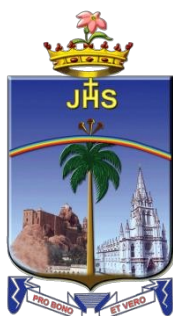


B.Sc. VISUAL COMMUNICATION
LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM (CBCS)



DEPARTMENT OF VISUAL COMMUNICATION
SCHOOL OF MEDIA STUDIES AND VOCATIONAL PROGRAMME
ST. JOSEPH'S COLLEGE (AUTONOMOUS)

Special Heritage Status Awarded by UGC
Accredited at A⁺⁺ Grade (IV Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli - 620 002, Tamil Nadu, India

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS) UNDERGRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to maintain and uphold the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to meet and excel the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system enhances the optimal utilization of both human and infrastructural resources. It also enhances academic mobility and enriches employability. The School system preserves the identity, autonomy and uniqueness of every department and reinforces Student centric curriculum designing and skill imparting. These five schools adhere to achieve and accomplish the following objectives.

Optimal utilization of resources both human and material for the academic flexibility leading to excellence.

Students experience or enjoy their choice of courses and credits for their horizontal mobility.

The existing curricular structure as specified by TANSCHÉ and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.

Human excellence in specialized areas

Thrust in internship and / or projects as a lead towards research and

The multi-discipline nature of the School System caters to the needs of stake-holders, especially the employers.

Credit system:

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The credits and hours of each course of a programme is given in the table of Programme Pattern. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 130 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

OBE is an educational theory that bases each part of an educational system around goals (outcomes). By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead, classes, opportunities and assessments should all help the students achieve the specific outcomes

Outcome Based Education, as the name suggests depends on Outcomes and not Inputs. The outcomes in OBE are expected to be measurable. In fact each Educational Institute can state its own outcomes. The ultimate goal is to ensure that there is a correlation between education and employability

Outcome –Based Education (OBE): is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve, stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

Some important aspects of the Outcome Based Education

Course: is defined as a theory, practical or theory cum practical subject studied in a semester.

Course Outcomes (COs): are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage.

Programme: is defined as the specialization or discipline of a Degree.

Programme Outcomes (POs): Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.

Programme Specific Outcomes (PSOs):

PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.

Programme Educational Objectives (PEOs): The PEOs of a programme are the statements that describe the expected achievement of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after Graduation.

Some important terminologies repeatedly used in LOCF.

Core Courses (CC)

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the said academic program.

Discipline Specific Elective Courses (DSE)

Elective course may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature.

DSE: Four courses are offered, two courses each in semester V and VI

Note: To offer **one DSE**, a minimum of two courses of equal importance / weightage is a must.

A department with two sections must offer two courses to the students.

One DSE Course may be offered as interdisciplinary course among the departments in a School (Common Core Course) at the PG level.

Generic Elective Courses

An elective course chosen generally from an **unrelated discipline/subject**, with an intention to seek exposure is called a Generic Elective.

Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

Two GE Courses are offered one each in semesters V and VI.

(open to the students of other Departments)

The Ability Enhancement Courses (AEC)

“AECC” are the courses based upon the content that leads to Knowledge enhancement; Communicative English, Environmental Science. These are mandatory for all disciplines.

AECC-1: Communicative English: It is a 4 credits compulsory course offered by the Department of English in the first semester of the Degree Programme, Classes are conducted outside the regular class hours.

AECC-2: Environmental Science: is a 2 credit course offered as a compulsory course during the second semester by the Department of Human Excellence.

Skill Enhancement Courses (SECs)

These courses focus on developing skills or proficiencies in the student, and aim at providing hands-on training. Skill enhancement courses can be opted by the students of any other discipline, but are highly suitable for students pursuing their academic programme.

These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

There are four courses under this category

SEC-1 is offered in semester **III as a course** Within the Department (**WD**) it is More of main discipline related skills.

SEC-2 is offered in semester **IV as a course** Between schools (**BS**) Offered to students of other schools (Except the school offering the course)

SEC-3 is offered in semester **V as a compulsory course** on Soft Skills offered by the Department of Human Excellence, common to all the students of UG programme.

SEC-4 is offered in semester **VI as a course** **Within School (WS)** Open to all the students within the same school (including the students of the parent department)

Self-paced Learning: It is a course for two credits. It is offered to promote the habit of independent/self learning of Students. Since it is a two credit course, syllabus is framed to complete within 45 hours. It is not taught in the regular working hours.

Field Study/Industrial Visit/Case Study: It has to be completed during the fifth semester of the degree programme. Credit for this course will be entered in the fifth semester's marks statement.

Internship: Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester. Credit for internship will be entered in the fifth semester's mark statement.

Comprehensive Examinations: A detailed syllabus consisting of five units to be chosen from the courses offered over the five semesters which are of immense importance and those portions which could not be accommodated in the regular syllabus.

Extra Credit Courses: In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, the extra credit are at three semesters after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL and etc.

Undergraduate Programme:

Programme Pattern:

The Under Graduate degree programme consists of **FIVE** vital components. They are as follows:

Part -I : Languages (Tamil / Hindi / French / Sanskrit)

Part-II : General English

Part-III : Core Course (Theory, Practicals, Discipline Specific Electives, Compulsory and Optional Allied courses, Project, Self paced courses, Internship , Comprehensive Examinations and field visit /industrial visit/Case Study)

Part-IV: Value Education, Ability Enhancement Courses, Skill Enhancement Courses/ Soft Skills , Generic Electives/ National Cadet Corps etc.

Part-V: Outreach Programme (SHEPHERD).

Ability Enhancement Courses (AEC): There are two Ability Enhancement courses viz AECC and SEC.

Value Education Courses:

There are four courses offered in the first four semesters for the First & Second UG Programme.

Course Coding

The following code system (11 alphanumeric characters) is adopted for Under Graduate courses:

21	UXX	N	N	XX	NN/NNX
Year of Revision	UG Department Code	Semester number	Part specification	Part Category	Running number/with choice

N:- Numeral X :- Alphabet

Part Category

GL - Languages (Tamil / Hindi / French / Sanskrit)

GE - General English

CC - Core Theory; CP- Core Practical

WS- Workshop

SP- Self Paced Learning

IS- Internship

FV- Field visit

CE- Comprehensive Examination

PW- Project Work& viva-voce

Electives Courses

ES – Department Specific Electives

EG- Generic Electives

Allied Courses

AC - Allied Compulsory

AO- Allied Optional

EC - Additional Core Courses for Extra Credits (If any)*

Ability Enhancement Courses

AE – Ability Enhancement Compulsory Courses; Bridge Course and Environment Science

SE – Skill Enhancement (WD), (BS), (WS) and Soft skills

VE - Value Education/ Social Ethics/Religious Doctrine

OR – Outreach SHEPHERD & Gender Studies (Outreach)

SU - AICUF / Nature Club / Fine Arts / NCC / NSS /etc. (Service Unit)

CIA AND SEMESTER EXAMINATION

Continuous Internal Assessment (CIA):

Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
Total CIA	100

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the below mentioned question pattern PART-A; PART-B; PART-C and PART D.

2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.

3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.

4. The 7 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS.

5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.

6. English Composition once a fortnight will form one of the components for UG general English

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way
4	K4	Analysis/Analysing	The learner distinguishes among different parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS	Lower Order Thinking			Higher Order Thinking			Total %
	K1	K2	K3	K4	K5	K6	
SEMESTER EXAMINATIONS	15	20	35	30			100
MID / END Semester TESTS	12	20	35	33			100

QUESTION PATTERN FOR SEMESTER EXAMINATION

SECTION	MARKS
SECTION-A (No choice ,One Mark) THREE questions from each unit (15x1 =15)	15
SECTION-B (No choice ,2-Marks) TWO questions from each unit (10x2 =20)	20
SECTION-C (Either/or type) (7- Marks) ONE question from each unit (5x7 =35)	35
SECTION-D (3 out of 5) (10 Marks) ONE question from each unit (3x10 =30)	30
Total	100

BLUE PRINT OF QUESTION PAPER FOR SEMESTER EXAMINATION							
DURATION: 3. 00 Hours.				Max Mark : 100			
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
SECTION–A (One Mark, No choice) (15x1=15)	15						15
SECTION-B (2-Marks, No choice) (10x2=20)		10					20
SECTION-C (7- Marks) (Either/or type) (5x7=35)			5				35
SECTION-D (10 Marks) (3 out of 5) (3x10=30) Courses having only K4 levels				3			30
Courses having K4 and K5 levels One K5 level question is compulsory				2	1		
(Courses having all the 6 cognitive levels One K5 and K6 level questions can be compulsory				1	1	1	
Total	15	20	35	30			100

QUESTION PATTERN FOR MID/END TEST		
SECTIONS		MARKS
SECTION–A (No choice, One Mark) (7x1 =7)		7
SECTION-B (No choice , 2-Marks) (6x2 =12)		12
SECTION-C (Either/or type) (7- Marks) (3x7 =21)		21
SECTION-D (2 out of 3) (10 Marks) (2x10=20)		20
Total		60

BLUE PRINT OF QUESTION PAPER FOR MID/END TEST							
DURATION: 2. 00 Hours.				Max Mark: 60.			
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
SECTION –A (One Mark, No choice) (7 x 1 = 7)	7						07
SECTION-B (2-Marks, No choice) (6 x 2 = 12)		6					12
SECTION-C (Either/or type) (7- Marks) (3 x 7 =21)			3				21
SECTION-D (2 out of 3) (10 Marks) (2x10=20) Courses having only K4 levels				2			20
Courses having K4 and K5 levels One K5 level question is compulsory				1	1		
Courses having all the 6 cognitive levels One K6 level question is compulsory					1	1	
Total Marks	07	12	21	20			60
Weightage for 100 %	12	20	35	33			100

Assessment pattern for two credit courses.

S. No.	Course Title	CIA	Semester Examination	Total Marks
1	Self Paced Learning Course	25 + 25 = 50	50 Marks (MCQ) (COE)	100
2	Comprehensive Examinations	25 +25 = 50	50 Marks (MCQ) (COE)	100
3	Internship	100	--	100
4	Field Visit	100	--	100
5	Ability Enhancement Course (AEC) for PG	50 (Three Components)	50 (COE) (Specific Question Pattern)	100
Assessment Pattern for Courses in Part - IV				
6	Value Education Courses and Environmental Studies	50	50 Marks (For 2.00 hours) (COE)	100
7	Skill Enhancement Courses(SECs)	50 marks (by Course in-charge) 50 Marks (by an External member from the Department)		100
8	SEC: SOFT SKILLS (For UG and PG)	100 (Fully Internal)		100

EVALUATION

GRADING SYSTEM

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added and converted as final mark. The marks thus obtained will then be graded as per the scheme provided in Table-1.

From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) respectively. These two are calculated by the following formulae:

$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$WAM \text{ (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
<p>Where,</p> <p>C_i is the Credit earned for the Course i G_i is the Grade Point obtained by the student for the Course i M_i is the marks obtained for the course i and n is the number of Courses Passed in that semester.</p>	

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

CLASSIFICATION OF FINAL RESULTS:

- i) For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.
- ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in the all the Five parts of the Programme.
- iii) Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.
- iv) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.
- v) Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above and below 90	9	A+
70 and above and below 80	8	A
60 and above and below 70	7	B+
50 and above and below 60	6	B
40 and above and below 50	5	C
Below 40	0	RA

Table-2: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re-appearance

Credit based weighted Mark System is adopted for the individual semesters and cumulative semesters in the column 'Marks secured' (for 100)

Declaration of Result

Mr./ MS. _____ has successfully completed the Under Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part – III is _____ and the class secured is _____ by completing the minimum of 130 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ FINE ARTS / SPORTS & GAMES / NCC / NSS / NATURE CLUB, ETC. The candidate has also acquired _____ (if any) extra credits by attending MOOC courses.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

The Programme Outcomes (POs)/Programme Specific Outcomes(PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment is done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs UG programme and five POs for PG programme framed by the college. PSOs are framed by the departments and they are five in numbers.

For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	$\geq 40\%$ and < 70%	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

If the mean overall score is low then the course in charge has to redesign the particular course content so as to achieve high level mean overall score.

VISION

Forming globally competent, committed, compassionate and holistic persons, to be men and women for others, promoting a just society.

MISSION

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
- Nurturing comprehensive learning and best practices through innovative and value-driven pedagogy.
- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- Graduates will be able to accomplish professional standards in the global environment.
- Graduates will be able to uphold integrity and human values.
- Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

PROGRAMME OUTCOMES (POs) UG

1. Graduates will be able to comprehend the concepts learnt and apply in real life situations with analytical skills.
2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.
3. Graduates with acquired knowledge of modern tools communicative skills and will be able to contribute effectively as team members.
4. Graduates are able to read the signs of the time analyze and provide practical solutions.
5. Graduates imbued with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment.

Programme Specific Outcomes (PSOs) On successful completion of B.Sc. Visual Communication Program, the students would be able to	
PSO1	Apply the standard process and strategies in designing and simulating the Critical and Analytical skills
PSO2	Acquaintance with latest trends in sound designing and photography and there by induce innovate ideas in the area of Film Making/Video Production.
PSO3	Gain knowledge on Media presentation and Equipping skills.
PSO4	Follow ethics in the Media industry.
PSO5	Acquire the ability to provide a self analysis in context of entrepreneurial skills and employability abilities.

B.Sc. Visual Communication						
PROGRAMME STRUCTURE						
Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
I	I-IV	Languages (Tamil / Hindi / French / Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I-VI	Core course : Theory	12	52	32	82
	I-VI	Core course : Practical	6	22	13	
	I-IV	Core course- Allied/(Practical)	4	16(8)	16	
	V-VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1		2	
	V	Self-paced learning	1	--	2	
	V	Field study/ Industrial visit/ Case study	1		1	
	V	Internship	1	-	2	
	VI	Comprehensive Exam	1	--	2	
	II,III,V	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
IV	V,VI	Generic Elective	2	8	6	6
	I	AECC-1 Communicative English	1	--	4	14
	II	AECC-2 Environmental studies	1	2	2	
	III	SEC -1 Within Dept. (WD)	1	2	1	
	IV	SEC -2 Between Schools (BS)	1	2	1	
	V	SEC -3 Soft skill	1	2	1	
	VI	SEC -4 within school (WS)	1	2	1	
	I-IV	Value Education	4	8	4	
V	1-V	Outreach Programme/NCC	-	-	-	4
		Total		180		130(6)

B.Sc. Visual Communication								
PROGRAMME STRUCTURE								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
I	1	21UTA11GL01	General Tamil - I	4	3	100	100	100
		21UFR11GL01	French-I					
		21UHI11GL01	Hindi-I					
		21USA11GL01	Sanskrit-I					
	2	21UEN12GE01	General English -I	5	3	100	100	100
	3	21UVC13CC01	Introduction to Visual Communication	5	3	100	100	100
		21UVC13CC02	Basics of Advertising	4	3	100	100	100
		21UVC13CP01	Media Presentation Skills	4	2	100	100	100
		21UVC13AC01	Allied: Graphic Design	4	2	100	100	100
		21UVC13AP01	Allied Practical: Graphic Design	2	2	100	100	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
		21UEN14AE01	AECC -1: Communicative English	(6)	4	100	-	100
			Total	30	23			
II	1	21UTA21GL02	General Tamil - II	4	3	100	100	100
		21UFR21GL02	French-II					
		21UHI21GL02	Hindi-II					
		21USA21GL02	Sanskrit-II					
	2	21UEN22GE02	General English –II	5	3	100	100	100
	3	21UVC23CC03	Media, Culture & Society	4	3	100	100	100
		21UVC23CC04	Online Journalism	3	2	100	100	100
		21UVC23CP02	Visual Literacy& Drawing	4	2	100	100	100
		21UVC23AC02	Allied: Photography	3	2	100	100	100
		21UVC23AP02	Allied Practical: Photography	3	2	100	100	100
	4	21UHE24AE02	AECC -2: Environmental Studies	2	2	50	50	50
		21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
			Extra Credit Course (MOOC) – 1		(2)			
			Total	30	20(2)			
III	1	21UTA31GL03	General Tamil - III	4	3	100	100	100
		21UFR31GL03	French-III					
		21UHI31GL03	Hindi-III					
		21USA31GL03	Sanskrit-III					
	2	21UEN32GE03	General English –III	5	3	100	100	100
	3	21UVC33CC05	Writing For Mass Media	4	3	100	100	100
		21UVC33CC06	Mass Communication Theories	3	2	100	100	100
		21UVC33CP03	Computer Graphics	4	2	100	100	100
		21UVC33AO03A	Allied Optional :Documentary Film making	4	2	100	100	100
		21UVC33AO03B	Allied Optional :Digital Marketing					

		21UVC33AP03A	Allied Optional Practical :Documentary Film making	2	2	100	100	100
		21UVC33AP03B	Allied Optional Practical: Digital Marketing					
	4	21UVC34SE01	SEC-1(WD): Video Editing	2	1	100	-	100
		21UHE34VE03A	Professional Ethics-I: Social Ethics – I	2	1	50	50	50
		21UHE34VE03B	Professional Ethics I: Religious Doctrine- I					
			Extra Credit Course (MOOC) – 2		(2)			
			Total	30	19(2)			
IV	1	21UTA41GL04B	Scientific Tamil (SBS, SPS,SCS)	4	3	100	100	100
		21UFR41GL04	French – IV					
		21UHI41GL04	Hindi – IV					
		21USA41GL04	Sanskrit – IV					
	2	21UEN42GE04	General English – IV	5	3	100	100	100
	3	21UVC43CC07	News Production	4	3	100	100	100
		21UVC43CC08	Visual Analysis Techniques	4	2	100	100	100
		21UVC43CP04	Elements of Film	3	2	100	100	100
		21UVC43AO04A	Allied Optional :Script Writing	4	3	100	100	100
		21UVC43AO04B	Allied Optional :Magazine Production					
		21UVC43AP04A	Allied Practical : Script Writing	2	1	100	100	100
		21UVC43AP04B	Allied Practical: Lab Journal					
	4	21UVC44SE02	SEC-2 (BS): Desktop Publishing	2	1	100	-	100
		21UHE44VE04A	Professional Ethics II : Social Ethics – II	2	1	50	50	50
		21UHE44VE04B	Professional Ethics II: Religious Doctrine- II					
			Total	30	19			
V	3	21UVC53CC09	Media Laws and Ethics	5	3	100	100	100
		21UVC53CC10	Media Research Orientation	5	3	100	100	100
		21UVC53CP05	Introduction to 2D	4	2	100	100	100
		21UVC53ES01A	DSE-1: Television Production	5	3	100	100	100
		21UVC53ES01B	DSE-1: Professional Photography					
		21UVC53ES02A	DSE-2: Radio Production	5	3	100	100	100
		21UVC53ES02A	DSE-2: Sound Designing					
		21UVC53IS01	Internship (Summer)	-	2	100	-	100
		21UVC53SP01	Self-Paced Learning: Jingle Production	-	2	50	50	50
		21UVC53FV01	Field study/ Industrial visit/Case study	-	1	100	-	100
	4	21USS54SE03	SEC-3: Soft Skills	2	1	100	-	100
		21UVC54EG01	GE-1:Media Education	4	3	100	100	100
			Extra Credit Course (MOOC)- 3		(2)			
			Total	30	23(2)			
	3	21UVC63CC11	Media Industrial Practice	5	3	100	100	100
		21UVC63CC12	Portfolio	4	2	100	100	100
		21UVC63CP06	Web Designing	5	3	100	100	100
		21UVC63ES03A	DSE-3:Media Management	4	3	100	100	100
		21UVC63ES03B	DSE-3: Women and Media					
		21UVC63ES04A	DSE-4:Public Relations	5	3	100	100	100

VI		21UVC63ES04B	DSE-4: Development Communication					
		21UVC63PW01	Project Work & Viva-Voce	1	2	100	100	100
		21UVC63CE01	Comprehensive Examination	-	2	50	50	50
	4	21UVC64SE04	SEC-4(WS): Event Management	2	1	100	-	100
		21UVC64EG02	GE-2: Digital Media Production	4	3	100	100	100
			Total	30	22			
	V	21UCW65OR01	Outreach programme (SHEPHERD)		4			
			TOTAL	180	130(6)			

*The courses with a scheme of Exam 50 in CIA and SE will be converted to 100 for grading.

SEC-2: BETWEEN SCHOOL 4th Semester							
Between Schools (BS)- Offered to students of other schools (Except the school offering the course)							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hr	Cr	CIA	SE	Final
SBS							
Botany	21UBO44SE02	Mushroom Technology	2	1	100	-	100
SCS							
Computer Science	21UCS44SE02	Data Analysis Using Spreadsheet	2	1	100	-	100
Mathematics	21UMA44SE02	Numerical Ability	2	1	100	-	100
Statistics	21UST44SE02	Quantitative Methods	2	1	100	-	100
Information Technology	21UBC44SE02	Digital Artwork	2	1	100	-	100
SLAC							
English	21UEN44SE02	English for Competitive Examinations	2	1	100	-	100
History	21UHS44SE02	Historical Monuments in Tiruchirappalli	2	1	100	-	100
Tamil	21UTA44SE02A	மேடைப் பேச்சுக்கலை	2	1	100	-	100
Tamil	21UTA44SE02	திரைப்படத் திறனாய்வும் குறும்பட உருவாக்கம்	2	1	100	-	100
SMS							
Commerce	21UCO44SE02A	Personal Finance Management	2	1	100	-	100
Commerce	21UCO44SE02B	Marketing Skills	2	1	100	-	100
Commerce	21UCO44SE02C	Event Planning and Management	2	1	100	-	100
Economics	21UEC44SE02	Financial Economics	2	1	100	-	100
BBA	21UBU44SE02A	Entrepreneurial Skills Enhancement	2	1	100	-	100
BBA	21UBU44SE02B	Practical Stock Trading	2	1	100	-	100
CommerceCA	21UCC44SE02	Practical Banking in India	2	1	100	-	100
SPS							
Chemistry	21UCH44SE02A	Health Chemistry	2	1	100	-	100
Chemistry	21UCH44SE02B	Industrial Chemistry	2	1	100	-	100
Physics	21UPH44SE02A	Weather Physics	2	1	100	-	100
Physics	21UPH44SE02B	Electrical Wiring	2	1	100	-	100
Electronics	21UEL44SE02	PC Assembling and Servicing	2	1	100	-	100

GENERIC ELECTIVE -1: 5 th Semester							
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
SBS							
Botany	21UBO54EG01	Landscape Designing	4	3	100	100	100
SCS							
Computer Science	21UCS54EG01	Ethical Hacking	4	3	100	100	100
Mathematics	21UMA54EG01	Mathematics for Competitive Examinations	4	3	100	100	100
Statistics	21UST54EG01	Actuarial Statistics	4	3	100	100	100
Information Technology	21UBC54EG01	Fundamentals Of Data Science	4	3	100	100	100
SLAC							
English	21UEN54GE01	Film Studies	4	3	100	100	100
History	21UHS54EG01	Tamil Heritage and Culture	4	3	100	100	100
Tamil	21UTA54EG01	தமிழிலயக்கத்தில் மனிதஉரிமைகள்	4	3	100	100	100
SMS							
Commerce	21UCO54EG01A	Computerised Accounting	4	3	100	100	100
Commerce	21UCO54EG01B	Basics of Excel	4	3	100	100	100
Commerce	21UCO54EG01C	Personal Investment Planning	4	3	100	100	100
Economics	21UEC54EG01	Principles of Economics	4	3	100	100	100
Commerce CA	21UCC54EG01	E-commerce and E Business Management	4	3	100	100	100
BBA	21UBU54EG01A	Global Supply Chain Management	4	3	100	100	100
BBA	21UBU54EG01B	Start – Ups and Small Business Management	4	3	100	100	100
SPS							
Chemistry	21UCH54EG01A	Chemistry for Competitive Examinations	4	3	100	100	100
Chemistry	21UCH54EG01B	Everyday Chemistry	4	3	100	100	100
Physics	21UPH54EG01A	Everyday Physics	4	3	100	100	100
Physics	21UPH54EG01B	Renewable Energy Physics	4	3	100	100	100
Electronics	21UEL54EG01A	Everyday Electronics	4	3	100	100	100
Electronics	21UEL54EG01B	Wireless Communication	4	3	100	100	100

GENERIC ELECTIVE -2: 6th Semester							
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
SBS							
Botany	21UBO64EG02	Solid Waste Management	4	3	100	100	100
SCS							
Computer Science	21UCS64EG02	3D Printing and Design	4	3	100	100	100
Mathematics	21UMA64EG02	Analytical Skill for Competitive Examinations	4	3	100	100	100
Statistics	21UST64EG02	Applied Statistics	4	3	100	100	100
Information Technology	21UBC64EG02	Industry 4.0	4	3	100	100	100
SLAC							
English	21UEN64EG02	English for the Media	4	3	100	100	100
History	21UHS64EG02	Intellectual Revivalism in Tamil Nadu	4	3	100	100	100
Tamil	21UTA64EG02	சித்தமருத்துவம்	4	3	100	100	100
SMS							
Commerce	21UCO64EG02A	Rural Marketing	4	3	100	100	100
Commerce	21UCO64EG02B	Entrepreneurship Development	4	3	100	100	100
Commerce	21UCO64EG02C	Digital Marketing	4	3	100	100	100
Economics	21UEC64EG02	Economics for Competitive Exams	4	3	100	100	100
CommerceCA	21UCC64EG02	Total Quality Management	4	3	100	100	100
BBA	21UBU64EG02A	Personality Development	4	3	100	100	100
BBA	21UBU64EG02B	NGO Management	4	3	100	100	100
SPS							
Chemistry	21UCH64EG02A	Food And Nutrition	4	3	100	100	100
Chemistry	21UCH64EG02B	Waste Management	4	3	100	100	100
Physics	21UPH64EG02A	Laser Technology and its Application	4	3	100	100	100
Physics	21UPH64EG02B	Physics of Earth	4	3	100	100	100
Electronics	21UEL64EG02A	CCTV and Smart Security System	4	3	100	100	100
Electronics	21UEL64EG02B	Entrepreneurial Electronics	4	3	100	100	100

Semester	Course Code	Title of the Course	Hours	Credits
I	21UTA11GL01	General Tamil - I	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	இக்கால இலக்கிய வகைகளைக் கண்டறிவர்	K1
CO-2	எழுத்து, சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிவர்	K1
CO-3	அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்வர்	K2
CO-4	மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுப்பர்	K3
CO-5	புதுக்கவிதை வாயிலாக வெளிப்படும் சமூக, அரசியல் விழுமியங்களை மதிப்பிடுவர்	K4

அலகு - 1

(12 மணிநேரம்)

- பாரதியார் கவிதைகள் - குயில்பாட்டு (குயில் தன் பூர்வ ஜன்மக் கதை உரைத்தல்)
பாரதிதாசன் கவிதைகள் - சஞ்சீவி பர்வதத்தின் சாரல் உரைநடை - முதல் மூன்று கட்டுரைகள்

அலகு - 2

(12 மணிநேரம்)

- வெ.இராமலிங்கனார் - சொல், தமிழன் இதயம்
முடியரசனார் - உயிர் வெல்லமோ, மனத்தூய்மை
பெருஞ்சித்திரனார் - அஞ்சாதீர், மொழி இனம் நாடு, பட்டுக்கோட்டை
கல்யாணசுந்தரனார் - வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்.
இலக்கணம் - எழுத்து
இலக்கிய வரலாறு - மூன்றாம் பாகம் - தண்டமிழ்த் தொண்டர்கள்

அலகு - 3

(12 மணிநேரம்)

- சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பாணையின் கதை
அப்துல் ரகுமான் - வீடு
மேத்தா - ஒரே குரல்
இலக்கிய வரலாறு - மூன்றாம் பாகம் - இருபதாம் நூற்றாண்டு
இலக்கியவளர்ச்சி
சிறுகதை - முதல் ஐந்து சிறுகதைகள்

அலகு - 4 : அரசியல் கவிதைகள்

(12 மணிநேரம்)

- ஈரோடு தமிழன்பன் - அகல் விளக்காக இரு

ஆதவன் தீட்சண்யா	- இன்னும் இருக்கும் சுவர்களின் பொருட்டு
சுகிர்தராணி	- என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி	- யுகாந்திர உறக்கம்
பழநிபாரதி	- வெள்ளைக்காகிதம்
லிவிங் ஸ்மைல் வித்யா	- நினைவில் பால்யம் அழுத்தம்
இலக்கணம்	- சொல்

அலகு - 5 அயலகக் கவிதைகள்

(12 மணிநேரம்)

ஓசை ரிசால்	- விடைகொடு என் தாய் மண்ணே
ஹைபுன் கவிதைகள்	- அறுவடை நாளின் மழை (மூன்று கவிதைகள்)
சிறுகதை	- ஆறு முதல் பத்து சிறுகதைகள்
உரைநடை	- நான்கு முதல் ஆறு கட்டுரைகள்

பாட நூல்கள்

1. பொதுத்தமிழ், செய்யுள் திரட்டு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, டீரம் பதிப்பு, 2017
3. நற்றிழைக் கோவை (கட்டுரைத் தொகுப்பு). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு 2021
4. சிறுகதைத் தொகுப்பு - ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு சிறுகதைத்தொகுப்பு
5. (2021-2022 கல்வியாண்டுக்கு மட்டும்): நல்லாசிரியர், சிறுகதைத் தொகுப்பு, - தமிழாய்வுத்துறை, நியூ செஞ்சரி புக் ஹவுஸ், சென்னைமுதற்பதிப்பு, 2021

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course code	Title of the Course									Hours	Credits
I	21UTA11GL01	General Tamil - I									4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	1	2	2	3	3	3	2	3	2	2.3	
CO-2	2	1	2	2	2	3	2	2	2	2	2.0	
CO-3	2	1	2	2	3	3	3	2	3	2	2.3	
CO-4	1	2	1	2	2	3	2	2	3	2	2.0	
CO-5	1	1	2	2	3	3	3	2	3	2	2.2	
Mean overall Score											2.16	(High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UFR11GL01	FRENCH – I	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall and spell the alphabets, numbers, colours, days of the week and months in French.	K1
CO–2	compare the definite and indefinite articles and its usages.	K2
CO–3	construct simple phrases by using ‘er’ verbs in present tense.	K3
CO–4	make use of correct terminology and introduce oneself in French.	K3
CO–5	distinguish between affirmative and negative phrases and take part in role play - conversation.	K4

Unit – I

(12 hours)

TITRE: BONJOUR CA VA ?

GRAMMAIRE : Les pronoms personnels sujets, les articles définis et indéfinis, Etre et avoir (verbes auxiliaires)

LEXIQUE : Saluer, Entrer en contact, demander et dire comment ça va ?, L’alphabet, les couleurs, les pays et les nationalités, les animaux domestiques.

PRODUCTION ORALE : Epeler son nom et son prénom, Comprendre des personnes qui se saluent.

PRODUCTION ECRITE : Les formules de politesse

Unit – II

(12 hours)

TITRE: SALUT ! JE M’APPELLE AGNES

GRAMMAIRE : La conjugaison du 1^{er} groupe, les adjectifs possessifs, la formation du féminin, la formation du pluriel.

LEXIQUE : Se présenter, Présenter quelqu’un, Remercier, Les jours de la semaine, les mois de l’année, les nombres de 0 à 69, la famille

PRODUCTION ORALE : Comprendre des informations essentielles

PRODUCTION ECRITE : Présentez –vous

Unit - III

(12 hours)

TITRE: QUI EST-CE ?

GRAMMAIRE : La phrase interrogative : Qu’est-ce que... ?/Qu’est-ce que c’est ?/Qui est-ce ?, quelques indicateurs du temps, la formation du féminin, les verbes aller et venir

LEXIQUE : Demander et répondre poliment, les professions

PRODUCTION ORALE : Parler de ses projets

PRODUCTION ECRITE : Ecrire de brefs messages

Unit - IV

(12 hours)

TITRE: DANS MON SAC, J’AI ?

GRAMMAIRE : la phrase négative, c’est/il est, les articles contractes, les pronoms personnels toniques

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d'identité, les nombres à partir de 70

PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique

PRODUCTION ECRITE : Remplir une fiche d'identité

Unit - V

(12 hours)

TITRE:IL EST COMMENT? / ALLO?

GRAMMAIRE : les adverbes interrogatifs, les prépositions de lieu, les verbes du deuxième groupe, le verbe faire

LEXIQUE : Parler au téléphone, décrire quelqu'un, l'aspect physique, le caractère

PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique

PRODUCTION ECRITE : Décrivez votre aspect physique et votre caractère en quelques lignes

Book for Study

P. Dauda, L.Giachino and C.Baracco, *Generation AI*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo AI*, CLE International, 2^eedition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes AI*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources

1. <https://www.wikihow.com/Pronounce-the-Letters-of-the-French-Alphabet>
2. <https://francais.lingolia.com/en/grammar/tenses/le-present>
3. <https://www.lawlessfrench.com/grammar/articles/>
4. <https://www.frenchpod101.com/french-vocabulary-lists/10-lines-you-need-for-introducing-yourself>
5. <https://www.tolearnfrench.com/exercices/exercise-french-2/exercise-french-3295.php>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours		Credits	
I	21UFR11GL01		FRENCH – I					4		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	2	3	2	3	2	1	2	3	2.2
CO–2	3	3	3	2	2	2	1	2	2	3	2.3
CO–3	3	1	2	3	2	3	2	1	2	2	2.1
CO–4	2	2	3	2	1	3	2	1	2	3	2.1
CO–5	3	2	3	2	2	3	2	2	3	2	2.4
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHI11GL01	HINDI- I	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
CO -1	list out the literary works in Hindi during the period of 12th century in India.	K1
CO -2	compare the vocabulary & expressions related to day-to-day conversation.	K2
CO -3	use simple Phrases from English to Hindi.	K3
CO -4	investigate the values of Indian society & summarize the duties of a citizen for his/her country.	K4
CO -5	identify the sentences in Hindi using basic grammar.	K4

Unit - I (12 Hours)

Dr. Abdul Kalam
Ling
Kabir Ke Dohe
Baathcheeth - Aspathal mein
Adhikal - Namakarn

Unit - II (12 Hours)

Vachan Badaliye
Thulasi ke Dohe
Adhikal - Samajik Paristhithiyam
Moun Hee Mantra Hai

Unit - III (12 Hours)

Sangya
Soordas ke Pad
Baathcheeth - Hotel mein
Adhikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Sarvanam
Rahim ke Dohe
Bathcheeth - Kaksha mein
Adhikal - Salient Features, Main Divisions

Unit - V (12 Hours)

Anuvad - 1
Visheshan
Bihari - Dohe
Bathcheeth - Kariyalay mein
Adhikal - Visheshathayem

Books for Study

1. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta,2020.
Unit-I Chapters 2 and 3
2. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi,2018.
Unit-II, III and IV Chapters 4 and 5
3. Dr. Sanjeev Kumar Jain, *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak Sadan, Madhya Pradesh 2019.
Unit-V Chapter 1

Books for Reference

1. Dr.A.P.J.Abdul Kalam, *Mere sapnom ka Bharath*, Prabath Prakashan, Noida, 2020,
2. Lakshman prasad singh, *Kavya ke sopan*, Bharathy Bhavan Prakashan, 2017.
3. Aravind Kumar, *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher, 2019.
4. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
5. Acharya ramchandra shukla, *Hindi Sahitya Ka Itihas*, Prabhat Prakashan, 2021.

Web Resources

1. <https://youtu.be/LrdrcP2oiyU>
2. <https://youtu.be/Cib2FNv8KyA>
3. <https://youtu.be/aXARykpyCxA>
4. <https://youtu.be/RUDFis-tdg4>
5. <https://youtu.be/upivTmLTPQA>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
I	21UHI11GL01		HINDI - I								4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	2	3	1	3	1	3	3	2	2.3	
CO-2	2	2	3	3	1	3	2	3	3	2	2.4	
CO-3	3	2	2	1	2	3	2	3	2	3	2.3	
CO-4	3	2	1	3	2	3	2	3	3	2	2.4	
CO-5	2	3	3	2	3	2	3	3	3	1	2.5	
Mean Overall Score											2.38 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21USA11GL01	SANSKRIT - I	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remember and Recall words relating to objects.	K1
CO-2	understand classified vocabulary.	K2
CO-3	apply nouns and verbs.	K3
CO-4	analyze different forms of names and verbs.	K4
CO-5	appreciate the good saying of Sanskrit Improve the self-values.	K5

Unit - I (12 Hours)

Samyakthakshatra pada paricaya

Unit - II (12 Hours)

Vartmanakala prayogaha

Unit - III (12 Hours)

Samskruta varathamana kalaha

Unit - IV (12 Hours)

Shadha priyoghaa aakaarnta ikaraantha ukarantha

Unit - V (12 Hours)

Subhashitani manoharani Dasaslokani

Book for Study

Shaptamanjari , K.M., Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
Mumbai – 4000 007 2018, 2019

Books for Reference

1. Kulapathy , K.M., Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
Mumbai – 4000 007 2018
2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala
South India , Shabdha Manjari 2019
3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14th Main road
JP Nagar , Bangalore – 78

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
I	21USA11GL01	SANSKRIT- I									4	3
Course Outcomes ↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	1	1	3	2	3	2	3	2	2	2.2	
CO-2	2	2	3	3	1	2	2	3	3	2	2.3	
CO-3	3	2	2	2	2	2	2	3	3	2	2.3	
CO-4	3	2	2	3	2	3	3	3	2	2	2.3	
CO-5	3	2	3	2	3	2	2	3	3	3	2.6	
Mean Overall Score											2.34	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UEN12GE01	GENERAL ENGLISH - I	5	3

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	recall what they observe and experience	K1
CO-2	arrange different parts of a text in a coherent manner	K2
CO-3	examine the underlying meaning in a text	K3
CO-4	analyse and evaluate letters regarding the use of appropriate language and format	K4 & K5
CO-5	use conversational English to communicate with friends	K6

Unit-I

(15 Hours)

01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I Doing?
09. What was I Doing?
10. Unscramble the Past Actions
11. What did I Do Yesterday?

Unit-II

(15 Hours)

12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Forms of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

Unit-III

(15 Hours)

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Match the Visual
30. Letter Spell-Check
31. Drafting a Letter

Unit-IV

(15 Hours)

32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (S)He / are They Doing?
40. Yes / No Question
41. What was S/He Doing?
42. Names and Actions
43. True Friendship
44. Know Your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

Unit-V

(15 Hours)

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words Denoting Place
54. Words Denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The Family Debate
63. Family Today

Book for Study

Joy, J.L., and Peter, F.M. *Let's Communicate 1*. New Delhi, Trinity P, 2014.

Books for Reference

1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: Create Space, 2017.
2. Aspinall, Tricia. *Test Your Listening*. London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004.
4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002.
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources

1. <https://learnenglish.britishcouncil.org/>
2. <https://oneminuteenglish.org/en/best-websites-learn-english/>
3. <https://www.dailywritingtips.com/best-websites-to-learn-english/>

**Relationship Matrix for Course Outcomes, Programme Outcomes, and Programmes
Specific Outcomes**

Semester	Course Code	Title of the Course									Hours	Credit
I	21UEN12GE01	GENERAL ENGLISH – I									5	3
Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO -1	2	3	2	2	3	2	3	2	3	2	2.4	
CO -2	2	2	3	2	3	3	2	3	2	2	2.3	
CO -3	2	3	2	3	2	2	3	2	3	2	2.4	
CO -4	2	2	3	2	3	3	2	3	2	3	2.5	
CO -5	2	2	2	3	2	2	2	3	2	2	2.2	
Mean Overall Score											2.36	(High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13CC01	CORE-I: INTRODUCTION TO VISUAL COMMUNICATION	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	summarize the growth and the history of telecasting media and utilize the ethical laws in telecasting media.	K1
CO-2	to illustrate the components of broadcasting media and summarizing ethics.	K2
CO-3	to understand the concept of sociological analysis.	K2
CO-4	examine the new media and information technology.	K3
CO-5	explain the cinema medium and outline the ethical values concerned.	K4

Unit-I (15 Hours)

Introduction to human communication- Need for communication- Right to communication - Communication and Language- Communication as social science - Visual Communication – Definition and need - The Visual Process - Visual Communication Theories: Sensual, Perceptual and Cognitive - Psychology - Application of Psychological concepts to Visual Communication.

Unit-II (15 Hours)

Development of Radio – International, National and Regional – Radio as a medium of mass communication – New Developments: Community and Campus radio – Digital audio broadcasting – FM broadcasting – Ethics of broadcasting

Unit-III (15 Hours)

Development of Television – International, National and Regional – the LPG concept in India – Television Genres – SITE programme – Prasar Bharati Act –Cable Act- Broadcasting Regulations act

Unit-IV (15 Hours)

Motion pictures – historical background – The growth of Indian cinema – new developments in film production- documentary films – Film division – CBFC – ethics of cinema

Unit-V**(15 Hours)**

New media-Definition- The internet in India – issues and challenges –Idea- Information communication Technologies – Development in India – The information Revolution – information super highway –Mobile Telephony – New Media ethics.

Book for Study

1. Kumar, J. Keval. (2003)- Mass communication in India, Himalaya publishers, New Delhi.

Unit-I Section –I (Page:1-20)

Unit-II Section –II(Page:251-293)

Unit-III Section –I (Page:294-360)

2. James D.Kelly (2020)- Handbook of Visual Communication, Taylor publisher,

Unit-IV Part –VII(Page:269)

Unit- V Part –VIII (Page:327)

Books for References

1. Keval J Kumar, “Mass Communication in India”, Jaico Publishing House, Fourth Edition 2013

2. Dr. Seema Hasan, “Introduction to Mass Communication”, CBS Publishers, Second Edition, 2013

3. Denis McQuail: McQuail’s Mass Communication Theory, London/New Delhi: Sage, 20

Relationship matrix for Course outcomes, Programme outcomes/ Programmes Specific outcomes

Semester	Course Code	Title of the Course									Hours	Credits
I	21UVC13CC01	CORE-I: INTRODUCTION TO VISUAL COMMUNICATION									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	1	2	2	3	1	2	3	2	2	3	2.1	
CO-3	1	2	2	2	3	1	3	2	2	3	2.1	
CO-4	2	3	2	1	2	3	3	2	2	3	2.3	
CO-5	1	2	3	2	3	2	3	2	3	2	2.3	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13CC02	CORE-II: BASICS OF ADVERTISING	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define concepts of advertising: Product, audience, brand.	K1
CO-2	explain the important components, functions, working nature in Advertisements & advertising agencies.	K2
CO-3	develop creative perspectives of advertising.	K3
CO-4	analyze methods of media planning and implement, media strategy, and budgeting.	K4
CO-5	infer advertising practices in digital world.	K4

Unit-I (12 Hours)

Introduction to Advertising – Definition-Need and Scope of Advertising – Functions of Advertising - The AIDA process – Types of Advertising – Advertising agency –Structure and Functioning of an Advertising Agency.

Unit-II (12 Hours)

Product – The lifecycle of a product – Target audience – Audience analysis – Market segmentation – Types of Segmentation – Brand – Brand Positioning – Types of Brands – Appeal – Types of Appeal.

Unit-III (12 Hours)

Creative perspectives of advertising – Copy writing – Types of copy – Elements of copy – Headlines – Classifications of headlines – illustrations – Slogan – Layout – Types of Layout – Process Involved in preparing a Layout.

