

Issues in curriculum construction and development: Cambridge BEC a case study of CSIBER.

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English is accepted as the first language of exchange in the world. This exchange is of different type in nature. It has colonial streak of impact & influence of British political ideology; on India as a country and Indian Education as a system.

The then situation of being ruled by colonial stress & opportunity has turned into an event of culture and work culture at large in India even today also.

CSIBER the 40 years old now autonomous institute of post graduate education in commerce & management through its visionary founder late Dr.A.D.Shinde attempted to address this issue of language education from communication point of views since establishment.

As the employability matters and is directly reflected and perceived through effective and competitive communication skill. Despite of basic skills & knowledge majority of post graduate students suffer due to inadequate communication skills set. Delayed employment, wrong contextual interpretation, loss of confidence causes serious damage to the main objective and purpose of education.

CSIBER boldly tried to overcome this issue, by strategic MOU with Cambridge University UK, providing BEC certification worldwide.

This case study is factual presentation of issues in curriculum construction and development at institute. Accounting around 10 year's experience of outcome & fulfillment of this autonomous initiative by CSIBER which is affiliated to Shivaji University Kolhapur.

Introduction

Internationally popular linguist David Crystal writes in his famous encyclopedia of Languages writes ; Why does language provide such a fascinating object of study? Perhaps because of its unique role in capturing the breadth of human thought and endeavor . We look forward in time, and find we can plan only through language. Alongside this, there is the importance we attach to language, as means of understanding ourselves and our society, and of resolving some of the problems and tensions that arise from human interaction. No sector of society is unaffected, and all can benefit from the study of the linguistic factors that constitute a barrier, as well as a means of communication but linguistic problems rarely admit simple solutions, and it is this elementary observation that has led to the present work.

Indian continent and English

“Rise and Spread of English in British India”¹ by Astik Madhav examined the history of rise and spread of English in British India from an Indian perspective. The re-reading will provide the current scenario of English as a subject of study in the independent India. Lots of changes it had witnessed from the day it had been dragged into India due to the acceptance of Macaulayan Minute on Education (1835). Macaulay had favoured English to be introduced in India just because the British needed the clerks for administration and mediators to carry out their orders in British India. Taking Macaulay's Minutes on Education (1835) as a primary resource, this dissertation critically compares it with gradually emerged trends in the field of English studies in post-independent India.

A book archived with the help of Microsoft corporation titled "A history of English education in India : its rise, development, progress, present condition and prospects, being a narrative of the various phases of educational policy and measures adopted under the British rule from its beginning to the present period, 1781 to 1893. It is written by Mahmood, Syed , elaborating the then situation has been the biggest trigger to change bring change to the country and its education through English.

Isolating the political and social debate it is evident that it created a change and impacted our society with different perspective not so suitable and easily adaptable model for free India where free knowledge transfer could be channelized to the ideal outcome and employability of the new educating generations.

It has not only impacted our culture but work culture at large. Style and methods of using English has been essentially impressions carried by that Indian generation who were taught English as the first language even though they were non natives of uk. This is typical in nature which can be described as colonial stress on how to use the foreign language at non native places on the non natives without choice ; because it was the carrier of new ideas and new cultural impressionism of style and status. This is so much so that even today in any corner of the country ;the first basic wish of any parent is to educate his children in English medium schools. This association of modernity and new ideas as well as status of English was an opportunity for change from the then times till now.

Case Example of CSIBER an autonomous Institute

Chhatrapati Shahu Institute of Business Education and Research Kolhapur, popularly known as CSIBER, was established in 1976. CSIBER is one of the few institutes in Maharashtra catering to the needs of Quality Higher Education in Southern India by providing professional education, training and skill development to the youths of country.

In order to further improve the academic standards, the Institute opted for Autonomy in 1995. "To be an Institute of First Choice of Students" is the mission being realized by the stakeholders of this institute. CSIBER is the first in Maharashtra to venture in Academic Autonomy under UGC and Shivaji University. Re-accredited for 'A+' Grade in the 3rd cycle.

Late Dr. A. D. Shinde, a renowned Chartered Accountant, Tax Consultant and then the Dean of Commerce faculty of the Shivaji University is the founder of the institute. whose tireless efforts and dedication, with a missionary zeal, resulted in the present Institute being set up.

Late Dr.Shindes' clear understanding about employability and knowledge has been witnessed by many in the campus and jurisdiction of CSIBER and Shivaji Univeristy for many years. Addressing the academic issues in a different innovative manner and inviting and employing new and talented faculty to enrich and enhance the quality of institute and students at large was his main motif. His last speech before death during the felicitation at the age 75 underlines his core wish to continuously work on this problem of improving students communication skills and knowledge. It is his directives written or verbal direct or indirect which has led to address the common problem of language proficiency and professional communication development at CSIBER.

