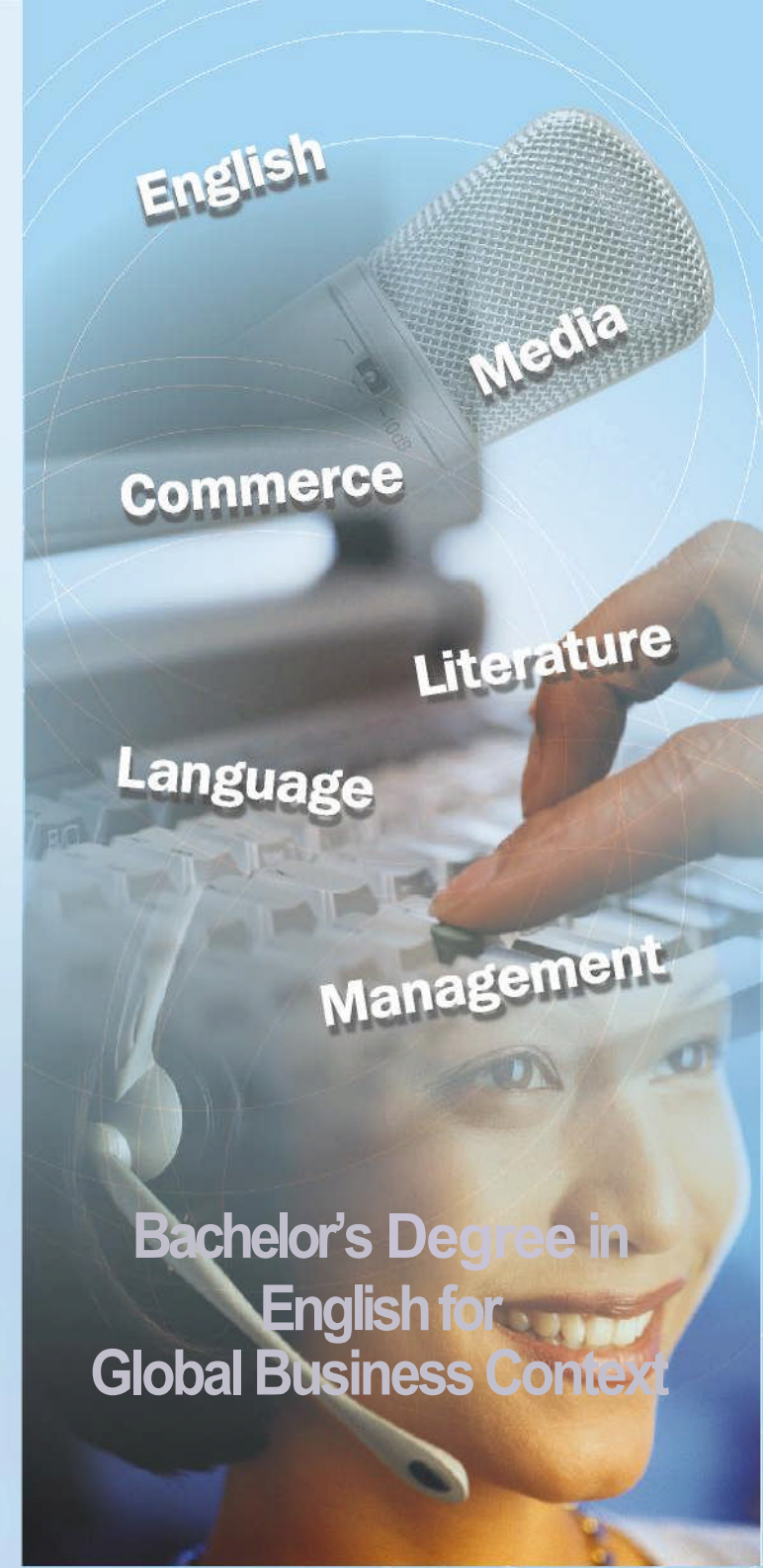
The course lays the foundation for competence and further development and higher studies in all these areas by including subjects drawn from business and

commerce, visual and computer communication, and computer science and applications. What can be more satisfying than doing all these while yet indulging your creative flair and interest for English literary pursuits?

For further details contact

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Bachelor's Degree in
English for
Global Business Context