Unit-IV (12 Hours)

Media planning – Media objectives –How to reach Target audience – Message Distribution - Reach – Frequency – Message weight – Media strategy – Media scheduling – Media Mix – Advertising Ethics.

Unit-V (12 Hours)

Digital Advertising – Evolution of online advertising – Types of online advertising – Digital platforms – Advertising campaign – Steps involved in Advertising campaign planning process.

Books for Study

1. J V Vilanilam, A K Varghese The Advertising Basics(2004)

Unit – I,II&III (Page:1-55)

2. Patrick Burgoyne, Daniele Fiandaca Digital Advertising (2010)

Unit - IV&V (Page:65-122)

Books for References

1. Wells, Moriarty Burnett, “ Advertising – Principles & Practice”, Prentice Hall of India Private Limited, 7th Edition, 2007
2. David Ogilvy, “ Ogilvy on Advertising Fundamentals of Advertising”, Otto Kleppner & Prentice Hall, New Jersey, Vintage; 1st Vintage Books edition, 2007
3. Winston Fletcher, “ Advertising: A Very Short Introduction Second Edition, Oxford University Press, 2013

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code					Title of the Course					Hours	Credits
I	21UVC13CC02					Core-II: Basics of Advertising					4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	1	2	3	2.2	
CO2	3	3	3	3	1	3	3	1	2	3	2.5	
CO3	3	3	3	1	2	3	3	1	1	3	2.3	
CO4	3	3	3	2	1	3	3	1	3	3	2.5	
CO5	3	3	3	3	2	3	3	2	2	3	2.7	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13CP01	CORE PRACTICAL-I: MEDIA PRESENTATION SKILLS (P)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define the skill elements of effect presentation.	K1
CO-2	illustrate verbal and non-verbal communication ability through mass media presentations.	K2
CO-3	apply the concepts of agenda making and time management in the various kinds of media organization.	K3
CO-4	apply the significant ideas about group communication.	K3
CO-5	discover tactics and basic concepts of interview techniques.	K4

Unit-I (12 Hours)

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

Unit-II (12 Hours)

Presentation Skills Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

Unit-III (12 Hours)

Time Management Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

Unit-IV (12 Hours)

Group Discussion Why is GD part of selection process?-Structure of GD - Moderator led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

Unit-V (12 Hours)

Interview Skills Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

Besides, students will be taught on the following communication skills:

- Group Discussion
- Public Speaking
- Role Play
- Street Theatre

Book for Study

1. Ronald B. Adler VieorgeRooman (2009). Understanding Human Communication, Oxford Press
2. Anshumansharma (2010) Principles of communication, Random Publication.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
I	21UVC13CP01		CORE PRACTICAL-I: MEDIA PRESENTATION SKILLS (P)								4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13AC01	ALLIED THEORY-I: GRAPHIC DESIGN (T)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate the elements, principles and Aesthetics of graphic design.	K1
CO-2	knowledge about 2D & 3D animation techniques in the field of visual media.	K2
CO-3	identify the dynamics of composition and colour and the technical issues surrounding print and Web distribution.	K3
CO-4	categorize the forms of typography.	K4
CO-5	simplify the compositions of design and manipulation of layouts in digital forms.	K4

Unit-I (18 Hours)

Introduction to graphics –Principles of graphic design- Types of graphics - Functions of Graphics - Making the print work- Visual Art - Visual Aesthetics -Importance of creativity in art Communication.

Unit-II (18 Hours)

Elements of Design: Line-Shape-Direction-Size-Texture- Colour - Value- Concepts of Layouts- Basic Approaches in Designing- 2D& 3D graphics Design Software.

Unit-III (18 Hours)

Typography- Structure- Design and Functions - Design Style: Grouping of Typefaces- Type Families - Functions of Type Composition- Readabilities Legibility- Type for text- Display and Poster.

Unit-IV (18 Hours)

Significance of Colours-Hue-Saturation-Brightness, Contrast-Colour Vision- Our Responses to Colour - Colour Combination- Colour Schemes - Colour Perspectives - Reproduction of Colour- Fake Colour.

Unit-V (18 Hours)

Fundamentals of Composition –Interpretation-Spatial Organization-Lighter Expression- Montage-Content analysis - Layout – Types of Layout.

Books for Study

1. Gaile Anderson, Steven Heller · (2016) The graphic design: The new basics

Unit- II & IV (Page: 12,20)

2. The late Philip B. Meggs's (2007) A History of Graphic Design and Richard Hollis's.

Graphic Design: A Concise

Unit- I, IV & V (Page: 80, 114, 232)

Books for Reference

1. David Dabner , Sandra Stewart , Eric Zempel, “A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Wiley, 2014.

2. Foley, Vandam, Feiner and Huges, “Computer Graphics: Principles and Practice”, 2nd Edition, Pearson Education, 2003.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
I	21UVC13AC01	ALLIED -I: GRAPHIC DESIGN (T)									4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2	(High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13AP01	ALLIED PRACTICAL-I: GRAPHIC DESIGN (P)	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate the elements, principles and Aesthetics of graphic design.	K1
CO-2	knowledge about 2D & 3D animation techniques in the field of visual media.	K2
CO-3	identify the dynamics of composition and colour and the technical issues surrounding print and Web distribution.	K3
CO-4	categorize the forms of typography.	K4
CO-5	simplify the compositions of design and manipulation of layouts in digital forms.	K4

LIST OF PRACTICALS:

1) FREE HANDS AND CLONES

Free hands painting Gradations

Clones and shades

2) COLLAGE

Collage paint

Geocollage with Geometric Shapes shades

Inverted shades

3) LOGO CREATION

Logo Creation

Line drawing

Font graphs

Layout Preparation

Calligraphy writing

Design composition.

4) 3DIMENSION

3D shapes and 3D objects

3D Alphabets Titling

Three dimensional perspectives (Illusions perspective drawings)

5) OPTICAL ILLUSION

Creation of images

Patterns

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
I	21UVC13AP01	ALLIED PRACTICAL-I: GRAPHIC DESIGN (P)									2	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	1	3	3	2	3	3	2.3	
CO-2	3	2	3	3	2	3	3	1	3	3	2.6	
CO-3	3	2	2	3	1	2	3	1	3	1	2.1	
CO-4	2	3	3	3	1	3	3	2	3	2	2.5	
CO-5	2	3	2	2	1	1	2	2	3	3	2.1	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHE14VE01	ESSENTIALS OF HUMANITY	2	1

CO No	CO – Statements	Cognitive Levels (K Levels)
	On completion of this course, the graduates will be able to	
CO-1	recall the prescribed values and their dimensions	K1
CO-2	examine themselves by learning the developmental changes happening in the course of their life time	K2
CO-3	apply the trained values in their day today life	K3
CO-4	analyze themselves as responsible men and women	K4
CO-5	create a constructive approach to life	K5 & K6

Unit-I Principles of Value Education

(6 Hours)

Introduction to values - Characteristics and Roots of Values - Value Education & Value Clarification - Moral Characters - Kinds of Values - Objectives of Values.

Unit-II The Development of Human Personality

(6 Hours)

Personality: Introduction, Theories, Integration & Factors influencing the development of personality - SEL Series - Discovering self - Defense Mechanism - Power of positive thinking - Why worry?

Unit-III The Dimensions of Human Development

(6 Hours)

Areas of Development: Physical, Intellectual, Emotional, Social Development, Moral & Spiritual development

Unit-IV Responsible Parenthood

(6 Hours)

Human sexuality - Marriage and Family - Sex and Love - Characteristics of Responsible parent - Causes of Marriage disharmony - Art of wise parenting.

Unit-V Gender Equality and Empowerment

(6 Hours)

Historical perspective - Women in Independence struggle - Women in Independent India - Education & Economic development - Crimes against Women - Women rights - Time-line of Women Achievements in India

Books for Study

Department of Human Excellence. *Essentials of Humanity*, St. Joseph's College, Tiruchirappalli-02, 2021.

Books for Reference

1. Alphonse Xavier Dr SJ. *You Shall Overcome*, (6th Ed.) Chennai: ICRDCE Publication, 2012.
2. Alex K. *Soft Skills*, New Delhi: S. Chand, 2009.
3. Kalam Abdul APJ. *You Are Unique*, Bangalore: Punya Publishing, 2012.

Web Sources

<http://livingvalues.net>. Accessed 05 Mar. 2021.

<https://www.apa.org/topics/personality#>. Accessed 05 Mar. 2021.

<https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/>. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UTA21GL02	General Tamil - II	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	தமிழிலக்கிய வரலாற்றில் சைவ, வைணவ இலக்கியங்கள் பெறும் இடத்தை அறிந்துகொள்வர்	K 1
CO-2	அகப்பொருள், புறப்பொருள் இலக்கணங்களின் அடிப்படை அறிவைப் பெறுவர்	K 1
CO-3	காப்பியச் சுவையை மாணவர்கள் புரிந்துகொள்வர்	K 2
CO-4	இஸ்லாமிய இலக்கியச் சிந்தனைகளைப் பெறுவர்	K 3
CO-5	கிறித்தவ மதிப்பீடுகளைச் சிற்றிலக்கிய வகைகளின் வழியாகத் திறனாய்வர்.	K 4

அலகு - 1

(12 மணிநேரம்)

- சிலப்பதிகாரம் - கனாத்திறம் உரைத்த காதை
மணிமேகலை - ஆபுத்திரன் திறம் அறிவித்த காதை
இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
இலக்கணம் - அகப்பொருள் இலக்கணம்

அலகு - 2

(12 மணிநேரம்)

- திருவாசகம் - திருச்சாழல்
சிவவாக்கியார் பாடல்கள் - 25 பாடல்கள் (04, 14, 16, 22, 27, 33, 34, 35, 36,37, 38, 47, 81, 91, 225, 237, 242, 495, 504, 520,522, 533, 534, 536, 548.)

அலகு - 3

(12 மணிநேரம்)

- நாலாயிர திவ்வியப் பிரபந்தம்- அமலானாதிபிரான் (10 பாடல்கள்)
- பெருமாள் திருமொழி (11 பாடல்கள்)
கம்பராமாயணம் - கைகேயி சூழ்வினைப்படலம்
உரைநடை - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு - 4

(12 மணிநேரம்)

- சீறாப்புராணம் - உடும்பு பேசிய படலம்
இலக்கணம் - புறப்பொருள் இலக்கணம்
இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய

அலகு - 5

(12 மணிநேரம்)

- திருக்காவலூர்க் கலம்பகம் - சமூக உல்லாசம்
உரைநடை - 10 முதல் 12 வரையிலான கட்டுரைகள்

பாடநூல்கள்:

1. பொதுத்தமிழ் - செய்யுள் திரட்டு, தமிழாய்வு வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, டூம் பதிப்பு, 2017
3. நற்றமிழ்க் கோவை (கட்டுரைத் தொகுப்பு). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளிமுதற்பதிப்பு, 2021

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code			Title of the Course						Hours	Credit
II	21UTA21GL02			General Tamil - II						4	3
Course Outcomes (Cos)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	1	2	3	2	2	2	3	2	2.1
CO-2	2	1	2	2	3	3	2	2	3	2	2.2
CO-3	2	1	2	2	3	3	2	2	3	2	2.2
CO-4	1	1	2	2	3	3	2	2	3	2	2.1
CO-5	1	1	2	2	3	2	2	3	3	2	2.1
Mean Overall Score											2.14 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UFR21GL02	FRENCH – II	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate pronominal verbs in expressing one's day today activity.	K1
CO–2	compare the different types of articles.	K2
CO–3	construct texts using pronouns – passages and dialogues.	K3
CO–4	discover the food habits of the French culture.	K4
CO–5	appraise the French fashion.	K5

Unit - I (12 hours)

TITRE:LES LOISIRS

GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux

LEXIQUE : les différentes activités quotidiennes, les loisirs, les activités quotidiennes, les matières

PRODUCTION ORALE : parler sur votre passe-temps

PRODUCTION ECRITE : décrire sa journée

Unit -II (12 hours)

TITRE:LA ROUTINE

GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre

LEXIQUE : exprimer ses goûts et ses préférences, le temps, l'heure, la fréquence

PRODUCTION ORALE : savoir comment dire l'heure

PRODUCTION ECRITE : écrire vos préférences en quelques lignes

Unit - III (12 hours)

TITRE:OU FAIRE SES COURSES?

GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup

LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités

PRODUCTION ORALE : faire des courses pour une soirée

PRODUCTION ECRITE : écrire un message en acceptant l'invitation

Unit - IV (12 hours)

TITRE:DECOUVREZ ET DEGUSTEZ

GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir, vouloir

LEXIQUE : Commander et commenter sur un plat de la carte, les aliments, les services, les moyens de paiement

PRODUCTION ORALE : Jeu de rôle – au restaurant (entre vous et le garçon)

PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

Unit - V**(12 hours)****TITRE:**TOUT LE MONDE S'AMUSE/ LES ADOS AU QUOTIDIEN**GRAMMAIRE :** les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir**LEXIQUE :** connaître les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires**PRODUCTION ORALE :** décrire une tenue**PRODUCTION ECRITE :** écrire une lettre amicale, une carte postale**Book for Study**P. Dauda, L. Giachino and C. Baracco, *Generation AI*, Didier, Paris 2016.**Books for Reference**

1. J.Girardet and J.Pecheur, *Echo AI*, CLE International, 2^eedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes AI*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. <https://www.frenchtoday.com/blog/french-verb-conjugation/french-reflexive-verbs-list-exercises/>
2. <https://www.fluentu.com/blog/french/french-subject-pronouns/>
3. <https://grammarist.com/french/french-partitive-article/>
4. <https://www.talkinfrench.com/guide-french-food-habits/>
5. <https://www.fluentu.com/blog/french/talking-about-clothes-in-french/>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits		
II	21UFR21GL02		FRENCH – II					4	3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	3	3	1	3	1	2	2	2	2.2
CO-2	2	1	2	3	2	3	1	2	2	2	2.0
CO-3	3	2	3	2	2	3	3	1	3	2	2.4
CO-4	3	2	2	1	3	3	3	1	1	3	2.2
CO-5	2	1	2	2	3	3	3	2	2	2	2.2
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHI21GL02	HINDI - II	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
CO -1	Find out the Terms & Expressions related to letter writing	K1
CO -2	Explain the works of Hindi writers	K2
CO -3	Complete the sentences in Hindi using basic grammar	K3
CO -4	Analyze the social & political conditions of Devotional period in Hindi Literature	K4
CO -5	Justify the human values stressed on the works of the following authors “Premchand, Nirala, etc.”	K5

Unit - I (12 Hours)

Kafan
Letter Writing - Chutti Patra
Bakthikal - Namakarn
Sarkari kariyalayom ka naam

Unit - II (12 Hours)

Baathcheeth - Dookan mein
kriya
Letter Writing - Rishthedarom ko patra
Bakthikal - Samajik Paristhithiyam

Unit - III (12 Hours)

Vah Thodthi patthar
Adverb
Letter Writing - Naukari keliye Avedan Patra
Bakthikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Mukthi
Samas
Letter Writing - Kitab Maangne Keliye Patra
Bakthikal - Salient Features, Main Divisions

Unit - V**(12 Hours)**

Anuvad - 2

Sandhi

Letter writing - Nagarpalika ko Patra

Bakthikal - Visheshathayem

Books for Study

1. Viswanath Tripathy, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.

Unit-I Chapter 1

2. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

Unit-II, III and IV Chapter 2

3. Dr.Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.

Unit-V Chapter 4**Books for Reference**

1. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
2. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
3. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
4. Aravind Kumar, Sampoorana Hindi Vyakaran our Rachana, Lucent publisher, 2019.
5. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.

Web Resources

1. <https://youtu.be/tE2RHQcqlbI>
2. <https://youtu.be/Xxvco3qa284>
3. <https://youtu.be/1z8x95IFGi4>
4. <https://youtu.be/CBMYf8NRLW4>
5. <https://youtu.be/h31tMLeFtHs>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
II	21UHI21GL02		HINDI - II								4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	3	2	2	3	3	3	2	2	2.5	
CO-2	1	3	1	2	2	3	3	3	2	3	2.3	
CO-3	3	2	3	2	2	3	2	3	2	2	2.4	
CO-4	2	3	3	1	3	2	3	2	1	2	2.2	
CO-5	3	2	2	2	3	2	3	2	3	2	2.4	
Mean Overall Score											2.36	(High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21USA21GL02	SANSKRIT - II	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remembering names of different objects , remembering different verbal forms and sandhi.	K1
CO-2	contrast different verbal forms Explain good sayings , Relate good saying to life.	K2
CO-3	apply and build small sentences.	K3
CO-4	analyze different forms of Verbs and nouns.	K4
CO-5	appreciate subhashitas and Sanskrit poetry Expand Sanskrit vocabulary.	K5

Unit - I (12 Hours)

Asmath usmath tat kim (MFN)

Unit - II (12 Hours)

Sandhi Niyamaaha Abuyaasha (Guna , Visarga , Dirgha , Vrddhi)

Unit - III (12 Hours)

Lang lakaaraha Kriyapadaani

Unit - IV (12 Hours)

Raguvamsaha Pratama sargaha (1 –15)

Unit - V (12 Hours)

Suvachana Prayogha

Book for Study

SARALASAMKRITHAM SIKSHA, 2020 , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019
2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
II	21USA21GL02	SANSKRIT -II									4	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	1	3	2	2	2	3	3	2	1	2.1	
CO-2	3	2	3	2	2	3	2	3	3	2	2.5	
CO-3	2	2	3	2	2	2	2	3	3	1	2.1	
CO-4	3	2	3	3	1	2	3	3	3	1	2.4	
CO-5	3	2	2	2	3	2	2	3	3	1	2.3	
Mean Overall Score											2.28	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UEN22GE02	GENERAL ENGLISH - II	5	3

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	remember the use of suitable punctuation marks in appropriate places	K1
CO-2	describe their pictures with appropriate expressions	K2
CO-3	infer meaning from the given context	K3
CO-4	analyse real-life situations and ask open-ended questions	K4 & K5
CO-5	use polite expressions in appropriate ways	K6

Unit-I

(15 Hours)

01. Education Word Grid
02. Reading Problems and Solutions
03. Syllabification
04. Forms for Expressing Quality
05. Expressing Comparison
06. Monosyllabic Comparison
07. Di/polysyllabic Comparison
08. The Best Monosyllabic Comparison
09. The Best Di/Polysyllabic Comparison
10. Practising Quality Words

Unit –II

(15 Hours)

11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role Play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter
22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III

(15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses

29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV

(15 Hours)

34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Word Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
48. Emailing an Application
49. Mock Interview

Unit-V

(15 Hours)

50. Society Word Grid
51. Classify Society Wordlist
52. Rearrange the Story
53. Storytelling
54. Story Cluster
55. Words Denoting Time
56. Expressing Time
57. What Can You Buy?
58. Noise Pollution
59. Positive News Headlines
60. Negative News Headlines
61. Matching Conditions
62. What Would You Do?
63. If I were Elected
64. My Dream Country

Book for Study

Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014.

Books for Reference

1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: CreateSpace, 2017.
2. Aspinall, Tricia. *Test Your Listening*. London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004'

4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources

1. <https://learnenglish.britishcouncil.org/>
2. <https://oneminuteenglish.org/en/best-websites-learn-english/>
3. <https://www.dailywritingtips.com/best-websites-to-learn-english/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
II	21UEN22GE02		GENERAL ENGLISH - II								5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
Mean Overall Score											2.36 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23CC03	CORE-III: MEDIA, CULTURE AND SOCIETY	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	acquire knowledge on various concepts such as media, education and democracy.	K1
CO-2	comprehend the importance of mass media.	K2
CO-3	relate the importance of media and economic determinants.	K2
CO-4	identify the impact of media in constructing popular culture.	K3
CO-5	analyse the nature and characteristics of media audience.	K4

Unit - I (9 Hours)

How to study media and how not to study media - Understanding mass media- Characteristics of mass media - Power of mass media - Function of mass media - Effects of mass media - Media in Indian society.

Unit - II (9 Hours)

Culture & Society – Definition, Characteristics, functions & Types – Media Hype, Media Circus - Media saturation – Reconstruction of Reality -Privatizations of information - Media Education & Democracy.

Unit - III (9 Hours)

Media Determinants- Ownership and control –Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources.

Unit- IV (9 Hours)

Media Audience analysis (mass, segmentation, product etc., social uses) - Audience making- Active Vs Passive audience -Media Effect theories: Uses and Gratification and mass media.

Unit - V (9 Hours)

Media and Popular culture - Commodities, Culture and Sub-culture, Cyber Culture and youth - Media Culture Vs People's Culture, Culture Shock - Stardom - Personality as Brand Name, Fandom etc.

Books for Study

1. David Oswell, Culture and Society: An Introduction to Cultural Studies, Sage Publications(2006).

Unit-I&II (Page:1-35)

2. K. Moti Gokulsing, Wimal Dissanayake Popular Culture in a Globalised India(2009)

Unit-III,IV&V (Page:48-112, 145-200)

Books for References

1. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi (1991)
2. Blackwell Media Culture and Society.(2008)
3. Tim O’Sullivan and Brian Duttar, Studying the media- An introduction, Arnold, London,2003.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	21UVC23CC03	Core– III: Media, Culture and Society									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	1	3	2	2	3	2	2	2	2.2	
CO-2	3	3	2	3	3	2	3	3	2	1	2.5	
CO-3	3	3	2	3	1	3	3	3	2	2	2.5	
CO-4	2	3	3	2	2	2	3	2	1	2	2.2	
CO-5	2	2	1	2	1	2	3	3	2	2	2.0	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23CC04	CORE-IV: ONLINE JOURNALISM	3	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	understand the medium of internet as an effective way for industry	K1
CO-2	acquire knowledge on the E- Newspaper	K2
CO-3	ability to analyze the changing trends in professional journalism as a result of online communication technology	K3
CO-4	analyze techniques and rules of creative writing	K4
CO-5	demonstrate the cyber laws related to online journalism	K4

Unit- I (9 Hours)

Meaning and definition of Online Journalism- History and development of Web Journalism- Characteristics of Online Journalism: Multimediality- Hypertextuality and Interactivity- Crowdsourcing-RSS-Mashups- Widgets.

Unit- II (9 Hours)

Online Journalism News Value: Immediacy, interactivity and universality - Language and style of online journalism - News determinants in cyberspace - Dos and don'ts of internet reporting- A look at online sites of leading media organizations

Unit- III (9 Hours)

Components of a website - Different types of websites -Web layout: Design- layout-Colour- Graphics- Visual information - Writing for online medium: Interactivity of form and content in new media, Linear writing versus interactive writing.

Unit- IV (9 Hours)

Mobile journalism: Using the mobile for stories; apps and tools for reporting - Smartphone photography - Facebook and social media: The newsfeed of tomorrow? - Twitter as a means of disseminating news- Creating handles and using Twitter to generate traffic to stories - News writing for apps.

Unit- V (9 Hours)

Ethical issues in online journalism: Obscenity and privacy-Copyright-Cyber laws- IT Act - Cyber Crimes & Security: Types and case studies – WikiLeaks - Internet censorship in India

Books for Study

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.

Unit –I&II (Page:1-57)

2. Mio Consalvo& Charles Ess (2012) The handbook of internet studies, Wiley& Blackwell

Unit –III,IV&V (Page:45-97)

Books for References

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.
2. Stephen Quinn (2005) Convergent Journalism, Peter Lang Publication p 85&105 - 2006, Citizen Journalism: Global perspective, EinarThorsen p 75&84.
3. Sunil Saxena (2004), Breaking News: The craft & Technology of Online Journalism, Tata McGraw Hill Education p. 19&80.
4. Keval. J Kumar(2014), Mass Communication In India

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
II	21UVC23CC04		CORE – IV: ONLINE JOURNALISM								3	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	1	2	2	3	1	2	3	2	2	3	2.1	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	3	2	3	2	3	2	3	2	2.3	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23CP02	CORE PRACTICAL-II: VISUAL LITERACY & DRAWING (P)	4	2

CO No.	CO- Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	gain knowledge on visual perspectives in drawing.	K1
CO-2	understand the concepts of visual literacy.	K2
CO-3	identify the use of colour theory and psychology in drawing.	K3
CO-4	develop well balanced knowledge on human anatomy in drawing.	K3
CO-5	understand and categorize the different medium of painting.	K2 & K4

Unit- I (12 Hours)

Understand visual Image-Visual reading – Elements of Visual- Dot-lines- Shapes, Forms, Contour, Texture, Size, Perspective -Visual Balance, Rhythm- Proportion.

Unit-II (12 Hours)

Picture reading - Figurative level - Relationship of elements – perception , Constancies - Perceptual grouping, Symbolic level – Verbalization - Creativity-Design, Association and Context, Shape, Angles /Direction, placement.

Unit- III (12 Hours)

Vocabulary of color- Hue- Saturation- Shapes- Contrast- Brightness- Tilt- Colour wheel: Primary- Secondary-Tertiary- Colour psychology- Color mixing- Painting in water colour- Technique with brushes and Paints - Brush strokes.

Unit- IV (12 Hours)

Landscape painting- Nature drawing- cloud shapes- Shadows and reflected light- Tree study- study of sky- Study of buildings- Different climates with landscape.

Unit – V (12 Hours)

Face feature head- hands- Feet- Structure- Poster- Facial expression- Movement in drawing- Eyes- Nose- Ear- Lip- Contemporary portrait- Tribal portrait- Black and white portraits-Dry brush colouring- Mono tone painting.

LAB WORKS

1. Curve and Circle
2. Shapes
3. Line study in different thickness
4. Anatomy study
5. Still Life
6. Composition with Light and Shadow

7. Patterns and Distraction
8. Landscapes and Composition
9. Perspective Drawing
10. Live Models (Portraits)
11. Fonts – Alphabets and Numbers

Books for References

1. Philip Rawson ,Design, Prentice Hall, London.1987.
2. Paul Rand, Forms and Chaos, Yale University press.1993.
3. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada1987.
4. Jerry Palmer &MacDodson, Design and Aesthetics, Rutledge, London1995.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	21UVC23CP02	CORE PRACTICAL-II: VISUAL LITERACY & DRAWING (P)									4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	2	3	1	3	2	2.5	
CO-2	2	3	2	3	3	2	3	2	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	2	2	3	3	1	1	2	2	3	3	2.2	
CO-5	3	3	2	3	1	1	3	2	3	2	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23AC02	ALLIED THEORY-II: PHOTOGRAPHY (T)	3	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	remember the historical development of photography.	K1
CO-2	match the different types of light in photography.	K1
CO-3	illustrate the importance of photojournalism.	K2
CO-4	apply the various operations of digital camera in daily life.	K3
CO-5	classify the usages of types of photography in different arena.	K4

Unit –I (12 Hours)

Photography- Definition and concept- Historical development of photography; Camera: Different types of Camera- Box, TLR, SLR and Mirrorless lens camera.

Unit –II (12 Hours)

Exposure triangle- Aperture- Shutter speed- ISO- Focus- Types of Focus- Depth of field, Lens and Filters and its types- Other camera Accessories.

Unit -III (12 Hours)

Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light-Lighting Accessories- Umbrella-Flash- Functions of Flash; Light Meter- Functions of Light Meter.

Unit -IV (12 Hours)

Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame - Types of Photography(Advertisement Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography).

Unit -V (12 Hours)

Basics of photojournalism - News values for pictures- Photo features -Photo essays - Essential of photojournalism- Qualities for a photojournalist.

Books for Study

1. Hands Geoffrey, "The Handbook of Digital Photography", 1st Edition, Silver Dale Book, 2004.(Unit- I, Unit- II and Unit- III).

Unit I: Chapter 1, 2 and 5(Pages 7-29, 53-65, 91-100).

Unit II: chapter 8 (Pages- 149-164).

Unit III: Chapter 7 (Pages- 127-141).

2. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen, "Hand Book of Photography", 6th Edition, Thompson Delmar Learning;, 2005

Unit IV: Chapter 1 and 2 (Pages 5-50, 70- 100).

Unit V: Chapter 5 (Pages 350-425).

Books for References

1. Langford Michael, Fox Anna & Smith SawdonRichard , “Basic Photography”, 8th Edition, Focal Press, 2007.
2. Ralph E Jacobson, Geoffrey G Attridge and Sidney F Ray, “The Manual of Photography”, Focal Press, 9 th Edition (2000).
3. Ben Long, “Complete Digital Photography”, 7th Edition, Cengage Learning PTR, 2010.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	21UVC23AC02	ALLIED THEORY – I: PHOTOGRAPHY (T)									3	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	1	2	2	2	3	1	3	2	2	3	2.1	
CO-4	2	3	2	1	2	3	3	2	2	3	2.3	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23AP02	ALLIED PRACTICAL – I: PHOTOGRAPHY (P)	3	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	gain fundamental knowledge on basics of photography.	K1
CO-2	knowledge on different types of lighting in photography .	K1
CO-3	comprehend the technicality of photographs in shooting.	K2
CO-4	apply various functions of DSLR camera in work space.	K3
CO-5	apply and identify the different rules of photography.	K3

1. Styles of Photography

- a. Landscape
- b. Portrait
- c. Documentary

2. Perspective

- a. Linear
- b. Forced

3. PhotoLanguage

- a. Working
- b. Action
- c. Silhouette

4. AdvertisingPhotography

- a. Productads
- b. Food
- c. Jewellery

5. Social Photography

- a. Street photography
- b. PSA

6. IndoorPhotography

7. PhotoStory/Essay

8. Freezing movement

Books for References

1. Linda Good, "Teaching and Learning With Digital Photography", Sage Publications, New Delhi, 2009
2. Chris Gatcum, "The Complete Book of Photography: The Essential Guide to Taking Better Photos" - AE Publications, UK, 2015

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
II	21UVC23AP02	ALLIED PRACTICAL - I: PHOTOGRAPHY (P)								3	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	1	2	3	2	2	3	2	2.1
CO-2	3	3	2	3	2	2	2	3	3	3	2.6
CO-3	3	3	2	2	1	2	2	1	3	3	2.0
CO-4	3	1	2	3	1	3	3	2	3	3	2.4
CO-5	3	3	2	3	1	2	3	2	2	1	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE24AE02	ENVIRONMENTAL STUDIES	2	2

CO No.	CO - Statements	Cognitive Levels (K- levels)
	On Completion of this course, the graduates will be able to:	
CO-1	identify the concepts related to the environmental global scenario	K1
CO-2	comprehend the natural resources and environmental organizations	K2
CO-3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3
CO-4	analyze the causes and changes in the structure of biodiversity	K4
CO-5	enhance their skills in the society by solving the environmental problems and preserving nature by the acquired knowledge	K5

Unit I Introduction to Environmental Studies (6 Hours)

Introduction – Scope and Importance – Subsystems of Earth – Various recycling Methods – Environmental Movements in India – Eco- Feminism – Public awareness – Suggestions to conserve environment

Unit II Natural Resources (6 Hours)

Food Resources – Land Resources – Forest resources – Mineral Resources – Water Resources – Energy Resources

Unit III Ecosystems, Biodiversity and Conservation (6 Hours)

General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids – Levels of Biodiversity - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit IV Environmental Pollution (6 Hours)

Air Pollution – Water Pollution – Oil Pollution – Soil Pollution – Marine Pollution – Noise Pollution - Thermal Pollution – Radiation Pollution

Unit V Environmental Organizations and Treatise (6 Hours)

United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules– Environmental Impact Assessment.

Books for Study

Department of Human Excellence, *Environmental Studies*, St. Joseph's College, Tiruchirappali-02, 2021.

Books for Reference

1. Rathor, V.S. and Rathor B. S. *Management of Natural Resources for Sustainable Development*. New Delhi: Daya Publishing House, 2013.
2. Sharma P.D, *Ecology and Environment*, 8 ed., Meerut: Rastogi Publications, 2010.
3. Agrawal, A and C.C. Gibson. *Introduction: The Role of Community in Natural Resource Conservation*. NJ: Rutgers University Press, 2001.

Web Sources

<https://www.unep.org/>. Accessed 05 Mar. 2021.
<http://moef.gov.in/en/> Accessed 05 Mar. 2021.
<https://www.ipcc.ch/reports/>. Accessed 05 Mar.2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE24VE02	TECHNIQUES OF SOCIAL ANALYSIS: FUNDAMENTALS OF HUMAN RIGHTS	2	1

CO No.	CO - Statements	Cognitive Levels (K- levels)
	On completion of this course, the graduates will be able to	
CO-1	identify the importance and the values of human rights	K1
CO-2	understand the historical background and the development of Human Rights and the related organizations	K2
CO-3	apply the provisions of National and International human rights to themselves and the society	K3
CO-4	analyse the violations of human rights to the marginalized section in the society	K4
CO-5	animate the people to involve in the struggles and activities of the human rights organizations	K5

Unit-I Human Rights - An Introduction (6-Hours)

Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights-NHRC-SHRC- Challenges for Human Rights in the 21st Century.

Unit-II Historical Development of Human Rights (6-Hours)

Human Rights in Pre-World War Era- Human Rights in Post-World War Era- Evolution of International Human Rights Law - the General Assembly Proclamation- Institution Building, Implementation and the Post- Cold War Period. The ICC.

Unit-III India and Human Rights (6-Hours)

Introduction-Classification of Fundamental Rights-Salient Features of Fundamental Rights- and Fundamental Duties.

Unit-IV Human Rights of Women and Children (6-Hours)

Women's Human Rights- Issues related to women's rights - and Rights of Women's and Children

Unit-V Human Rights Violations and Organizations (6-Hours)

Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report, January 2012- Human Rights Organizations.

Books for Study

The Department of Human Excellence, *Techniques of Social Analysis: Fundamentals of Human Rights*, St. Joseph's college, Tiruchirappalli -02, 2021.

Books for Reference

1. Venkatachalem. Dr. *The Constitution of India*, Salem: Giri Law House, 2005.
2. Naik Varun and Mukesh Shany. *Human rights education and training*, New Delhi: crescent Publishing Corporation, 2011.

3. BhathokeNeera. *Human Rights content and extent*, New Delhi: swastika publications, 2011.

Web Sources

<https://www.un.org/en/universal-declaration-human-rights/>_Accessed 05 Mar. 2021.

<https://www.ilo.org/global/lang--en/index.htm>_Accessed 05 Mar. 2021.

<https://www.amnesty.org/en/>_Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
III	21UTA31GL03	General Tamil - III	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	சங்க இலக்கிய வகைகளை நினைவுகூருவர்	K 1
CO-2	இலக்கியத்தினை நுட்பமாக அறிதலின் வழியாக ஆற்றுப்படுத்தும் திறன் பெறுவர்	K 2
CO-3	இலக்கிய அறநெறிகளைத் தற்கால வாழ்வியலில் பயன்படுத்தும் திறன் பெறுவர்	K 3
CO-4	அகம் மற்றும் புற இலக்கியத் திணை, துறைகளைப் பகுத்தாராய்வர்	K 4
CO-5	யாப்பு, அணி இலக்கண நுட்பங்களை இலக்கியங்களில் மதிப்பிடுவர்	K 5

அலகு - 1

(12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

அலகு - 2

(12 மணிநேரம்)

நற்றிணை - 5 பாடல்கள் - (1, 19, 21, 70, 148)

ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து.

யாப்பிலக்கணம் - வெண்பா, ஆசிரியப்பா

அலகு - 3

(12 மணிநேரம்)

கலித்தொகை - (குறிஞ்சிக்கலி- 62, பாலைக்கலி -22, மருதக்கலி- 87,

நெய்தற்கலி-149, முல்லைக்கலி - 116)

இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய),

புதினம் - குடும்ப அட்டை (2022-2023)

அலகு - 4

(12 மணிநேரம்)

பதிற்றுப்பத்து - 3 பாடல்கள் (14, 32, 61)

புறநானூறு - 5 பாடல்கள் (95, 121, 130, 204, 279)

அணியிலக்கணம்

அலகு - 5

(12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, பழமை, புலவி நுணுக்கம் ஆகிய அதிகாரங்கள்

திரிகடுகம் - 5 பாடல்கள் (2, 6, 12, 15, 42)

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள் :

1. பொதுத்தமிழ் செய்யுள் திரட்டு, தமிழாய்வுத் துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத் துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, டிசம்பர் பதிப்பு, 2017
3. புதினம் (ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு புதினம்)
2022 – 2023 கல்வியாண்டுக்கு மட்டும் : வீ.செந்தில் குமார், குடும்ப அட்டை, தாமரை பப்ளிகேஷன்ஸ் பிரைவேட் லிமிடெட், சென்னை, முதற்பதிப்பு, 2009

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course							Hours	Credit
III	21UTA31GL03		General Tamil - III							4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	3	2	3	2	3	3	2	2.5
CO-2	2	2	2	3	3	2	2	3	3	2	2.4
CO-3	3	3	2	3	3	2	2	3	3	3	2.7
CO-4	3	2	2	3	2	3	2	3	2	3	2.5
CO-5	2	3	2	3	2	3	2	3	2	3	2.5
Mean Overall Score											2.52 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UFR31GL03	FRENCH – III	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate colours, materials and shapes to the french clothing.	K1
CO–2	select appropriate prepositions in giving directions.	K2
CO–3	construct a text in present tense using different verbs.	K3
CO–4	examine the travel manners and celebrations of the French.	K4
CO–5	justify the usage of past tense in a biography.	K5

Unit – I (12 hours)

TITRE:VIVRE LAVILLE

GRAMMAIRE : la comparaison, les prépositions avec les noms géographiques, les pronoms personnels COI, le pronom y (le lieu)

LEXIQUE : se repérer sur un plan de ville, la ville, les lieux de la ville

PRODUCTION ORALE : demander et indiquer une direction dans un dialogue

PRODUCTION ECRITE : décrire votre ville natale, créez les affiches en appréciant votre ville

Unit - II (12 hours)

TITRE:VISITER UNE VILLE

GRAMMAIRE : la position des pronoms compléments, les verbes du premier groupe en – ger et – cer, les verbes ouvrir et accueillir

LEXIQUE : dire les informations sur une ville de votre choix, les transports, les points cardinaux, les prépositions de lieu

PRODUCTION ORALE : Indiquer le chemin

PRODUCTION ECRITE : Demander des renseignements touristiques

Unit - III (12 hours)

TITRE:ON VEND OU ON GARDE

GRAMMAIRE : la formation du pluriel, les adjectifs de couleurs, l’adjectif beau, nouveau,vieux

LEXIQUE : savoir comment s’habiller des grandes occasions, les couleurs, les formes, les matériaux

PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France

PRODUCTION ECRITE : adresser des souhaits à quelqu’un

Unit - IV (12 hours)

TITRE:VENTES D’AUTREFOIS, VENTES D’AUJOURD’HUI

GRAMMAIRE : les pronoms relatifs qui et que, l’imparfait, les verbes connaître, écrire, mettre et vendre, la question avec inversion

LEXIQUE : comprendre la description de personnes dans un extrait de roman, les mesures, l’informatique

PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.

PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

Unit- V

(12 hours)

TITRE:FELICITATIONS ! / ON VOYAGE!

GRAMMAIRE : les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire

LEXIQUE : les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel

PRODUCTION ORALE : Présenter ses vœux

PRODUCTION ECRITE : Faire une réservation

Book for Study

P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *EchoA2*, CLE International, 2^eedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. <https://francais.lingolia.com/en/grammar/prepositions>
2. <https://www.lawlessfrench.com/grammar/present-tense/>
3. <https://www.thoughtco.com/textures-french-adjectives-and-expressions-1368980>
4. <https://study.com/academy/lesson/past-tense-in-french.html>
5. <https://absolutely-french.eu/french-celebrations/?lang=en>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course							Hours	Credits
III	21UFR31GL03		FRENCH – III							4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	1	2	2	3	2	3	1	2	3	2.1
CO-2	3	2	3	3	1	2	1	2	2	3	2.2
CO-3	2	1	3	2	2	3	1	3	2	2	2.1
CO-4	3	1	3	2	3	3	3	1	2	3	2.4
CO-5	3	2	3	2	2	3	3	2	2	1	2.3
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHI31GL03	HINDI - III	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
CO-1	find out the dialects of Hindi language.	K1
CO-2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2
CO-3	illustrate the importance given to family ethics by the youth in the modern period according to “Bahoo Ki vidha” One Act play.	K3
CO-4	categorize the poetics in some selective poems.	K4
CO-5	justify the social & political conditions of Devotional period in Hindi Literature.	K5

Unit - I (12 Hours)

Tera sneh na khoon
Samband Bodak
Reethikal - Namakarn
Tense

Unit - II (12 Hours)

Himadri Thung Sring Se
Paribakshik shabdavali
Samuchaya Bodak
Reethikal - Samajik Paristhithiyam

Unit - III (12 Hours)

Insan our Kuthae
Vismayadi Bodak
Reethikal - Sahithyik Paristhithiyam
Reethikal - Salient Features

Unit - IV (12 Hours)

Shokgeeth
Avikary shabdh
Reethikal - Main Divisions
Social media and modern world

Unit - V (12 Hours)

Reethikal - Visheshathayem
Anuvad – 3
Bahoo ki vidha (one act play)

Books for Study

1. Dr. Sanjeev Kumar Jain, Anuvad: Siddhant Evam Vyavhar, Kailash Pustak Sadan, Madhya Pradesh, 2019.

Unit-I Chapter 1

2. M. Kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

Unit-II, III and IV Chapter 2

3. Dr. Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.

Unit-V Chapter 4**Books for Reference**

1. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 2016.
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
4. Hindi Niband Sangrah, V&S Publishers, 2015.
5. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.

Web Resources

1. <https://youtu.be/Xxvco3qa284>
2. <https://youtu.be/e9wK-pYfVPc>
3. https://youtu.be/75tHr53f5_o
4. https://youtu.be/eFNM6y_cpjY
5. <https://youtu.be/jHWXWLMxJtw>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
III	21UHI31GL03		HINDI - III								4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	2	3	3	2	3	2	1	3	2	2.4	
CO-2	3	2	3	2	2	3	2	3	2	3	2.5	
CO-3	3	2	2	3	1	3	2	3	2	3	2.4	
CO-4	2	3	3	2	3	2	3	3	2	1	2.4	
CO-5	3	2	2	3	3	2	1	3	2	3	2.4	
Mean Overall Score											2.42	(High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21USA31GL03	SANSKRIT - III	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remember Characters and events of Ramayana.	K1
CO-2	understand social ethics and moral duties.	K2
CO-3	apply the values learnt , in day to day life.	K3
CO-4	analyzing the Vedic Philosophy.	K4
CO-5	evaluate and create new words with upasargas.	K5

Unit - I (12 Hours)

Romodantam , Balakandam (1-15)

Unit - II (12 Hours)

Romodantam , Balakandam (15-30)

Unit - III (12 Hours)

Vedas – Vedangas vivaranam

Unit - IV (12 Hours)

Puranas .Upanishands

Unit - V (12 Hours)

Upasargas , Bhavishyat Kaalah

Book for Study

VEDIC LITERATURE, 2019

Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018
2. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019
3. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
III	21USA31GL03	SANSKRIT-III									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	1	2	2	3	3	3	3	3	2	1	2.3	
CO-2	3	3	2	3	3	2	2	3	3	3	2.7	
CO-3	3	3	1	3	3	1	1	3	3	3	2.4	
CO-4	2	2	1	2	3	2	2	3	2	1	2.0	
CO-5	3	3	2	3	2	2	3	3	3	2	2.6	
Mean Overall Score											2.4	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UEN32GE03	GENERAL ENGLISH - III	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO -1	recall the meaning of familiar words in different contexts	K1
CO-2	comprehend the complex written texts by guessing meaning of unfamiliar words using contextual clues	K2
CO-3	use tenses and punctuations appropriately in sentences	K3
CO-4	analyse formal and informal letters to rewrite them meaningfully	K4
CO-5	compare different genres of writing and construct paragraphs	K5 & K6

Unit-I (15 Hours)

1. Suggestions to Develop Your Reading Habit
2. General Writing Skill: Letter Writing – Informal
3. Grammar: Simple Present Tense

Unit-II (15 Hours)

4. The Secret of Success: An Anecdote
5. General Writing Skill: Letter Writing – Formal
6. Grammar: Present Continuous Tense

Unit-III (15 Hours)

7. The Impact of Liquor Consumption on the Society
8. General Writing Skill: Letter to Newspaper
9. Grammar: Simple Past Tense

Unit-IV (15 Hours)

10. Dr. A.P.J. Abdul Kalam: A Short Biography
11. General Writing Skill: Job Application Letter
12. Grammar: Past Continuous Tense

Unit-V (15 Hours)

13. Golden Rule: A Poem
14. General Writing Skill: Circular-Writing
15. Grammar: Simple Future Tense and Future Continuous Tense

Book for Study

Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Undergraduate Students*. Trinity, 2016.