Initially during completely affiliated to Shivaji University status of institute it followed the syllabi of communication or language whichever whatever provided by university BOS. Founder being associated with IIMs nationally , it had a role model impression on conduct of various courses like MSW,MBA,MCA etc. Generally faculty of English used to teach subjects like written analysis and communication (MBA) changed to written and oral communication.

Being autonomous the system at CSIBER is sensitive and reflective enough to change according changes in the social and global phenomenon. The spirit of solving these issues and problem of improving communication led to very constructive multidimensional solutions pouring in how and why this changed is because changing language usage pattern is posing continuous challenge to all non native users of language.

In an exclusive account of language teaching in paper titled A Brief History of English Language Teaching in India M.Vijayalakshmi *, Dr. Manchi Sarat Babu** mentions ,English is a widely spoken language today. It has often been referred to as ‘global language’, the lingua franca of the modern era and currently the language most often taught as a second language around the world. English in India is used not only for communicating with the outside world, but also for inter-state and intrastate communication. Because of the great ethnic and linguistic diversity found within our nation, English acts as an indispensable ‘link’ language. With the Information Technology revolution and most software and operating systems being developed in the English language, a new utility for written and oral communication in the English language has emerged..

Table showing the various issues and challenges addressed by CSIBER to improve student communication at PG level courses

Timeline	Academic Consideration	Action	Expectation	Outcome
1976 to 1995	Non autonomous As per university designed syllabus	Appointing competent and innovative teachers who taught communication or English by First language method	Course objectives fulfilled. Proficient communication at the time of passing out.	Competent post graduates created in various fields however there is no feedback mechanism to measure language skill contribution in course or employment. Gap in employability and knowledge ability felt but not measured.
1995 to 2001	Autonomous Syllabus designed by Institute	Syllabus for communication improved	Course objectives fulfilled. Proficient communication at the time of passing out.	Competent post graduates created however no feedback mechanism to measure contribution of course .
2001 to 2006	Autonomous Syllabus designed by Institute Mlat modified test developed. Language lab installed.	Additional certificate course introduced. Cambridge LIU introduced	Course objectives fulfilled. Additional efforts reflected	Competent post graduates created where LIU was added however there is little judgmental, verbal feedback
2006 to 2009	Cambridge LIU continued	Carried out in available possible way	Change acceptance and	Competency improved but globalization takes

			goal reaching	the toll of population forced to use English in communication
2009 to 2017	MOU with Cambridge University UK. Revised once. Appreciated by NAAC.	BOS made separately for communication. All necessary inputs taken from experts.BEC introduced. Separate exam system developed for all 4 skills. New paper communication at work for second year introduced.(seminar). BOS merged in General Management BOS. Parallel paper on managerial communication introduced. Now BEC and internal compulsory paper both are offered to students. BEC is optional additional choice for more competitive advantage.	Motivational change brought in goals ascertained. Transfer in the communication culture of inst. Employability due to international certification improved.	Around 300 students per year gave BEC exam as per international standards. Employability improved due to Cambridge branding. No direct check possible on ability to communicate in recruitment so Contribution of BEC in candidate as well as course remains unmapped. In tangible. Student interaction time increased more than average compared to other subjects.

Discussion

The issues in language education

1. Education whether through autonomous or affiliated colleges of universities the language at work being used varies from place to place, age group to age group, situation to situation and purpose to purpose.
2. Though medium of instruction may be English, but in practice native language is mixed and non deliberative code switching takes place (Use of both the languages).
3. Statutory bodies like board of studies or other upper authority structure of education system cannot solve all the issues related to a course. Interdisciplinary matters can't be addressed or even discussed due to jurisdiction of such systems, where rigidity becomes precedence for decisions and greater rationality is lost in the process.
4. Recruiters eligibility is never checked systematically and comments, decisions and selection of fresh candidates done by them can not be considered as a benchmark of ability to communicate of a person for life time.

5. Claiming English as a global language is very serious though at the moment as many languages are actually dying as the technology is changing the way we communicate.

Issues in curriculum development

1. Curricula developed on the basis of need of organizational objectives or judgmental belief of few experts create inadequate executable structure with stakeholders. Measurement of language proficiency has to be benchmarked in India or all such non native users. Unanimity of opinion or judgment and decision based on it may not lead to desired effects all the time.

Conclusion

In the changing global scenario, world has been brought closer however, English alone can not be the only platform for transfer of knowledge. Preserving and maintaining the standards and reaching the very purpose of communication is important issue it should be addressed by all and a special live forum may be created to discuss, sort and issues related to communication and using English at various situations.

Ref:

1. International Journal of Scientific and Research Publications, Volume 4, Issue 5, May 2014 1 ISSN 2250-3153 . www.ijsrp.org

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2. "Rise and Spread of English in British India" A. Mahadev.

3. "A history of English education in India : Mahmood, Syed