Books for Reference

1. Malkani, Neelam. *A comprehensive Guide on General English for Competitive Exams*. Agra: Oswal Publications, 2020.
2. Jain, B. B. *Compendium General English*. Agra: Upkar Prakashan, 2010.
3. Aggarwal, R.S. *Quick Learning Objective General English*. India: S Chand, 2006.

4. T. Ferrari, Bernard. *Power Listening: Mastering the Most Critical Business Skill of All*. USA: Penguin Publishers, 2012.
5. Barry, Marian. *Steps to Academic Writing*. USA: Cambridge University Press, 2011.

Web Resources

1. <https://www.nypl.org/events/classes/english>
2. https://www.waywordradio.org/listen/podcast-itunes/?gclid=EAIaIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAAYAiAAEgLcjd_BwE
3. <https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
III	21UEN32GE03		GENERAL ENGLISH - III								5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
Mean Overall Score											2.36	(High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33CC05	CORE –V: WRITING FOR MASS MEDIA	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	gain about the nuances of writing for media.	K1
CO-2	understand the principles and elements of news writing.	K2
CO-3	apply various styles of writing for print.	K3
CO-4	analyze techniques and rules of creative writing.	K4
CO-5	assume the basic principles of writing for electronic media.	K4

Unit- I (12 Hours)

Art of Writing- Kinds of Media Writing- Inform-Describe & Persuade-The ABCD of Media Writing (Accuracy- Brevity-Clarity & Discernment) - Style book.

Unit - II (12 Hours)

Article- guidelines of article writing-Writing the feature Story -Feature leads –Developing feature- Feature techniques - feature endings- News features - - Human interest features- cover story- leads- types of leads- sources of information- beats- observation- interview- Narratives.

Unit- III (12 Hours)

Writing and editing news- the elements of news style – The language of journalism- inverted pyramid- concrete-specific- active- clear- democratic- citizen journalism- Grammar – Engaging the reader– Analyzing the lead-effective and ineffective transitions- and use of quotes - Headline writing.

Unit-IV (12 Hours)

Basic principles of writing for print- nut graph- Elements of news writing- Steps of writing - editorial, features & review- clarity- content- photo story- layout- writing for picture.

Unit - V (12 Hours)

Basic principles of writing for electronic media: Radio & TV- Elements and Importance of News writing for Radio & TV- Steps & elements of writing for Radio & TV: editorial- features & review news story- human interest- styles of reporting.

Books for Study

1.Editing Today: Ron F. Smith & Loraine M. O'Connell, Blackwell, reprinted in India by Surjeet, 2004.

Unit-I,II&III (Page: 35-115)

2. Inside the Writer's Mind(2009)– Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet.

Unit-IV&V (Page: 254-300)

Books for References

1. Carole Fleming, et al., Vistaar, (2006)An Introduction to Journalism.
2. E. R. Ram Kumar, Jaico, (2004) Handbook of English Usage:
3. Sunil Saxena, Sage, (2006) Headline Writing:

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
III	21UVC33CC05	Core- V: WRITING FOR MASS MEDIA									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33CC06	CORE – VI: MASS COMMUNICATION THEORIES	3	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the fundamentals of the communication theories.	K1
CO-2	find the theories related to mass media.	K1
CO-3	classify the elements in the various communication process	K2
CO-4	identify the new media theories.	K3
CO-5	examine the various effects of mass media	K4

Unit - I (12 Hours)

Communication- Definition and Process- Types of Communication- Functions and characteristics of Barriers of Communication- 7C's of Communication - Communication models and theories- Early models of communication, Aristotle model of communication - S-M-C-R model -Hypodermic needle model – Laswell Model of communication - Wilbur Schramm model of communication - George Gerbner's model Theodore M. Newcomb's model - Dance's Helical Model

Unit- II (12 Hours)

Sociological Theories- Social learning theory- Agenda setting theory-Uses and gratification theory- Dependency theory- play theory - Theories of persuasion -Hypodermic/ bullet theory- Individual difference theory- Personal influence theory- Diffusion of Innovations.

Unit- III (12 Hours)

Normative theories— Authoritarian theory (Gulf) — Libertarian theory (America, U.K.) — Social responsibility theory (India) — Soviet media theory (Russia) — Democratic participant media theory (Third World Countries). Cultivation theory.

Unit- IV (12 Hours)

Information theory - New media theory- Network theory- Mediatization theory - Socialization theory and Consumer socialization theory.

Unit- V (12 Hours)

Mass media audiences-Children and Media- Media Violence- Media and Women -Media and Indian Society – Media and Family.

Books for Study

1. Hand Book of Journalism and Mass Communication – VirBala Aggarwal, V.S.Gupta

Unit 1 – Section 1(*page 42, 71*)

Unit II – Section 1(*page 71-89*)

Unit III –Section 1(*page 92, 101*)

Unit IV – Section 1(*page 122*)

2. Mass Communication in India – Keval J. Kumar (Fourth Edition)

Unit V – Section 4 (*page 135-145*)

Books for References

1. The mass media Ed, by Arvindkumar, New Delhi, Anmol pub,1999.
2. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
3. 2. Theories of the Information Society' by Webster, Frank. Routledge, London.1995.
4. Theories of Mass Communication' byMattelart et al., Sage, London.1998.
5. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London.1987.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
III	21UVC33CC06	CORE – VI: Mass Communication Theories									3	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	3	2	1	3	3	3	1	2	2.3	
CO-2	3	2	3	2	1	3	3	3	1	2	2.3	
CO-3	3	3	3	1	1	3	3	3	1	2	2.3	
CO-4	2	3	3	2	1	3	3	3	1	2	2.3	
CO-5	3	3	2	3	2	3	3	3	1	2	2.5	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33CP03	CORE PRACTICAL-III: COMPUTER GRAPHICS (P)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	knowledge on the principles of composition.	K1
CO-2	utilize graphics software as a best visual communication tool.	K1
CO-3	understand the principles of design.	K2
CO-4	analyse the application of various graphics software.	K3
CO-5	apply the layout principles of graphic design.	K3

Design in Photoshop

1. Logos(5)
2. Visiting Card(4)
3. Dangers(5)
4. Flyers(5)
5. Magazine Cover Page (1)
6. Product Wrapper(2)
7. Brochure(2)
8. Newspaper(Front Page)
9. Calendar monthly(12months)
10. Print Advertisement (2)
11. Album Template (1)
12. Standee(1)
13. Banner(1)
14. Title design for your own video project
15. Cartoon Character Design
16. Create isometric design

METHODOLOGY:

The students will be given complete practical exposure to Photoshop and other DTP software's and will be asked to design on various themes.

Books for References:

1. David Dabner , Sandra Stewart , Eric Zempel, "A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Wiley, 2014.
2. Foley, Vandam, Feiner and Huges, "Computer Graphics: Principles and Practice", 2nd Edition, Pearson Education, 2003.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific

Semester	Course Code	Title of the Course								Hours	Credits
III	21UVC33CP03	CORE PRACTICAL-III: COMPUTER GRAPHICS (P)								4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	1	3	3	2	2	3	2.2
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	1	2	3	2	3	2	3	2	3	2	2.3
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AO03A	ALLIED OPTIONAL – I: DOCUMENTARY FILM MAKING (T)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	gain knowledge of history and growth of film making.	K1
CO-2	understand in depth knowledge of various elements and features of documentary filmmaking.	K2
CO-3	understand the concept of reality associated with documentary and apply the ethics on making process.	K3
CO-4	develop a scripting knowledge on the area of documentary making	K3
CO-5	analysis the complete grasp of documentary filmmaking with special focus on the themes and its presentation.	K4

Unit- I (9 Hours)

Documentary an over view - History of documentary filmmaking - Growth of documentary filmmaking during world war II- Ethics and steps involved in producing documentary - Issues and challenges in documentary film making.

Unit -II (9 Hours)

Genres of documentary- Characteristics of documentary- Proposing and pitching a short documentary - Importance of Research in Documentary - Point of view and story teller- Modes of representation used in documentary: expository, observational- interactive and reflexive modes of representation.

Unit -III (9 Hours)

Technicality of production: Shot-Scene and Sequence, Camera Movements- Camera accessories- Sound and Camera control- Post Production – Editing – Transcript editing- Preparing film logs- Script editing- Rough cut- Preparing film logs and fine cutting.

Unit -IV (9 Hours)

Scripting formats for media – Finalizing Treatment – Preproduction activities such as film schedule location, characters- Interview and interview analysis- Shooting an interview.

Unit-V**(9 Hours)**

Documentary Realism- Realism in documentary film, types of realism- Neorealism- Realism in post-structural perspective - Social issues and documentary film making- Contemporary documentary and film makers.

Books for Study

1. Giulia Battaglia (2017) Documentary Film in India: An Anthropological History
Unit- I, II & IV chapter- 1,5,6 (Page:25-98)
2. Gene A. Brucker, Renaissance Society of America (1998) The Society of Renaissance Florence: A Documentary Study.
Unit- III & V Section-4,6 (Page: 34-70)

Books for References

1. Paul Rand(1993) Forms and Chaos, Yale University press
2. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi
3. Foley, Vandam, Feiner and Huges, Principles and Practice”, 2nd Edition,
4. Larson, Charles U; “Persuasion-Reception and Responsibility”, Wadsworth, 2001.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
III	21UVC33AO03A		ALLIED OPTIONAL THEORY –I: DOCUMENTARY FILM MAKING (T)								4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2	(High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AO03B	ALLIED OPTIONAL THEORY -I DIGITAL MARKETING (T)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	gain knowledge about the types of digital market .	K1
CO-2	understand the characteristics, techniques and benefits of digital marketing.	K2
CO-3	ability to understand the legal and ethical issues in digital marketing.	K2
CO-4	comprehend the recent digital marketing trends.	K2
CO-5	ability to analyze digital marketing tools and its influences in the market.	K3

Unit - I (12 Hours)

Digital Marketing– Definition of Digital Marketing- Characteristics of Digital Marketing- Digital Marketing Techniques- Benefits of Digital Marketing- Issues and challenges in Digital Marketing.

Unit - II (12 Hours)

Introduction, Objectives- Types of Digital Market- Digital Malls- Digital Store front- Digital Market Place.

Unit-III (12 Hours)

Digital Marketing Tools - Introduction, Objectives- Create a Website- Types of Digital Marketing, Social Media Marketing- Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising- Digital Media Platforms (OTT- Over the Top) - Changing Scenario in Media Productions and distribution

Unit- IV (12 Hours)

Digital Marketing Plan – Scope of Digital Marketing Plan- Situational Analysis- Setting Objectives- Marketing Mix Decision- Budget Allocation- Action Plan- Measuring Success.

Unit-V (12 Hours)

Legal and Ethical Issues in Digital Marketing – Legal Protection- Privacy- Digital Property, Online Expression- Emerging Issues.

Books for Study

1. Ryan Deiss & Russ Henneberry, "Digital Marketing For Dummies", John Wiley & Sons, Inc., USA, 2017.

Unit I: Chapter 1 and 2 (Pages 1-37, 59-103).

Unit II: Chapter 4 (Pages- 245-267).

Unit III: Chapter 5 (Pages- 281-301).

2. Simon Kingsnorth, "Digital Marketing Strategy: An Integrated Approach to Online Marketing", Kogan Page Publishers, 2016.

Unit IV: Chapter 7 (Pages 83- 94, 95-118).

Unit V: Chapter 12 and 17 (Pages 196- 210, 278-294).

Books for References

1. Vandhana Ahuja, "Digital Marketing", Oxford University Press; Illustrated edition, 2015.
2. Ian Dodso, "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns", Wiley, 1st edition, 2017.
3. Puneet Bhatia, "Fundamentals of Digital Marketing", Pearson Education; 2nd edition, 2019.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code					Title of the Course					Hours	Credits
III	21UVC33AO03B					ALLIED OPTIONAL THEORY –I: DIGITAL MARKETING (T)					4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	3	3	2	2	1	3	2.6	
CO2	3	3	3	2	3	3	3	2	1	3	2.5	
CO3	3	3	3	2	2	3	2	2	1	3	2.4	
CO4	3	3	3	2	3	3	2	1	1	3	2.4	
CO5	3	3	3	3	3	2	3	3	1	3	2.7	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AP03A	ALLIED OPTIONAL PRACTICAL – I: DOCUMENTARY FILM MAKING (P)	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	gain in depth knowledge on the process of production in documentary film making.	K1
CO-2	understand the importance of scripting in documentary making.	K2
CO-3	make use of interview skills in documentary making.	K3
CO-4	evaluate the essential requirements for documentary film making.	K4
CO-5	analyze the effects of cinematographic properties in documentaries.	K4

List of Practical

1. Documentary on social themes
2. Interview
3. Docudrama

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
III	21UVC33AP03A	ALLIED OPTIONAL PRACTICAL – II: DOCUMENTARY FILM MAKING (P)									2	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	1	2	3	3	2	2	3	2.3	
CO-2	3	2	2	2	1	3	3	2	2	3	2.2	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AP03B	ALLIED OPTIONAL PRACTICAL-I: DIGITAL MARKETING (P)	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	acquire knowledge on the production of PSA.	K1
CO-2	ability to create their own social media pages and channels.	K2
CO-3	understand the concept of digital marketing technically and aesthetically.	K2
CO-4	understand the various applications of digital marketing and its business advantages.	K3
CO-5	analyze the importance of brand awareness.	K4

List of Practical's:

- Prepare a promo for a product in terms of getting publicity in the market
- Prepare a webpage for launching a new outlet of your client in a semi urban area
- Prepare a PSA for Non-Profit organization
- Prepare a campaign in terms of enhancing brand awareness of your product in digital media platform.
- Prepare different social media pages and channels for the client and submit a report of client access to it.

(The Students have to submit all exercises for Practical exam, which will be evaluated by the External Examiner).

Books for Study

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. Ryan Deiss& Russ Henneberry(2017), Digital Marketing For Dummies, John Wiley & Sons, Inc., USA.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
III	21UVC33AP03B		ALLIED OPTIONAL PRACTICAL-I: DIGITAL MARKETING (P)								2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	1	3	3	1	2	3	2.5	
CO2	3	2	2	2	1	3	3	1	2	3	2.2	
CO3	3	3	3	3	2	3	3	2	2	3	2.7	
CO4	3	3	3	2	1	3	3	1	3	3	2.5	
CO5	3	3	3	1	2	3	3	1	1	3	2.3	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC34SE01	SEC-I: VIDEO EDITING	2	1

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate linear and non-linear visual editing.	K1
CO-2	interpret the video codecs and camcorder formats.	K2
CO-3	utilize the software knowledge on work process of video editing	K3
CO-4	identify the importance of video effects and transition.	K3
CO-5	take part in video editing by using relevant software's	K3

Unit: I (6 Hours)

Video Editing introduction, types of video editing (Linear and Non-Linear) - Video Streaming and Editing-Video standard formats and basic editing Transitions - Color system - Video Broadcast -Streaming Video Technology.

Unit-II (6 Hours)

Starting with Adobe Premier Pro- Uses of Premiere Pro- Features of Premiere- Installing Premiere Pro- Basics of digital video and movie editing-Comparing camcorder formats- Understanding video codecs - Shooting better video - Adobe Premier Pro Workspace - Working with a Project - Overview of Video Editing

Unit - III (6 Hours)

Timeline - Concept of Bin and Folders- The Metadata Panel- Analyzing Content - Working with Sequence- Rough Cut and Final Cut- Effects and Integration- Working with Transitions.

Unit - IV (6 Hours)

Working with Effects- Working with Audio- Timeline Audio Tracks- Editing Audio Recording Audio Gaining- Fading and Balancing- Using Audio Effects and Transitions- Video Transitions Overview - Applying transitions -Adjusting Transitions - Customizing Transitions Various -Transitions Effects.

Unit- V

(6 Hours)

Key Frames - Opacity and Superimposing- Chroma Key Options- RGB Difference Key Options, Using Matte Keys- Color Management and Correction- Render and Exporting Video- Exporting Video- Export Formats- Quality Compression.

List of practical.

1. Editing Basics.
2. Workspace and workflow
3. Creating a Premiere Pro Project.
4. Workspace and workflow
5. Importing Media and Creating a New Sequence.
6. Effects and transitions
7. Contents.
8. Color correction.
9. Three-way color correction.
10. Compositing in premier pro
11. Blending mode.
12. Alpha channels, and adjusting clip opacity.
13. Editing sequence on clip
14. Change duration and speed clips
15. Graphics, titles, and motion graphics
16. Animation and keyframe
17. Moving and copying keyframe.
18. Editing audio in premier pro
19. Panning and balancing.
20. Exporting media from premier pro

Books for Study

1. Digital video-(2004) Nickvandome

Unit I-Chapter-1(*Page 1-35*)

Unit II-Chapter 3(*Page 71-135*)

Unit III-Chapter 8(*Page 154-168*)

Unit IV-Chapter 6(*Page 171-235*)

2. Animation on the WEB- (1999)-Sean Wagstaff

Unit V-Chapter 5(*Page 56-88*)

Books for References

1. Ken Dancyger, (2000) The Technique of Film and Video Editing
2. Alexis Van Hurkman, (2014) Professional techniques for video editing
3. Jack James (2016) Film and Video Production in the Cloud: Concepts, Workflows, and Best Practices
4. Jago Maxim (2019) Adobe Premiere Pro CC

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
III	21UVC34SE01	SEC-I: VIDEO EDITING								2	1
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	3	2	3	3	2	1	2.5
CO-2	2	3	1	3	2	2	3	2	2	2	2.2
CO-3	3	3	2	3	1	3	3	3	2	2	2.5
CO-4	2	2	1	2	1	2	3	3	2	2	2.0
CO-5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03A	PROFESSIONAL ETHICS-I: SOCIAL ETHICS - I	2	1

CO No.	Co- Statements	Cognitive Levels (K- Levels)
	On completion of this course the graduates will be able to	
CO-1	know the responsibility of the educated youth.	K1
CO-2	understand the values prescribed under social ethics.	K2
CO-3	apply their minds critically to the various types of cyber crime.	K3
CO-4	analyse the various kinds of political systems.	K4
CO-5	analyse the behaviour of the elected representatives.	K4

Unit-I Introduction to Social Ethics

(6-Hours)

Introduction to social ethics and social responsibility, important role of Social ethics on the various areas, religion influences social changes - secularism. Social ethics and corporate dynamics, forms of social ethics.

Unit-II The Economic and Political System of Today

(6-Hours)

Planned economy and communism – market economy and capitalism- socialism - mixed economy -the emerging market economy - political system- totalitarian system- oligarchic system.

Unit-III Integrity in Public Life National Integration

(6-Hours)

What is Integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as Democratic State, Behavior of a elected representative of India , Noticeable degradation acts of elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity.

Unit-IV Cyber Crime

(6-Hours)

Business Ethics, Business ethics permeates the whole organization, Measuring business ethics , The Vital factors highlighting the importance of business ethics , Cyber crime, Strategies in committing Cyber Crimes, Factors aiding Cyber Crime, computer Hacking, Cyber Bullying, Telecommunications piracy, Counter Measures to Cyber Crime, Ethical Hacking.

Unit-V Social Integration

(6-Hours)

Global challenges, The future is with the Educational Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, Right to Education, Eradicating gender inequality, Sustainable Human Development , Social Integration, Elimination Crime, Integration with Global Market

Books for Study

Department of Human Excellence, *Formation of Youth*, St Joseph's College(Autonomous), Tiruchirappali -02, 2021

Books for Reference

1. Ramesh K. Arora, *Ethics, Integrity and Values* by Public Service Paperback ,– 1 January 2014
2. Cunningham, D. *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press, 2004.
3. Adv. Prashant Mali, *Cyber law & Cyber Crimes simplified* by Cyber Info media Paperback – 1 January 2017.
4. Matthew Richardson, *Cyber Crime: Law and Practice Hardcover – Import*, Wildy publications, 29 November 2019

Web Sources

<https://cybercrime.gov.in/>

<https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/>

<https://www.esv.org/resources/esv-global-study-bible/social-ethics/>

https://en.wikipedia.org/wiki/Political_system

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03B	PROFESSIONAL ETHICS I: RELIGIOUS DOCTRINE- I	2	1

CO.No.	Co – Statements	Cognitive Levels (K- Levels)
	On completion of this course, the graduates will be able to	
CO-1	understand the history of the Catholic Church	K1
CO-2	examine and grasp the Sacraments of the Catholic Church	K2
CO-3	apply the Christian Prayer to their everyday life	K3
CO-4	analyze themselves in the light of Sacraments & Christian Prayer	K4
CO-5	create a harmonious society learning values from all religions	K5 & K6

Unit-I	God of salvation	(6 Hours)
Unit-II	Life & Mission of Jesus Christ	(6 Hours)
Unit-III	The Holy Spirit	(6 Hours)
Unit-IV	Biblical Values	(6 Hours)
Unit-V	Mother Mary	(6 Hours)

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine*. St. Joseph's College, Trichirappalli-02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church*. Bengaluru: Theological Publications in India, 1994.
2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UTA41GL04B	Scientific Tamil (SBS, SPS,SCS)	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	பண்டைத் தமிழர்களின் அறிவியலறிவை அறிந்துகொள்வர்.	K 1
CO-2	பண்டைத் தமிழிலக்கியங்களுள் காணலாகும் அறிவியல் சிந்தனைகளைப் புரிந்துகொள்வர்.	K 2
CO-3	தமிழரின் அறிவியல் மருத்துவத்தையும், நீர் மேலாண்மை அறிவையும் அறிந்துகொள்வர்.	K 3
CO-4	இக்கால இலக்கியங்களுள் அறிவியல்துறை பெற்றுள்ள செல்வாக்கை அறிந்துகொள்வர்.	K 4
CO-5	அறிவியல் கலைச்சொற்களைத் தமிழில் கற்றுக் கொண்டு அறிவியல் தமிழ் வளரத் துணைபுரிவர்.	K 5

அலகு – 1

(12 மணிநேரம்)

தொல்காப்பியம் :

நிலம் தீ நீர் வளி விசும்போடு (தொல்.பொருள் 635)

ஒன்றறிவதுவே (தொல்.பொருள் 571)

புறநானூறு

மண் திணிந்த நிலனும் (புறம்.2)

செஞ்ஞா யிற்றுச் செலவும் (புறம். 30)

அகநானூறு

அம்ம வாழி, தோழி (அகம்.141)

பதிற்றுப்பத்து

நிலம் நீர் வளி விசம்பு என்ற நான்கின் (பதிற்று.14)

நெடுவயின் ஒளிறு மின்னுப் பரந்தாங்கு (பதிற்று.24)

உரைநடைக்கட்டுரை : வியக்க வைக்கும் தமிழரின் அறிவியல்

அலகு- 2

(12 மணிநேரம்)

சித்தர் பாடல்கள்

பதார்த்த குண சிந்தாமணி

குளத்து சலந்தானே கொடிதான (27)

ஏரிசலம் வாதமிகு மதுவே (31)

அருவிநீர் மேக மகற்றுங் (39)

மேவிய சீவன் வடிவது சொல்லிடல் (திருமூலர்)

அணுவில் அணுவினை ஆதிபிராணை (திருமூலர்)

நட்டகல்லைத் தெய்வமென்று (சிவவாக்கியர்)

உரைநடைக்கட்டுரை: தமிழர்களின் மருத்துவ அறிவியல்

அலகு - 3

(12 மணிநேரம்)

திருக்குறள் (2 அதிகாரங்கள்)

வான் சிறப்பு, மருந்து

வலைப்பூக்கள் உருவாக்கல், பராமரித்தல்

புதிய அறிவியல் கலைச்சொல்லாக்கங்களை உருவாக்குதல்

உரைநடைக்கட்டுரை: தமிழ் இலக்கியங்களில் நீர் மேலாண்மையியல்

அலகு- 4

(12 மணிநேரம்)

புதினம்: சொர்க்கத்தீவு – சுஜாதா

நூல் - திறனாய்வு

அறிவியல் புனைவு ஆவணப்படம், திரைப்படம் - திறனாய்வு

உரைநடைக்கட்டுரை: தமிழில் அறிவியல் புனைவுகள்

அலகு - 5

(12 மணிநேரம்)

அறிவியல் கலைச்சொற்கள்

அன்றாட வாழ்வில் அறிவியல் பழமொழிகளைத் தொகுத்தல்

மூலிகைகள், கீரைகள் ஆகியவற்றின் முக்கியத்துவத்தைக் காட்சிப்படுத்துதல்.

தமிழர் அறிவியல் கண்காட்சி நடத்துதல்

உரைநடைக்கட்டுரை: அறிவியல் தமிழின் வளர்ச்சி நிலைகள்

பாட நூல்கள்

1. **அறிவியல் தமிழ்**, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2022
2. சுஜாதா, **சொர்க்கத்தீவு**, விசா பப்ளிகேஷன்ஸ், சென்னை-17, ஒன்பதாம் பதிப்பு, 2009
3. மூர்த்தி அ.கி., **அறிவியல் அகராதி**, மணிவாசகர் பதிப்பகம், சென்னை, 2001

பார்வை நூல்கள்

1. குழந்தைசாமி.வா.செ., **அறிவியல்தமிழ்**, பாரதி பதிப்பகம், சென்னை-17, 6ஆம்பதிப்பு, 2001
2. நெடுஞ்செழியன், **இன்னும் மீதமிழுக்கிறது நம்பிக்கை**, பூவுலகின் நண்பர்கள் வெளியீடு, சென்னை, முதற்பதிப்பு, 2017

3. பரிமேலழகர்(உரை.), **திருக்குறள்**, பாரதி பதிப்பகம், சென்னை-17, ஏழாவது பதிப்பு, 2000.
4. வையாபுரிப்பிள்ளை, **பாட்டும் தொகையும்**, பாரி நிலையம், சென்னை, இரண்டாம் பதிப்பு, 1967.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credit
IV	21UTA41GL04B		Scientific Tamil (SBS, SPS,SCS)								4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	1	2	3	2	2	3	3	2	2	2	2.2	
CO-2	2	2	3	2	2	2	3	2	3	2	2.3	
CO-3	1	2	2	3	2	2	2	3	3	3	2.3	
CO-4	2	2	3	2	2	3	2	3	3	2	2.4	
CO-5	3	1	2	2	2	2	3	2	3	3	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UFR41GL04	FRENCH – IV	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall the vocabulary pertaining to dwelling place.	K1
CO–2	outline crisis management in France.	K2
CO–3	develop a travel diary of your own.	K3
CO–4	simplify the French education system.	K4
CO–5	interpret past tenses in a text.	K5

Unit- I (12 hours)

TITRE:ON FAIT LE MELANGE!

GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative

LEXIQUE : décrire les étapes d'une action, la maison, les tâches ménagères

PRODUCTION ORALE : comprendre le récit d'un voyage

PRODUCTION ECRITE : raconter ses actions quotidiennes

Unit - II (12 hours)

TITRE:A PROPOS DE LOGEMENT

GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre

LEXIQUE : la localisation et le logement, les pièces, meubles et équipement

PRODUCTION ORALE : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble

PRODUCTION ECRITE : décrire votre maison/appartement

Unit- III (12 hours)

TITRE:TOUS EN FORME!

GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée

LEXIQUE : un souvenir et les événements du passés, le corps humain : extérieur, le corps humain : intérieur

PRODUCTION ORALE : échanger sur ses projets de vacances

PRODUCTION ECRITE : raconter un souvenir

Unit - IV (12 hours)

TITRE:ACCIDENTS ET CATASTROPHES

GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir

LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remèdes, les accidents, les catastrophes naturelles

PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné

PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

Unit -V**(12 hours)**

TITRE:FAIRE SES ETUDES A L'ETRANGER/ BON VOYAGE/ LA METEO

GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir

LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.

PRODUCTION ORALE : exprimer son opinion sur la météo/parler del'avenir

PRODUCTION ECRITE: comparer le système scolaire français et indien

Book for StudyP.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.**Books for Reference**

1. J.Girardet and J.Pecheur, *Echo A2*, CLE International, 2^eedition,2013
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources

1. <https://www.frenchcourses-paris.com/french-travel-journal/>
2. <http://www.saberfrances.com.ar/vocabulary/house.html>
3. <https://www.thoughtco.com/different-past-tenses-in-french-1368902>
4. <https://www.youtube.com/watch?v=JZdwJM7sEY8>
5. <https://www.scholaro.com/pro/Countries/France/Education-System>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits		
IV	21UFR41GL04		FRENCH – IV					4	3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	3	2	2	3	2	1	2	2	2.1
CO–2	3	1	2	3	3	3	2	1	3	1	2.2
CO–3	3	2	3	2	2	3	2	1	3	2	2.3
CO–4	3	1	2	2	3	3	3	1	3	3	2.4
CO–5	2	2	3	3	1	3	1	2	3	2	2.2
Mean overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHI41GL04	HINDI - IV	4	3

CO No.	CO-Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, students will be able to	
CO-1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO-2	discuss the dialects of Hindi language.	K2
CO-3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO-4	analyze the human values expressed in life and literature of Hindi Novelist “Mamatha Kaliyah”.	K4
CO-5	evaluate the film & Literary works in Hindi.	K5

Unit - I (12 Hours)

Computer ka yug
Prathyay
Adhunik Kal - Namakarn
Namakaran

Unit - II (12 Hours)

Vigyan hani/labdh
Paryayvachy Shabdh
Adhunik Kal - Samajik Paristhithiyam
Samanarthy Shabdh

Unit - III (12 Hours)

Nari shiksha
Upasarg
Adhunik Kal – Sahithyik Paristhithiyam
Adhunik kal – Salient Features

Unit - IV (12 Hours)

Review- Book/Film
Paryavaran Pradookshan
Adhunik Kal - Main Divisions
Adhunik Kal - Visheshathayem

Unit - V (12 Hours)

Sapnom Kee Home Delivery (Novel)
Anuvad - 4

Books for Study

1. Dr. Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.

Unit-I Chapters 4

2. M. Kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

Unit-II, III and IV Chapter 2

3. Dr. Sanjeev Kumar Jain, *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak Sadan, MadhyaPradesh, 2019 **Unit-V Chapter 2**

Books for Reference

1. Hindi Niband Sangrah, V&S Publishers, 2015.
2. Rajeswar Prasad Chaturvedi, Hindi vyakarana, Upakar prakashan, 2015.
3. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 2016.
4. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources

1. <https://youtu.be/xmr-DaQ3LhA>
2. <https://youtu.be/xIm-VEmgEg0>
3. <https://youtu.be/ZHuqxWbMtas>
4. <https://youtu.be/HGS63OJuHto>
5. <https://youtu.be/r-i3autqPug>

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
IV	21UHI41GL04		HINDI - IV								4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	2	3	3	2	3	2	3	1	2.4	
CO-2	3	2	3	3	2	3	2	3	1	2	2.4	
CO-3	3	2	2	3	2	2	1	3	2	3	2.3	
CO-4	3	2	3	1	3	3	2	3	3	2	2.5	
CO-5	3	2	2	3	3	2	3	2	3	3	2.6	
Mean Overall Score											2.44 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21USA41GL04	SANSKRIT - IV	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remember and identifying Mahabharatha characters and events.	K1
CO-2	understand human behaviors by studying dramas.	K2
CO-3	apply the morals learnt in day to day life.	K3
CO-4	create new conversational sentences and to Improve self-character (Personality Development).	K4
CO-5	appreciate ancient Sanskrit dramas.	K5

Unit - I (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

Unit - II (12 Hours)

Lot Lakaarah , Prqayaogh Kartari Vaakyaani

Unit - III (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

Unit - IV (12 Hours)

Karnabhaaram , Naatakasya Visistyam

Unit - V (12 Hours)

Samskrita Rachanani priyogaha

Book for Study

Karnabhavam & Literature Language, 2019 , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007

Books for Reference

1. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019
2. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018
3. Samskrita Bharathi , Aksharam 8 th cross , 2nd phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Binduhu 2019

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
IV	21USA41GL04	SANSKRIT-IV									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	2	2	3	2	3	2	3	3	2	2.5	
CO-2	2	2	3	2	3	3	3	3	3	2	2.4	
CO-3	3	3	2	3	2	1	1	3	3	3	2.4	
CO-4	2	3	3	3	2	1	3	3	3	2	2.5	
CO-5	2	2	3	2	3	3	3	3	2	3	2.6	
Mean Overall Score											2.48	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UEN42GE04	GENERAL ENGLISH - IV	5	3

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	identify different local and global issues in given passages	K1
CO-2	understand explicit and implicit information given in written texts	K2
CO-3	use appropriate words and punctuations in writing	K3
CO-4	analyse written texts and modify them for better clarity	K4
CO-5	assess the coherence and cohesion of written texts and rewrite them	K5 & K6

Unit-I (15 Hours)

1. Women through the Eyes of Media
2. General Writing Skill: Writing Minutes of a Meeting
3. Grammar: Present Perfect Tense

Unit-II (15 Hours)

4. Effects of Tobacco Smoking
5. General Writing Skill: Note-Taking
6. Grammar: Present Perfect Continuous Tense

Unit-III (15 Hours)

7. Short Message Service (SMS)
8. General Writing Skill: Note-Making
9. Grammar: Past Perfect Tense

Unit-IV (15 Hours)

10. An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report
11. General Writing Skill: Précis Writing
12. Grammar: Past Perfect Continuous Tense

Unit-V (15 Hours)

13. Traffic Rules
14. General Writing Skill: Paragraph Writing
15. Grammar: Future Perfect Tense and Future Perfect Continuous Tense

Book for Study

Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity, 2016.

Books for Reference

1. Clark Peter, Roy. *Writing Tools: 50 Essential Strategies for Every writer*. USA: Little, Brown Spark Publishers, 2008.

2. Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. India: Fingerprint Publishers, 2018.
3. Vaughn, Steck. *Reading Comprehension*. USA: Steck-Vaughn Co, 2014.
4. Birkett, Julian. *Word Power: A Guide to Creative writing*. India: Bloomsbury Academic, 2016.
5. Knight, Dudley. *Speaking with Skill: An Introduction to Knight-Thompson Speechwork*. USA: Methuen Drama, 2016.

Web Resources

1. <https://blog.lingoda.com/en/10-news-sites-to-practice-your-english-reading-skills/>
2. <https://www.espressoenglish.net/how-to-learn-english-for-free-50-websites-for-free-english-lessons/>
3. <https://www.ef.com/wwen/english-resources/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
IV	21UEN42GE04		GENERAL ENGLISH - IV								5	3
Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	2	2	3	2	3	2	3	2	2.4	
CO-2	2	2	3	2	3	3	2	3	2	2	2.3	
CO-3	2	3	2	3	2	2	3	2	3	2	2.4	
CO-4	2	2	3	2	3	3	2	3	2	3	2.5	
CO-5	2	2	2	3	2	2	2	3	2	2	2.2	
Mean Overall Score											2.36	(High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43CC07	CORE –VII: NEWS PRODUCTION	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the basic concepts of television news production.	K1
CO-2	classify and report on television news reporting, news room terms and operational concepts.	K2
CO-3	apply the Television news writing style.	K3
CO-4	make use of news writing skills to produce a news and interview.	K3
CO-5	categories the various types of news reporting.	K4

Unit- I (12 Hours)

Broadcasting Journalism Definition. Organizational structure of TV news channels-Modern TV newsroom: Input/output and Assignment Desks -TV news production desk and its functions Visual sources: servers, graphics, archives, MSR and OB - TV Reporters Tools and techniques. Production of TV news program.

Unit - II (12 Hours)

News – Definition-TV News Reporting – Definition, Types-News Stories – Definition, Types Gathering the news – 5W's and 1 H-News Values – Making an Event News- National and International TV news agencies- Locating TV stories - Developing TV stories - Structuring a TV news report- News Room Terms and Operational Concepts – PTC - News Sources.

Unit- III (12 Hours)

Voice over's and sound bites - Complementing the Picture -Writing to Archival Footage Linking into Sound Bites -Scripting Sports News-Puns and Cliché's Breathing Space - Visual Continuity- Transitions Writing to Stills-Composites and Split Screens-Sound only Reports.

Unit- IV (12 Hours)

Planning a News Event -Shots for News Event - Shooting a News Event -Logging and Transcribing -Interviewing – Techniques, Forms and Shots, Ethics.

Unit - V**(12 Hours)**

Political reporting business -Reporting life style -Reporting sports-Reporting conflict – Reporting Environment & Disasters - Crime reporting - Guide lines and Responsibilities of TV news Reporter.

Books for Study

1. Broadcasting journalism techniques of radio and tv news (third edition)-ANDREW BOYD-1994

Unit I – Chapter 17,32(*Page 7-36*)

Unit II-Chapter 3,26(*Page 45-75*)

Unit III- Chapter 11,15(*Page 88-135*)

Unit IV - Chapter 7,8,27(*Page 133-145*)

2. Covering the environmental Beat an overview for radio and TV journalists.

Unit V- Chapter 1(*Page 10-85*)

Books for References

1. Christopher Scanlan (2000)– Reporting and Writing, Sage, London
2. Television news (2009)- A handbook for reporting, writing, shooting ,editing and producing-Teresa keller.
3. Television news(2008)-Writing and producing television news-Alan scroeder.
4. Niblock, Sarah , (2004) News Production: Theory and Practice, Vista,Boston

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester IV	Course Code 21UVC43CC07	Title of the Course								Hours 4	Credits 3
		CORE-VII: NEWS PRODUCTION									
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	1	2	3	2	2	3	2	2.1
CO-2	3	1	2	3	1	3	3	2	3	3	2.4
CO-3	3	3	2	2	1	2	2	1	3	3	2.0
CO-4	3	3	2	3	2	2	2	3	3	3	2.6
CO-5	3	3	2	3	1	2	3	2	2	1	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43CC08	CORE – VIII: VISUAL ANALYSIS TECHNIQUES	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	understand Semiotics and define the media text.	K1
CO-2	interpret the media text in the feminist approach.	K2
CO-3	relate psychoanalytical approach in media text.	K2
CO-4	make use of sociological analysis techniques in visual Text.	K3
CO-5	criticize media text interpretations by using various visual analysis tools.	K4

Unit - I (15 Hours)

Signs-Signs and truth- Media as text - Codes Language and speaking -Connotation and denotation-Syntagmatic analysis Paradigmatic Analysis-Metaphor and metonymy.

Unit- II (15 Hours)

Feminism: An Overview - Stereotyping - Portrayal of Women in Media –Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media – false consciousness - the consumer society.

Unit- III (15 Hours)

Psychoanalytical Studies of Media – Phallocentrism - Apparatus Theory --The unconscious - The Oedipus complex-Symbols-Defense Mechanisms-Dreams-Aggression and guilt- Psychoanalytic analysis of media-Marxist Analysis- Base and Superstructure - Marxist perspective of media text

Unit- IV (15 Hours)

Basic concepts of sociological analysing-Uses and Gratifications-Content analysis- Cultivation Analysis- Agenda-Setting.

Unit- V (15 Hours)

Application of Visual Analysis Tools to Media Texts - Films – Advertisements – Television Serials - Print Media.

Books for Study

1. Berger, Arthur Asa - Media Analysis Techniques, Sage publisher's, (2002)

Unit I- Chapter 1(Pages 1-11)

Unit-III- Chapter 3(Pages 34-55)

2. Gillian Rose (2016) Visual Methodologies: An Introduction to Researching with Visual

Materials.

Unit-II - Chapter 12(Pages 4-14)

Unit-IV- Chapter 8(Pages 15-65)

Unit- V- Chapter 13,15(Pages 85-112)

Books for References

1. Bignell, Jonathan (2002), Media Semiotics, Routledge, London
2. Leewen and Jewitt Carey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey, Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
IV	21UVC43CC08	CORE – VIII: VISUAL ANALYSIS TECHNIQUES									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3	(High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43CP04	CORE PRACTICAL-IV: ELEMENTS OF FILM (P)	3	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate cinema and forms of film movements.	K1
CO-2	outline the Film Making Process.	K2
CO-3	identify the elements of Mise-en- scene.	K3
CO-4	take part in the Film appreciation work.	K3
CO-5	classify the various Film genres.	K4

Unit - I (9 Hours)

Early Cinema (1893-1903) - Major Film Movements : Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - Italian neo-realism (1942-1951) – French impressionism-The French New wave (1959- 1964) - Evolution and growth of Indian cinema.

Unit- II (9 Hours)

Planning, Pre-production: Concept, Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition.

Unit-III (9 Hours)

Camera & its functioning - The Shot: characteristics, types, meanings; scene and sequence - Camera angles and movements- Mise-en-scene (Performance, settings, props, costume, lighting, Production, Design, Action, visual Composition, Make-Up).

Unit- IV (9 Hours)

Film Genres: Basic genre conventions and their variations- Documentary genres -Film as an experience, entertainment, commodity- Film and cultural identity: Criticism and Film Review Writing - Dividing a feature film into parts and Genres (language, style, grammar, syntax.)

Unit:V (9 Hours)

Study of Great Indian and International filmmakers like: D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendry Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Mahendran, Balumahendra, Bharathiraja, Mani Ratnam, Shankar, Bala,Vetrimaran, Pa.Ranjith.

Books for Study

1. Film and Television handbook (1994) Nicholson Graham & Jones.

Unit I-Chapter (page 32, 102)

2. Playwriting for theatre film and Television (1991) Laura Shammas.

Unit II-Chapter 2, 7, 10, 11, 12, 13 (page 42, 71)

Unit III-Chapter 5, 6 (page 46-91)

Unit IV-Chapter 4 (page 88-110)

Unit V-Chapter 9 (page 112, 131)

Books for Reference

1. Bordwell David (1979) Thompson Kristin – Film Art an Introduction, Mc Gram Hill.
2. Hayward Susan (2000) Key Concept in Cinema Studies, Routledge, London.
3. Jones Chris, Jolliffe Genevieve (2000) The Guerilla Film Makers Handbook, Continuum Wellington house, London.
4. Walter Murch (2004) In the Blink of an Eye: A Perspective on Film Editing.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
IV	21UVC43CP04	CORE PRACTICAL -IV: ELEMENTS OF FILM (P)									3	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	1	3	3	2	3	3	2.3	
CO-2	3	2	3	3	2	3	3	1	3	3	2.6	
CO-3	3	2	2	3	1	2	3	1	3	1	2.1	
CO-4	2	3	3	3	1	3	3	2	3	2	2.5	
CO-5	2	3	2	2	1	1	2	2	3	3	2.1	
Mean Overall Score											2.32 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43AO04A	ALLIED OPTIONAL – II: SCRIPT WRITING (T)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the basic concepts and elements of script writing.	K1
CO-2	outline the structure of script writing.	K2
CO-3	construct effective character archetypes in script writing.	K3
CO-4	distinguish the various script formats.	K4
CO-5	categorize the various genres of Television and Radio programme scripts.	K4

Unit - I (12 Hours)

Definitions - Fundamental Principles – Guidelines –Techniques - Script Writing Elements: Story, Screen play and Dialogue and Lyric writing - Script Formats and Style: Parenthesis, Description, Scene Transition.

Unit -II (12 Hours)

Narrative structure: Beginning, Middle, End- Syd Field’s Paradigm: conflict, development, climax and denouement – story, storyline, plot, and treatment – Principles of suspense and surprise - Three point and Two point structures.

Unit- III (12 Hours)

Characterization – Character Archetypes – Character Arc - Character Biography – Tags – Stereotyping – Two-Dimensional versus Three-Dimensional characters – Guiding principles for evolving effective and credible characters.

Unit -IV (12 Hours)

Script Formats – Single column, Double column, Rundown - Speculative Script –Storyboards - Writing versus Directing

Unit -V (12 Hours)

Writing Scripts for various genres - Scripts for Television and Radio Programmes – PSA – Scripting for science/development program - Scripting for Educational Program - Scripting for Women’s program - Scripting for commercials.

Books for Study

- J. Michael Straczynski, “The Complete Book of Script writing” Writers Digest Books (1982), Reprint 2014.
Unit-II Chapter 1 (*Pages 15 - 36*)
Unit-III Chapter 3 (*Pages 156 - 166*)
Unit –V Chapter 1 (*Pages 35 - 54*) & Chapter 2 (*Pages 101 -108*)
- Barry Hampe, Video script writing: how to write for the \$4 billion commercial video market, New York, N.Y., U.S.A. : Plume, Reprinted 2010.
Unit – I Chapter 2 (*Pages 14-20*), Chapter 6 (*Pages 73-76*), Chapter 9 (*Pages 132-140*)

& Chapter 10 (*Pages 146 - 150*)

Unit – IV Chapter 7 (*Pages 93-98*) & Chapter 11 (*Pages 156-160*)

Books for Reference

1. Usha Raman, Writing for Media, Oxford Publication, 2016
2. Mercurio, Jim, The Craft of Screen Writing, Quill Driver Books, 2019
3. Mencher Melvin, Basics of Media Writing, Jaico Publication, New Delhi, 2002
4. William Smethurst, How to Write for Television, First Edition, How To Books, UK, 2009

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code					Title of the Course					Hours	Credits
IV	21UVC43AO04A					ALLIED OPTIONAL - II: SCRIPT WRITING (T)					4	2
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	1	2	3	2.2	
CO2	3	3	3	3	1	3	3	1	2	3	2.5	
CO3	3	3	3	3	2	3	3	2	2	3	2.7	
CO4	3	3	3	2	1	3	3	1	3	3	2.5	
CO5	3	3	3	1	2	3	3	1	1	3	2.3	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hour	Credit
IV	21UVC43AO04B	ALLIED OPTIONAL THEORY - II MAGAZINE PRODUCTION (T)	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define the concepts related to Magazine and its types.	K1
CO-2	extend the magazine writing process.	K2
CO-3	make use of the techniques of magazine designing.	K3
CO-4	discover the magazine production process.	K4
CO-5	interpret the papers used to print and also the binding process.	K4

Unit -I (12 Hours)

Evolution & Growth of magazines – Types of magazines: General and Special magazines – Characteristics of Magazines – Magazine Readers – Readership – Circulation- Challenges & issues in magazine industry.

Unit -II (12 Hours)

Content Variety – Space Availability – Size – Editorial Policy – Supplementing News and Articles of Other Media – Exclusive Coverage – Typography – Pictures and Illustrations.

Unit- III (12 Hours)

Magazine Layout and Design Objectives – Competition – Use of Graphic Elements – Spacing Techniques – Cover Page Designing – Layout and Design For Special Magazines - Layout Comparison Between Magazines.

Unit -IV (12 Hours)

Production Process: Dummy – Pre Press Requirements – Technical Considerations – Volume of Print – Printing Process – Quality in Reproduction of Text, Pictures And Illustrations – Advertisements – Paper Quality And Cost - Other Input Costs Considerations.

Unit- V (12 Hours)

Paper – Types of Paper–Specifying Papers–Potential Problems in Paper - Different Methods of Finishing – Cutting, Scoring and Folding – Paper Back Binding - Other Methods of Finishing

Books for Study

- David, Bann, The Print production Handbook, McDonald publication, London, 2011
Unit IV Chapter 3 (*Pages 70-81*)
Unit V Chapter 4 (*Pages 88 - 99*) & Chapter 5 (*Pages 100-108*)
- McKay, Jenny, The Magazines Handbook, Routledge, London ; New York, 1953, Reprinted 2013
Unit I Chapter 1(*Pages 1-11*) ,Chapter 2 (*Pages 12 & 18*)
Unit II Chapter 11 (*Pages 119-130*)& Chapter 14 (*Pages 170-172*)
Unit III Chapter 13 (*Pages 158 - 168*)

Books for References

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, SurjeethPublications(2006)
2. The Art of Feature Writing – Hamed Contractor, Icon Publications Pvt. Ltd.(2004)
3. Inside the Writer's Mind – Stephan G. Bloom, Surjeeth Publications(2004)
4. Writing for Magazines – Jill Dick, UnistarBooks(2004)

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
IV	21UVC43AO04B		Allied Optional – II: Magazine Production (T)								4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	1	1	3	3	1	1	3	2.0	
CO2	3	3	3	2	2	3	3	2	1	3	2.5	
CO3	3	3	3	3	2	3	3	3	1	3	2.7	
CO4	3	3	3	2	3	3	3	2	1	3	2.6	
CO5	3	2	2	1	1	3	3	1	1	3	2.0	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43AP04A	ALLIED OPTIONAL PRACTICAL-II: SCRIPT WRITING (P)	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	outline the structure of script writing.	K1
CO-2	relate the basic components of Script Writing.	K2
CO-3	identify the script writing techniques.	K3
CO-4	categorize the Genres of Scripts.	K4
CO-5	create Scripts for different television programmes.	K6

List of Practical's

- Script for PSA (10-45 sec) (3)
 - Synopsis
 - Script
 - Storyboard
- Script for Commercial Ad film (10-20-30 secs) (3)
 - Synopsis
 - Script
 - Storyboard
- Reality shows/ Interview (3)
 - Project Proposal
- Documentary film (3)
 - Script
- Script for Short film (3)
 - Synopsis
 - Master-Scene script
- Script for Women Programme (3)
- Script for educational Programme (3)
- Script for Children Programme (3)
- Script for Science Programme (3)
- Script for Situational Comedy (3)

Text book

- J. Michael Straczynski, "The Complete Book of Script writing" Writers Digest Books (1982), Reprint 2014.
- Robert McKee "Story: Substance, Structure, Style and the Principles of Screenwriting Hardcover" Harper Collins November 25 1997, 6th Edition 2014.

Books for References

- Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition, Oxford University Press, UK
- J. Michael Straczynski, "The Complete Book of Script writing" Writers Digest Books (1982), Reprint 2014.

3. Mercurio, Jim, The Craft of Screen Writing, Quill Driver Books, 2019
4. Zettle, Herbert, "Television Production Handbook", USA: Wordsworth, 10th Edition, 2010.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
IV	21UVC43AP04A		ALLIED OPTIONAL PRACTICAL- II: SCRIPT WRITING (P)								2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	1	3	3	2	2	3	2.7	
CO2	3	2	2	2	1	3	3	2	3	3	2.4	
CO3	3	3	3	3	2	3	3	2	2	3	2.8	
CO4	3	3	3	2	1	3	3	2	3	3	2.6	
CO5	3	3	3	1	2	3	3	1	1	3	2.3	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43AP04B	ALLIED OPTIONAL PRACTICAL – II: LAB JOURNAL (P)	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall News Article writing techniques.	K1
CO-2	show the techniques of layout Designing.	K2
CO-3	identify the methods of News Selection and placement process.	K3
CO-4	inspect the different Genres of News writing.	K4
CO-5	produce Magazines and Journals.	K6

List of Practical's

1. Preparing of news article
2. Feature writing
3. Cover story
4. Interviews
5. Headlines writing
6. Layout Designing using the software
7. News selection and placement
8. Photojournalism (still photography, editing, captions)

Lab Journal:

Students should produce a Lab Journal in Bilingual for the final examination.

Books for Study

1. David, Bann, The Print production Handbook, McDonald publication London,2000
2. Mencher, Melvin. “News Reporting and Writing”. New York. McGraw Hill Pub. 2003.

Books for References

1. Chris Frost (2001), Reporting for Journalists, Routledge, London
2. KM Shrivastava (2007) News Agencies: From Pigeon to Internet, , New Dawn Press, New Delhi,
3. Diwakar Sharma , Modern Journalism: Reporting and Writing, Deep and Deep Publications, New Delhi.
4. Sharon Wheeler (2009), Feature Writing for Journalists, Routledge, New York

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
IV	21UVC43AP04B	ALLIED OPTIONAL PRACTICAL- II: LAB JOURNAL (P)									2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	3	3	2	2	1	3	2.6	
CO2	3	3	3	2	3	3	3	2	1	3	2.5	
CO3	3	3	3	2	2	3	2	2	1	3	2.4	
CO4	3	3	3	2	3	3	2	1	1	3	2.4	
CO5	3	3	3	3	3	2	3	3	1	3	2.7	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC44SE02	SEC – 2: DESKTOP PUBLISHING	2	1

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	familiarize the basics of desktop publishing.	K1
CO-2	illustrate the Presentation Software.	K1
CO-3	understand pagemaker designing software .	K2
CO-4	examine the different layout types.	K4
CO-5	make use of the knowledge of presentation software's to prepare their projects.	K3 & K6

Unit - I

(6 Hours)

Desk Top Publishing in Publications -Importance of D.T.P in publication - Advantage of D.T.P in publication - Mixing of graphics & Image in a single page production - Laser printers - Use and Types, Advantage of laser printer in publication

Unit- II

(6 Hours)

Features and various versions- Creating presentation using Slide master and templates in various colour scheme - Working with different views and menus of power point - Working with slides - Make new slide, move copy, delete, duplicate, lay outing of slide, zoom in or out of a slide - Editing and formatting text : Alignment editing, inserting, deleting, selecting, formatting of text find and replace text - Bullets, footer, paragraph formatting, spell checking - Printing presentation-print slides, notes, handouts and outlines.

Unit-III

(6 Hours)

Page Maker Icon– Tool Box Styles- Menus – Different screen Views – Importing text/Picture – Auto Flow- Columns- Master Pages and Stories – Story Editor –Menu Commands and short-cut commands – Spell check- Find & Replace– Fonts- Points Sizes- Spacing etc– Installing Printers, Scaling(Percentages)– Printer setup

Unit - IV

(6 Hours)

Different page format/Layouts -Newspaper page format -Page orientations -Columns & Gutters - Printing in reduced sizes.

Unit - V

(6 Hours)

Advertising – Brochures, Posters, Direct Marketing - Postcards- Collateral, Packaging Publication -Financial Reports-Magazines-Newspapers/ tabloid.

Books for Study

1. Vishnu Priya Singh & Meenakshi Singh, (2008) DTP Coursebook: A Complete Text-Book of Desktop Publishing for Everyone, Computech Publications, New Delhi.

Unit I

Chapter 3 (Pages 26-29)& Chapter 4 (Pages 30-38)

Unit II Chapter 5 (*Pages 39-51*)

Unit III Chapter 6 (*Pages 53-96*)

2. Tony Bove and Cheryl Rhodes, Desktop publishing with PageMaker, John Wiley & Sons, Inc. New York, 2000

Unit IV Chapter 2 (*Pages 52-102*)

Unit V Chapter 4 (*Pages 221-228*)

Books for References

1. P.H. Collin -Dictionary of printing and publishing complication; A Guide to young printers.
2. Peter Stublely Desktop publishing for librarians on the Apple Macintosh illustrated Gower, 1989 the University of Michigan.
3. Peter Domanski& Philip Irvine, A Practical Guide to Publishing Books Using Your PC Diaxon Ltd Jul 20, 2007
4. RapidexDtp Course (2003), Unicorn Publication

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
IV	21UVC44SE02		SEC-2: DESKTOP PUBLISHING								2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	1	1	1	3	1.3	
CO2	3	3	3	2	1	3	2	2	1	3	2.3	
CO3	3	3	3	3	3	3	1	1	1	3	2.4	
CO4	3	3	3	3	3	3	3	2	1	3	2.7	
CO5	3	3	3	3	3	3	3	3	2	3	2.9	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04A	PROFESSIONAL ETHICS–II: SOCIAL ETHICS - II	2	1

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On completion of this course the graduates will be able to:	
CO-1	know the value of natural resources and to live in a harmony with nature.	K1
CO-2	comprehend the importance of a healthy life.	K2
CO-3	apply the plans of disaster management in the society.	K3
CO-4	analyse the importance and differences of science and religion.	K3
CO-5	apply counseling skills and solve their problems.	K4

Unit-I Harmony with Nature (6-Hours)

What is environment, Why should we think of harmony, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Natural Resources, Fruits of disharmony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life. Harmony with animal kingdom.

Unit-II Issues Dealing with Science and Religion (6-Hours)

What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science and Technology Innovation Policy of India.

Unit-III Public Health (6-Hours)

Health related issues, Health Care in India vs Developed Countries, Health and Heredity, Public Health - Objectives of public health in India, Public Health System in India, Failure on the public health front, Role of the central government, Hospitals Services in India, Health and Abortion, Drug Addiction and Drug abuse

Unit-IV Disaster Management (6-Hours)

Disaster Management, Types of disaster, Plans of disaster management, Technology to manage natural disasters and catastrophes, Rehabilitation and Reconstruction, Human-induced disaster, First Aid, The importance of First-aid.

Unit-V Counselling for Adolescents (6-Hours)

High Risk Behaviours, Developmental Changes in Adolescents, Key Issues of the Adolescents, Need for Counselling, Nature of Counselling, Counselling Goals, Does helping help? The Good and the Bad news.Importance of Career Guidance Counselling.

Books for Study

Department of Human Excellence, *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappalli 02, 2021.

Books for Reference

1. Albert, D. and Steinberg, L, *Judgment and decision making in adolescence*: Journal of Research on Adolescence, page no: 211-224. 2011

2. Larry R. Collins, *Disaster Management and Preparedness*, Lewis Publications, 22 November 2000.
3. Elizabeth B. Hurlock, *Developmental Psychology: A: Life-Span Approach*, New Delhi: Tata McGraw-Hill, 1981, 5th Edition, August 18, 2001.
4. Sangha, Kamaljit. *Ways to Live in Harmony with Nature: Living Sustainably and Working with Passion*. Australia, Woodslane Pty Limited, 2015.

Web Sources

https://en.wikipedia.org/wiki/Disaster_management_in_India

<https://ndma.gov.in/>

<https://talkitover.in/services/child-adolescent-counselling/>

<https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0>

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04B	PROFESSIONAL ETHICS II: RELIGIOUS DOCTRINE - II	2	1

CO.No.	CO- Statements	Cognitive Levels (K- levels)
	On completion of this course, the graduates will be able to	
CO-1	Understand the history of the Catholic Church	K1
CO-2	Examine and grasp the Sacraments of the Catholic Church	K2
CO-3	Apply the Christian Prayer to their everyday life	K3
CO-4	Analyze themselves in the light of Sacraments & Christian Prayer	K4
CO-5	Create a harmonious society learning values from all religions	K5 & K6

Unit-I	The Catholic Church	(6 Hours)
Unit-II	Sacraments of Initiation	(6 Hours)
Unit-III	Sacraments of Healing & at the Service of Community	(6 Hours)
Unit-IV	Christian Prayer	(6 Hours)
Unit-V	Harmony of Religions	(6 Hours)

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine*. St. Joseph's College, Trichirappalli 02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church*. Bengaluru: Theological Publications in India, 1994.
2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53CC09	CORE – IX: MEDIA LAWS AND ETHICS	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall on the Concept of Constitution and Citizenship.	K1
CO-2	illustrate On Freedom of press in various setups.	K2
CO-3	identify the Laws related to Media.	K3
CO-4	choose and construct the laws related to press functioning.	K3
CO-5	analyse the cyber laws and government information services.	K4

Unit- I (15 Hours)

Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

Unit-II (15 Hours)

The Union and State Government - The Executive - The President, Governor -Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution.

Unit-III (15 Hours)

Media Laws: Freedom of the Media - Freedom of the Media in India- TRAI- Broadcasting and Telecasting ethics - Cable Act.

Unit-IV (15 Hours)

Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights - TRIPS and TRIMS -International Intellectual Property of Rights -The Contempt of Courts Act, 1971- The Indian Telegraph Act

Unit-V (15 Hours)

Right to Information (Information Bill) - Information Technology Bill- Media Law and Women Media Law and Children - Cyber Laws.

Books for Study

1. Neelamalar, Media Laws and Ethics, PHI Learning Pvt, Ltd., New Delhi, 2010

Unit I – Chapter 1,5 (Pages 1-14)

Unit II – Chapter 3 (Pages -15- 29)

Unit IV – Chapter 6,7 (Pages 49-63)

Unit V - Chapter 12,13(Pages 139-149)

3. Durga Das Basu, The Law of the Press in India, Hall of the Indian Private Limited, New Delhi 2002

Unit III – Chapter 8(Pages 221-228)

Books for References

1. Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi 2002
2. Arun Bhattacharee: Indian Press Profession to Industry, Vikas Publication, Delhi 1999
3. Constitutional law of India (updated every year) - J. N. Pandey
4. Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, sage publishers, London 2002

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53CC09	CORE-IX: Media Laws and Ethics									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	2	3	3	2	1	2.5	
CO-2	2	3	1	3	2	2	3	2	2	2	2.2	
CO-3	3	3	2	3	1	3	3	3	2	2	2.5	
CO-4	2	2	1	2	1	2	3	3	2	2	2.0	
CO-5	2	3	3	2	2	2	3	2	1	2	2.2	
Mean Overall Score											2.2	(High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53CC10	CORE -10: MEDIA RESEARCH ORIENTATION	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall on the Concept of Research and its Methods.	K1
CO-2	illustrate On types of Research design.	K2
CO-3	identify the Data collection methods in Research.	K3
CO-4	choose and construct the Sample design procedure.	K3
CO-5	analyse the Data processing Methods and discover the methodology of writing research paper.	K4

Unit- I

(15-Hours)

The need and relevance of media research- Media Research Aims and objectives-Criteria of good media research- Research problem- Types of research methods –Census, Case study, Content analysis, Focus Group Study, Interviews and Survey- Research Hypothesis.

Unit- II

(15-Hours)

Types of media research design-Exploratory, Descriptive and Experimentation- Merits and demerits of these methods- Opinion polls, Audience research and viewer ship ratings.

Unit - III

(15-Hours)

Data collection methods- Types of Data: Primary data and secondary data – Types of Primary data and secondary data- Sources of Secondary data- Media Research Tool- Structured and non structured. Telephone and personal interviews- Questionnaire construction methods.

Unit - IV

(15-Hours)

Sampling meaning – definition, Essentials of good sampling- Principles of sampling- Types of sample : Random, Cluster, Stratified Systematic - Probability and nonprobability- Convenience, Judgment, Quota etc.,- Sampling problems- Sampling errors- Choosing a sample design.

Unit - V

(15-Hours)

Steps in Data processing- Coding, Classification, and tabulation- Identifying interdependencies- Grounded theory- Steps involved in writing a research paper/report.

Books for Study

1. C.R.Kothari -Research Methodology – Methods & Techniques (2nd Revised Edition)
New Age International (P) Limited Publishers – Delhi

Unit I – Chapter 1,9(Pages 1-14)

Unit II – Chapter 1(Pages 26-29)

Unit III – Chapter 4(Pages 53-96)

- Geoffrey Marczyk, David DeMatteo, David Festinger – Research Methodology – Essentials of Research Design and Methodology – John Wiley & Sons, Inc., Publications - New Jersey.

Unit IV – Chapter 8(Pages 221-228)

Unit V – Chapter 7(Pages 235-241)

Books for References

- Understanding the research problem - Paul Oliver
- Research Methodology - V V. Khanzode
- Research an Introduction - Robert Ross
- Research Methods - Agrawal & Rao

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53CC10	CORE-10: MEDIA RESEARCH ORIENTATION									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	2	3	3	2	1	2.5	
CO-2	2	3	1	3	2	2	3	2	2	2	2.2	
CO-3	3	3	2	3	1	3	3	3	2	2	2.5	
CO-4	2	2	1	2	1	2	3	3	2	2	2.0	
CO-5	2	3	3	2	2	2	3	2	1	2	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53CP05	CORE PRACTICAL-V: INTRODUCTION TO 2D	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	label the Basics of 2D Animation and its Principles.	K1
CO-2	demonstrate on Adobe animate CC (flash)Software.	K2
CO-3	construct Animation using 2d Animation Software.	K3
CO-4	ability to Prioritize the pipeline of 2d animation.	K4
CO-5	create a short 2D animated scene using Adobe Animate cc.	K5

Unit - I (12 Hours)

Introduction to 2d animation : Types of 2D animation: Vector Animation, Frame By frame animation Principles of 2D Animation, (Squash, stretch, Anticipation, Staging, pose to pose, Straight ahead action, Slow in and slow out, Follow through, Secondary action ,Frames, Exaggeration),Flip Book Drawing

Unit -II (12 Hours)

Introduction to Animate CC Software: Tools – Layout – Menu – Layer - Frames - Keying – Strokes & Rigging.

Unit - III (12 Hours)

Tracing a character in flash- Bouncing ball Animation - Vector Animation : Creating a Character in Photoshop – Importing in Animate CC and Rigging.

Unit - IV (12 Hours)

Learning 2D Animation Pipeline : Story Board, Background Designing- Character Animation-Animating a Scene

Unit - V (12 Hours)

Make Own 2D animation Scene for a Project

Practical :

Student will do a project using animate cc software for 1 min duration the concept emphasising the social issue.

Books for Study

1. The Animator's Survival Kit - Richard Williams

Unit I – Chapter 1 (Lesson 1), Chapter 3 (Walks), Chapter 5,6,7 & 8(Pages 1-22)

Unit IV – Chapter 10 & 11(Pages 25-42)

2. Adobe Animate CC Classroom in a Book – Russell Chun (2018)

Unit II – Chapter 1,2(Pages 8-29)

Unit III – Chapter 3,4(Pages 35-72)

Unit V– Chapter8,9,10,11(Pages 110-212)

Books for References

1. The Art and Flair of Mary Blair (Updated edition). Disney Editions - John Canemaker,. (2014).
2. Animations from pencils to pixel - Tony White
3. FORCE: Dynamic Life Drawing: 10th Anniversary Edition -Michael D. Mattesi
4. Advanced Animation - Preston Blair

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53CP05	CORE PRACTICAL-V: INTRODUCTION TO 2D									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	3	2	1	1	3	2	3	3	2.2	
CO-2	2	3	2	3	2	1	2	1	2	3	2.1	
CO-3	1	3	1	3	1	2	2	1	2	3	1.9	
CO-4	2	3	3	3	1	2	3	2	3	3	2.5	
CO-5	1	3	3	3	3	3	3	3	2	3	2.7	
Mean Overall Score											2.28 (High)	

Semester	Course Code	Title of the Course	Hour	Credits
V	21UVC53ES01A	DEPARTMENT SPECIFIC ELECTIVE - I TELEVISION PRODUCTION (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the history and evolution of television.	K1
CO-2	demonstrate the Concepts of Visual language.	K2
CO-3	apply lighting techniques in Video Production.	K3
CO-4	examine concepts of Editing and Illustrate the Chroma Keying.	K3
CO-5	importance of Control rooms in Television Production.	K4

Unit - I (15 Hours)

History and Evolution of Television ,Cathode Ray Tube(CRT), Video Tape Recorder (VTR),NTSC – PAL – SECAM - Aspect Ratio- TVP Process- Video Formats (VHS – SVHS - U-Matic – Beta – Hi 8 – Digital)

Unit - II (15 Hours)

Television Basic: Types of Shots-Movements- Angles- 5 C's of cinematography- 360 degree rule, 180 degree rule- Point of view Shot.

Unit-III (15 Hours)

Purpose of Lighting- Indoor/ Outdoor Lighting- Types of Light- Light Coherence- Three Point Lighting- Light meter - Colour Temperature.

Unit -IV (15 Hours)

Master Control Room (MCR) & Production Control Room (PCR) - Activities in PCR : Minor Editing – Direction to Production Crew - Components of PCR : Vision Mixer - Camera Control Unit(CCU) , Central Apparatus Room- Electronic Field production- Electronic News Gathering,

Unit -V (15 Hours)

Evolution of Editing- Principles, Functions- Linear and Non-linear Editing- On-Line and Off-Line Editing and Concept of Continuity Editing- Live Editing- Chroma keying- Quality Compressions- Concepts of Bins and Folders.

Books for Study

1. Video Production Hand Book - Gerald Millerson& Jim Owens (Fourth Edition) 2008- Elsevier,USA

Unit I – Chapter 1,Chapter 14 (Analog and Digital , Tape Formats &Video Tape)(Pages 5-15)

Unit II - Chapter 2,3(Pages 15-22)

Unit III – Chapter 5,11(Pages 26-44)

Unit V- Chapter 15 (Pages -55-80)

2. Television Production Hand Books – Herbert Zettle, San Francisco State University, USA (Ninth Edition)

Unit IV– Chapter 1 - Section (1.2), 11 & 19(Pages 10-35)

Books for References

1. Joseph V. Mascelli - The Five C's of Cinematography,
2. Gerald Millerson and Jim Owen - Studio Television Production and Directing: Concepts, Equipment, and Procedures, Television Production
3. Studio Television production and directing (Second Editing) – Andrew Hicks Utterback
4. Television Production (16th Edition) – Jim Owens.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53ES01	DEPARTMENT SPECIFIC ELECTIVE- I: TELEVISION PRODUCTION (P)									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53ES01B	DSE – I: PROFESSIONAL PHOTOGRAPHY (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the history and evolution of television.	K1
CO-2	demonstrate the Concepts of Visual language.	K2
CO-3	apply lighting techniques in Video Production.	K3
CO-4	examine concepts of Editing and Illustrate the Chroma Keying.	K3
CO-5	importance of Control rooms in Television Production.	K4

Unit –I (15 Hours)

Photography - Equipment & Techniques- Camera lenses-Exposure Triangle : ISO, Aperture, Shutter speed- working of camera- Lighting Techniques & Composition.

Unit – II (15 Hours)

Introduction to Genres of Photography : Fashion, Advertising, Food, Product & Special effects photography – Basics on Advertising & fashion. Setting up, Theme, Background, Model styling, costumes, Accessories, Set Design & Art Work- Lighting for various elements and Retouching.

Unit – III (15 Hours)

Branches of professional photography –Industrial Photography, Fashion Photography, Wildlife Photography, Photography in Travel & Tourism.

Unit – IV (15 Hours)

Journalistic Photography- Wedding Photography- Sports Photography- Still photography in Cinema & Other Branches.

Unit- V (15 Hours)

Business of Photography - Selling Photos on galleries. Online marketing – Stock images. Creating Brand value – Selling at the right market & Pricing of Photography – Social Media as a business Platform

Books for Study

1. The crafter's guide to taking great photos - Adnum, Heidi, (2011), Loveland, CO : Interweave Press

Unit I – Chapter 1(Pages 10-34)

Unit II – Chapter 3,4,5,6,7(Pages 54-98)

2. Professional photography for profit - Abel, Charles, (1946) ,New York : Greenberg

Unit III - Chapter 3,4,5 (Pages 13-34)

Unit IV - Chapter 8& 10 (Pages 52-74)

Unit V – Chapter 34(Pages 291-303)

Books for References

1. John Constantine and Julia Valice, (1983) The Thames- Hudson Manuel of Professional Photography, Thames- Hudson, London.
2. Jack Newbart,(1989) Industrial Photography, Am Photo, Watson Guptill Publications, New York.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53ES01B	DSE-I: PROFESSIONAL PHOTOGRAPHY (P)									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53ES02A	DSE – 2: RADIO PRODUCTION (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall on History and growth of Radio.	K1
CO-2	classify the Mic pattern and Demonstrate the Consoles.	K2
CO-3	ability to organise programs for Broadcast Media.	K3
CO-4	categories the various Radio Programmes and Examine the listener Participation.	K4
CO-5	apply Audio Editing Techniques for Broadcasting.	K4

Unit -I (15 Hours)

History of radio - Formats of radio - Role of producer -Non commercial radio - History, Functioning and Types - Commercial Radio – History, Functioning and Types- Organizational Structure- Internet radio platforms- Satellite radio- Mobile Radio,

Unit- II (15 Hours)

Amplification and Patching - Mixing and Sub Mixing - Basics of Sound- Monophony, Stereophony & Surround- Microphones Types and Pick up patterns- Acoustic and Physics of sound,

Unit-III (15 Hours)

Recorded Programme - Recorded Voice and Music -Sound Effects -Live On – Air Productions - Duties of On – Air Producer – Cue Sheets and Log Books- Station Formats- FCC regulations/Legal and Ethical Production TROI

Unit -IV (15 Hours)

Drama Production - News Production - Commercial Production - Sports Production- Listeners Participation.

Unit -V (15 Hours)

Splicing and Editing a Sound File - Marking the Edit Points - Looking at Wave Forms -Non Destructive Editing - Copying, Pasting and Looping - Sound Filter (Reverb, Delay, Pitch, High Pass and Low pass filter)

Books for Study

1. Radio Production (6th Edition) 2005 – Robert MCLeish, Jeff Link

Unit I – Chapter 1 (Pages 1-52)

Unit II – Chapter 2 & 18 (Pages 22-45)

Unit III – Chapter 5, 6, 7, 8 & 15 (Pages 65-82)

2. Radio Production Art and Science – Michael C. Keith

Unit IV – Chapter 8,19 (*Pages 5-32*)

Unit V – Chapter 13(*Pages 35-42*)

Books for References

1. Housman, Carl (2004) Modern Radio Production. Canada : Wadsworth publication.
2. McLeish, James , (1999) Radio production. Burlington : Focal Press
3. Bhatt, S.C , (1993) Broadcast Journalism- Basic Principle . New Delhi :Haranand Publications
4. Crisell, Andrew (1994) - Understanding Radio
5. Shrivatsava, K.M. (1989) Radio and T.V. Journalism, New Delhi Sterling Publishers Ltd.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course							Hours		Credits
V	21UVC53ES02	DSE-2: RADIO PRODUCTION (P)							5		3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	3	3	2	2	2	1	2	3	2.4
CO-2	2	2	1	3	1	3	2	2	3	3	2.2
CO-3	2	3	3	3	2	2	2	2	3	3	2.5
CO-4	2	3	2	3	3	2	3	1	3	3	2.5
CO-5	2	2	1	3	3	3	2	2	3	3	2.4
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53ES02B	DSE – 2: SOUND DESIGNING (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	find the basic requirements of sound designing.	K1
CO-2	classify digital and analogue recording.	K2
CO-3	experiment with the acoustic studio and organize filters.	K3
CO-4	distinguish DAW and studio equipment's.	K4
CO-5	examine the mixing techniques and playback system.	K4

Unit-I (15 Hours)

Architectural plan of room- Specification- Analyzing acoustic level of room –Hydrography (echo sounding)- Echo Cancellation techniques- Selection: microphones, amplifiers, speakers – Positioning the speakers- Sound System Installation – Electrification: Power stabilization, Earthing, Cooling - Multi Amplifier System Arrangement.

Unit-II (15 Hours)

Digital Recording - Differences between analog and Digital Recording - The clock - Digital audio signal formats: Dither, Jitter, Digital Transfers and copies - Track Digital Recorders: Multitrack Digital Recorders, Backup, Basic Operations, Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video- Sound meets the computer Signal Processing - Introduction to DAW: Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

Unit-III (15 Hours)

Recording rooms and Control Rooms- Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface- 2.2 FX -EQ: General Information - Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

Unit-IV (15 Hours)

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session - Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures-MIDI-Studio Components, Recording Music made by Soft Synths, recording a hardware Synth, “NO SOUND” MIDI troubleshooting, recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

Unit-V**(15 Hours)**

Mixing Requirements: Mixing and remixing - The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing - Mixing tools: mixing in and out of the box - Processing gear (Plug-ins) – Tracks - Grouping and routing: Submixes, subgroups, Master Fader-Building a Mix- Mixing: Creating ambience and dimension, Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

Books for Study

1. Lord, P.Peter (1986), The architecture of sound : designing places of assembly, London : Architectural Press
Unit I – Chapter 1, 2 (*Pages 19-50*)
Unit V- Chapter 5 (*Pages 186 – 207*)
2. Sound Design for Film and Television - Vesna Dakic, 2009, GRIN Verlag
Unit II - Chapter 2 (*Pages 54-78*), Chapter 5 (*Pages 207-218*)
Unit III - Chapter 4 (*Pages 174-196*), Chapter 6 (*Pages 247-261*)
Unit IV - Chapter 5 (*Pages 221-246*)

Books for References

1. Glen Ballou, “Handbook for Sound Engineers”, Fourth edition, Taylor & Francis, 2013
2. Mike senior, “Mixing secrets for the small studio”, Routledge Press, 2018.
3. Bruce Bartlett, “Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording”, Taylor & Francis, 2013.
4. Steve Savage, “The Art of Digital Audio Recording: A Practical Guide for Home and Studio”, Oxford University Press, 2011.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53ES02	DSE-2: SOUND DESIGNING (P)									5	3
Course Outcomes COs	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	3	2	2	2	1	2	3	2.4	
CO-2	2	2	1	3	1	3	2	2	3	3	2.2	
CO-3	2	3	3	3	2	2	2	2	3	3	2.5	
CO-4	2	3	2	3	3	2	3	1	3	3	2.5	
CO-5	2	2	1	3	3	3	2	2	3	3	2.4	
Mean Overall Score											2.4	(High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53SP01	SELF PACED LEARNING: JINGLE PRODUCTION	0	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the basics of radio production.	K1
CO-2	identify the Audio Mixing Software.	K1
CO-3	classify the Mic pattern and Demonstrate the consoles.	K2
CO-4	ability to Organize Programs for Broadcast media.	K3
CO-5	apply Audio Editing Techniques for Broadcasting.	K4

Unit- I

Basics of communication. Characteristics, strengths & limits of audio; The physics of sound; History of broadcast, AM, FM, All India Radio, Prasar Bharati, Podcasting and internet radio, community radio, pirate radio, satellite radio, Radio Free Europe.

Unit- II

Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities.

Unit- III

Introduction to various radio formats - news and entertainment. Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin. Style Book. Spontaneous genres.

Unit- IV

Voice modulation, presentation skills, vocal dynamics and live compering. Podcasting styles.

Unit- V

Recording /production techniques. Editing principles. Creating sound effects. Sound concerning visuals. The function of sound, silence and music on the radio. Technology and software used.

Books for Study

1. Alexander, R. & Stewart, P. (2016). *Broadcast journalism: techniques of radio and television*. Focal Press.

Unit I – Chapter 1(Pages 26-29)

Unit II – Chapter 4(Pages 53-96)

2. Fleming, C. (2009) *The radio handbook*. Routledge.

Unit III – Chapter 5(Pages 52-85)

3. Ford, M. (2013). *Radio production. digital broadcast art*. Create Space.

Unit IV – Chapter 8(Pages 221-228)

Unit V – Chapter 7(Pages 235-241)

Books for Reference

1. Kaempfer, R. - *The radio producer's handbook*. Allworth Press.
2. Keith, C. M. - *The radio station: broadcast satellite and internet*. Focal Press.
3. Mc Leish, R & Link, J. - *Radio production*. Focal Press.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
V	21UVC53SP01	SELF PACED LEARNING: JINGLE PRODUCTION								0	2
Course Outcomes Cos	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	3	2	3	3	2	1	2.5
CO-2	2	3	1	3	2	2	3	2	2	2	2.2
CO-3	3	3	2	3	1	3	3	3	2	2	2.5
CO-4	2	2	1	2	1	2	3	3	2	2	2.0
CO-5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21USS54SE03	SEC-3: SOFT SKILLS	2	1

PSOs (Programme Specific Outcomes)

After the successful completion of the course, students will learn:

- the various concepts of communication skills as job seekers
- to write a Professional resume as required by the employers
- to demonstrate interview skills and actively participate in GD preparations and presentations in peer groups
- to discover various aspects of self and set short term and long term goals for successful career and creates a congenial atmosphere
- to have access to solve simple and day to day Arithmetic problems and Verbal and Non- verbal reasoning formulas

Cos (Course Outcomes)

Upon completion of the course, Students will:

- be keen on developing and sustaining Soft Skills required of an educated youth
- be trained to present the best of themselves as job seekers to deal with any problem and conflict situations
- be able to transfer the skills learnt for concrete outcomes and increased productivity of companies
- be able to develop people skills, life skills that are required to be a good human in the long run and set a living standard
- be embedded with Employability skills such as "communication", "teamwork", "initiative", "enterprise", the attributes of "reliability", "balance between work -life", "commitment" and continuous learning

Module 1: Effective Communication

Definition of communication, Barriers of Communication, Verbal and Non-verbal Communication; Self introduction matrix, Conversation Techniques, Good manners and Etiquettes, Introduction to Professional Communication, Professional Grooming and Presentation Skills and exercises

Module II: Resume Writing & Interview skills

Resume Writing: Basic Resume Formats. Types of Resume - Chronological, Functional and Mixed Resume, Steps in preparation of Resume, Sample objectives, Model Resumes.

Interview Skills: Preparation for interview, Common interview questions, Attitude, Body Language, Mock interviews and Practicum, Figuring out common interview questions and answers

Module III: Group Discussion: Definition of GD. The salient features of GD, Factors that influence GD, Outcome of GD, Tips for success in GD, Parameters of GD, Essential Points for GD preparation, GD Topics, Model GD and Practicum.

Module IV: Personal Effectiveness: Self Discovery: Personality, Traits of Personality; Personality Tests; Intelligence and Skill Assessment Form. **Goal Setting:** Goal setting Process, Questionnaires & Presentations

Module V: **Numerical Ability:** Average, Percentage; Profit and Loss, Area, Volume and Surface Area. (Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance, Problems on Trains, Illustrations, Boats and Streams; Illustrations-Optional)

Module VI: **Test of Reasoning - Verbal Reasoning:** Series Completion, Analogy. **Non-Verbal Reasoning**

Books for Study

Melchias G, Balaiah John, John Love Joy (Eds), 2018. Straight from the Traits: Securing Soft Skills, SJC, Trichy.

Books for References

Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi. Covey, Stephen. 2004. *7 Habits of Highly effective people*, Free Press. Egan, Gerard. (1994).

The Skilled Helper (5th Ed). Pacific Grove, Brooks/Cole.

Khera ,Shiv 2003. *You Can Win*. Macmillan Books , Revised Edition.

Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Winners in the Making: A primer on soft skills*. SJC, Trichy.

Other books

Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.

Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.

Yate, Martin. 2005. *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting**

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53EG01	GE– 1: MEDIA EDUCATION	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the Concepts of Media Education.	K1
CO-2	rephrase on the Factors in the development of Media literacy.	K2
CO-3	experiment with the dominant themes of Media Education.	K3
CO-4	examine the relationship of media with culture and society.	K4
CO-5	analyse the influence of Media Text on Contemporary society.	K5

Unit -I (12 Hours)

Media Education – Definition, Role of Media Education Objectives of Media Education Objectives of Media Education - Different perspectives for Media Education- Key concepts of Media Education - Need for Media Education.

Unit -II (12 Hours)

Factors in the development of Media Education- Parental Mediation of Media Literacy - Positive Youth Development- Media in the academic system

Unit -III (12 Hours)

First Dominant theme – Second Dominant theme – Third Dominant theme – Fourth Dominant theme – Fifth Dominant theme – Analysis of themes – Factors influencing – Case Studies.

Unit - IV (12 Hours)

Media Education and humanization- Indian society- Culture and media- Press law and ethics- Understanding media- Media Education in schools- Cultural revolution by media.

Unit -V (12 Hours)

Present trends in media- Radio in the TV age - Cyber Bullying- Impact of Misleading Information's in media- Influence of Advertisements- Privacy issues in media- Challenges in Media Education-Evolving channels in media- Web series –Mobisodes and Branded entertainment- Global Media Studies.

Books for Study

1. Media Education and the Liberal Arts – Rober O. Blanchard, William G. Christ – Trinity University

Unit III – Chapter 41 & 42(Pages 23-52)

Unit IV- Chapter 13 & 14(Pages 65-82)

Unit V- Chapter 21,22 &39(Pages 112-122)

3. Media Education For Digital Generation – Julie Frechette and Rob Williams

Unit I – Chapter 2 (Part 1)(Pages 10-35)

Unit II – Chapter 5 (Part II) (Pages 56-82)

Books for References

1. D'Abreo Desmond, The Mass Media and Youth, Better Yourself Books, Mumbai, 1994
2. Media centre, Having fun with the Media, Bangalore, 1994
3. Roberge, Gaston, Mediation, Chitrabani, 1978

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53EG01	GE– 1: MEDIA EDUCATION									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	2	1	3	3	3	2	3	2.5	
CO-2	2	3	2	3	2	2	3	3	2	3	2.5	
CO-3	3	2	1	3	3	2	3	3	2	3	2.5	
CO-4	3	3	2	3	3	2	3	2	2	3	2.6	
CO-5	3	3	3	2	3	3	3	3	2	3	2.8	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hour	Credit
VI	21UVC63CC11	CORE – 11: MEDIA INDUSTRIAL PRACTICE (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K-levels)
	On successful completion of this course, students will be able to	
CO-1	choose and explore various career possibilities in media.	K1
CO-2	make use of the skills and attitudes which can best to be learned on the job, especially self-discipline, team work, responsibility, and initiative.	K2
CO-3	apply and develop practical skills in a real-world context.	K3
CO-4	develop the techniques in Professional industry.	K3
CO-5	discover the opportunity to strengthen the portfolio with practical experience and projects.	K4

The aim of this course is to use the internship experience to enable students to develop their industrial skills and practice.

Contents:

- For period of one month, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC63CC11	CORE – 11: Media Industrial Practice (P)									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	1	2	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	2	2	2	2.4	
CO-4	3	2	2	3	2	2	3	2	1	3	2.3	
CO-5	3	2	1	2	3	2	2	3	3	2	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63CC12	CORE- 12: PORTFOLIO	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	show the role of media professionals through the production.	K1
CO-2	infer their quality through examination of their production work.	K2
CO-3	strengthen their portfolio.	K3
CO-4	explore their hidden talents.	K4
CO-5	choose their best productions for their career opportunities.	K6

Contents:

Students will be expected to:

- Demonstrate an understanding and mastery of multiple art mediums, skills, and techniques
- Develop art related concepts and skills that are meaningful in terms of personal, societal, and cultural importance
- Solve formal and technical problems in studio art practice
- Produce works of art that exhibit their creativity and sensitivity through individual exploration
- Express ideas in visual (art production), oral (group & individual critique sessions) and written (artist's statements, journal entries, and reaction papers) forms of how art-making is an ongoing process. Research Work – Students will be expected to understand and interpret the meaning and significance of art as a form of cultural and personal expression

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
VI	21UVC63CC12	CORE- 12: Portfolio								4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	3	3	2	3	2	3	2	2.5
CO-2	3	3	2	3	3	2	3	1	3	2	2.5
CO-3	3	3	2	3	1	1	2	1	3	3	2.2
CO-4	3	3	2	3	1	1	3	2	3	2	2.3
CO-5	2	2	3	3	1	1	2	2	3	3	2.2
Mean Overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63CP06	CORE PRACTICAL-VI: WEB DESIGNING (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define the aesthetics behind the style of web media, and scripting language like HTML.	K1
CO-2	explain about webpage designing, slicing and exporting.	K2
CO-3	develop Knowledge about Dreamweaver.	K3
CO-4	construct the concept in creating web page.	K3
CO-5	discover an in-depth knowledge about exporting and publishing Web Pages.	K4

Unit - I (15 Hours)

Introduction to web page design – Fundamentals - HTML - Basic layout of HTML scripts- HEAD and BODY section: Title, Base HREF. Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list.

Unit -II (15 Hours)

Designing for screen-Layout-Creating design mockups-Building the pages-Web file formats-Slicing designs-Exporting designs

Unit - III (15 Hours)

The Dreamweaver Interface and Workspace - Creating a Homepage -Adding Text and Images, Changing Font styles- Using Colors - Web safe colours and Hexadecimal colour values. Working with Tables - Formatting Tables - Creating and Modifying Tables - Table Headers and Captions -Spanning Rows and Columns.

Unit - IV (15 Hours)

Adding web animation and web video to a page - Inserting Special Media - Creating an interactive menu –Creating radio buttons - Adding hyperlinks - Modifying hyperlink behavior- Creating an image based link -Creating an external link - Setting up email links.

Unit - V (15 Hours)

Debug and test a Web page - Publish and update a Web site - Identify techniques for publishing sites and increasing Web site traffic.

Books for Study

- David A. Crowder and Andrew Bailey, (2004) Creating website bible, Wiley PublishingInc.

Unit-I Chapter 4 and 5(Pages 3-26)

Unit-II Chapter 7 and 9 (Pages 54-76)

- Arguin, Michael, (2013), Adobe Dreamweaver CC : digital classroom,

Unit-III Lesson 1, chapter 2. Lesson 3, chapter 3, 4, 10, 11 and 12(Pages 5-36)

Unit-IV Lesson 11, chapter 3, 4, 5 and 6(Pages 53-116)

Unit V Lesson 17, chapter 12, 13, 14 and 15 (Pages 153-196)

Books for References

1. Adobe Dreamweaver tutorials, Adobe Systems Incorporated.
2. Craig Grannell, The Essential Guide to CSS
3. Jason Beaird, The principles of beautiful web design, Site Point Pvt. Ltd.
4. Curits Nathan, Modular web design, Pearson Education, New Delhi, 2011.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
VI	21UVC63CP06		CORE PRACTICAL-VI: WEB DESIGNING (P)								5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	2	1	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	1	3	2	2.3	
CO-4	3	1	2	3	2	2	3	2	1	3	2.2	
CO-5	3	2	1	2	3	2	1	3	2	3	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES03A	DSE-3: MEDIA MANAGEMENT	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define the basics of Media Management.	K1
CO-2	explain the management theories in Media industry.	K2
CO-3	classify the Media economic policies.	K2
CO-4	apply the advertising management strategies.	K3
CO-5	analyze Functions of Marketing Management.	K4

Unit - I (15 Hours)

Media Management: Concept, Meaning and Definition - Principles of management - Level of Management -Media Ownership – Individual, Partnership, Corporation Chain, Employee-Joint venture ship - Structure of media organization – Editorial, advertising, Circulation and Production.

Unit - II (15 Hours)

Classical management theory - Concepts of the ideal work place, Human relationships theory, Three modern approaches to management – System theory – Contagious theory

Unit -III (15 Hours)

Entrepreneurship – Monopoly, oligopoly - Financial management– Media convergence economics- Future of media business –Employment opportunities and status of media industry.

Unit - IV (15 Hours)

Advertising management - Setting the advertising budget- Profit, Sales and Market share objectives- Media planning - Media scheduling- Media Mix.

Unit - V (15 Hours)

Marketing- Evaluation marketing –Marketing management – Creativity and innovation – Internal communication and external communication-Understanding Market and Factors - Audiences – Research and analysis.

Books for Study

1. John R Rossiter& Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 1987.

Unit-I Chapter 2 (Part 2)(Pages 26-29)

Unit-II Chapter 2 (Part 3)(Pages 30-38)

Unit-III Chapter 3 (Part 1)(Pages 39-51)

2. Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010

Unit – IV Chapter 9 (Part 2) (Pages 25-50)

Unit – V Chapter 11 (Part 1) (Pages 53-96)

Books for References

1. Block et al. Managing in the Media. Focal Press 2001.
2. George Sylvie, Media Management: A Casebook Approach, Lawrence Erlbaum Associates, USA, 2009 (Unit I) 2.
3. Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008 (Unit IV & V) 3.
4. Peter Pringle, Electronic Media Management, Focal Press, UK, 2006 (Unit II & III)

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credits
VI	21UVC63ES03A		DSE-3: MEDIA MANAGEMENT								4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	2	1	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	1	3	2	2.3	
CO-4	3	1	2	3	2	2	3	2	1	3	2.2	
CO-5	3	2	1	2	3	2	1	3	2	3	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES03B	DSE-3: WOMEN AND MEDIA	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define the basics of Media Management.	K1
CO-2	explain the management theories in Media industry.	K2
CO-3	classify the Media economic policies.	K2
CO-4	apply the advertising management strategies.	K3
CO-5	analyze Functions of Marketing Management.	K4

Unit - I (15 Hours)

Women in Vedic era -Women in Colonial period -Women in Mughal Era - Status of women in emerging India case studies

Unit – II (15 Hours)

Gender gap and gender bias -Patriarchy and patriarchal society- Male and female migration - Different types of Violence against women- Difficulties faced by Women in labor force- Problems of career women -Domestic Violence

Unit –III (15 Hours)

Feminism: History, Types of Feminism - Eco Feminism and Eco feminists move - Contemporary Feminists in India - Radical Feminist Activist in India - Working Women's day History

Unit –IV (15 Hours)

The progress of women in Journalistic workforce - Women's Employment and status in the Print Media - Place of women in the broadcast industry -Women in public relations: feminist perspectives

Unit –V (15 Hours)

Women in Television- Women in Journalism -Women in Radio- Women in Films -Women in Advertisements - Women in Alternative media

Books for Study

1. Arun R. Kumbhare(2009), “Women of India:Their Status Since the Vedic Times, Universe.
Unit I- Chapters 1 – 4 (*Pages: 2-140*)
Unit II – Chapters 5, 6,7(*Pages: 146-178*)
2. Sue Thornham, (2007), “Women, Feminism and Media”, Edinburgh University Press
Unit III – Part 1 (*Pages 28-22*)
Unit IV - Part 4 (*Pages 84- 112*)
Unit V – Part 2 & 3 (*Pages 22-83*)

Books for References

1. Ramā Jha (1992), Women and the Indian Print Media, Chanakya Publications
2. Anne O'Brien (2019), Women, Inequality and Media Work, Taylor & Francis Publications.
3. Carolyn M. Byerly, Karen Ross (2008), Women and Media: A Critical Introduction, Wiley Publishers.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC63ES03B	DSE– 3:WOMEN AND MEDIA									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	2	1	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	1	3	2	2.3	
CO-4	3	1	2	3	2	2	3	2	1	3	2.2	
CO-5	3	2	1	2	3	2	1	3	2	3	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES04A	DSE– 4: PUBLIC RELATIONS	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	understand the field of public relations and its applications.	K1
CO-2	classify the skills in strategic public relations management.	K2
CO-3	developing the program and implementing it to public.	K3
CO-4	construct the tools of Public Relation.	K4
CO-5	discover the various functions of public relations and the normative process of public.	K4

Unit - I (12 Hours)

Public relations; Define- PR as a communication function- History of PR- Growth of PR in India- Event Leadership- PRO and Essential of public relation,- Guidelines to be an effective PRO- Stages of PR

Unit -II (12 Hours)

Newsletter, House Journal – Brochure – Leaflets - Pamphlets – Booklets – Manuals - Annual Reports – Handbills - Sticker and posters. Writing for PR: Press Release- Press note- Hand-out- Feature – Articles - Speech writing- Special speech - Scheduling and handling of press Conference - Press get-together - Press Meet- Checklist of Press kit.

Unit - III (12 Hours)

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions- Crisis Management and PR.

Unit - IV (12 Hours)

Definition of PR Campaign - Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

Unit-V (12 Hours)

Writing news releases-Brochures, Pamphlets – Letters-Handouts-Oral presentations - Company publications.

Books for Study

1. Lesly , Philip(2002) Handbook of Public Relations and communications, Jaico publication NewDelhi.

UnitI-Chapter 1 and 2(Pages 3-16)

Unit II -Chapter 4 and 5(Pages 25-46)

Unit III- Chapter 6 and 8(Pages 53-96)

2. C.S.Rayudu, K.R.Balan, Principles of Public Relations, Himalaya Publishing 2005

Unit IV - Chapter 8 and 9(Pages 15-26)

UnitV -Chapter 11(Pages 32-56)

Books for References

1. Y. K. D'souza, (1977)Mass Media Tomorrow, Indian Publishers Distributors, NewDelhi.
2. S. Ganesh(1995) Lectures on Mass Communication, Indian Publishers Distributors, NewDelhi.
3. Clarke Caywood (2012). The Handbook of Strategic Public Relations and IMC, First Edition, McGraw- Hill Companies, USA
4. Qubal S. Sachdeva, Public relations Principles and practice, Oxford Publication 2000

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC63ES04A	DSE – 4: PUBLIC RELATIONS									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	2	3	3	2	2	3	2.6	
CO-2	2	3	3	2	1	3	3	2	2	3	2.4	
CO-3	2	3	1	2	2	2	3	2	3	2	2.3	
CO-4	3	2	2	3	3	2	3	2	2	3	2.2	
CO-5	3	2	1	2	3	1	3	2	2	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES04B	DSE– 4: DEVELOPMENT COMMUNICATION	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	understand the potential of communication for holistic social development.	K1
CO-2	classify the role of development communication.	K2
CO-3	develop the fundamentals of Campaign planning and strategies.	K3
CO-4	construct the skills to use development communication for social change.	K4
CO-5	discover the ethical perspective of Online Media and Acquire knowledge on the Social advertising.	K4

Unit – I (12 Hours)

The nature of Development. Defining development as a Goal, as a Process; Key Concepts in development: Self-reliance, Dependence, Cultural Identity, decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. - Alternate paths to Development; Development and Colonialism; Development and Tradition bound Society.

Unit-II (12 Hours)

Concept of Development Communication: Definitions of Development Communication, Roles of Development Communication, and Philosophy of Development Communication - Differences from General Communication, Goals of Development Communication. Differences between Communication for Development and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

Unit-III (12 Hours)

Communication for social change- Social Behavioral change communication. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change- Folk forms and 'alternative silver screen' for social change - Social networks to propagate social messages.

Unit-IV (12 Hours)

Social advertising and social marketing - Taxonomy of social ads. Social advertising in India - areas covered- agencies involved. Designing and producing IEC materials. The DVAP and other media units, organized sector and voluntary organizations, international agencies.

Unit- V (12 Hours)

Campaign Strategies - the why and how of a campaign; audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign.

Books for Study

1. Melkote, Srinivas R., Steeves, H.Leslie, (2001) "Communication for Development in the Third World- Theory and Practice for Empowerment", (2nd Edition). Sage Publications. New Delhi
Unit I–Part 1 (*Pages 19-39*)
Unit II – Part 2 (*Pages 103-123*)
Unit III – Part 3 (*Pages 151- 180*)
2. VirBala Aggarwal, V. S. Gupta (2001), "Handbook of Journalism and Mass Communication", Concept publications.
Unit IV & V – Section 5 (*Pages 265-390*)

Books for References

1. Clayton Vollan and Jim Simmons (Ed) (1985) Development Communication- A Resource Manual for Teaching, ' Asian Mass Communication Research and Information Center, Singapore.
2. D'Abreo Desmond A.(1990) Voice to the People- Communication for Social Change, Culture and Communication. Madras.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course							Hours	Credits
VI	21UVC63ES04B		DSE- 4: DEVELOPMENT COMMUNICATION							5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	2	3	3	2	2	3	2.6
CO-2	2	3	3	2	1	3	3	2	2	3	2.4
CO-3	2	3	1	2	2	2	3	2	3	2	2.3
CO-4	3	2	2	3	3	2	3	2	2	3	2.2
CO-5	3	2	1	2	3	1	3	2	2	3	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63PW01	PROJECT WORK & VIVA VOCE (P)	1	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	demonstrate the students competence in a chosen area of specialization.	K2
CO-2	further develops practical skills in a real-world context.	K3
CO-3	strengthen their portfolio or resume tape with practical experience and projects.	K3
CO-4	discover their research talents.	K4
CO-5	improve practical skills in television, radio and print media.	K6

Content

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation. Outcome: Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC63PW01	PROJECT WORK & VIVA VOCE (P)									1	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	3	3	2	2	1	3	2.6	
CO2	3	3	3	2	3	3	3	2	1	3	2.5	
CO3	3	3	3	2	2	3	2	2	1	3	2.4	
CO4	3	3	3	2	3	3	2	1	1	3	2.4	
CO5	3	3	3	3	3	2	3	3	1	3	2.7	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63CE01	COMPREHENSIVE EXAMINATION	0	2

Unit -I

COMMUNICATION

Visual Communication – Definition and need - The Visual Process - Visual Communication Theories: Sensual, Perceptual and Cognitive - Psychology - Communication and Language- Functions and characteristics of Barriers of Communication.

Unit - II

ADVERTISING AND DIGITAL MARKETING

Digital Advertising – Evolution of online advertising – Types of online advertising – Digital platforms – Advertising campaign – Steps involved in Advertising campaign planning process.

Unit -III

PHOTOGRAPHY AND TELEVISION PRODUCTION

Photography- Types of photography-Lighting- White balance- Shutter speed- ISO-Aperture- TLR camera- BOX camera- DSLR camera- SLR camera- Mirrorless camera- Basic camera- Rule of third- Golden ratio- Phy grid- Types of lenses.

Unit - IV

MARKETING

Need and scope of marketing- Marketing mix- understanding the consumer marketing- Market segmentation- concept of target market- Market positioning- Marketing plan- Marketing channels- Marketing environment.

Unit - V

SCRIPT WRITING

Spec Script Writing- Feature Assignment Writing- Television writing- Three Act structure- Eight-Sequence Structure- Action Line or Big Print- Dialogue- Transitions- Copyright Infringement- Rewriting & Script Doctoring.

Semester	Course Code	Title of the Course	Hour	Credit
VI	21UVC64SE04	SEC – 4 (WS): EVENT MANAGEMENT	2	1

CO No.	CO- Statement	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	Relate the event management elements.	K1
CO-2	Demonstrate the planning, scheduling and the requirements to organize a program.	K2
CO-3	Identify the essentials to organize the events.	K3
CO-4	Plan different types of events.	K3
CO-5	Examine the technicality involved in event planning.	K4

Unit - I (6 Hours)

Why Event Management- Requirement of Event Manager- Analyzing the events- Scope of the Event- Decision-makers- Technical Staff- Developing Record-Keeping Systems- Establishing Policies & Procedures

Unit- II (6 Hours)

Preparing a Planning Schedule- Organizing Tasks- Assigning Responsibility- and Communicating- Using the Schedule Properly- The Budget- Overall Planning tips- Checklists- Expert Resources- Computer Software Required.

Unit - III (6 Hours)

Who are the people on the Event- Locating People- Clarifying Roles-Developing content Guidelines- Participant Tips- Books for References Checks- Requirement Forms- Introduction- Fees & Honorariums-Expense Reimbursement- Travel Arrangements- Worksheets

Unit- IV (6 Hours)

Types of Events- Roles & Responsibilities of Event Management in Different Events- Scope of the Work, Approach towards Events

Unit - V (6 Hours)

Framing- Composition- Types of Composition- Rule of Third, Frame within Frame & Etc.; Types of Photography- Advertisement Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Books for Study

1. Laura Capell, "Event Management For Dummies", John Wiley & Sons Publications, 2013
Unit I, II&III Chapter 1 (Pages20-85)
2. Alex Genadinik, "Event Planning - Management & Marketing for Successful", CreateSpace Independent Publishing Platform, 2015
UNIT- IV: Chapter 1, 2 and 5(Pages 7-29, 53-65, 91-100).
UNIT- V: Chapter 8 (Pages- 149-164).

Books for References

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
3. Rogers, T. (1998). (2003). Conferences and Conventions: A Global Industry. Oxford: Butterworth-Heinemann.
4. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC64SE04	SEC- 4 (WS): Event Management									2	1
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	1	2	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	2	2	2	2.4	
CO-4	3	2	2	3	2	2	3	2	1	3	2.3	
CO-5	3	2	1	2	3	2	2	3	3	2	2.3	
Mean Overall Score											2.3	(High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC64EG02	GE –2: DIGITAL MEDIA AND PRODUCTION	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define Digital Media and recall the various digital media platforms.	K1
CO-2	relate the digital media marketing techniques.	K2
CO-3	identify the online Audio and Video Channels.	K3
CO-4	discover about Youtube channels and Web Radio.	K4
CO-5	examine the ethics of digital media.	K4

Unit- I (12 Hours)

Digital Media: Definition and Characteristics of Digital Media- Digital Media Platforms - Facebook, Twitter, YouTube, Instagram, WhatsApp, WordPress, Social Bookmarking, Skype and the 'Blogosphere' - Internet as a Convergent Media Platform

Unit - II (12 Hours)

Digital Media Marketing – Introduction- Social Media Management – Strategies, Tools and Technologies - Social Media Audience Measurement - Case studies of successful social media marketing campaigns

Unit - III (12 Hours)

Streaming of Video and Audio - Comparison of digital media with Print, TV & Radio - Writing for Web Media –Creating own youtube news channel -Impact of You tube channels video for social development citizen Journalism , on reading habits of people and media industry - Analysis of important Indian news-based websites.

Unit - IV (12 Hours)

Introduction to Online Radio Journalism – The growth of internet radio –Genre of internet radio programme-Preparing own radio program - Digital editing using free and open source audacity - Saving and exporting file.

Unit -V (12 Hours)

Digital culture and digital identity, User Generated Communication- Participatory culture and Social Media, Citizen Journalism - Digital media & Public sphere, Network theory- Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism,- Cryptocurrency, Digital Signature - Internet Governance and Regulatory Frameworks

Books for Study

1. Robert B. Musburger, PhD, Gorham Kindem - "Introduction to Media Production - The Path to Digital Media Production", Taylor & Francis Publications, 2012

Unit –I&II (Page:1-57)

2. James Cohen, Thomas Kenny, "Producing New and Digital Media - Your Guide to Savvy Use of the Web", Taylor & Francis Publications, 2015

Unit –III,IV&V (Page:97-200)

Books for References

1. Bignell, Jonathn (2002), Media Semiotics, Routledge, London.
2. Leewen and JewittCarey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey ,Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC64EG02	GE –2: DIGITAL MEDIA AND PRODUCTION									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	1	3	3	2	3	3	2.3	
CO-2	3	2	3	3	2	3	3	1	3	3	2.6	
CO-3	3	2	2	3	1	2	3	1	3	1	2.1	
CO-4	2	3	3	3	1	3	3	2	3	2	2.5	
CO-5	2	3	2	2	1	1	2	2	3	3	2.1	
Mean Overall Score											2.3 (High)	

B.Sc. VISUAL COMMUNICATION

SYLLABUS – 2018

**SCHOOLS OF EXCELLENCE
with
CHOICE BASED CREDIT SYSTEM (CBCS)**

**SCHOOL OF MEDIA STUDIES AND VOCATIONAL PROGRAMMES
St. JOSEPH'S COLLEGE (Autonomous)**

Special Heritage Status Awarded by UGC

Accredited at 'A' Grade (3rd cycle) by NAAC

College with Potential for Excellence Conferred by UGC

DBT-STAR & DST-FIST Sponsored College

TIRUCHIRAPPALLI - 620 002, INDIA

**SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM
(CBCS)**

UNDERGRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to work towards the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to standup to the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives:

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCHÉ and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The multi-discipline nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

What is Credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practicals, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 150 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

**SUMMARY OF HOURS AND CREDITS
UG COURSES**

Part	Semester	Specification	No. of Course	Hours	Credits	Total credits
I	I-IV	Languages (Tamil/Hindi/French/Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	IV-VI	Core Theory Practicals	11-16 3-6	90	60	98
	V-VI	Project work	1			
	IV-VI	Core Electives	3	12	12	
	V	Self –paced Learning (Partial Online Courses)	1	-	2	
	VI	Comprehensive Examination	1	-	2	
	I-VI	Allied	4/6	24	20	
	III&V	Extra Credit Course	2	-	(4)	
IV	IV	internship				23
	V	Skilled Based Electives Between Schools (BS)	1	2	2	
	VI	Within School (WS)	1	2	2	
	V	Inter Departmental Courses (IDC) Soft Skills / NCC	1	2	2	
	I	Non-Major Courses (NMC) Communicative English	1	-	5	
	II	Computer Literacy	1	2	2	
	II	Environmental Studies (Partial Online Course)	1	2	2	
V	I-IV	Value Education	4	8	8	5
	I-V	SHEPHERD & Gender Studies	-	-	-	
	V	AICUF, Fine Arts, Nature Club, NCC, NSS	-	-	-	
		Career Guidance & Training	-	-	-	
		TOTAL		180	150	150 (+4 extra credits)

Course Pattern

The Undergraduate degree course consists of five vital components. They are as follows:

- Part –I : Languages (Tamil / Hindi / French / Sanskrit)
 Part-II : General English
 Part-III : Core Course (Theory, Practical, Core Electives, Allied, Project, Internship and Comprehensive Examinations)
 Part-IV : SBE, NMC, Value Education, Soft Skills/National Cadet Corps and Environmental Studies (EVS)
 Part-V : Community Service (SHEPHERD) and Gender Studies, AICUF, Fine Arts, Nature Club, NCC, NSS, etc.

Non-Major Courses (NMC)

There are three NMC's – Communicative English, Computer Literacy and Environmental Studies offered in the I, II & III Semesters respectively.

Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. There are two extra credit courses – Massive Open Online Courses (MOOC) and Skill-based Course – offered in the III and V Semesters respectively.

According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, etc. Skill based course is offered by the department apart from their regular class hours.

Value Education Courses

There are four courses offered in the first four semesters for the First & Second UG students.

Non-Major Elective / Skill Based Elective

These courses are offered in two perspectives as electives “Within School” (WS) and “Between School” (BS).

Subject Code Fixation

The following code system (11 characters) is adopted for Under Graduate courses:

Year of Revision	UG Code of the Dept	Semester	Specification of the Part	Subject Category	Running no. In that part
↓	↓	↓	↓	↓	↓
17	U##	x	x	xx	xx
17	UVC	1	3	02	01

For Example :

I B.Sc.Viscom, first semester ‘Introduction to Visual Communication’

The code of the paper is 18UVC130201.

Thus, the subject code is fixed for other subjects.

Subject Category

- 00 - Languages (Tamil / Hindi / French / Sanskrit)
- 01 - General English
- 02 - Core (Theory, Practical, Comprehensive Exams, Internship and Project)
- 03 - Core Electives
- 04 - Allied
- 05 - Extra Credit Courses
- 06 - Skill Based Electives (BS) & (WS)
- 07 - Soft Skill
- 08 - NMC (Communicative English, Computer Literacy/SAP)
- 09 - EVS (Environmental Studies)
- 10 - Value Education
- 11 - Community Service (SHEPHERD) and Gender Studies
- 12 - AICUF / Nature Club / Fine Arts / NCC / NSS etc.

EXAMINATION: Continuous Internal Assessment (CIA)

UG - Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
End-Semester Test	30
Mid-Semester Test	30
CIA	100

MID-SEM & END-SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A, PART-B, and PART-C.
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.
4. The 10 marks of Part-A of Mid-Sem and End-Sem Tests will comprise only: **Objective Multiple Choice Questions; True / False; and Fill-in the Blanks.**
5. The number of hours for the 5 marks allotted for Library Referencing work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses of the semester.
6. English Composition once a fortnight will form one of the components for UG General English.

SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

Part-A: Objective MCQs only (30 Marks)

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

Part-B & C: Descriptive (70 Marks)

Part-B: 5 x 5 = 25 marks (Inbuilt Choice);

Part-C: 3 x 15 = 45 marks; 3 out of 5 questions (Open Choice).

The Accounts Paper of Commerce will have

Part-A: Objective = 25

Part-B: Descriptive 3 x 25 = 75 marks.

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

Grading System

1. Grading

The total marks will be calculated by adding both CIA and the end-semester examinations for each of the courses. The total marks thus obtained will then be graded as per details provided in the following Table-1.

From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by Semester **Grade Point Average (GPA)** and **Cumulative Grade Point Average (CGPA)** respectively. These two are calculated by the following formulae:

$$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}, \quad \text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

where, 'C_i' is the Credit earned for the Course-*i*,

'G_i' is the Grade Point obtained by the student for the Course '*i*',

'M' is the marks obtained for the course '*i*', and

'*n*' is the number of Courses **Passed** in that semester.

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

2. Classification of Final Results

- For each of the three parts, there shall be separate classification on the basis of the CGPA, as indicated in the following Table-2.

- ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided he/she has secured the prescribed passing minimum in the LCs and the ELCs.
- iii) Grade in Part-IV and Part-V shall be shown separately and it shall not be taken into account for classification.
- iv) Absence from an examination shall not be taken as an attempt.

Table-1: Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below 70	7	B+
50 and above but below 60	6	B
40 and above but below 50	5	C
Below 40	0	RA

Table-2: Final Result

CGPA	Classification of Final Results	Corresponding Grade
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re-appearance

Credit based weighted Mark System is adopted for individual semesters and cumulative semesters in the column 'Marks Secured' (for 100).

A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

Declaration of Result:

Mr./Ms. _____ has successfully completed the Under Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part-III is _____ and the class secured is _____ by completing the minimum of 150 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ Fine Arts / Sports & Games / NCC / NSS / Nature Club etc. The candidate has also acquired _____ (if any) extra credits offered by the parent department courses.

Programme Outcomes (POs)

1. Undergraduate students are to be passionately engaged in initial learning with an aim to think differently as agents of new knowledge, understanding and applying new ideas in order to acquire employability/ self employment.
2. Undergraduate students are trained to take up higher learning programmes.
3. Undergraduate students are made to be competent and socially responsible citizen of India.
4. Undergraduate students are to be exposed to technical, analytical and creative skills.
5. Undergraduate students are to be imparted with a broad conceptual background in the Biological sciences / Computing sciences / Languages and culture / Management studies / Physical sciences/ Media Studies & Vocational Programmes

Programme specific Outcomes (PSOs)

- ❖ Critical and Analytical Thinking Skills
- ❖ Problem solving Skills
- ❖ Designing skills
- ❖ simulating Skills
- ❖ Knowledge on media presentation skills
- ❖ Knowledge on Computer animation and multimedia software
- ❖ Entrepreneurial Skills
- ❖ Employability Enhancement

DEPARTMENT OF VISUAL COMMUNICATION
LIST OF PAPERS
2018 ONWARDS

Sem	Part		Subject Code	Paper	Hrs	Cr
I	I	Language	18UGT110001	Tamil – I / Hindi – I / French – I / Sanskrit - I	4	3
	II	English	18UGE120102	General English - I	5	3
	III	Core	18UVC130201	Introduction to Visual Communication	6	4
	III	Core	@	Visual Literacy (P)	4	-
	III	Core	@	Media Presentation Skills (P)	3	-
	III	Allied	18UVC130401	Human communication	6	5
	IV	NMC	18UCE140801	Communicative English		5
	IV	V. Edn	18UFC141001	Essentials of Humanity	2	2
	Total for Semester : I				30	22
II	I	Language	18UGT210002	Tamil – II / Hindi – II / French – II / Sanskrit - II	4	3
	II	English	18UGE220102	General English - II	5	3
	III	Core	18UVC230202	Basics of Advertising	5	4
	III	Core	18UVC230203	Visual Literacy (P)	3	3
	III	Core	18UVC230204	Media Presentation Skills (P)	3	4
	III	Allied	18UVC230402	Allied : Art and Visual Aesthetics	6	5
	IV	NMC	18UCE240802	Computer Literacy	2	2
	IV	V. Edn	18UFC241002	Fundamentals of Human Rights	2	2
	Total for Semester : II				30	26
III	I	Language	18UGT310003	Tamil – III / Hindi – III / French – III / Sanskrit - III	4	3
	II	English	18UGE320103	General English - III	5	3
	III	Core	18UVC330205	Graphics Design	4	3
	III	Core	18UVC330206	Writing For Mass Media	4	3
	III	Core	18UVC330207	Computer Graphics (P)	3	2
	III	Allied	18UVC330403	Allied : Photography	4	4
	III	@	@	Allied Practical : Photography (P)	2	
	IV	NMC		Environmental studies (Partial online course)	2	2
	IV	V. Edn		Formation of youth- I (OR)	2	2
				Religious Doctrine- I		
Total for Semester : III				30	22	

Sem	Part		Subject Code	Paper	Hrs	Cr	
IV	I	Language	18UGT410004	Tamil – IV / Hindi – IV / French – IV / Sanskrit - IV	4	3	
	II	English	18UGE420104	General English - IV	5	3	
	III	Core	18UVC430208	Reporting and Editing	6	4	
	III	Core	18UVC430209	Elements of Film and Film Appreciation (P)	3	3	
		Core Elec	18UVC430301	Elective I: Mass Communication Theories	4	4	
	III	Allied	18UVC430404	Allied : Media Culture and Society	4	4	
	III	@	18UVC430405	Allied Practical : Photography (P)	2	2	
	IV	V. Edn	18UFC441004A	Formation of youth- II	2	2	
	IV		18UFC441004B	Religious Doctrine - II			
	Total for Semester : IV				30	25	
V	III	Core	18UVC530210	News Production	4	3	
	III	Core	18UVC530211	Script Writing	4	3	
	III	Core	18UVC530212	Media Research Orientation	4	3	
	III	Core	18UVC530213	Radio Production (P)	5	4	
	III	Core	18UVC530214	Television Production (P)	5	4	
	III	Core. Ele	18UVC530302	Elective II : Introduction to 2D animation	4	4	
	IV	SBE	18UVC540601	Desk Top Publishing	2	2	
	IV	IDC	18USS540701A	Soft Skills	2	2	
			18USS540701B	National Cadet corps (For NCC cadets)			
		Total for Semester : V				30	25
VI	III	Core	18UVC630215	Public Relation	5	4	
	III	Core	18UVC630216	Online Journalism	5	4	
	III	Core	18UVC630217	Development communication	5	4	
	III	Core	18UVC630218	Internship (P)	4	3	
	III	Core	18UVC630219	Project (P)	5	4	
	III	Core. Ele	18UVC630303	Elective: III - Web Designing (P)	4	4	
	IV	SBE	18UVC640602	Event Management	2	2	
		Total for Semester : VI				30	25
	V	Shepherd		Community Service Work (SHEPHERD) & Gender Studies		5	
		Total for All Semester				100	150 +4

பொதுத்தமிழ் - 1

பாடத்தின் விளைவு

1. சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியப்பரப்பை அறிதல்
2. புதுக்கவிதை, சிறுகதை, உரைநடை ஆகியவற்றின் இலக்கியத்திறன் கண்டறிதல்.
3. சந்திப்பிழையின்றி எழுதும் திறன் பெறுதல்.
4. வாழ்க்கை வரலாற்றுக் கட்டுரைகளை வாசிக்கும் திறன் பெறுதல்.
5. அன்றாடப் பயன்பாட்டிலுள்ள ஆங்கிலச்சொற்களுக்குப் பொருத்தமான சொற்களை உருவாக்கச்செய்தல்
6. அரசுப்போட்டித் தேர்வுகளுக்கேற்ப தமிழ்மொழியில் பயிற்சி அளித்தல்.

அலகு-1 மகாகவி பாரதியார் கவிதைகள்
பாரதிதாசன் கவிதைகள்
நாமக்கல் கவிஞர் கவிதைகள்
உரைநடை – முதல் மூன்று கட்டுரைகள் (12 மணி நேரம்)

அலகு-2 பாவலரேறு பெருஞ்சித்திரனார் பாடல்கள்
கண்ணதாசன் கவிதைகள்
இலக்கிய வரலாறு (பக். 239- 300)
இலக்கணம் -வலிமிகும் இடங்கள் (14 மணி நேரம்)

அலகு-3 சமூகக்கவிதைகள்
இலக்கிய வரலாறு (பக்.300 -362)
சிறுகதை- முதல் ஆறு சிறுகதைகள் (14 மணி நேரம்)

அலகு-4 அரசியல் கவிதைகள்
இலக்கணம் - வலி மிகா இடங்கள் (10 மணி நேரம்)

அலகு-5 மொழிபெயர்ப்புக்கவிதைகள்
சிறுகதை- 7 முதல் 12 முடிய உள்ள சிறுகதைகள்
உரைநடை- 4முதல் 6 முடிய உள்ள கட்டுரைகள் (10 மணிநேரம்)

பாடநூல்

1. பொதுத்தமிழ்- செய்யுள் திரட்டு- தமிழாய்வுத்துறை வெளியீடு-2017 -2020
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு.
4. சிறுகதைத்தொகுப்பு : (நாட்டுடைமையாக்கப்பட்ட படைப்பாளர்களின் சிறுகதைகள்) , தமிழாய்வுத்துறை வெளியீடு.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours		Credits
I	17UGT110001	GENERAL TAMIL - 1										4	3	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PSO 7	PSO 8	
CO1	5	5	4	3	5	5	4	4	4	3	3	4	5	4.2
CO2	5	5	5	3	4	5	4	5	4	3	3	4	5	4.2
CO3	4	4	5	4	3	4	3	5	4	3	3	4	5	3.9
CO4	5	5	4	4	4	5	5	5	4	3	5	5	5	4.5
CO5	5	5	5	4	4	4	4	5	4	3	4	5	5	4.0
CO6	5	5	5	3	4	4	4	4	4	5	4	3	5	3.8
CO7														
CO8														
	Mean overall score													4.1

Result : The score for this course is 4.1 (4.1– 5.00 : Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester: I

Hours/Week: 4

Subject Code: 18UGH110001

Credits: 3

HINDI PAPER – I

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- knowledge and understanding of Hindi Conversations
- improvement of the writing skills.
- knowledge of Grammar forms
- effective communicative skills in Hindi.
- the introduction of socially relevant subjects in Modern Hindi Literature
- appreciation the features of Modern Hindi Prose.

UNIT – I

8 hours

Dr Abdul Kalam, Ling Badaliye, Vachan Badaliye, Baathcheeth-Aspathal Mein

UNIT – II

12 hours

Hamara Rajchinha, Noun Ling, Kaarak Chinha, Chaar Baayee, Baathcheeth, Dookan Mein

UNIT – III

12 hours

Moun hee mantra hai, Vachan, Kaarak, Vishwamitra Ka yagna, Baathcheeth, Hotel mein

UNIT – IV

14 hours

Veer Shivaji, Pronoun, Danush Yagna, Baathcheeth-Maidan mein

UNIT – V

14 hours

Rajatilak Kee Thaiyaree, Adjectives, Baathcheeth-Pareeksha ke baare mein

Books Recommended

1. Dakshina Bharathi Hindi Prachar Sabha, Thiagaraya Nagar, Chennai – 600 017, Subhodh Hindi Patamala-2, Bharath Milap, Bharath-1, 2016.
2. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 63, Tagore Nagar, Allahabad 2, 2016.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits
I	17UHI110001	HINDI -1										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	2	2	2	3	4	4	3.2	
CO2	3	3	2	3	2	4	4	4	3	3	2	3.0	
CO3	3	2	2	3	4	2	2	2	3	4	4	2.8	
CO4	3	2	2	3	2	4	4	4	4	2	2	2.9	
CO5	3	3	3	3	3	3	4	4	3	3	3	3.2	
CO6	4	4	4	4	3	4	3	2	4	3	3	3.4	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (3.1 - 4.0 : Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for COs = ----- Total no. of COs
---	--

Semestre: I
Code du sujet : 18UGF110001

Heures /Semaine: 4
Points : 3

FRANÇAIS – I

Les résultats d'apprentissage :

L' étudiant peut ...

- Introduire la langue et la culture française aux étudiants
- Comparer la culture de l'Inde et de la France
- Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- se présenter
- Donner des informations en Français .
- Conjuguer des verbes ,Avoir Etre Aller Faire

UNIT I : A l'aéroport Kamaraj domestic de Chennai (10 heures)

Saluer, demander et dire le nom, présenter quelqu'un, se présenter, souhaiter la bienvenue a quelqu'un, demander et dire l'identité de quelqu'un.

Grammaire : Etre, s'appeler, pronoms sujets, interrogation

UNIT II : A l'Université (10 heures)

Demander comment on se porte, présenter quel qu'un, prendre congé, exprimer, l'appréciation.

Grammaire : Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif : verbes réguliers en er, être avoir, apprendre, prépositions a, en, au, aux.

UNIT III : Au café (10 heures)

Dire ce qu'on aime, donner des informations, exprimer l'admiration, demander des informations sur quelqu'un.

Grammaire : Adjectifs interrogatifs, présent de l'indicatif : avoir, verbes en er , savoir, qu'est ce que c'est?, adjectifs possessifs, négation ,adjectifs irréguliers

UNIT IV : A la plage (15 heures)

Proposer une sortie, accepter, refuser la proposition

Grammaire : phrases au singulier et au pluriel, pronom indéfini- on, il y a, adjectifs démonstratifs, négation, interrogation, présent de l'indicatif: faire, voir, aller, sortir, connaître

UNIT V : Un concert et chez Nalli (15 heures)

Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parlé au téléphone, demander le prix, protester contre le prix.

Grammaire : Présent de l'indicatif : verbes en er, venir, pouvoir, vouloir, articles contracte, avec, a chez, le futur, interrogation est ce que, adverbes interrogatifs, adjectifs possessifs, accord de l'adjectif, adjectifs exclamatifs, très/trop, présent de l'indicatif : acheter-regarder, l'impératif.

Manuel :

1. K.Madanagobalane, **Synchronie-1**, Samhitâ Publication, 2011.

Livre de référence :

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits
I	17UFR 110001	FRENCH -I										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	4	4	2	2	3	3	3.2	
CO2	3	3	3	3	4	4	4	3	3	3	2	3.2	
CO3	3	2	3	2	4	3	2	4	4	3	3	3	
CO4	3	3	4	3	4	2	2	3	3	2	2	2.8	
CO5	3	3	4	3	4	3	3	3	4	5	2	3.4	
CO6	3	4	3	3	3	3	3	3	2	4	3	3.1	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (3.1 - 4.0 : Very High Relationship)

Note

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for COs = ----- Total no. of COs
---	--

Semester: I
Subject Code: 18UGS110001

Hours/week: 4
Credits: 3

SANSKRIT PAPER – I

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- knowledge and understanding of basic Sanskrit
- knowledge and understanding of basic Sanskrit vocabulary
- introduction of the writing skills
- introduction of Sanskrit Aksharas.
- introduction of Present tense forms
- implementation of good thoughts from Subashitani

UNIT – I **8 hours**

Akharavivaranam – Svaras & Vyanjanaani – Samyukta Aksharani.

UNIT –II **12 hours**

Shabdadayah – Aakaaraanta, ikaar aantah. ukaaraantah.

Shabdadayah – Aakaaraanta, iikaar aantah. uukaaraantah.

UNIT – III **12 hours**

Anuvaada Prayogah.

UNIT – IV **14 hours**

Lat Lakarh – Parasmai – Pada Prayogah = Vakayarupah.

UNIT – V **14 hours**

Subhaashitaani

Books Recommended

1.Kulapathy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2014

2. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat- 678003, Kerala, South India, Shabdha Manjari, 2014

3.Balasubramaniam R., Samskrita Akshara Siksha, Vangals Publication, 14th Main Road, JP Nagar, Bangalore -78, 2015.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits
I	17USA110001	SANSKRIT I										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	5	3	5	4	4	3	3	3	3	3	4	3.1	
CO2	4	3	4	4	4	4	4	4	4	3	4	3.3	
CO3	4	3	3	4	4	3	4	4	3	3	4	3.1	
CO4	4	3	3	4	3	3	4	4	3	3	4	3	
CO5	4	4	4	3	4	4	3	3	3	4	4	3.1	
CO6	5	4	4	4	4	3	3	3	3	3	4	3.1	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (3.1 - 4.0 : Very High Relationship)

Note

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for COs = ----- Total no. of COs
--	---

GENERAL ENGLISH-I

Course outcome

- Introduce themselves to the others
- Narrate simple experiences in a coherent manner
- Understand the underlying meaning in the text
- Describe accurately what he/she observes and experiences
- Converse with friends about their likes and dislikes
- Write leave letters using the appropriate format and language

Unit-I:

01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I doing?
09. What was I doing?
10. Unscramble the Past Actions
11. What did I do yesterday?

Unit-II:

12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Form of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

Unit-III:

22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Listen and Match the Visual
30. Letter Spell - Check
31. Drafting Letter

Non-Detailed: “The Merchant of Venice” from *Six Tales From Shakespeare*

Unit-IV:

32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (s)he / are they Doing?
40. Yes / No Question
41. What was s/he doing?
42. Names and Actions
43. True Friendship
44. Know your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

Non-Detailed: "The Taming of the Shrew" from *Six Tales From Shakespeare*

Unit-V:

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words denoting Place
54. Words denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The family debate
63. Family Today

Non-Detailed: "The Tempest" from *Six Tales From Shakespeare*

Textbook

Joy, J.L. & Peter, F.M. *Let's Communicate 1*, New Delhi, Trinity Press, 2014. Print.

Non-Detailed Text

Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (First three tales)

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:		Title of the paper :									Hours		Credits	
I	18UGE120101		GENERAL ENGLISH -1									5		3	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs			
	PO1	PO 2	PO3	PO 4	PO 5	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PS O 7	PS O 8		
CO1	4	3	4	4	4	5	4	4	4	3	3	4	4	3.80	
CO2	4	3	4	4	4	5	5	4	4	4	4	4	4	4.10	
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.60	
CO4	4	3	2	4	4	4	4	3	3	5	5	4	4	3.80	
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.90	
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.90	
	Mean overall score											3.85			

Result : The score for this course is 3.85 (3.1 - 4.0 : High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p align="center">Total of values Mean score of COs = ----- Total no. of POs & PSOs</p>	<p align="center">Total of Mean scores Mean overall score for CO = ----- Total no. of COs</p>
---	---

Core Paper- I
INTRODUCTION TO VISUAL COMMUNICATION

Course outcomes:

- Understand the concepts in communication and need for communication
- Ability to analyze the Visual communication Trends
- Gain Knowledge about Visualization.
- Learn the Audio Visual Media intricacies.
- Demonstrate cinema medium as powerful audio visual medium.
- Ability to know the communication ethics.

UNIT - I
VISUAL COMMUNICATION

Visual Communication – Definition and need - The Visual Process - Visual Communication Theories: Sensual, Perceptual and Cognitive - Psychology - Application of Psychological concepts to Visual Communication.

UNIT- II
VISUALISATION

What is Visualization- Visual power- Visual pleasure- Visuality- Picture - Line, Colour, Vision- Discipline and Colour.

UNIT- III
PRINT MEDIUM

Print Medium: History, Structure of a Newspaper Organization- Types of Newspapers and Magazines: General and Specialized – Structure and Functioning of Newspapers and Magazines- Technological developments – competition, content and style of Magazines - Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights- Intellectual Property Rights

UNIT- IV
AUDIO MEDIUM

Development of Radio – International, National and Regional - Radio as a medium of mass communication – types of ownership: Private and Public- Organizational -Structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review- Telecasting Ethics.

UNIT- V
AUDIO VISUAL MEDIUM -I

Development of Television- International, National and Regional.-Emergence of television in India – the LPG concept in India. Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati Act- Broadcasting Regulations - Cable Act.

AUDIO VISUAL MEDIUM - II

CINEMA MEDIUM

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films- CBFC

BOOK FOR STUDY

1. Lester & Martin (2005) Visual Communications: Images with Messages, Words worth Publications, California.
2. Keval J. Kumar (2008) Mass Communication in India, Oxford Press, Delhi.

BOOK FOR REFERENCE

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge's Kevin (2000) – Human communication - Motivation, Knowledge & Skills, Sage publishers, London.
2. Allan& Barbara pease (2004) –Body language, Manjul publishing house pvt ltd , Bhopal, Mumbai.
3. Vishweshwer Rao, P.L. (2005). Principles of Communication. Media House Publication.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester I	Course code 18UVC 130201	Title of the paper INTRODUCTION TO VISUAL COMMUNICATION												Hour 6	Credits 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	3	4	4	3	3	3	2	4	3	2	2	3.1	
CO2	4	4	2	4	4	4	4	2	3	4	3	2	2	3.2	
CO3	3	4	2	4	5	4	4	2	3	4	3	2	3	3.3	
CO4	4	3	2	4	4	4	3	2	3	4	4	2	2	3.2	
CO5	4	4	2	4	4	4	3	2	3	4	4	2	2	3.2	
CO6	3	3	3	4	4	3	3	3	3	4	3	3	3	3.2	
Mean Overall Score														3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester - I & II
18UVC230203

Hours/Week : 4
Credits : 3

Core Paper Practical- I
VISUAL LITERACY (P)

Course Outcomes:

- Understand the Principles of visual construction and its application
- Ability to analyze the Technicality of Drawing and improve creative motifs for designing
- Gain knowledge about the Colour, Rhythm, Balance
- Learn the Geometrical shapes and forms for designing.
- Demonstrate and use visual literacy and design as a medium for effective communication
- Ability to read write and create visual images

UNIT- I

VISUAL LITERACY

Understand visual Image, think, learn and express- Visual reading – elements of visual- dot, lines, shapes, forms, contour, texture, size, perspective, visual balance, Rhythm- Proportion.

UNIT- II

COLOUR

Vocabulary of color – pigment color, optical color, aspects of color, value, chromo, meaning of color - functions of color - attraction, association, retention and atmosphere.

UNIT-III

PERSPECTIVE

Picture reading - figurative level - relationship of elements – perception , constancies, perceptual grouping, symbolic level – verbalization - creativity-Design, Association and Context, Shape, Angles /Direction, placement.

UNIT- IV

MEDIUMS OF PAINTING

Use of various mediums - pencil, charcoal, dry pastels, pen and ink, water, acrylic and other mediums.

UNIT - V

HUMAN ANATOMY

Visual building vocabulary by exaggeration, distortion, stylization and abstraction, picture and typography-Human anatomy - heads, hands, feet, structures and postures, facial expressions, movement in drawing- Cartoon creation and execution.

METHODOLOGY:

Theory and Practical sessions with exhaustive lab work on various assignments. Each exercise should have minimum 5 numbers of works with rough thumb nail sketch followed by fair works

LAB WORKS

1. Anatomy study (Human and animals)
2. Still Life
3. Live Models (Portraits)
4. Landscapes and Composition
5. Line study in different thickness.
6. Curve and Circle
7. Shapes
8. Composition with Light and Shadow
9. Cubes with geometrical shapes
10. Patterns and Distraction
11. Perspective Drawing
12. Fonts – Alphabets and Numbers

BOOK FOR REFERENCES

1. Philip Rawson (1987) Design, Prentice Hall, London
2. Paul Rand(1993) Forms and Chaos, Yale University press
3. Russell N. Baird(1987) The Graphic Communication, Holt, Rinehart and Winston, Canada
4. Jerry Palmer & MacDodson(1995)Design and Aesthetics, Rutledge, London.
5. Rick Williams & Julianne Newton (2009) Visual Communication - Integrating media art & science – The Complete to Drawing Techniques - Eugene Felder Emmett Elwin Kandour Ltd .
6. Marlyn Stockstad (2009). Art History, Pearson.
7. John Walford (2002). Great Themes in Art. Pearson
8. Dennis. J.Sporre (2010). Reality through the Arts, Pearson.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester I& II	Course code 18UVC130202	Title of the paper VISUAL LITERACY (P)												Hour 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	2	5	5	5	3	3	3	3	4	3	4	3.6	
CO2	5	3	2	4	4	4	3	3	4	3	4	4	4	3.6	
CO3	4	3	3	4	4	3	4	5	4	3	4	3	3	3.6	
CO4	4	4	1	2	4	4	3	4	3	5	3	3	4	3.3	
CO5	4	4	3	2	3	4	4	3	5	4	3	4	2	3.4	
CO6	4	3	1	4	4	5	4	3	4	5	3	4	3	3.6	
Mean Overall Score														3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Allied Practical - I
MEDIA PRESENTATION SKILLS (P)

Course Outcomes:

- Understand the concepts of communication skills and non verbal communication
- Ability to analyze the presentation skills.
- Gain knowledge about various Body language techniques.
- Learn the Time Management Audio Visual Media intricacies.
- Comprehend the relationship between the Group discussion and interview skills.
- Recognize presentation skills are essential for today's professional.

UNIT- I : BODY LANGUAGE

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

UNIT – II : PRESENTATION SKILLS

Presentation Skills Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

UNIT- III : TIME MANAGEMENT

Time Management Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT- IV : GROUP DISCUSSION

Group Discussion Why is GD part of selection process?- Structure of GD - Moderator led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

UNIT- V : INTERVIEW SKILLS

Interview Skills Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

Besides, students will be taught on the following communication skills:

- Group Discussion
- Public Speaking
- Role Play
- Street Theatre

BOOKS FOR REFERENCE

1. Ronald B. Adler Vieorge Rooman (2009). Understanding Human Communication, Oxford Press
2. Anshumansharma (2010) Principles of communication, Random Publication.
3. Dr. S. Agarwal (2010) Verbal & Non-Verbal Reasoning, S. Chand Publication.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester I-II	Course code 18UVC230204		Title of the paper MEDIA PRESENTATION SKILLS (P)											Hour 6	Credits 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	P O 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	2	5	5	4	4	3	4	4	4	4	5	4.0	
CO2	5	3	2	4	4	4	3	4	4	3	4	4	5	3.7	
CO3	3	4	2	5	3	4	5	4	5	3	3	4	4	3.7	
CO4	4	4	2	3	4	5	3	4	4	3	4	3	5	3.6	
CO5	4	5	3	4	3	3	3	2	4	3	4	4	3	3.4	
CO6	5	3	3	3	5	5	4	4	3	4	4	3	4	3.8	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for CO = ----- Total no. of COs
--	--

Semester - I
18UVC130401

Hours/Week : 6
Credits : 5

Allied Paper - I
HUMAN COMMUNICATION

Course outcomes:

- Understand the evolution, nature and facets of human communication.
- Analyze the effective use of body to become effective communication.
- Gain knowledge about the mass communication.
- Ability to analyze mass media and its influence to the society.
- Learn to establish and maintain relationship with others.
- Demonstrate about communication ethics.

UNIT - I
HUMAN COMMUNICATION

Communication: Definition, need and functions of communication- Communication as process - Types of Communication – Intra, Inter, Group and Mass Communication. Forms of Communication – Verbal and Non -Verbal Communication Functions and characteristics of verbal and non-verbal Communication - Barriers of Communication – Physical, Psychological, Mechanical, Language, Semiotic and Cultural Barriers- 7C's of Communication.

UNIT - II
COMMUNICATION COMPETENCE

Perceptions of the source – Establishing inter-personal relationships- power and influence, disagreement and conflict, co-orientation – Organisational communication-innovation and change – Inter-cultural communication.

UNIT- III
CONCEPTS FOR MASS COMMUNICATION

Mass media, Mass audience, Mass culture and popular culture – Scope and purpose of models for mass communication, ritual model, publicity model, reception model.

UNIT - IV
MODELS OF COMMUNICATION

Western models of communication - Lass well's model -Shannon and weaver's model - Osgood and schramm's model -Indian communication theories.

UNIT - V
INFORMATION TECHNOLOGY AND COMMUNICATION

The first wave -The second wave -The third wave -The fourth wave -Information Superhighway- Digital divide.

BOOK FOR STUDY

1. Kumar, J. Keval. (2003)- Mass communication in India, Himalaya publishers, New Delhi

BOOKS FOR REFERENCE

1. Morreale, Sherwayn.P, Spitsbergen, Brain. H & Barge's Kevin – Human communication - Motivation, Knowledge & Skills, Sage publishers, London
2. Allan& Barbara pease (2004) –Body language, (Manjul publishing house Pvt ltd Bhopal, Mumbai.
3. Hedwig Lewis - Body language, Sage publications India pvt.ltd greater Kailas market, New Delhi.
4. Little John W. Stephen Theories of Human Communication (2003) Library of Congress Cataloging- in –Publication Data, New Mexico.
5. Kumar, J.Keval. (2003)- Mass communication in India, Himalaya publishers, New Delhi.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester I	Course code 18UVC130401		Title of the paper Allied: HUMAN COMMUNICATION											Hour 6	Credits 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	P O 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	2	5	3	4	3	3	2	3	4	3	3	3.2	
CO2	4	4	2	5	4	4	1	2	3	3	3	3	4	3.2	
CO3	4	3	3	5	4	3	2	2	3	3	3	4	5	3.4	
CO4	4	3	2	5	4	3	3	3	3	2	4	4	4	3.4	
CO5	4	3	3	5	4	3	2	2	3	3	3	3	4	3.2	
CO6	4	4	2	5	5	3	3	3	4	3	4	4	5	3.8	
Mean Overall Score														3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-I
Code: 17UFC141001

Hours/Week: 2
Credits: 2

ESSENTIALS OF HUMANITY

Course Outcomes:

- ❖ To ensure creating awareness among the youth on human values.
- ❖ To ensure educating the youth, the basic principles of value education.
- ❖ To ensure the process of analyzing, appreciating and personalizing values as our own.
- ❖ To ensure that students develop various dimensions of human personality.
- ❖ To ensure the youth empowering the gender sensitization, gender differences and gender roles.
- ❖ To ensure preparing the students for the smooth transfer from the stage of teenage to earlier adulthood

Unit-I

Principles of Value Education - Introduction - Value Education- Characteristics of Values – Kinds of Values

Unit-II

Development of Human Personality - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

Unit-III

Dimensions of Human Development - Physical development – Intellectual development - Emotional development - Social Development – Moral development - Spiritual development

Unit-IV

Responsible Parenthood - Human sexuality - Sex and love - Becoming a spouse - Responsible Parenthood

Unit-V

Gender Equality and Empowerment - Historical perspective - Education & economic development -Crimes against Women-Women's rights

Text Book:

Essentials of Humanity, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits	
I	17UFC141001	Essentials of humanity										2	2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	3	1	5	4	3	5	4	5	5	5	5	4	3	4.0
CO2	2	1	5	5	3	5	4	5	5	5	5	4	3	4.0
CO3	2	1	5	5	4	5	4	4	5	5	5	5	3	4.1
CO4	2	2	5	4	2	5	4	4	5	4	5	5	5	4.0
CO5	5	2	5	5	2	5	4	4	5	5	4	4	4	4.2
CO6	2	1	5	5	4	4	4	5	5	4	4	4	3	3.8
	Mean overall score													4.0

Result : The score for this course is 4.0 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for CO = ----- Total no. of COs
--	--

பருவம் -2
17UGT210002

மணி நேரம் - 4
புள்ளிகள் - 3

பொதுத்தமிழ் - II

பாடத்தின் விளைவு

1. பக்தி இலக்கியங்களின் வழி இறையியல் கோட்பாடுகளை அறிதல்
2. உரைநடைக் கட்டுரை எழுதும் திறன் பெறுதல்- இலக்கணமரபுகளை அறிதல்
3. பல்வேறு சமயங்களின் வாழ்வியல் கருத்துக்களை அறிந்து பின்பற்றுதல்
4. காப்பியங்களில் உள்ள சமுதாயக் கருத்துக்களை அறிந்துகொள்ளுதல்.
5. இதிகாசங்கள் உணர்த்தும் நீதிகளை அறியச்செய்தல்.
6. அரசப்போட்டித் தேர்வுகளுக்கேற்ப பொதுக்கட்டுரைகளும் மொழிப்பயிற்சியும் மாணவர்களுக்கு அளித்தல்.

அலகு : 1

(12 மணி நேரம்)

- சிலப்பதிகாரம் - அந்திமாலைச் சிறப்பு செய்காதை
- இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
- இலக்கணம் - எழுத்திலக்கணம்

அலகு : 2

(12 மணி நேரம்)

- மணிமேகலை - உலக அறவி புக்க காதை
- பெரியபுராணம் - தடுத்தாட்கொண்ட புராணம்

அலகு : 3

(12 மணி நேரம்)

- கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம்
- உரைநடை : 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு : 4

(12 மணி நேரம்)

- சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்
- இலக்கணம் - சொல்லிலக்கணம்
- இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய.

அலகு : 5

(12 மணி நேரம்)

- இரட்சணிய யாத்திரிகம் - மரணப்படலம்
- உரைநடை - 10 முதல் 12 வரையிலான கட்டுரைகள்

பாடநூல்:

1. செய்யுள் திரட்டு - தமிழாய்வுத்துறை வெளியீடு, 2017-2010
2. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2
3. உரைநடை நூல் - தமிழாய்வுத்துறை வெளியீடு,

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits	
11	17UGT210002	GENERAL TAMIL -II										4	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	4	4	4	4	5	5	5	4	4	2	4	4	4.2
CO2	4	5	5	4	5	5	5	5	5	4	3	4	3	4.4
CO3	5	5	4	4	5	5	5	5	4	3	3	4	3	4.3
CO4	5	5	4	3	4	5	5	5	4	3	3	4	3	4.1
CO5	5	5	4	3	4	5	5	5	4	3	3	4	3	4.1
CO6	5	5	5	5	4	5	5	5	4	3	3	4	3	4.1
CO7														
CO8														
	Mean overall score													4.2

Result : The score for this course is 4.2 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester: II

Hours/Week: 4

Subject Code: 17UGH210002

Credits: 3

HINDI PAPER – II

Course Outcomes:

At the end of the course, a student should be able to demonstrate...

- their effective communicative skills in Hindi
- the introduction of socially relevant subjects in Modern Hindi Literature
- To appreciate the features of Modern Hindi one act plays and short stories
- the ability to fill in application forms Hindi
- Use Hindi vocabulary and grammar patterns in a culturally proper ways.
- the ability to write about famous Hindi authors .

UNIT – I

8 hours

Paeeksha, Lekak Parichaya, Khani kee Basha – Shyli, Verb, Dhathu, Artha likiye ulte Shabda likiye.

UNIT – II

12 hours

Lekak Parichaya Ekanki kee, Basha Shyli, Ander Nagaree, Sankalan Traya, Pareek shaka Khani ke paatra, Kal, Vachya.

UNIT – III

12 hours

Chief Kee daavath, Ekanki ke Paatra, Ekankikaar, Ne ka Prayog, Adverb

UNIT – IV

14 hours

Do Kalakar, Bahoo kee Vidha, Kahaanikaar, Prepositions, conjunctions

UNIT – V

14 hours

Kahani ke paatra, Ekanke ke paatra, lekak parichaya, Interjunctions, Avikari Shabda

Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Chennai – 600 017, Subodh Hindi Patamala – 2, Ekanki, Hindi, 2016.
2. Ram Dev Hindi Bhavan, Vyakaran Pradeep, 63, Tagore Nagar, Alahabad, 2, 2013.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits
II	17UHI 210002	HINDI -II										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	3	2	3	4	4	4	3.5	
CO2	3	3	2	3	2	4	4	3	3	2	2	2.8	
CO3	3	2	2	3	4	2	4	4	2	3	4	3	
CO4	3	2	2	3	3	4	3	3	4	3	3	3	
CO5	3	3	3	3	3	3	3	4	3	4	3	3.1	
CO6	4	4	4	4	3	4	3	3	3	3	2	3.3	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p align="center">Total of values Mean score of COs = ----- Total no. of POs & PSOs</p>	<p align="center">Total of Mean scores Mean overall score for CO = ----- Total no. of COs</p>
---	---

SEMESTRE :II
Code du sujet : 17UGF210002

Heures/Semaine : 4
Points: 3

FRANÇAIS – II

Les résultats d'apprentissage :
L' étudiant peut ...

- Faire connaissance des journaux, des courriels, des lettres
- Comprendre les conversations téléphoniques.
- Décrire quelque chose
- Demander son chemin
- Parler des activités du week-end
- Accepter, refuser, exprimer la certitude.

UNIT I : Nouvelles de L'inde (10 heures)

Montrer son inquiétude, s'excuser, exprimer son appréciation, décrire quelqu'un, décrire quelque chose

Grammaire: Présent : verbes en er,-ir, le futur, interrogation totale, féminin d'autres adjectifs.

UNIT II : A la gare Central station (10 heures)

Réserver des billets, demander des renseignements, donner des renseignements

Grammaire: pronoms compléments d'objet direct, présent l'impératif :payer ,partir/sortir, l'impératif, expression du temps, construction avec infinitif

UNIT III : Un lit dans la Cuisine (10 heures)

Donner des ordres, localiser, dire qu'une proposition est stupide ou bizarre

Grammaire : Verbes en er-ranger, mettre impératif, il faut, devoir +infinitif, prépositions de lieu

UNIT IV : Pierre apprend à conduire et mangez –vous correctement ? (15 heures)

Rassurer, exprimer l'indirection exprimer l'autorisation, avertir, demander des informations sur les habitudes de quelqu'un, offrir à manger ou à boire, accepter, refuser, exprimer la certitude.

Grammaire: impératif-être, avoir, savoir, pronoms compléments d'objet indirect, le passe composé avec avoir expression de la quantité-articles partitifs, adverbes, pronoms directs et indirects, pronom en, présent des verbes –manger, boire ,offrir ,prendre, la condition avec si.

UNIT V: Ils ont eu tort tous les deux !et Comment as-tu passé le weekend (10 heures)

Demander son chemin, indiquer le chemin à quelqu'un, reprocher / conseiller, parler des activités du week-end, demander à quelqu'un de se taire

Grammaire: le passe composé, adverbes mots interrogatifs, le passe composé avec être, faire du....pouvoir, vouloir.

MANUEL :

1. K.Madanagobalan, **Synchronie -1**, Samhitâ publication, 2011.

Livre de référence :

1. Annie Berthet/B_atrix Sampsonis / Catherine Hugot / V_ronnique M kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006
2. Yves Loiseau / R_gine M-rieux, **Connexions 1**, Didier ,2011

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits
II	17UFR 210002	FRENCH -II										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	3	3	2	2	3	3	3	
CO2	3	3	3	3	4	3	3	2	2	2	3	2.8	
CO3	3	2	3	2	4	3	3	2	2	3	3	2.7	
CO4	3	3	4	3	4	3	3	3	3	3	3	3.2	
CO5	3	3	4	3	4	2	4	4	4	4	5	3.6	
CO6	3	4	3	3	3	3	4	4	3	4	4	3.5	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (3.1 - 4.0 : High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester: II
Subject Code: 17UGS210002

Hours/week: 4
Credits: 3

SANSKRIT PAPER – II

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- knowledge and understanding of basic Sanskrit grammar
- knowledge and understanding of essential Sanskrit vocabulary
- knowledge and understanding of the appropriateness of basic Sanskrit structures and expressions in a given context
- the ability to understand short passages in written Sanskrit on everyday topics
- the ability to produce short passages in written Sanskrit on everyday topics
- introduction of basic grammar (Avyaya Imperfect tense and Sandirules. Samasah.)

UNIT – I

8 hours

Visheshanaah

Saravanaama shabdas.

UNIT – II

12 hours

Sandhi Niyamaah Abhyaasah.(Guna, Visarga, Dirgha, Vrddhi)

UNIT – III

12 hours

Lang lakaarah. Kriyapadaani

UNIT – IV

14 hours

Gopala Vimshathi. (1-10) slokas.

UNIT – V

14 hours

Avyayas, Tatpurusha, Karma dhaaraya samaasah.

Books recommended:

1. Paundrapuram Ashram, Srirangam -620 006. Gopalavimshathi, 2014
2. R.S. Vadhyar & Sons, book – Sellers and Publishers, Kalpathi, Palghat- 678 003, Kerala, Southe India, Shabdha Manjari, 2014
3. Kulapthy, K. M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai – 400 007, 2014

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits
II	17USA 210002	SANSKRIT II										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	5	3	5	4	4	3	3	3	4	4	3	3.2	
CO2	4	3	4	4	4	3	3	3	3	4	3	3	
CO3	4	3	3	4	4	3	3	3	4	4	3	3	
CO4	4	3	3	4	3	3	3	4	4	4	3	3	
CO5	4	4	4	3	4	3	4	4	4	3	4	3.2	
CO6	5	4	4	4	4	3	3	3	4	4	3	3.2	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (3.1 - 4.0 : High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p style="text-align: center;">Total of values Mean score of COs = ----- Total no. of POs & PSOs</p>	<p style="text-align: center;">Total of Mean scores Mean overall score for CO = ----- Total no. of COs</p>
--	--

GENERAL ENGLISH-II

Course outcome

- Ask open-ended questions in real-life situations
- Use polite expressions in appropriate ways
- Use correct punctuation marks and capital letters
- Use appropriate vocabulary
- Put ideas into a cohesive paragraph
- Develop positive self-esteem and thereby communicate effectively

Unit-I:

01. Education Word Grid
02. Reading Problems and Solutions
03. Syllabification
04. Forms for Expressing Quality
05. Expressing Comparison
06. Monosyllabic Comparison
07. Di/polysyllabic Comparison
08. The best monosyllabic Comparison
09. The best di/polysyllabic Comparison
10. Practising Quality Words

Unit –II:

11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter
22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III:

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Non-Detailed: “Julius Caesar” from *Six Tales From Shakespeare*

Unit-IV:

34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Sord Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
49. E-mailing an Application
50. Mock Interview

Non-Detailed: "King Lear" from *Six Tales From Shakespeare*

Unit –V:

51. Society Word Grid
52. Classify Society Wordlist
53. Rearrange the Story
54. Storytelling
55. Story Cluster
56. Words Denoting Time
57. Expressing Time
58. What Can You Buy?
59. Noise Pollution
60. Positive News Headlines
61. Negative News Headlines
62. Matching Conditions
63. What Whould You Do?
64. If I were the Prime Minister
65. My Dream Country

Non-Detailed: "Macbeth" from *Six Tales From Shakespeare*

Textbook

Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014. Print.

Non-Detailed Text

Dodd, E F. *Six Tales From Shakespeare*. London: Macmillan, 1987. Print. (Last three tales)

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:		Title of the paper :									Hours		Credits	
II	18UGE120102		GENERAL ENGLISH -1									5		3	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs			
	PO1	PO 2	PO3	PO 4	PO 5	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PS O 7	PS O 8		
CO1	5	4	4	4	4	5	4	4	3	3	3	4	4	3.90	
CO2	4	3	4	4	4	5	5	4	4	4	4	4	3	4.0	
CO3	4	3	4	4	4	3	3	4	4	3	3	4	4	3.60	
CO4	4	3	3	4	4	4	4	3	3	5	5	4	4	3.80	
CO5	4	3	4	4	4	4	4	3	3	4	4	5	5	3.90	
CO6	5	4	4	3	3	4	4	3	4	4	5	4	4	3.90	
	Mean overall score											3.8			

Result : The score for this course is 3.1 (3.1 - 4.0 : High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester - II
18UVC230202

Hours/Week : 5
Credits : 4

Core Paper - II
BASICS OF ADVERTISING

Course Outcomes:

- Understand advertising and its scopes.
- Ability to analyze the Advertising Campaign and its dynamics.
- Gain Knowledge about various creative aspects in advertising.
- Learn the Creative Perspectives of Advertising.
- Know the Recent Advertising Trends.
- Recognize commercial activity of creating and making the advertisement for the public.

UNIT- I

FUNDAMENTALS OF ADVERTISING

Introduction to Advertising – Definition, need and scope of advertising- Functions of advertising- The AIDA process - Role of Advertising- Types of advertising- Advertiser and Agency partnership- Structure and functioning of an Ad agency.

UNIT- II

PRODUCT AND BRANDING

The lifecycle of a product- Audience analysis – Segmentation and types of segmentation , targeting and positioning-Advertising research- objectives- Strategy and Plans- Brand-process involved in branding.

UNIT- III

VISUALISATION

Creative perspectives of advertising - Creativity- Creative strategy- Copy writing- Art Direction- Print production and electronic production. Types of Appeal

UNIT- IV

MEDIA SELECTION AND STRATEGIES

Marketing-Evolution of Marketing - Marketing Mix- 4P's of Marketing Mix-Advertising and Media strategy- Media selection- objectives, strategies and planning- Client servicing- print media- electronic media- direct marketing and out of home advertising - Advertising Ethics.

UNIT- V

ADVERTISING CAMPAIGN

Advertising campaign - Dynamics of creating and executing the complete campaign strategy – sales promotion- Public relations-Campaign : Planning ,budgeting and execution, testing and Evaluation.

BOOKS FOR STUDY

S. A. Chunawalla (2010) Foundations of Advertising Revised: (Theory and Practice), Himalayan Books, New Delhi

BOOKS FOR REFERENCE

1. Lank Jefkins (1992) Advertising Made Simple, Rupa & Co., New Delhi.
2. Thomas Russell, J. Ronald Lane, W. Kleppner's (2002) Advertising procedure, Prentice Hall International, Inc., New Jersey.
3. Meenakshi R. Chauhan (1995) Advertising – The Social ad Challenge, Anmol Publications Pvt. Ltd., New Delhi.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course code	Title of the paper												Hours	Credits
II	18UVC23020 2	BASICS OF ADVERTISING												5	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	5	3	4	4	3	2	4	3	3	2	2	3.2	
CO2	3	4	3	3	3	3	3	4	3	3	2	2	4	3.0	
CO3	3	4	2	4	3	4	3	4	3	4	2	4	3	3.3	
CO4	4	3	2	2	4	3	3	3	3	2	4	4	3	3.0	
CO5	4	3	2	4	3	4	3	3	2	3	3	3	3	3.0	
CO6	4	5	3	2	3	4	3	4	2	3	4	3	3	3.3	
Mean Overall Score														3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Allied Paper - II
ART AND VISUAL AESTHETICS

Course outcomes:

- Understand and discover Indian art.
- Ability to analyze the Aesthetics value in Art and social responsibility Artist
- Learn about Southern temples.
- Gain Knowledge on western art and architecture.
- Comprehend on the Painting strategies used around the world.
- Aware about painting, sculpture and architecture of historic period.

UNIT- I

INDIA ART : PROTO HISTORIC PERIOD

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

UNIT - II

SOUTHERN TEMPLES

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period- Architecture, imperial style, provincial style and mughal style.

UNIT- III

SCULPTURES

Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas - The Cholas, Pandyas, Vijayanagara paintings, Murals- North Indian, South Indian, Miniatures- Mughal paintings, Rajput painting, Rajasthan, Pahari paintings.

UNIT- IV

WESTERN ART

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic.

UNIT -V

AESTHETICS OF VISUAL ART

Aesthetics- the function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics.

BOOK FOR STUDY

1. Edith Tomory, (1989) History of Fine Arts in India and the West, Orient Longman Limited, India.

BOOKS FOR REFERENCE

1. Gardner Helen, (2012) Art through the Ages: A Global History, Volume I and II, Wadsworth Publishing.
2. Robert Stecker, (2010) Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy) Rowman & Littlefield Publishers.
3. Yuri Borev, (1985) Aesthetics, Progress Publications, Moscow.
4. Rama Coomaraswamy (Editor), (2003) The essential Ananda K Coomaraswamy, World wisdom Publisher.
5. Zettl Herbert, (2011) Sight Sound and Light: Applied Media Aesthetics, Wadsworth publishing.

$\text{Mean score of CO}_2 = \frac{\text{Total no. of POs \& PSO}_2}{\text{Total of values}}$	$\text{Mean overall score for CO} = \frac{\text{Total no. of CO}_2}{\text{Total of Mean scores}}$
---	---

Values Scaling:

Quality	Very poor	Poor	Moderate	High	Very High
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Scale	1	2	3	4	5
Mapping	1-20%	21-40%	41-60%	61-80%	81-100%

Note :

Result : The score for this course is 3.1 (High Relationship)

Mean Overall Score														3.1		
COE	3	3	3	4	4	3	3	3	3	4	3	3	3	3.5		
CO2	4	4	5	4	4	4	3	5	3	4	4	5	5	3.5		
CO4	4	3	5	4	4	4	3	5	3	4	4	5	5	3.5		
CO3	3	4	5	4	2	4	4	5	3	4	3	5	3	3.3		
CO5	4	4	5	4	4	4	4	5	3	4	3	5	5	3.5		
CO1	4	3	3	4	4	3	3	3	5	4	3	5	5	3.1		
(CO2) 62 Outcome Course	I O P	5 PO	3 PO	4 PO	2 PO	O1 PS	O2 PS	O3 PS	O4 PS	2 PSO	e PSO	O7 PS	O8 PS	of CO2 Mean Score		
	(POs) Programme Outcomes					(PSOs) Programme Specific Outcomes										
II Semester	03 18UVC2304 Course code			Allied Paper II: ART AND VISUAL AESTHETICS Title of the paper											e Hours	2 Credits

Specific Outcomes

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme

Semester-II
Code: 17UFC241002

Hours/Week: 2
Credits: 2

FUNDAMENTALS OF HUMAN RIGHTS

Course outcomes:

- ❖ To ensure acquiring the knowledge about the historical background of human rights.
- ❖ To ensure sensitizing the young the values of human rights.
- ❖ To ensure the importance of human rights in the Indian context.
- ❖ To ensure learning the fundamental duties in the constitution of India.
- ❖ To ensure educating the youth in respecting and protecting the rights of every other human being.
- ❖ To ensure teaching the youth on the vulnerabilities of women and children.

Unit-I

Introduction, Classification of Human Rights, Scope of Human Rights, Characteristics of Human Rights, and Challenges for Human Rights in the 21st Century.

Unit-II

Human Rights in Pre-World War Era, Human Rights in Post-World War Era, Evolution of International Human Rights Law - the General Assembly Proclamation, Institution Building, Implementation and the Post Cold War Period. The ICC.

Unit-III

Introduction, Classification of Fundamental Rights, Salient Features of Fundamental Rights, and Fundamental Duties

Unit-IV

Women's Human Rights, Issues related to women's rights, and Rights of Women's and Children

Unit-V

Human Rights Violations, Human Rights Violations in India - the Human Rights Watch Report, January 2012, Human Rights Organizations

Text Book:

Techniques of social Analysis: Fundamentals of Human Rights, Department of Foundation course, St. Joseph's College, Tiruchirappalli-2, 2015.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Sem	Course Code:	Title of the paper :										Hours	Credits	
II	18UFC241002	FUNDAMENTALS OF HUMAN RIGHTS										2	2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	1	5	5	2	4	4	5	5	4	4	5	5	4.2
CO2	4	1	5	4	2	4	4	4	4	5	5	5	5	4.0
CO3	5	1	5	5	2	5	5	4	4	4	5	5	5	4.2
CO4	4	1	5	5	2	2	4	3	5	5	4	4	5	3.8
CO5	5	1	5	4	1	5	5	5	5	5	4	4	4	4.1
CO6	3	1	5	4	1	4	3	5	5	3	4	4	5	3.6
	Mean overall score													3.9

Result : The score for this course is 3.9 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p align="center">Total of values</p> <p align="center">Mean score of COs = -----</p> <p align="center">Total no. of POs & PSOs</p>	<p align="center">Total of Mean scores</p> <p align="center">Mean overall score for CO = -----</p> <p align="center">Total no. of COs</p>
---	---

பொதுத்தமிழ் -III

பாடத்தின் விளைவுகள்

1. செம்மொழியாம் தமிழ் மொழியின் சிறப்பை அறிதல்.
2. பண்டை இலக்கியங்கள் உணர்த்தும் அறக்கருத்துகளை அறிதல்
3. புதினம் வாயிலாகத் தற்காலச் சமுதாயச் சிக்கல்களையும், அதற்கான தீர்வுகளையும் ஆராயும் திறன் பெறுதல்
4. மானுட வாழ்வில் அகம், புறம் பற்றிய பாகுபாட்டை தமிழ்ச்செய்யுள் வாயிலாக அறிதல்.
5. தமிழர்களின் ஈகையும் வீரமும் எடுத்துரைக்கும் புறச்செய்திகளை அறிதல்
6. நீதிநூல்கள் மனித வாழ்வை செம்மைப்படுத்தும் பாங்கினை உணர்த்துதல்.

அலகு : 1 (12 மணி நேரம்)
நெடுநல்வாடை (முழுமையும்)

அலகு : 2 (12 மணி நேரம்)
குறுந்தொகை - பாடல்கள் - (32, 323, 305, 290, 168)
யாப்பிலக்கணம் (வெண்பா, ஆசிரியப்பா)

அலகு : 3 (12 மணி நேரம்)
கலித்தொகை - பாடல்கள் - (குறிஞ்சிக்கலி -15, பாலைக்கலி -9, மருதக்கலி -15, நெய்தற்கலி -22, முல்லைக்கலி -07)

இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்'
முதல் 'சங்க தொகை நூல்கள்' முடிய) புதினம்.

அலகு : 4 (12 மணி நேரம்)
பதிற்றுப்பத்து - பாடல்கள் (12, 24,)
புறநானூறு - பாடல்கள் (46, 86, 122, 214, 246)
அணியிலக்கணம்

அலகு : 5 (12 மணி நேரம்)
திருக்குறள் - ஈகை, ஆள்வினை உடைமை, நிறை அழிதல் ஆகிய அதிகாரங்கள்
நாலடியார் - இளமை நிலையாமை(11), பிறன்மனை நயவாமை(82),
பெருமை(185), அறிவின்மை(254), காமநுதலியல்.(391).

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல்இரட்டைக்
காப்பியங்கள் முடியு

பாடநூல்கள் :

1. செய்யுள் திரட்டு, தமிழாய்வுத் துறை வெளியீடு (2017-2020).
2. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.
3. புதினம் (ஒவ்வொரு கல்வியாண்டும் ஒவ்வொரு புதினம்). காணாமல் போன கவிதை (2017-2018).

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits	
3	17UGT310003	GENERAL TAMIL - III										5	3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	5	5	4	5	5	4	5	5	5	4	4	5	4.6
CO2	5	5	4	3	4	5	4	5	5	5	4	4	5	4.4
CO3	5	5	5	3	4	5	5	5	5	5	4	3	5	4.5
CO4	5	5	5	5	4	5	5	5	5	5	4	5	5	4.8
CO5	5	4	4	4	4	5	5	5	5	5	3	3	5	4.3
CO6	5	5	5	3	4	5	5	5	5	5	4	3	5	4.5
CO7														
CO8														
	Mean overall score													4.5

Result : The score for this course is 4.5 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester: III

Hours/Week: 4

Subject Code: 17UGH310003

Credits: 3

HINDI PAPER – III

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- the ability to enable the students to complete the pre-reading task to comprehend the local and global issues in the lessons.
- the ability to enable the students to complete the post-reading task centering on Grammar and Skill Development
- the relevance of Bhakthi Movement in Hindi Literature
- the ability to imagine and write poems.
- the ability to quote poetry in Speeches.
- the ability to write friendly and formal letters

UNIT – I

8 hours

Tera Sneh Na Kho oon, Kavi Parichaya, Patra Likne ke Kaaran, Patra Kee Avashyakatha, Sandhi keeiyee, Vighra Keejiye

UNIT – II

12 hours

Ek boondh, Tera Sneh Na Kho oon kavitha kee manovygnaik stiti, Chutti Patra, Sandhi

UNIT – III

12 hours

Ekloondh Kavitha Ka Uddeshya, Kabir Ke Dohe, Nagar Palika ko Patra, Samas

UNIT – IV

14 hours

Vimal Indu Kee Vishal Kiranen, Rahim Ke Dohe, Naukari Keliye Avedan Patra, Upasarga

UNIT – V

14 hours

Thulasi ke Dohe, Kitab Maangne Keliye Patra, Pratyaya, Kaviparichaya

Books Recommended

1. Dakshina Bharath Hindi Prachara Sabha, Thiagaraya Nagar, Subodh Hindi, Paatamala – 3, Chennai – 600 017, Hindi, 2016.
2. DBHP Sabha, T.Nagar, Chennai – 600 017, Abihav Patralekhan, 2016
Ram Dev, Vyakaran Pradeep, Hindi Bhavan, 63 Tagore Nagar, Alahabad 2, 2016.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits
III	17UHI 310003	HINDI -III										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	3	3	3	4	4	4	3.6	
CO2	3	3	2	3	2	3	3	3	5	3	5	3	
CO3	3	3	3	3	4	3	3	4	3	3	3	3.2	
CO4	3	2	2	3	3	3	3	3	3	3	4	2.9	
CO5	3	3	3	3	3	3	4	3	3	3	4	3.2	
CO6	4	4	4	4	3	3	3	3	3	3	3	3.3	
	Mean overall score											3.2	

Result : The score for this course is 3.2 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p style="text-align: center;">Total of values</p> <p>Mean score of COs = -----</p> <p style="text-align: center;">Total no. of POs & PSOs</p>	<p style="text-align: center;">Total of Mean scores</p> <p>Mean overall score for CO = -----</p> <p style="text-align: center;">Total no. of COs</p>
--	--

Semestre: III
Code du sujet : 17UGF310003

Heures /Semaine: 4
Points : 3

FRANÇAIS III

Les résultats d'apprentissage :

L' étudiant peut ...

- Comparer la culture de l'Inde et de la France
- Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- Connaître des journaux, des courriels, des lettres
- Parler des projets de vacances
- Exprimer l'étonnement
- Parler de ses projets d'avenir, exprimer l'opposition.

UNIT I : Un entretien et Au restaurant - (10 heures)

Demander des informations personnelles à quelqu'un, donner des informations, répondre à une proposition. Réserver une table, demander la carte, commander, apprécier les plats, demander l'addition.

Grammaire: Imparfait, Imparfait et passé composé, expression du temps, expression de la conséquence. Le futur, présent des verbes peser, rejoindre, le passé récent, le présent progressif, le futur proche, Restriction-ne...que, moi aussi...

UNIT II : Enfin les vacances ! et Un autre institut (10 heures)

Raconter son emploi du temps quotidien, parler des projets de vacances, exprimer l'étonnement. Rassurer/consoler, s'indigner

Grammaire : Verbes pronominaux, pronom y, quelqu'un/ne...personne, quelque chose/ne...rien, ne...jamais, Déjà/ne...pas encore, chacun, adjectifs indéfinis. Pronoms relatifs, impératif, indicateurs de temps : de...à, à partir de...jusqu'à, depuis, pendant.

UNIT III : Un Indien célèbre visite la France et Qui dépense plus ? (10 heures)

Demander des informations sur quelqu'un, demander une opinion, donner son opinion. Dire à quelqu'un d'être prudent, faire des reproches à quelqu'un, se justifier.

Grammaire: Pronoms relatifs composés, pronoms compléments d'objet directs et indirectes, opposition savoir/Connaitre, connecteurs chronologiques, nombre ordinaux. Le comparatif, c'est+ nom+ qui, il reste, encore, il y a, souvent.

UNIT IV: Penser à son avenir - (15 heures)

Parler de ses projets d'avenir, exprimer l'opposition.

Grammaire : Style direct/indirect, proposition introduite par que, mots d'enchaînement – donc, pourtant.

UNIT V : L'astrologie - (15 heures)

Exprimer des conditions, dire quelque chose n'a pas d'importance, proposer quelque chose.

Grammaire : Le conditionnel – la condition.

Manuel :

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011 .

Livre de référence :

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronnique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits
III	17UFR 310003	FRENCH -III										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	4	2	3	3	2	2	3	
CO2	3	3	3	3	4	4	2	3	4	2	3	3.1	
CO3	3	2	3	2	4	3	4	3	3	3	3	3	
CO4	3	3	4	3	4	2	3	3	3	4	4	3.3	
CO5	3	3	4	3	4	2	3	3	4	4	4	3.4	
CO6	3	4	3	3	3	3	3	3	4	4	4	3.4	
	Mean overall score											3.2	

Result : The score for this course is 3.2 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for CO = ----- Total no. of COs
--	--

Semester: III

Hours/week: 4

Subject Code: 17UGS310003

Credits: 3

SANSKRIT PAPER – III

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- knowledge and understanding of essential Sanskrit vocabulary in a given topic
- knowledge and understanding of the appropriateness of basic Sanskrit structures in Slokas
- Knowledge of the basic Sanskrit poetry.
- an idea on Epics and Puranas.
- the usage of – Upasargas.
- the familiarization the history of Sanskrit literature Vedas – Puranas and Natakas.

UNIT – I

8 hours

Romodantam – Balakandam -1-15

UNIT –II

12 hours

Romodantam. Balakandam. 15-30

Unit – III

12 hours

Vedas – Vedangas. vivaranam.

UNIT – IV

14 hours

Puranas. Upanishads.

UNIT – V

14 hours

Upasargas. Bhavishyat Kaalah

Books recommended:

1. Parameshwara, Ramodantam, LIFCO, Chaennai, 2015.
2. R.S. Vadhyar & Sons, Book – Sellers and Publishers, Kalpathi, Palghat-678003, Kerala, South India, History of Sanskrit Literature, 2015.
3. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya Vidya Bhavan, Munshimarg, Mumbai-400 007, 2015.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits
III	17USA 310003	SANSKRIT III										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	5	3	5	4	4	3	3	3	3	3	4	3.1	
CO2	4	3	4	4	4	4	3	3	3	4	4	3.1	
CO3	4	3	3	4	4	4	4	4	3	3	4	3.1	
CO4	4	3	3	4	3	4	4	4	3	4	4	3.1	
CO5	4	4	4	3	4	3	3	4	3	4	4	3.1	
CO6	5	4	4	4	4	3	3	3	3	4	3	3.1	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-III

Hours/Week: 5

18UGE120103

Credits: 3

GENERAL ENGLISH-III

Course outcome

- Comprehend the local and global issues through the lessons
- Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
- Use interactive skills
- Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
- Enhance their Listening, Reading, Speaking, and Writing Skills
- Develop their Creative and Critical Thinking and Speaking Skills

Unit-I: * Suggestions to Develop Your Reading Habit

- 1.0. Introduction
- 1.1. Objectives
- 1.2. Listening and Reading Skills through Teacher-led Reading Practice
- 1.3. Glossary
 - 1.3.1. Words
 - 1.3.2. Phrases
- 1.4. Reading Comprehension
- 1.5. Critical Analysis
- 1.6. Creative Task
- 1.7. General Writing Skill: Letter Writing: Informal
- 1.8. Grammar: Simple Present Tense
- 1.9. **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-II: * The Secret of Success: An Anecdote

- 2.0. Introduction
- 2.1. Objectives
- 2.2. Listening and Reading Skills through Teacher-led Reading Practice
- 2.3. Glossary
 - 2.3.1. Words
 - 2.3.2. Phrases
- 2.4. Reading Comprehension
- 2.5. Critical Analysis
- 2.6. Creative Task
- 2.7. General Writing Skills: Letter Writing: Formal
- 2.8. Grammar: Present Continuous Tense
- 2.9. **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-III: *The Impact of Liquor Consumption on the Society

- 3.0. Introduction
- 3.1. Objectives
- 3.2. Listening and Reading Skills through Teacher-led Reading Practice
- 3.3. Glossary
 - 3.3.1. Words
 - 3.3.2. Phrases
- 3.4. Reading Comprehension

- 3.5. Critical Analysis
- 3.6. Creative Task
- 3.7. General Writing Skills: Letter to Newspaper
- 3.8. Grammar: Simple Past Tense
- 3.9. **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-IV: * Dr. A.P.J. Abdul Kalam: A Short Biography

- 4.0. Introduction
- 4.1. Objectives
- 4.2. Listening and Reading Skills through Teacher-led Reading Practice
- 4.3. Glossary
 - 4.3.1. Words
 - 4.3.2. Phrases
- 4.4. Reading Comprehension
- 4.5. Critical Analysis
- 4.6. Creative Task
- 4.7. General Writing Skill: Write a letter applying for a job
- 4.8. Grammar: Past Continuous Tense
- 4.9. **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-V: * Golden Rule: A Poem

- 5.0. Introduction
- 5.1. Objectives
- 5.2. Listening and Reading Skills through Teacher-led Reading Practice
- 5.3. Glossary
 - 5.3.1. Words
 - 5.3.2. Phrases
- 5.4. Reading Comprehension
- 5.5. Critical Analysis
- 5.6. Creative Task
- 5.7. Grammar: Simple Future Tense
- 5.8. General Writing Skill: Circular-Writing
- 5.9. **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Unit-VI: *Hygiene

- 6.0. Introduction
- 6.1. Objectives
- 6.2. Listening and Reading Skills through Teacher-led Reading Practice
- 6.3. Glossary
 - 6.3.1. Words
 - 6.3.2. Phrases
- 6.4. Reading Comprehension
- 6.5. Critical Analysis
- 6.6. Creative Task
- 6.7. General Writing Skill: Writing an Agenda for a Meeting
- 6.8. Grammar: Future Continuous Tense
- 6.9. **Non-Detailed Text:** Dickens, Charles. *Hard Times*.

Textbook

Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. New Delhi: Trinity, 2016. Print.

Tasks Designed Under Each Unit	Skills to be Developed Under Each Unit	Hours Allotted
0. Pre-reading Task:	Listening and Reading Skills through teacher-led reading practice	1 Hour
1. Objectives		
2. Text	Listening and Reading Skills through teacher-led reading practice	
3. Glossary (Using Words and Phrases in Sentences)	Referring and Language Using Skills	1 Hour
4. Reading Comprehension	Reading, Speaking, and Writing Skills	1 Hour
5. Critical Analysis	Critical Thinking and Speaking Skills	1 Hour
6. Creative Task	Creative Thinking and Speaking Skills	1 Hour
7. General Writing Skills	Writing Skill	2 Hours
8. Activities on Grammar	Grammar Using and Writing Skills	2 Hours
9. Non-Detailed Text	Literary Appreciation Skill	1 Hour

Non-Detailed Text: Dickens, Charles. *Hard Times*. Wordsworth: Printing Press, 1854. Print.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:			Title of the paper :								Hours		Credits	
III	18UGE320103			GENERAL ENGLISH -III								5		3	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs			
	PO1	PO 2	PO3	PO 4	PO 5	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PS O 7	PS O 8		
CO1	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO2	5	5	5	5	5	5	5	5	5	5	5	5	4	4.82	
CO3	5	5	5	5	5	5	5	5	5	5	5	5	4	4.82	
CO4	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO5	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
CO6	5	5	5	5	4	5	5	5	5	5	5	5	4	4.84	
	Mean overall score											4.86			

Result : The score for this course is 4.86 (Very High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for CO = ----- Total no. of COs
--	--

Core Paper - III
GRAPHIC DESIGN

Course outcomes:

- Understand the components of graphic communication.
- Ability to analyze the Typography.
- Learn about Elements of design.
- Ability to understand the usage of colours in design.
- Acquire knowledge on the Composition.
- Know about layouts of graphic design.

UNIT- I :GRAPHIC COMMUNICATION

Components of graphic communication - Functions of Graphic communication- Making the print work- Visual Art- Visual Aesthetics - Creativity in Communication.

UNIT – II : ELEMENTS OF DESIGN

Elements of Design: Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact- Organization-Contrast and Colour- Basic Approaches in Designing- Design Software. (Principles of design)

UNIT – III : TYPOGRAPHY

Introduction- Development in India - Typography Structures And Design and Functions - Design Style : Grouping Of Typefaces - Type Families - Functions Of Type Composition- Readabilities Legibility- Type for text, Display and Poster

UNIT – IV : COLOURS IN DESIGN

Functions Of Colours- Colour Vision- Our Responses To Colour - Colour Combination- Colour Schemes - Colour Perspectives - Reproduction Of Colour - Fake Colour- Spot Colours- Process Colours

UNIT – V : COMPOSITION

Fundamentals of Composition –Interpretation-Spatial Organization-Light- Expression-Montage-Content analysis - Layout – types of Layout.

BOOK FOR STUDY

1. N.N. Sarkar (2008) Art and Print Production, Oxford University Press, New Delhi.

BOOKS FOR REFERENCE

1. Mordy Golding(2008) Real World Adobe Illustrator CS4, Peachpit Press
2. Gavin Ambrose(2008), Paul Harris The Fundaments of Graphic Design, Ava publication.
3. Harvey R.Leverson (1981) Art and Copy Preparation, Graphic Art Technical Foundation, USA.
4. Russell N.Baird (1987) The Graphic Communication.
5. Bride M. Whelan,(1994) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rockfort Publishers

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester III	Course code 18UVC23020 5		Title of the paper Core Paper - III: GRAPIC DESIGN										Hour 4	Credits 3
Cours e Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8	
CO1	5	4	4	4	4	5	5	5	4	4	2	4	4	4.2
CO2	4	5	5	4	5	5	5	5	5	4	3	4	3	4.4
CO3	5	5	4	4	5	5	5	5	4	3	3	4	3	4.3
CO4	5	5	4	3	4	5	5	5	4	3	3	4	3	4.1
CO5	5	5	4	3	4	5	5	5	4	3	3	4	3	4.1
CO6	5	5	5	5	4	5	5	5	4	3	3	4	3	4.1
Mean Overall Score														4.2

Result : The score for this course is 4.2 (Very High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

**Note :
Values Scaling:**

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

CORE PAPER - IV
WRITING FOR MASS MEDIA

Course outcomes:

- Understand the rules for writing for various media.
- Emphasis the writing nuances of different media.
- Learn about various styles of writing.
- Ability to learn techniques and rules of good writing and apply it while writing.
- Identify the advantages of news writing.
- Recognize write and reach a mass audience.

UNIT -I : ESSENTIALS OF GOOD WRITING

Art of Writing- Kinds of Media Writing, Inform, Describe & Persuade. The ABCD of Media Writing- Accuracy, Brevity, Clarity & Discernment

UNIT -II : WRITING FOR PRINT MEDIA

Basic principles of writing for print- Elements and Importance of News writing- Steps & elements of writing - editorial, features & review

UNIT -III :WRITING FOR ELECTRONIC MEDIA

Basic principles of writing for electronic media: Radio & TV- Elements and Importance of News writing for Radio & TV- Steps & elements of writing for Radio & TV: editorial, features & review

UNIT IV :NEWS WRITING

Writing and editing news- the elements of news style – The language of journalism- concrete, specific, active, clear, democratic. Grammar – Engaging the reader– Analysing the lead, effective and ineffective transitions, and use of quotes - Headline writing.

UNIT V : TYPES OF WRITING

Writing the feature Story- sources of ideas, feature techniques, feature leads, feature development, feature endings – News features – Human interest features – Personal profiles – Narratives.

BOOK FOR STUDY

1.Editing Today: Ron F. Smith & Loraine M. O'Connell, Blackwell, reprinted in India by Surjeet, 2004.

REFERENCE BOOKS

1. Carole Fleming, et al., Vistaar, (2006)An Introduction to Journalism.
2. E. R. Ram Kumar, Jaico, (2004) Handbook of English Usage:
3. Sunil Saxena, Sage, (2006) Headline Writing:
4. Inside the Writer's Mind(2009)– Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet.
5. Tony Harcup, Vistaar, (2006) Journalism Principles and Practice

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester III	Course code 18UVC23020 6	Title of the paper WRITING FOR MASS MEDIA												Hour 4	Credits 3
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	3	3	4	4	3	3	3	2	3	3	4	3	1	3.0	
CO2	4	2	3	4	3	4	3	4	4	1	2	4	3	3.1	
CO3	4	1	3	4	4	3	4	3	3	3	4	3	4	3.3	
CO4	5	1	4	5	4	1	4	3	3	3	4	4	4	3.4	
CO5	4	3	3	4	4	1	3	4	3	4	4	4	4	3.4	
CO6	4	3	2	4	4	3	4	1	4	4	3	4	3	3.3	
Mean Overall Score														3.2	

Result : The score for this course is 3.2 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Core Paper Practical- II
COMPUTER GRAPHICS (P)

Course Outcomes:

- Emphasis on design principles and reproduction techniques in print designs.
- Apply the layout principles of graphic design
- Ability to analyze the Typography.
- Identify the Elements of design.
- Acquire knowledge on the Composition.
- Learn the usage of colours in design.
-

Design in Photoshop

1. Logos (20)
2. Visiting Card (10)
3. Envelopes (5)
4. Letter Head (5)
5. Certificate (5)
6. Dangers (10)
7. Flyers (5)
8. Note Wrapper(5)
9. Book wrapper (5)
10. Product Wrapper(5)
11. Greeting Card with envelope (5)
12. Invitation with envelope (5)
13. Wedding Card with envelope (2)
14. Banner (5)
15. Brochure (5)
16. Package (5)
17. Newspaper (4pages)
18. Poster (5)
19. Calendar monthly (12months)
20. Photo collage based on any theme

Magazine wrapper

METHODOLOGY:

The students will be given complete practical exposure to Photoshop and other DTP software's and will be asked to design on various themes.

BOOK FOR REFERENCE

1. Donald Saff, Deli Sacillotto, Print Making

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme

Semester III	Course code 18UVC33020 7	Title of the paper Core Paper Practical- II COMPUTER GRAPHICS (P)												Hour	Credits
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	3	3	4	4	3	4	3	3	4	3	4	4	3	3.5	
CO2	3	2	3	4	3	3	4	3	5	3	3	3	3	3.2	
CO3	4	2	3	3	3	3	3	4	3	4	4	3	3	3.2	
CO4	4	2	4	3	4	4	3	3	3	4	3	4	4	3.5	
CO5	4	3	3	4	3	4	4	3	3	4	2	4	4	3.5	
CO6	4	3	2	4	4	3	2	3	3	3	4	3	4	3.2	
Mean Overall Score														3.3	

Specific Outcomes

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Result : The score for this course is 3.3 (High Relationship)

**Note :
Values Scaling:**

<p align="center">Total of values Mean score of COs = ----- Total no. of POs & PSOs</p>	<p align="center">Total of Mean scores Mean overall score for CO = ----- Total no. of COs</p>
---	---

Semester - II
18UVC330403

Hours/Week : 4
Credits : 4

Allied Paper - III
PHOTOGRAPHY

Course outcomes:

- Understand the basic components of Photography.
- Identify the types of camera.
- Gain knowledge about digital photography.
- Ability to understand the usage of light.
- Familiarize on the Composition.
- Describe the working knowledge on photojournalism.

UNIT -I : PHOTOGRAPHY - AN INTRODUCTION

History of photography-Application of photography in modern life cameras-parts of camera-Types of cameras -Lens – types and functions.

UNIT- II : SHOOTING A PHOTOGRAPH

Exposure triangle-Aperture-Focus-Shutter speed-Depth of field-Composition-Subject

UNIT -III : LIGHTING

Understanding lighting (indoor and outdoor)-Types of lighting-Controlling lights-Natural and Artificial lights-Exposure meters – Flash- types of light and accessories

UNIT -IV : DIGITAL PHOTOGRAPHY

Digital Photography – Types of digital cameras – choosing a digital camera –Digital manipulation – Special effects.

UNIT -V : PHOTO JOURNALISM

Basics of photojournalism - News values for pictures- Photo features -Photo essays -Qualities Essential for photojournalism.

BOOKS FOR STUDY

1. Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)

BOOK FOR REFERENCES

1. Neblette C.B. - Fundamentals of Photography, Published by Van Nostnand Reinhold Company New York, (1970)
2. Zuckerman Jim- Techniques of Natural Light Photography, Published by Writer's Digest Books, China, (1996)
3. Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)
4. Jacobs- Close Up Photography, Writers Digest Book, Ohio,(2001)
5. Thiagarajan.S (2002)- Practical Photography, Himalaya publishers, New Delhi

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course code 18UVC33040 3		Title of the paper Allied Paper III: PHOTOGRAPHY											Hour 4	Credits 4
Cours e Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	2	4	4	2	5	2	4	4	5	4	3	3.5	
CO2	4	4	2	3	4	3	3	5	2	4	4	5	4	3.6	
CO3	4	3	2	3	4	2	4	1	3	5	2	4	4	3.2	
CO4	5	2	1	2	4	2	3	5	2	4	4	5	3	3.2	
CO5	5	5	1	3	4	2	4	1	3	5	2	4	4	3.3	
CO6	5	3	2	3	4	2	1	3	5	2	4	4	3	3.1	
Mean Overall Score														3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
--	---

Semester - III & IV
18UVC430405

Hours/Week : 4
Credits : 2

Allied Practical - II
BASICS OF PHOTOGRAPHY (P)

Course Outcomes:

- Describe the basic components of operating a camera and take effective indoor and outdoor photographs.
- Use DSLR camera to shoot the technicality of photographs.
- Design professional Photographs and know how to centre the in camera.
- Ability to understand the usage of light.
- Develop practical's, the students are to be taught and trained to handle the photography camera with the basic elements of photography like shots, angles, view, exposures, effects etc.

1. Styles of Photography

- a. Landscape
- b. Portrait
- c. Documentary

2. Perspective

- a. Linear
- b. Forced

3. Photo Language

- a. Working
- b. Action
- c. Silhouette

4. Advertising Photography

- a. Product ads
- b. Food
- c. Jewellery
- d. Styles/Garments

5. Social Photographs

- a. Street photography
- b. PSA

6. Sports Photography

7. Indoor Photography

8. Photo Story/Essay

9. Architecture

BOOKS FOR REFERENCE

- 1. Faris Belt (2008). The Elements of Photography, Focal Press
- 2. O.P.Sharma (2010). Practical Photography, HINDU Pocket Books

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III&IV	Course code 18UVC33040 5	Title of the paper BASICS OF PHOTOGRAPHY (P)												Hour 4	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	5	2	3	4	3	5	4	3	4	4	2	2	4	3.5	
CO2	4	2	4	3	4	4	4	5	2	4	2	1	3	3.2	
CO3	3	4	3	5	2	5	4	3	3	5	2	2	4	3.5	
CO4	5	2	1	2	4	4	4	4	3	4	2	3	3	3.1	
CO5	5	5	1	3	2	2	4	2	3	5	2	2	3	3.0	
CO6	4	3	2	3	2	4	4	3	5	4	2	2	4	3.2	
Mean Overall Score														3.2	

Result : The score for this course is 3.2 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-III
Code: 18UFC340901

Hours/Week: 2
Credits: 2

ENVIRONMENTAL STUDIES

Course Outcomes:

- ❖ To ensure understanding the significance of environment in which we live.
- ❖ To ensure imparting knowledge on the recent issues associated with environment.
- ❖ To ensure educating the youth the causes and consequences of various types of pollutions.
- ❖ To ensure sensitizing the youth the increasing threats to nature and the misery mankind faces.
- ❖ To ensure the limitations of the available natural resources and the need to sustain them.
- ❖ To ensure imparting the knowledge on the concept of biodiversity and its advantages.

Unit-I: Environmental Studies

Environment - Scope and Importance - Environmental Movements in India - Eco-feminism - Public Awareness.

Unit-II: Natural Resources

Food Resources - Land Resources - Forest Resources - Mineral Resources - Water Resources - Energy Resources

Unit-III: Ecosystems, Biodiversity and Conservation

General structure - Functions of ecosystem - Energy flow and ecological pyramids - Biodiversity and conservation - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit-IV: Environmental Pollution

Air pollution - Water pollution - Oil pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution – Radiation pollution

Unit-V: Environment, Human Population & Social Issues

Human population growth - Urgent steps required for sustainable development - Conserving water - Current Environmental Issues

Text Book:

1. **Environmental studies**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2015.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits	
III	17UCE3409 01	ENVIRONMENTAL STUDIES										2	2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	5	5	5	5	3	5	4	4	4	5	3	4	3	4.0
CO2	5	4	5	5	4	4	5	5	5	4	4	4	4	4.5
CO3	5	4	5	5	3	5	4	4	5	3	3	4	2	4.0
CO4	5	4	4	4	4	4	4	5	4	5	4	4	3	4.2
CO5	5	5	4	5	4	3	5	5	4	4	5	3	4	4.3
CO6	5	5	4	4	3	4	4	3	3	4	3	2	4	3.7
	Mean overall score													4.1

Result : The score for this course is 4.1 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

FORMATION OF YOUTH – I

Course Outcomes:

- ❖ To expose the students to the presence of unjust structures in society
- ❖ To ensure that students to acquire social ethics and social responsibility.
- ❖ To ensure the students learn to face the global challenges with determination.
- ❖ To ensure living with integrity in personal life and the responsibilities in public life.
- ❖ To ensure preparing the students to seek amicable solutions to common problems.
- ❖ To ensure training the students to inculcate business ethics.

Unit-I: Introduction to Social Ethics

Social ethics, Social ethics and Social responsibility, Social ethics play an important role of the areas, Religion influences social changes and vice versa, Social ethics and corporate dynamics, Forms of social ethics

Unit-II: The Economic and Political Systems of Today

Planned Economy and Communism, Feudalism, Market Economy and Capitalism, Socialism, Mixed Economy, The Emerging Market Economy, Political System, Totalitarian System, Oligarchic System

Unit-III: Characteristics of a New World

Global Challenges, The Future is with the Educated Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, The right to education, Eradicating gender inequality, Sustainable human development, Social Integration, Elimination of crime, Integration with global markets

Unit-IV: Integrity in Public Life and National Integration

What is integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as a Democratic State, Behaviour of an Elected Representative of India, Noticeable degradation acts of Elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity

Unit-V: Business Ethics and Cyber Crime

Business Ethics, Business ethics permeates the whole organisation, Measuring business ethics, The Vital factors highlighting the importance of business ethics, Cyber Crime, Strategies in Committing Cyber Crimes, Factors aiding Cyber Crime, Computer Hacking, Cyber-Bullying, Telecommunications Piracy, Countermeasures to Cyber Crime, Ethical Hacking

Text Book:

1. **Formation of Youth**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits	
III	17UFC341000 3A	FORMATION OF YOUTH -I										2	2	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PSO 7	PSO 8	
CO1	4	2	5	4	5	5	3	4	5	5	4	5	5	4.3
CO2	4	2	4	4	4	5	4	3	4	4	4	5	5	4.0
CO3	5	5	5	4	5	4	4	3	4	4	4	5	5	4.4
CO4	3	5	5	4	4	5	4	4	4	4	4	3	4	4.1
CO5	2	4	4	4	5	3	4	4	5	5	5	4	5	4.2
CO6	4	3	4	4	5	3	4	5	5	4	5	5	5	4.3
	Mean overall score													4.2

Result : The score for this course is 4.2 (Very High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Total of values Mean score of COs = ----- Total no. of POs & PSOs	Total of Mean scores Mean overall score for CO = ----- Total no. of COs
--	--

Semester: III

Hours/Week: 2

Code: 17UFC341003B

Credits: 2

RELIGIOUS DOCTRINE – I

Course Outcomes:

- ❖ To ensure the understanding of the salvation history and experience the God.
- ❖ To ensure enrichment of the young minds with catholic teachings.
- ❖ To ensure the understanding the spiritual truth that human hearts depend on God.
- ❖ To ensure the knowledge of the person of Jesus and follow his footsteps.
- ❖ To ensure the understanding the hand of God in establishing justice and love.
- ❖ To ensure the edification of the youth in faith and love to transcend all human barriers.

Unit: I -Salvation History

Recognizing God - Human Beings: Their worth & Gifts - The Fall - Hope of Salvation
- Prophets' Promises

Unit: II-The Gospel of Jesus Christ

Introduction - According to: St. Mathew - St. Mark - St. Luke - St. John - Symbols

Unit: III-The Holy Spirit

Introduction - Holy Spirit in the Old Testament- Holy Spirit in the New Testament-
Holy Spirit in Tradition-Biblical Images of the Spirit—Gifts & Fruits of the Holy Spirit

Unit: IV- Social Justice in the Prophets

Introduction-Prophet and Prophecy-Role of Prophets

Unit: V-The Catholic Church

Mystical Body of Christ-Visible Church on Earth-The Marks or Identifying
Characteristics of the Church - Hierarchical Constitution of the Church - The Magisterium or
Teaching of the Church - The Church and Salvation

Text Book:

1. **Life in the Lord**, Department of Foundation course, St. Joseph's College, Tiruchirappalli-
2, 2011.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits	
III	17UFC34100 03B	RELIGIOUS DOCTRINE -I										2	2	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PSO 7	PSO 8	
CO1	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO2	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO3	4	3	4	4	3	4	4	5	4	4	5	5	5	4.2
CO4	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO5	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO6	4	1	4	3	3	5	5	5	5	4	5	5	5	4.2
	Mean overall score													4.0

Result : The score for this course is 4.0 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p style="text-align: center;">Total of values</p> <p>Mean score of COs = -----</p> <p style="text-align: center;">Total no. of POs & PSOs</p>	<p style="text-align: center;">Total of Mean scores</p> <p>Mean overall score for CO = -----</p> <p style="text-align: center;">Total no. of COs</p>
--	--

பொதுத்தமிழ் - 4

பாடத்தின் விளைவுகள்

1. நாடகத்தின் போக்குகள், உத்திகள், பாத்திரப்படைப்பு, உரையாடல் முறை, கற்பனைத்திறம் போன்றவற்றை அறிந்துகொள்ளுதல்.
2. புதிய நாடகங்களைப் படைக்கும் திறனைப் பெறுதல்.
3. நாடகங்களை நடிக்கும் திறன் பெறுதல்
4. கிரேக்க, ஆங்கில நாடகங்களை அடியொற்றி தமிழ்நாடகம் தோன்றிய வரலாறு அறியச் செய்தல்.
5. சங்ககாலம் தொட்டு இக்காலம் வரை காதல் பற்றிய உணர்வுகளை எடுத்துரைத்தல்.
6. தமிழ் வரலாற்றின் மன்னர்களின் ஆட்சியின் சிறப்புகளையும் வீழ்ச்சிகளையும் எடுத்துக்காட்டுதல்.

அலகு - 1: (12 மணி நேரம்)
மனோன்மனீயம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

அலகு - 2: (12 மணி நேரம்)
மனோன்மனீயம், அங்கம் - 2, களம் 1 - 3 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - தமிழும் பிற துறைகளும் பக்கம் (365-387)

அலகு : 3: (12 மணி நேரம்)
மனோன்மனீயம், அங்கம் - 3, களம் 1 - 4 வரை.
உரைநடை நாடகம் (கௌதம புத்தர்)

அலகு - 4: (12 மணி நேரம்)
மனோன்மனீயம், அங்கம் - 4, களம் 1 - 5 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - சமயத்தவரின் தமிழ்ப்பணி (பக்கம் 391-402)

அலகு : 5 (12 மணி நேரம்)
மனோன்மனீயம், அங்கம் - 5, களம் 1 - 3 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - வெளிநாடுகள் தந்த தமிழ் இலக்கியம் (பக்கம் 410 - 435)

பாடநூல்கள் :

1. சுந்தரனார், மனோன்மனீயம், தமிழாய்வுத்துறை (பதிப்பு), தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2. (அங்கம் : 3 களம் : 4 நீங்கலாக)
2. பாலசுப்பிரமணியம். கு.வெ, கௌதம புத்தர், அய்யா நிலையம், தஞ்சாவூர்
3. சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு, தமிழாய்வுத்துறை வெளியீடு, 2014.

மதிப்பெண் பகிர்வு :

மனோன்மனீயம் - 65
உரைநடை நாடகம் - 15
இலக்கிய வரலாறு - 20

- உரைநடை நாடகம் பாகம் - 3இல் கட்டுரை வினாவில் மட்டும் இடம் பெறல் வேண்டும்.
- இலக்கிய வரலாற்று வினாக்கள் - பாகம்-2இல் ஒன்றும் பாகம் -3 இல் ஒன்றும் இடம்பெறல் வேண்டும்.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:		Title of the paper :								Hours		Credits	
4	17UGT410004		GENERAL TAMIL -IV								4		3	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PSO 7	PSO 8	
CO1	4	3	4	5	5	5	5	5	4	4	5	5	5	4.5
CO2	5	4	3	5	4	5	5	4	4	3	4	5	5	4.3
CO3	4	3	3	5	4	3	3	4	3	3	4	5	5	3.7
CO4	5	5	4	5	5	5	5	5	5	4	5	5	5	4.8
CO5	3	4	4	5	5	4	4	4	5	4	4	4	4	4.1
CO6	4	3	4	5	5	4	3	3	4	3	2	2	3	3.4
CO7														
CO8														
	Mean overall score													4.1

Result : The score for this course is 4.1 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p style="text-align: center;">Total of values</p> <p>Mean score of COs = -----</p> <p style="text-align: center;">Total no. of POs & PSOs</p>	<p style="text-align: center;">Total of Mean scores</p> <p>Mean overall score for CO = -----</p> <p style="text-align: center;">Total no. of COs</p>
--	--

Semester: IV
Subject Code: 17UGH410004

Hours/Week: 4
Credits: 3

HINDI PAPER – IV

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- the ability to empower the students with globally employable soft skills
- the ability to translate Hindi passages to English
- the ideas on human values
- the ability to instruct the moral values given by the Bhakthi Saints
- the knowledge of Indian festivals .
- the knowledge of culture and tradition

UNIT – I

8 hours

Vidyarthi, Banking Shabda, Anuvad, Anuvad Lesson – 1, Adhikal, Premchand

UNIT – II

12 hours

Pusthakalaya, Nemikaryalaya Tippaniyan, Anuvadak, Anuvad lesson-2, Bakthikal-Gyan Marg, Mahadevivarma

UNIT – III

12 hours

Thyohar, Anuvad Ke Gun, Anuvad lesson – 3, Bakthi, Tippaniyaan, Prem Marg, Pant

UNIT – IV

14 hours

Yugpuresh Gandhi, Anuvadak Ke Gun, Anuvad Lesson – 4 Bakthikal, Bakthikal – Ram Bakthi Kal - Krishna Bakthi, Dinkar

UNIT – V

14 hours

Braman, Anuvad ek kala, Swarnayug Bakthikal, Anuvad Lesson - 5, Reetikal, Chayavad

Books Recommended

1. Kendriya Sachivalaya, Hindi Parishad New Delhi, Karyalaya Sahayika, 2016.
2. Dakshin Bharat Hindi Prachar Sabha Chennai-17, Niband Radhana, Hindi, 2016.
3. DBHP Sabha, Chennai-17, Anuvad Abyas-3, Hindi, 2016
4. Rajnath Sharma, Hindi Sahitya ka Itihas, Vinkod Pustak Mandir, Agra-2, 2016.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits
IV	17UHI 410004	HINDI -IV										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	4	3	4	3	3	4	5	4	4	3.5	
CO2	3	3	2	3	3	3	5	3	4	3	3	3.1	
CO3	3	3	3	3	4	3	3	3	4	3	3	3.1	
CO4	3	2	2	3	2	3	3	3	3	3	3	2.7	
CO5	3	3	3	3	3	3	5	3	3	4	4	3.3	
CO6	4	4	4	4	3	5	3	5	4	4	3	3.9	
	Mean overall score											3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p style="text-align: center;">Total of values</p> <p>Mean score of COs = -----</p> <p style="text-align: center;">Total no. of POs & PSOs</p>	<p style="text-align: center;">Total of Mean scores</p> <p>Mean overall score for CO = -----</p> <p style="text-align: center;">Total no. of COs</p>
--	--

Semestre: IV
Code du sujet : 17UGF410004

Heures /Semaine: 4
Points : 3

FRANÇAIS IV

Les résultats d'apprentissage :

L' étudiant peut ...

- Comparer la culture de l'Inde et de la France
- Familiariser l'étudiant avec le vocabulaire, la grammaire et les conversations
- Connaître les auteurs français (20 auteurs) et leurs œuvres
- Dire qu'on aime quelqu'un/ quelque chose
- Demander des informations
- Exprimer une opinion personnelle et Justifier son opinion.

UNIT I : Prières du Nouvel An - (10 heures)

Exprimer l'inquiétude, le regret, le souhait, l'obligation, la sympathie.

Grammaire : Le subjonctif, verbe craindre

UNIT II : Retrouvailles - (10 heures)

Marquer la surprise

Grammaire : Le subjonctif, pronoms possessifs.

UNIT III : C'est lui le meilleur ! - (10 heures)

Dire qu'on aime quelqu'un/ quelque chose, donner son opinion, insister.

Grammaire : Le superlatif, les pronoms démonstratif.

UNIT IV Sauvons notre Terre ! - (15 heures)

Enchaînement de cause et d'effet, demander à quelqu'un de tenir compte de quelque chose.

Grammaire : Le plus-que-parfait, il y a.

UNIT V : Le jour des élections s'approche et les auteurs français (20 auteurs) et leurs œuvres (15 heures)

Demander des informations, dire qu'une action n'est pas utile, exprimer une opinion personnelle, Justifier son opinion.

Grammaire : Le participe présent – le gérondif, la voix passive.

Manuel :

1. K.Madanagobalane, **Synchronie-II**, Samhitâ Publication, 2011 .

Livre de référence :

1. Annie Berthet /B_atrix Sampsonis/ Catherine Hugot /V_ronnique M Kizirian / Monique Waendendries, **Alter Ego A1**, Hachette, 2006.
2. Yves Loiseau/R_gineM_rieux, Connexions 1, Didier, 2011.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits
IV	17UFR 410004	FRENCH -IV										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	4	4	2	3	4	4	2	3	2	2	3	3	
CO2	3	3	3	3	4	4	2	4	3	2	3	3.1	
CO3	3	2	3	2	4	3	4	3	3	3	4	3.1	
CO4	3	3	4	3	4	1	2	2	4	3	3	2.9	
CO5	3	3	4	3	4	3	2	2	4	4	5	3.4	
CO6	3	4	3	3	3	4	4	2	4	3	4	3.4	
	Mean overall score											3.2	

Result : The score for this course is 3.2 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester: IV
Subject Code: 17UGS410004

Hours/week: 4
Credits: 3

SANSKRIT PAPER – IV

Learning Outcomes

At the end of the course, a student should be able to demonstrate...

- knowledge and understanding of the history of Sanskrit Drama
- knowledge and understanding of the Nataka vivaranam.
- the introduction of Functional - Sanskrit conversation Letter writing.
- the ability to apply relevant theoretical perspectives to topics within the field of study
- the competence in academic writing and oral presentation skills.
- the ability to work both independently and in groups on presentations and/or development of Projects.

UNIT – I

8 hours

Paataah – Asta, Nava Dasha, Sankhya prayogah.

UNIT – II

12 hours

Lot lakaarah. Prqayaogah. Kartari Vaakyaani

UNIT – III

12 hours

Naatakasya Itihaasah.

UNIT – IV

14 hours

Karnabhaaram. Naatakam.

UNIT – V

14 hours

Kathaapaatra Vailaksharnyam.

Books recommended:

1. R.S.Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat - 678 003, Kerala, South India, History of Sanskrit Literature, 2014.
2. Samskritha Bharathi, Aksharam 8th Cross, 2nd Phase, Giri Nagar, Bangalore. Vadatu Sanskritam – Samskara Binduhu, 2014.
3. R.S. Vadhyar & Sons, Book-Sellers and Publishers, Kalpathi, Palghat- 678003, Kerala, South India. Karnabharam, 2014.
4. Kulapathy, K.M., Saral Sanskrit Balabodh, Bharathiya vidya Bhavan, Munshimarg, Mumbai-400 007, 2014.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits
IV	17USA410004	SANSKRIT IV										4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
CO1	5	3	5	4	4	3	3	3	3	3	4	3.1	
CO2	4	3	4	4	4	3	3	4	3	4	3	3.1	
CO3	4	3	3	4	4	3	4	4	4	4	4	3.2	
CO4	4	3	3	4	3	3	3	4	4	4	4	3.1	
CO5	4	4	4	3	4	3	4	3	4	4	4	3	
CO6	5	4	4	4	4	3	3	3	3	3	4	3.2	
	Mean overall score											3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p style="text-align: center;">Total of values</p> <p>Mean score of COs = -----</p> <p style="text-align: center;">Total no. of POs & PSOs</p>	<p style="text-align: center;">Total of Mean scores</p> <p>Mean overall score for CO = -----</p> <p style="text-align: center;">Total no. of COs</p>
--	--

GENERAL ENGLISH-IV

Course outcome

- Comprehend the local and global issues through the lessons
- Do the tasks centering on skill development and enhance their Grammar Using and Writing Skills
- Use interactive skills
- Train and develop the Listening and Reading Skills of the learners through teacher-led reading practice
- Improve their General Writing Skills such as Note-Taking, Note-Making, Précis Writing, Paragraph Writing, and Writing Short Essays on Current Issues/General Topics
- Understanding the social background and human character of the period

Unit-VII: *Women through the Eyes of Media

- 7.0. Introduction
- 7.1. Objectives
- 7.2. Listening and Reading Skills through Teacher-led Reading Practice
- 7.3. Glossary
 - 7.3.1. Words
 - 7.3.2. Phrases
- 7.4. Reading Comprehension
- 7.5. Critical Analysis
- 7.6. Creative Task
- 7.7. General Writing Skill: Writing Minutes of a Meeting
- 7.8. Grammar: Present Perfect Tense
- 7.9. **Non -Detailed Poem:** Thomas Hood (1799–1845): “Silence”

Unit-VIII: *Effects of Tobacco Smoking

- 8.0. Introduction
- 8.1. Objectives
- 8.2. Listening and Reading Skills through Teacher-led Reading Practice
- 8.3. Glossary
 - 8.3.1. Words
 - 8.3.2. Phrases
- 8.4. Reading Comprehension
- 8.5. Critical Analysis
- 8.6. Creative Task
- 8.7. General Writing Skill: Note-Taking
- 8.8. Grammar: Present Perfect Continuous Tense
- 8.9. **Non -Detailed Poem:** Coventry Patmore (1823-1896): “The Toys”

Unit-IX: * Short Message Service (SMS)

- 9.0. Introduction
- 9.1. Objectives
- 9.2. Listening and Reading Skills through Teacher-led Reading Practice
- 9.3. Glossary
 - 9.3.1. Words
 - 9.3.2. Phrases

- 9.4. Reading Comprehension
- 9.5. Critical Analysis
- 9.6. Creative Task
- 9.7. General Writing Skill: Note-Making
- 9.8. Grammar: Past Perfect Tense
- 9.9. **Non -Detailed Poem:** Stephen Spender (1909-1995): “Daybreak”

Unit-X: *An Engineer Kills Self as Crow Sat on his Head: A News Paper Report

- 10.0. Introduction
- 10.1. Objectives
- 10.2. Listening and Reading Skills through Teacher-led Reading Practice
- 10.3. Glossary
 - 10.3.1. Words
 - 10.3.2. Phrases
- 10.4. Reading Comprehension
- 10.5. Critical Analysis
- 10.6. Creative Task
- 10.7. General Writing Skill: Précis Writing
- 10.8. Grammar: Past Perfect Continuous Tense
- 10.9. **Non -Detailed Poem:** Gabriel Imomotimi Okara (1921): “Once Upon a Time”

Unit-XI: *Traffic Rules

- 11.0. Introduction
- 11.1. Objectives
- 11.2. Listening and Reading Skills through Teacher-led Reading Practice
- 11.3. Glossary
 - 11.3.1. Words
 - 11.3.2. Phrases
- 11.4. Reading Comprehension
- 11.5. Critical Analysis
- 11.6. Creative Task
- 11.7. General Writing Skill: Paragraph Writing
- 11.8. Grammar: Future Perfect Tense
- 11.9. **Non -Detailed Poem:** Robert Winner (1930-1986): “Opportunity”

Unit-XII: *A Handful of Answers: A Zen Tale

- 12.0. Introduction
- 12.1. Objectives
- 12.2. Listening and Reading Skills through Teacher-led Reading Practice
- 12.3. Glossary
 - 12.3.1. Words
 - 12.3.2. Phrases
- 12.4. Reading Comprehension
- 12.5. Critical Analysis
- 12.6. Creative Task
- 12.7. General Writing Skill: Writing Short Essays on Current Issues/General Topics
- 12.8. Grammar: Future Perfect Continuous Tense
- 12.9. **Non -Detailed Poem:** Ted Hughes (1930–1998): “The Harvest Moon”

Textbook

1. Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. New Delhi: Trinity, 2016. Print.

Tasks Designed Under Each Unit	Skills to be Developed Under Each Unit	Hours Allotted
0. Pre-reading Task:	Listening and Reading Skills through teacher-led reading practice	1 Hour
1. Objectives		
2. Text	Listening and Reading Skills through teacher-led reading practice	
3. Glossary (Using Words and Phrases in Sentences)	Referring and Language Using Skills	1 Hour
4. Reading Comprehension	Reading, Speaking, and Writing Skills	1 Hour
5. Critical Analysis	Critical Thinking and Speaking Skills	1 Hour
6. Creative Task	Creative Thinking and Speaking Skills	1 Hour
7. General Writing Skills	Writing Skill	2 Hours
8. Activities on Grammar	Grammar Using and Writing Skills	2 Hours
9. Non-Detailed Poetry	Literary Appreciation Skill	1 Hour

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:		Title of the paper :									Hours		Credits	
IV	18UGE420104		GENERAL ENGLISH -III									5		3	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						Mean score of COs			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	5	4	4	4	5	5	5	4	5	5	4.61	
CO2	5	4	5	5	3	4	5	5	5	5	5	5	5	4.69	
CO3	5	4	5	4	4	3	4	4	5	5	4	4	5	4.23	
CO4	4	4	5	4	4	3	4	5	5	5	4	4	5	4.30	
CO5	4	4	5	4	4	4	4	4	5	5	4	4	5	4.38	
CO6	5	5	5	5	4	4	4	5	5	5	4	4	5	4.61	
	Mean overall score											4.47			

Result : The score for this course is 4.47 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester - IV
18UVC430208

Hours/Week : 6
Credits : 4

Core Paper- IV
REPORTING AND EDITING

Course outcomes:

- Emphasis on the principles of reporting.
- Ability to analyze the elements of reporting for various mediums.
- Gain knowledge about types of reporting.
- Comprehend the genres of reporting.
- Identify the need for editing in journalism.
- Know the structure and function of news room and their sections.

UNIT- I : PRINCIPLES OF REPORTING

Principles of reporting, functions and responsibilities, writing news - lead – types of leads; body - techniques of re-writing - news agency.

UNIT- II : REPORTING TECHNIQUES

Reporting techniques - qualities of a 'reporter - news - elements, sources - types – pitfalls and problems in reporting - attribution - off - the - record - embargo – pool reporting; follow - up.

UNIT - III : TYPES OF REPORTING

Crime- courts- health- civil administration- civic- culture- politics- education beats.

UNIT - IV : EDITING

Nature and need for editing- Principles of editing- editorial desk- functions of editorial desk- copy-editing preparation of copy for press - style sheet – editing symbols- proof reading symbols and their significance. (include recent techniques)

UNIT- V : NEWSROOM STRUCTURE

Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

BOOK FOR STUDY

1. Melvin Mencher's News Reporting and Writing, McGraw Hill.

BOOKS FOR REFERENCE

1. Melvin Mencher's News Reporting and Writing, McGraw Hill.
2. The Associated Press Style Book.
3. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi, Allied Publishers Pvt. Ltd., New Delhi.
5. News Editing, Bruce H Wesley

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester IV	Course code 18UVC430208		Title of the paper Core Paper- IV : REPORTING AND EDITING											Hours 6	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	5	3	4	4	3	2	4	3	3	2	2	3.2	
CO2	3	4	3	3	3	3	3	4	3	3	2	2	4	3.0	
CO3	3	4	2	4	3	4	3	4	3	4	2	4	3	3.3	
CO4	4	3	2	2	4	3	3	3	3	2	4	4	3	3.0	
CO5	4	3	2	4	3	4	3	3	2	3	3	3	3	3.0	
CO6	4	5	3	2	3	4	3	4	2	3	4	3	3	3.3	
Mean Overall Score														3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p align="center">Total of values</p> <p>Mean score of COs = -----</p> <p align="center">Total no. of POs & PSOs</p>	<p align="center">Total of Mean scores</p> <p>Mean overall score for CO = -----</p> <p align="center">Total no. of COs</p>
--	--

Semester - IV
18UVC430209

Hours/Week : 3
Credits : 3

Core Paper- IV
ELEMENTS OF FILM AND FILM APPRECIATION

Course outcomes:

- Understand the Film Forms and cinema Movements.
- Aware of the Film Making Process.
- Know about Mise-en-scene.
- Identify the genres of Films.
- Acquire knowledge on the Great Auteur both at the International as well National and Regional.
- Comprehend Indian and international film makers.

UNIT- I :FILM HISTORY AND MAJOR MOVEMENTS

Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound- Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian (Hindi, Tamil & other languages) - Contemporary trends.

UNIT- II : STAGES OF FILM PRODUCTION

Pre-production : Concept , Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition time

UNIT - III : ELEMENTS OF FILM

Mise-en-scene : Aspects of mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: photographic image, framing, duration of the image, montage and long take.

UNIT – IV : GENRE

Approaches to studying film- Structure of a narrative film- Cinematic codes - Film Forms : Principles of film, narrative form, non-narrative films- Dividing a feature film into parts and Genres - Documentary genres- Film and postmodernism - Film and cultural identity: Criticism and Film Review Writing.

UNIT – V : GREAT AUTEURS

Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, James Cameron, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendary Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Balu mahendra, Bharathiraja, and others.

BOOKS FOR STUDY

1. Ascher Steven, Pinous Edward (1984)The Film Maker's Hand Book, Penguin Group, New York.
2. Walter Murch (2004) In The Blink of an Eye: A Perspective on Film Editing .

BOOKS FOR REFERENCE

1. Bordwell David(1979) Thompson Kristin – Film Art an Introduction, Mc Gram Hill.
2. Hayward Susan(2000) Key Concept in Cinema Studies, Routledge, London.
3. Jones Chris, Jolliffe Genevieve(2000)The Guerilla Film Makers Handbook, Continuum Wellington house, London.
3. Wasko Janet (2003) How Hollywood Works, Sage Publication, London.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester IV	Course code 18UVC43020 9	Title of the paper ELEMENTS OF FILM AND FILM APPRECIATION												Hour 3	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	5	3	1	3	3	4	4	4	3	3	3	4	3	3.3	
CO2	4	4	1	4	3	4	5	4	3	3	3	4	4	3.5	
CO3	3	3	1	4	3	4	4	3	3	4	3	5	4	3.3	
CO4	4	4	1	4	4	4	4	3	3	4	3	4	4	3.5	
CO5	4	4	1	5	4	4	5	4	5	4	4	4	4	3.9	
CO6	4	4	1	4	4	4	5	4	2	3	4	4	4	3.6	
Mean Overall Score														3.5	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

ELECTIVE - I
MASS COMMUNICATION THEORIES

Course outcomes:

- Learn the fundamentals of the communication theories.
- Identify the mass media effects.
- Gain knowledge about theories of communication.
- Recognize understand the models of communication
- Determine the various media influence.

UNIT- I : MODELS OF COMMUNICATION

Communication models and theories; Early models of communication, Hypodermic needle model and S-R model; Berlo's S-M-C-R model - George Gerbner's model —Theodore M. Newcombs model - Dance's Helical Model-

UNIT- II : THEORIES OF COMMUNICATION - I

Sociological Theories- Social learning theory- Agenda setting theory-Uses and gratification theory- Dependency theory- Theories of persuasion -Hypodermic/ bullet theory- Individual difference theory- Personal influence theory- Diffusion of Innovations - Lippmann's theory of public opinion.

UNIT- III : THEORIES OF COMMUNICATION -II

Normative theories— Authoritarian theory (Gulf) — Libertarian theory (America, U.K.) — Social responsibility theory (India) — Soviet media theory (Russia) — Democratic participant media theory (Third World Countries). Cultivation theory

UNIT- IV : PERCEPTION AND ATTITUDE

Perception: definition, role in communication; Four rings of defenses; The Schema theory; Groups: definition & types model of group formation; importance of group norms and group pressure in communication. Propaganda: definition, objectives & devices. Attitude: definition, structure & role; major findings of attitude-change (persuasion) (media effects related theories)

UNIT- V : MEDIA AND ITS EFFECTS

Mass media audiences-Media effects and studies-Children and Media- Media Violence.
Media and women - media and family

TEXT BOOK(S)

1. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.

BOOKS FOR REFERENCE

1. The mass media Ed, by Arvindkumar, New Delhi, Anmol pub, 1999.
2. 'Theories of Mass Communication' by Mattelart et al., Sage, London. 1998.
3. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
4. 'Communication Theories: Origins, methods, uses' Severin, Werner and Tankard, Hastings House Pub. New York: 1979.
5. 'Theories of the Information Society' by Webster, Frank. Routledge, London. 1995.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester IV	Course code 18UVC43030 1	Title of the paper MASS COMMUNICATION THEORIES												Hour 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	2	5	5	4	4	3	4	4	4	4	5	4.0	
CO2	5	3	2	4	4	4	3	4	4	3	4	4	5	3.7	
CO3	3	4	2	5	3	4	5	4	5	3	3	4	4	3.7	
CO4	4	4	2	3	4	5	3	4	4	3	4	3	5	3.6	
CO5	4	5	3	4	3	3	3	2	4	3	4	4	3	3.4	
CO6	5	3	3	3	5	5	4	4	3	4	4	3	4	3.8	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester - IV
18UVC430404

Hours/Week : 4
Credits : 4

Allied paper- IV
MEDIA CULTURE AND SOCIETY

Course outcomes:

- Be acquainted with the various aspects of media responsibility.
- Differentiate Multimedia Systems and Hyper Media.
- Learn Digital Media Saturation.
- Identify the Media Determinants.
- Acquire knowledge on Ideology and Culture.
- Aware on transmission on exchange of information to large group of people.

UNIT- I : UNDERSTANDING THE MEDIA

How to study media and how not to study media - sociological –cultural – skills- Political-Media audience analysis(Mass, segmentation, product etc, social uses) – Media education Processes – Media Pedagogy.

UNIT- II : INTRODUCTION TO MEDIA CULTURE SOCIETY

Media saturation – Media influence – Management and manufacture of information-Media education and Democracy - Importance of Visual Communication – Education for the future- Privatizations of information – Media in Indian Society.

UNIT- III : MEDIA DETERMINANTS

Media Determinants- Ownership and control – Media Institution – The state and the Law – Self regulation by the Media – Economic determinants –Advertisers –Media Personnel-Media Sources – Audience as textual determinant & audience as readers – audience positioning - establishing critical autonomy.

UNIT- IV : MEDIA RHETORIC

Media Rhetoric – Social construction of reality by media – Combining image and linguistic text – Indian Media and Society - Women and Indian Media - Interpretative Frame works- Visual Coding- Narrative.

UNIT V: IDEOLOGY & CULTURE

Ideology – Defining Ideology –Hegemony –Myth Ideology in the classroom –Denotation – Connotation – Ideological Analysis – Media and Popular culture – culture and subculture , popular texts , politics popular culture Vs people's Culture

TEXT BOOK

1. Berger, Asa (1991) Media Analysis Techniques, Sage Publications.

BOOK FOR REFERENCES

1. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi
2. Blackwell (2008) Media Culture and Society.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester IV	Course code 18UVC43040 4	Title of the paper Allied: MEDIA CULTURE AND SOCIETY												Hours 4	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	2	5	5	5	3	3	3	3	4	3	4	3.6	
CO2	5	3	2	4	4	4	3	3	4	3	4	4	4	3.6	
CO3	4	3	3	4	4	3	4	5	4	3	4	3	3	3.6	
CO4	4	4	1	2	4	4	3	4	3	5	3	3	4	3.3	
CO5	4	4	3	2	3	4	4	3	5	4	3	4	2	3.4	
CO6	4	3	1	4	4	5	4	3	4	5	3	4	3	3.6	
Mean Overall Score														3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

FORMATION OF YOUTH – II

Course outcomes:

- ❖ To ensure preparing the students to live in harmony with nature.
- ❖ To ensure the youth the significance of public health and the related issues.
- ❖ To ensure sensitizing the youth about addictions and their consequences.
- ❖ To ensure educating the youth on disaster management and First-Aid.
- ❖ To ensure enlightening on the developmental issues and challenges of youth today.
- ❖ To ensure the value of counselling for attaining positive mental health.

Unit-I : Harmony with Nature

What is environment, Why should we think of harmony, Longing for human well-being, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Forest resources, Water resources, Mineral resources, Food resources, Fruits of disharmony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life

Unit-II : Public Health

Health related issues, Health Care in India vs Developed Countries, Health and Heredity, Public Health - The Indian Scenario, Objectives of public health in India, Public Health System in India, Failure on the public health front, Role of the central government, Hospitals Services in India, Health and Abortion, Health and Drug Addiction, Drug abuse

Unit-III: Disaster Management and First-Aid

Disaster Management, Types of disaster, Plans of disaster management, Technology to manage natural disasters and catastrophes, Disaster Management, Rehabilitation and Reconstruction, Human-induced disaster, First Aid, The importance of First-aid, Disaster Declaration and Response

Unit-IV: Issues Dealing with Science

What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science, Technology and Innovation Policy of India, Harnessing the forces of science and technology for the future

Unit-V: Counselling for the Adolescents

High Risk Behaviours, Developmental Changes in Adolescents, Key Issues of the Adolescents, Need for Counselling, Nature of Counselling, Counselling Goals, Does helping help? The Good and the Bad news.

Text Book:

1. **Formation of Youth**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2016.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code:	Title of the paper :										Hours	Credits	
IV	17UFC4410004 A	FORMATION OF YOUTH -II										2	2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	4	4	5	4	5	5	3	4	5	5	4	5	4	4.4
CO2	4	4	4	4	4	5	4	3	4	4	4	5	5	4.2
CO3	5	3	5	4	5	4	4	3	4	4	4	5	5	4.2
CO4	3	4	5	4	4	5	4	4	4	4	4	3	4	4.0
CO5	2	4	4	4	5	5	4	4	5	5	5	4	5	4.3
CO6	4	3	4	4	5	3	4	5	5	4	5	5	4	4.2
	Mean overall score													4.2

Result : The score for this course is 4.2 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester: IV

Hours/Week: 2

Code: 17UFC441004B

Credits: 2

RELIGIOUS DOCTRINE - II

Course outcomes:

- ❖ To ensure appreciation of the harmony of religion.
- ❖ To ensure training the youth in the power of prayer.
- ❖ To ensure the understanding of Mary's role in salvation history and Marian Dogmas.
- ❖ To ensure enlightening the graces and invisible effects of the sacraments.
- ❖ To ensure the youth with the promise that God forgives failings on repentance.
- ❖ To ensure understanding the concept of salvation and the promise of eternal life.

Unit: I Harmony of Religions

Introduction - Religions of India - Buddhism - Jainism - Sikhism - Judaism - Confucianism - Christianity - Zoroastrianism – Islam

Unit: II The Christian Prayer

Prayer Defined - Reasons to pray - The Way to Pray - Types of Prayer - Obstacles for Prayer - Prayer in Old -The Lord's Prayer

Unit: III Mary, the Blessed Virgin, Mother of God

Introduction - Marian Dogmas - Mary in need of Redemption - Mary in the New Testament - Apparitions of Mary - Devotion to Mary

Unit: IV Sacraments of Initiation

Introduction - An Overview - Baptism - Confirmation - Holy Eucharist

Unit: V Sacraments of Healing & at the Service of the Community

Reconciliation - Anointing of the Sick - Holy Orders – Matrimony

Text Book:

1. **Life in the Lord**, Department of Foundation course, St.Joseph's College, Tiruchirappalli-2, 2011.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester	Course Code:	Title of the paper :										Hours	Credits	
IV	17UFC4410004 B	RELIGIOUS DOCTRINE -II										2	2	
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	P O 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PS O 5	PSO 6	PSO 7	PSO 8	
CO1	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO2	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO3	4	3	4	4	3	4	4	5	4	4	5	5	5	4.2
CO4	4	1	4	3	3	4	4	4	5	4	5	5	5	3.9
CO5	4	1	4	3	3	4	4	4	5	4	4	4	5	3.8
CO6	4	1	4	3	3	5	5	5	5	4	5	4	4	4.0
	Mean overall score													4.0

Result : The score for this course is 4.0 (Very High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

<p align="center">Total of values</p> <p align="center">Mean score of COs = -----</p> <p align="center">Total no. of POs & PSOs</p>	<p align="center">Total of Mean scores</p> <p align="center">Mean overall score for CO = -----</p> <p align="center">Total no. of COs</p>
--	--

Semester V
18UVC530210

Hours/Week: 4
Credits: 3

Core paper- V
NEWS PRODUCTION

Course Outcomes:

- Learn the basic concepts of news production.
- Comprehend the news from gathering to the final broadcast.
- Gain knowledge on television news room terms and operational concepts .
- Identify Television news writing style.
- Acquire knowledge on recent techniques involved in making of news.
- Aware of different genre of news and interviews.

UNIT- I : INTRODUCTION TO NEWS

News – Definition-TV News Reporting – Definition, Types-News Stories – Definition, Types - Gathering the news – 5W's and 1 H-News Values – Making an Event News.

UNIT- II : THE STYLE OF TELEVISION

Print and TV News - Top Tips of the Trade - Sounding Correct - News Room Terms and Operational Concepts - Understanding the Medium - News Sources – Types and Benefits

UNIT- III : WRITING TO PICTURES

Voice over's and sound bites - Complementing the Picture -Writing to Archival Footage Linking into Sound Bites -Scripting Sports News-Puns and Cliché's Breathing Space -Visual Continuity-Transitions Writing to Stills-Composites and Split Screens-Sound only Reports

UNIT- IV : NEWS PREPARATION AND INTERVIEWING

Planning a News Event -Shots for News Event Shooting a News Event -Logging and Transcribing -Interviewing – Techniques, Forms and Shots, Ethics

UNIT- V : PACKAGING A REPORT

Protected narration -An imaginary package -The shot and edited sequences-Writing the narration -Reaching the package -Routine events – guidelines

TEXT BOOK:

1. Singh P. Chandrakant, (1999) – Before the headlines - Hand book of TV Journalism, Jaico.

BOOKS FOR REFERENCE:

1. Christopher Scanlan (2000)– Reporting and Writing, Sage, London
2. Teel L. (1992) - Introduction to journalism into the news room, Sage, London
3. Stovale, James Glen (1998)– Writing for the mass media, Routledge, New York
4. Niblock, Sarah , (2004) News Production: Theory and Practice, Vista, Boston

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC53021 0					Title of the paper NEWS PRODUCTION								Hour 4	Credits 3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	4	4	4	2	5	2	4	4	3	4	3.6	
CO2	4	3	2	4	4	3	3	5	3	3	3	4	4	3.5	
CO3	3	4	2	4	3	3	3	2	1	4	5	4	3	3.1	
CO4	3	3	2	3	4	5	3	4	1	4	4	3	3	3.2	
CO5	5	3	2	4	4	4	2	2	3	1	4	3	4	3.1	
CO6	5	3	3	4	5	4	3	2	3	5	4	3	3	3.6	
Mean Overall Score														3.4	

Result : The score for this course is 3.4 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Core paper - VI
SCRIPT WRITING

Course Outcomes:

- Describe the fundamental principles of Script Writing.
- Ability to analyze the narrative structure of story.
- Gain Knowledge on scripting Software's and typing skills.
- Learn the genres of script for various media.
- Acquire knowledge on the creative thinking.
- Demonstrate the laws related to script writing.

UNIT – I : SCRIPT

Definitions - Fundamental Principles, Norms, Guidelines, Techniques- Script Writing Elements : Story, Screen play and Dialogue and Lyric writing - Script Formats and Style: Parenthesis, Description, Scene Transitions - Dialogue - Light and Sound Details - Story Board - Script Types (short and full length script). Three Act Structure –

UNIT – II : STORY TELLING AS A FOLK ORAL CULTURE

Story Telling Techniques and Ethos in a Dramatic Way - Pitch Presentation - Structuring the Story - Credible Characterization - Real Life Event Characterization - Event Observation

UNIT - III : CREATIVITY THINKING

Thinking out of the Box- Critical Thinking - Creative Thinking - Related Competencies - Adopting Creative Thinking in Daily Life - Various Methods to Boost Creative Thinking Skills and Creative Presentation Skills.

UNIT – IV : NARRATIVE STRUCTURE IN SCRIPT

Beginning, Development and Climax - Principle of Suspense - Various Writing Nature: for Animation, Ads, Documentaries, Short films, Writing Nature to Specific Genres : Action, Comedy, Crime, History, Horror, Romance, Science Fiction, Teens, Thrillers - Writing Nature to Target Audience.

UNIT - V : SCRIPT RELATED LAWS

Copy rights - Contractual Protocols- Writers Problems & issues- Protections & Writers' Opinion- Script Safety Practices : Issues and Solutions.

TEXT BOOKS

1. Hilliard L. Robert(2000) Writing for television, Radio and New Media . New York :Routledge.
2. Copper, Patt, (2001)Writing the short Film, Elsevier Publication.

BOOKS FOR REFERENCE

- 1Usha Raman (2016) Writing for Media
- 2..Milton, Shirley(1982) Creative Connections, Sage Publication New York.
- 3.Hunters Lew(1994)Screen Writing 432, The Berkley Publishing Group. New York.
- 4.Kaushik Sharda,(2000) Script to Screen, Macmillan India Ltd.
- 5.Mencher Melvin (2002) Basics of Media Writing, Jaico Publication New Delhi.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC53021 1	Title of the paper Core paper - VIII SCRIPT WRITING												Hours 4	Credits 3
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	3	2	4	4	3	4	3	4	2	4	4	3	4	3.4	
CO2	3	3	3	4	4	3	4	5	2	3	3	3	4	3.4	
CO3	5	4	3	4	3	3	4	2	3	4	4	3	3	3.5	
CO4	4	4	3	2	3	4	5	4	3	4	4	4	3	3.6	
CO5	4	4	2	2	4	3	4	3	3	3	3	3	3	3.1	
CO6	4	3	3	3	3	4	3	2	3	4	2	3	4	3.1	
Mean Overall Score														3.4	

Result : The score for this course is 3.4 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Core paper - VII
MEDIA RESEARCH ORIENTATION

Course Outcomes:

- Ability to understand the various methods of research
- Learn the types of research problems.
- Understand the concept, theory and research hypothesis.
- Ability to understand the nuances of research design and sample design.
- Gain knowledge on Social science research
- Familiarizes the types of schedules, interviews and data processing in research

UNIT- I : NATURE OF SOCIAL RESEARCH

Meaning and definition of research - Criteria of good research - Classification of science, social research - Objectives of social research - Basic assumptions of social research - Deductive and inductive method - Objectivity in social research - Difficulties of social research - Forms of scientific methods - Classifications of research

UNIT- II : LEVELS OF RESEARCH PROJECTS AND PROBLEM SELECTION

Problem awareness, selection and formulation - Selecting a topic for research - Types of research problems, in social science - Sources of research problem - Review of literature - Formulating and stating the problem

UNIT- III : CONCEPT, THEORY AND HYPOTHESIS

Definition: Concepts & Theory - Functions of theory - Definition of hypothesis - Types of hypothesis - Functions of hypothesis - Criteria of hypothesis - Difficulties in formulation of hypothesis - Testing the hypothesis - False & barren hypothesis

UNIT- IV : RESEARCH DESIGN AND SAMPLE DESIGN

Meaning of research design - Definitions of research design - Important concepts relating to research design - Major steps in formulating a research design - Factors affecting research design - Meaning of sample - Principles of sampling - Methods of sampling - Criteria for a sample

UNIT- V : SCHEDULES, INTERVIEWS AND PROCESSING OF DATA

Meaning and purpose of schedule - Types of schedules - Types of questions - Meaning and forms of questionnaire - Meaning and definition of Interview - Types of interview - Steps in data processing – Content analysis

TEXT BOOKS

Saravanel, P(2003) - Research Methodology, kitapmahal publications, Alagabhad

BOOKS FOR REFERENCE

1. Hansen, Andresse A.L (1998) -Mass Communication Research Methods, Sage, California
2. Sharma, S.R., (1996) Research in Mass Media, Radha publications, New Delhi
3. Roger D.Wimmer & Joseph R Dominick (1998) The Survey Research Handbook. Belmont, USA
4. Denscombe, Martyn (1999) The Good Research Guide, Viva Books, New Delhi
5. Wimmer D. Roger (2003), Mass Media Research, Wadsworth, Canada.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC53021 2					Title of the paper Core paper - VII MEDIA RESEARCH ORIENTATION								Hour 4	Credits 3
Cours e Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	3	2	2	2	3	4	3	4	3	2	3.0	
CO2	4	3	4	4	3	3	4	5	3	3	3	3	4	3.5	
CO3	5	4	3	4	2	2	4	4	3	4	4	3	4	3.5	
CO4	4	3	3	2	3	4	3	4	3	3	4	3	3	3.2	
CO5	4	4	2	4	4	3	4	3	3	3	4	4	3	3.5	
CO6	2	4	4	4	2	4	3	3	3	3	3	3	3	3.1	
Mean Overall Score														3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
--	---

Semester - V
18UVC530213

Hours/Week: 5
Credits: 4

Core paper - VIII
RADIO PRODUCTION (P)

Course Outcomes:

- Ability to understand the radio as a medium of communication.
- Learn the types of consoles and microphones selection.
- Gain knowledge about producing programs for broadcast media.
- Understand the individual skills for producing pieces for air.
- Acquire knowledge on preparing various radio programme.
- Demonstrate the splicing and editing sound files.

UNIT- I : INTRODUCTION TO RADIO MEDIUM

History of radio - Formats of radio - Role of producer -Non commercial radio - History, Functioning and Types - Commercial Radio – History, Functioning and Types

UNIT- II : CONSOLES AND SOUND

Amplification and Patching - Mixing and Sub Mixing - Basics of Sound - Patterns of Microphones - Microphone Selection and Use

UNIT –III : PROGRAM PRODUCTION I

Recorded Programme - Recorded Voice and Music -Sound Effects -Live On – Air Productions - Duties of On – Air Producer – Cue Sheets and Log Books

UNIT –IV : PROGRAM PRODUCTION II

Drama Production - News Production - Commercial Production - Sports Production

UNIT –V : EDITING

Splicing and Editing a Sound File - Marking the Edit Points - Looking at Wave Forms -Non Destructive Editing - Copying, Pasting and Looping

TEXT BOOKS

1. Crisell, Andrew (1986) Understanding Radio, London and Newyork : Methuen.
2. Shrivatsava, K.M. (1989) Radio and T.V. Journalism, New Delhi Sterling Publishers Ltd.
3. Hausman Carl, Benoit Philip, Messere Fritz (2005) – Modern Radio Production, Routledge, New York.

BOOKS FOR REFERENCE

- 1.Housman, Carl (2004) Modern Radio Production. Canada : Wadsworth publication.
- 2.McLeish, James , (1999) Radio production. Burlington : Focal Press
- 3.Bhatt, S.C , (1993) Broadcast Journalism- Basic Principle . New Delhi :Haranand Publications
- 4.Thangamani, P (2000) History of Broadcasting in India. Chennai: PonniahPathipagam
- 5.Baruah U. L (1983) All India Radio. New Delhi : Government of India publications

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC53021 3	Title of the paper Core paper - VIII RADIO PRODUCTION (P)												Hours 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	3	4	3	4	3	4	3	4	3	4	3.5	
CO2	4	3	4	4	3	3	4	5	4	4	3	3	4	3.7	
CO3	3	4	3	4	3	2	4	4	3	3	4	3	4	3.4	
CO4	3	3	4	4	3	4	3	4	3	3	4	3	4	3.5	
CO5	4	4	4	4	4	3	4	3	2	3	4	3	4	3.5	
CO6	3	4	4	4	2	4	4	3	4	3	4	3	4	3.5	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester - V
18UVC530214

Hours/Week: 5
Credits: 4

Core paper - IX
TELEVISION PRODUCTION (P)

Course Outcomes:

- Understand the medium of Television historically, technically and aesthetically.
- Learn the concepts of visual language.
- Ability to analyze the functions of television production.
- Gain knowledge about equipment and facilities in production.
- Familiarizes the linear and non linear editing.
- Acquire knowledge on the production of various television Programme.

UNIT- I : ORIGIN OF TELEVISION

History and Evolution of Television - Characteristics; Differentiate it from Print, Radio, and Film.

UNIT - II : VISUAL LANGUAGE

Types of Shots, Movements, Angles and Composition. Types of Cameras; The Lens System; Camera Mounting Equipment.

UNIT- III : TELEVISION JOURNALISM

Television News Gathering - TV News Writing Styles - TV News Presentation. Special Feature Coverage

UNIT- IV : LIGHTING

Purpose of Lighting, Indoor/ Outdoor Lighting, Types of Light, Light Intensity, Three Point Lighting, White/Black Balancing and Colour Temperature.

UNIT –V : EDITING

Evolution of Editing, Principles, Functions, Basic Transition Devices, Linear and Nonlinear Editing, On-Line and Off-Line Editing and Concept of Continuity Editing.

TEXT BOOKS

1. Millerson, Gerald (1993) - Effective TV production

BOOKS FOR REFERENCE

1. Vasukibelavadi (2008). Video Production, Oxford University Press.
2. Ken Pender (2002) Digital Video for the Desktop, Focal Press.
3. Esta De Fossard, John Riber (2005). Writing and Production for Television & Film, Sage Publication.
4. Herbert Zettl - Television Production Handbook, 7th Edition
5. Ivan Cury - Directing and Producing for Television, A Format Approach

Methodology:

Students will be given practical exposure on handling the camera, and will be detailed on all the aspects of production. Regular assignments on production will be given.

The Students are required to produce the following and submit as work record.

1. Any television programme – 3 min
2. Short film/ Documentary – 10 min

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC53021 4	Title of the paper Core paper - IX TELEVISION PRODUCTION (P)												Hour 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	5	4	3	2	3	4	4	4	3	4	3.6	
CO2	2	3	4	2	3	3	4	5	4	4	3	4	4	3.5	
CO3	5	4	3	4	4	2	4	4	3	4	4	3	4	3.7	
CO4	5	3	4	4	5	4	3	4	3	4	4	3	4	3.8	
CO5	4	5	4	4	5	3	4	3	3	3	4	3	3	3.7	
CO6	5	4	5	3	2	4	4	3	4	3	3	3	3	3.5	
Mean Overall Score														3.6	

Result : The score for this course is 3.6 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester - V
18UVC530302

Hours/Week:
Credits: 4

CORE ELECTIVE - II
INTRODUCTION TO 2D ANIMATION

Course Outcomes:

- Understand the basics of 2D art and Animation..
- Gain Knowledge on character creation
- Ability to produce basic 2D modeling shapes and character modeling .
- Learn various tools and animation techniques.
- Ability to create a range of characters that work together as a 'cast'.
- Gain familiarity with Toon boom elements

UNIT - I

INTRODUCTION TO 2D ANIMATION

Designing the Screen – Simple 2D shape design – Volumetric design

UNIT -II

CHARACTER CREATION

Character design – Costume design – Character Expression

UNIT- III

MODEL SHEETS: PREPARATION AND PRESENTATION.

Model sheets – Preparation – scripting - evaluation and execution.

UNIT-IV

INTRODUCTION TO FLASH

Flash Elements – Basic modeling and Animation

UNIT- V

INTRODUCTION TO TOON BOOM

Toon Boom Elements – Basic modeling and Animation – Final project presentation and evaluation.

TEXT BOOK:

1. Todd Perkins Adobe Flash Professional CS5

BOOK FOR REFERENCES:

1. Canemaker,J. (2003) The Art and Flair of Mary Blair (1st edition). Disney Editions.
2. Graham, W. D. (1982) Composing Pictures. Van Nostrand Reinhold.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC53030 2	Title of the paper CORE ELECTIVE - II INTRODUCTION TO 2D ANIMATION												Hour 4	Credits 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	3	2	4	3	2	3	2	4	2	3	4	3.0	
CO2	2	3	3	2	3	3	4	4	4	2	3	4	3	3.0	
CO3	5	4	3	3	4	2	4	4	3	4	4	3	2	3.5	
CO4	5	3	3	4	3	4	3	2	3	2	2	3	3	3.0	
CO5	4	3	4	4	3	3	4	2	3	2	4	2	3	3.2	
CO6	3	4	3	3	2	4	4	3	4	3	3	3	3	3.2	
Mean Overall Score														3.2	

Result : The score for this course is 3.6 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

SBE- I

DESKTOP PUBLISHING

Course Outcomes:

- Understand the fundamentals elements of design.
- Understand the basics of desktop publishing.
- Ability to create poster making, invitation preparation and Dangler designing.
- Gain knowledge to handle various software's used in the printing field.
- Learn to design layouts using 2D software's.
- Use knowledge of presentation software's to prepare their projects.

UNIT- I : D.T.P. FOR PUBLICATIONS

Desk Top Publishing in Publications -Importance of D.T.P in publication -Advantage of D.T.P in publication -Mixing of graphics & Image in a single page production -Laser printers - Use and Types, Advantage of laser printer in publication

UNIT-II : QUARK EXPRESS

Tools- Shape Maker, Transparency and Drop Shadows, Clipping Paths and Alpha Masking, Cloner, Illustration Tools, Colour Blends, layout designing- Table Creation, Picture Effects and Filters, Space/Align and Distribution, Apply Shapes to Any Content-Guides and Grids- Layers- Automatic Text Runaround, Intelligent Scaling- Image Grid- Typography

UNIT – III : LAYOUT & DESIGN (QUARK EXPRESS)

Different page format/Layouts -News paper page format -Page orientations -Columns & Gutters - Printing in reduced sizes.

UNIT-IV : USE OF D.T.P IN DESIGNING

Advertising – Brochures, Posters, Direct Marketing, Postcards, Collateral, Packaging Publication Books and User Guides, Catalogues and Circulars, Directories and Yearbooks, Financial Reports, Magazines, Newspapers/ tabloid.

UNIT – V : PRESENTATION GRAPHICS- MS POWER POINT

Features and various versions- Creating presentation using Slide master and templets in various colour scheme - Working with different views and menus of power point-Working with slides-Make new slide, move copy, delete, duplicate, lay outing of slide, zoom in or out of a slide- Editing and formatting text : Alignment editing, inserting, deleting, selecting, formatting of text find and replace text - Bullets, footer, paragraph formatting, spell checking- Printing presentation-print slides, notes, handouts and outlines.

TEXT BOOK

Peter Domanski & Philip Irvine, A Practical Guide to Publishing Books Using Your PC
Diaxon Ltd Jul 20, 2007

BOOKS FOR REFERENCE:

1. P.H. Collin -Dictionary of printing and publishing complication; A Guide to young printers.
- 2.Peter Stublely Desktop publishing for librarians on the Apple Macintosh illustrated Gower, 1989 the University of Michigan.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester V	Course code 18UVC54060 1	Title of the paper SBE - I DESKTOP PUBLISHING												Hour 2	Credits 2
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	3	4	3	2	3	2	3	2	4	4	3.2	
CO2	3	3	3	4	3	3	3	3	4	2	3	4	3	3.2	
CO3	4	4	2	3	4	2	3	3	3	3	3	3	2	3.0	
CO4	3	3	3	3	3	4	3	4	3	3	3	3	3	3.2	
CO5	3	3	3	4	3	3	3	2	3	2	4	4	3	3.0	
CO6	3	3	3	3	2	3	4	3	3	3	3	3	3	3.0	
Mean Overall Score														3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-VI
18UVC630215

Hours/Week: 5
Credit: 4

Core paper- X
PUBLIC RELATIONS

Course Outcomes:

- Understand the need for Public Relation in the organizations.
- Ability to analyze the PR strategies
- Gain Knowledge about Public Relation Campaign
- Ability to understand the role of PR in media institution
- Learn the tools of Public Relation.
- Acquire knowledge on the writing techniques for press and press release and press handouts

UNIT –I : PUBLIC RELATIONS: INTRODUCTION

Public Relations- Definition- PR as a communication function- History of PR- Growth of PR in India- Public relations- Propaganda and public opinion- PR as a management

UNIT –II : UNDERSTANDING PUBLIC RELATIONS

Stages of PR – Planning, implementation research, evaluation- PR practitioners and media relations-Press conference- Press release- Exhibition and other PR tools.

UNIT –III : GENERAL PRACTICE IN PUBLIC RELATIONS

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions.

UNIT IV : PR CAMPAIGN

Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

UNIT V : WRITING FOR PUBLIC RELATIONS

Writing news releases-Brochures, Pamphlets-Letters-Handouts-Oral presentations - Company publications.

TEXT BOOK

1. Lesly , Philip(2002) Handbook of Public Relations and communications, Jaico publication New Delhi.

BOOK FOR REFERENCE

1. Y. K. D'souza, (1977)Mass Media Tomorrow, Indian Publishers Distributors, New Delhi.
2. S. Ganesh(1995) Lectures on Mass Communication, Indian Publishers Distributors, New Delhi.
3. Kumar(1996) Mass Media, Anmol Publications Pvt Ltd., New Delhi.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC630215					Title of the paper Core paper - X PUBLIC RELATION								Hour 5	Credits 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	PO 3	P O 4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	3	4	3	4	3	4	3	4	3	4	3.5	
CO2	4	3	4	4	3	3	4	5	4	4	3	3	4	3.7	
CO3	3	4	3	4	3	2	4	4	3	3	4	3	4	3.4	
CO4	3	3	4	4	3	4	3	4	3	3	4	3	4	3.5	
CO5	4	4	4	4	4	3	4	3	2	3	4	3	4	3.5	
CO6	3	4	4	4	2	4	4	3	4	3	4	3	4	3.5	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
--	---

Core paper - XI
ONLINE JOURNALISM

Course Outcomes:

- Understand the medium of internet as an effective way for newspaper industry.
- Ability to analyze the changing trends in professional journalism as a result of online communication technology.
- Knowledge about Web writing.
- Learn the ethical perspective of Online Media.
- Acquire knowledge on the E- Newspaper.
- Demonstrate the cyber laws related to online journalism.

UNIT –I : INTRODUCTION TO ONLINE JOURNALISM

Meaning and definition- Characteristics of Online journalism, Characteristics of Internet- Brief Idea about ISP and browsers- Websites & its types- Email: Need & Importance- Web tools: Blogs, Social Media & Search Engine

UNIT- II : WEB WRITING

Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

UNIT III : E-NEWSPAPER

Brief History of the E-newspaper in English & Tamil- Reasons for the growing popularity of e-newspaper - Present & Future of E-newspaper- Limitations of online newspapers.

UNIT- IV : ONLINE JOURNALISM

Traditional vs. Online Journalism-difference in news consumption, Online Writing & Editing: do's and don'ts- Cyber Crimes & Security: Types and Dimension - Reporting, Writing, Editing for online Journalism

UNIT –V : CYBER LAWS

Ethical Perspective in Online Media - The Public Sphere in the Internet Era-Emergence of Collaborative Citizen Journalism.

TEXT BOOK

1.Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.

BOOKS FOR REFERENCE

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.

2.Stephen Quinn (2005) Convergent Journalism, Peter Lang Publication p 85-105 - 2006,
Citizen Journalism: Global perspective, Einar Thorsen p 75-84.

3. Sunil Saxena (2004), Breaking News: The craft & Technology of Online Journalism, Tata
McGraw Hill Education p. 19-80.

4. Keval. J Kumar(2014), Mass Communication In India

5. Mio Consalvo & Charles Ess (2012) The handbook of internet studies, Wiley- Blackwell

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC63021 6		Title of the paper Core paper - XI ONLINE JOURNALISM											Hour 5	Credit s 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	5	4	3	2	3	4	4	4	3	4	3.6	
CO2	2	3	4	2	3	3	4	5	4	4	3	4	4	3.5	
CO3	5	4	3	4	4	2	4	4	3	4	4	3	4	3.7	
CO4	5	3	4	4	5	4	3	4	3	4	4	3	4	3.8	
CO5	4	5	4	4	5	3	4	3	3	3	4	3	3	3.7	
CO6	5	4	5	3	2	4	4	3	4	3	3	3	3	3.5	
Mean Overall Score														3.6	

Result : The score for this course is 3.6 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
--	---

Semester-VI
18UVC630217

Hours/Week: 5
Credits: 4

Core paper - XII
DEVELOPMENT COMMUNICATION

Course Outcomes:

- Understand the potential of communication for holistic social development.
- Ability to analyze the role of development communication.
- Understand the fundamentals of Campaign planning and strategies.
- Gain Knowledge about skills to use development communication for social change.
- Learn the ethical perspective of Online Media.
- Acquire knowledge on the Social advertising.

UNIT-I : DEVELOPMENT AN OVERVIEW

The nature of Development. Defining development as a Goal, as a Process; Key Concepts in development: Self-reliance, Dependence, Cultural Identity, decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. Complexities of development efforts; Alternate paths to Development; Development and Colonialism; Development and Tradition bound Society.

UNIT-II : ELEMENTS OF DEVELOPMENT COMMUNICATION

The Concept of Development Communication: Definitions of Development Communication, Roles of Development Communication, and Philosophy of Development Communication - Differences from General Communication, Goals of Development Communication. Differences between Communication for Development and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

UNIT-III : COMMUNICATION AND SOCIAL CHANGE

Communication for social change- Social Behavioral change communication. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change- Folk forms and 'alternative silver screen' for social change - Social networks to propagate social messages.

UNIT-IV : SOCIAL ADVERTISING

Social advertising and social marketing - Taxonomy of social ads. Social advertising in India - areas covered- agencies involved. Designing and producing IEC materials. The DVAP and other media units, organized sector and voluntary organizations, international agencies.

UNIT- V : CAMPAIGN

Campaign Strategies - the why and how of a campaign; audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign.

TEXT BOOK

1. Melkote, Srinivas R., Steeves, H.Leslie (2001) Communication for Development in the Third World- Theory and Practice for Empowerment,'(2nd Edition).Sage Publications. New Delhi

BOOKS FOR REFERENCE

1. Clayton Vollan and Jim Simmons (Ed) (1985) Development Communication- A Resource Manual for Teaching,' Asian Mass Communication Research and Information Center, Singapore.
2. D'Abreo Desmond A.(1990) Voice to the People- Communication for Social Change, Culture and Communication. Madras.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC630217	Title of the paper Core paper -XII DEVELOPMENT COMMUNICATION												Hour 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	4	4	3	3	3	3	4	3	4	3	4	3.5	
CO2	4	3	4	4	3	3	4	5	3	3	3	3	4	3.5	
CO3	5	4	3	4	2	2	4	4	3	4	4	3	4	3.5	
CO4	4	3	3	2	3	4	3	4	3	3	4	3	3	3.2	
CO5	4	4	2	4	4	3	4	3	3	3	4	4	3	3.5	
CO6	4	4	4	4	4	4	3	3	3	3	3	3	3	3.5	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-VI
18UVC630218

Hours/Week: 4
Credits: 3

Core paper- XIII
INTERNSHIP (P)

Course Outcomes

- Develop new technical skills with respect to industry standards.
- Ability to acquire ,Evaluate , organize and maintain information.
- Improve Portfolio for the company presentation.
- Demonstrate on the effective use of media for social change.
- Develop appropriate topic based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC630218	Title of the paper Core paper - VIII INTERNSHIP												Hour 4	Credits 3
Course Outcom es (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O 1	PO 2	PO 3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	4	4	3	3	3	3	4	3	4	3	4	3.5	
CO2	4	3	4	4	3	3	4	5	3	3	3	3	4	3.5	
CO3	5	4	3	4	2	2	4	4	3	4	4	3	4	3.5	
CO4	4	3	3	2	3	4	3	4	3	3	4	3	3	3.2	
CO5	4	4	2	4	4	3	4	3	3	3	4	4	3	3.5	
CO6	4	4	4	4	4	4	3	3	3	3	3	3	3	3.5	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
--	---

Semester-VI
18UVC630219

Hours/Week:5
Credits: 4

Core paper- XIV
PROJECT (P)

Course outcomes:

- Learn to Plan, Design and execute various media productions.
- Understand the Feasibility in media Productions.
- Demonstrate competence in a chosen area of specialization, with a view of gaining a placement in the media industry.
- Emphasis in producing work that can be made use of in the industry.
- Know when and what techniques should be used while designing for the various media forms.
- Develop technical and presentation skills for their own concepts.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC630219	Title of the paper Core paper- XIV PROJECT												Hour 5	Credits 4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O 1	P O2	PO 3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	4	4	3	3	3	3	4	3	4	3	4	3.5	
CO2	4	3	4	4	3	3	4	5	3	3	3	3	4	3.5	
CO3	5	4	3	4	2	2	4	4	3	4	4	3	4	3.5	
CO4	4	3	3	2	3	4	3	4	3	3	4	3	3	3.2	
CO5	4	4	2	4	4	3	4	3	3	3	4	4	3	3.5	
CO6	4	4	4	4	4	4	3	3	3	3	3	3	3	3.5	
Mean Overall Score														3.5	

Result : The score for this course is 3.5 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-VI
18UVC630303

Hours/Week: 4
Credits: 4

CORE ELECTIVE - III
WEB DESIGNING (P)

Course Outcomes:

- Understand the aesthetics behind presentation style of web media.
- Ability to analyze the interactive elements in web designing.
- Gain Knowledge about HTML.
- Learn the designing principles for web media.
- Demonstrate on the Web page creation.

UNIT- I : WEB DESIGNING AN INTRODUCTION

Introduction to web designing-teams and tasks-technologies and tools-planning a website-documentation.

UNIT-II : CONCEPTS IN DESIGNING WEB PAGE

Designing for screen-layout-creating design mockups-building the pages-web file formats-slicing designs-exporting designs

UNIT-III : HTML

HTML-content block-HTML containers-Designing Web Layouts-Harnessing the Power of Tables- Organizing Your Site with Frames-Styling Web Pages with Cascading Style Sheets-Positioning Elements with DIVs.

UNIT-IV : INTERACTIVITY IN WEB DESIGNING

Adding interactivity with flash, forms, other tools-adding dynamic page elements with DHTML-animating with flash-adding multi-media and other objects-blogging

UNIT-V : WEB PAGE MAINTENANCE

Maintaining and Updating Site-Designing with XML-Making Site for Mobile with WAP/WML-Cashing In on E-Commerce

BOOK FOR STUDY

1. David A. Crowder and Andrew Bailey, (2004) Creating website bible, Wiley Publishing Inc.
2. Wendy Willard, (2011) Web Design demystified, The McGraw-Hill.

BOOKS FOR REFERENCES

1. Adobe Dreamweaver tutorials, Adobe Systems Incorporated.
2. Craig Grannell, The Essential Guide to CSS and HTML Web Design.
3. Jason Beaird, The principles of beautiful web design, Site Point Pvt. Ltd.
4. Jon Duckett Beginning Web Programming with HTML, XHTML, and CSS, Wiley Publishing, Inc.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC63030 3	Title of the paper CORE ELECTIVE - III WEB DESIGNING (P)												Hour 4	Credits 4
Course Outco mes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	3	3	2	4	3	2	3	2	4	2	3	4	3.0	
CO2	2	3	3	2	3	3	4	4	4	2	3	4	3	3.0	
CO3	5	4	3	3	4	2	4	4	3	4	4	3	2	3.5	
CO4	5	3	3	4	3	4	3	2	3	2	2	3	3	3.0	
CO5	4	3	4	4	3	3	4	2	3	2	4	2	3	3.2	
CO6	3	4	3	3	2	4	4	3	4	3	3	3	3	3.2	
Mean Overall Score														3.2	

Result : The score for this course is 3.2 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

Semester-VI
18UVC640602

Hours/Week:
Credits: 2

SBE - II
EVENT MANAGEMENT

Course Outcomes:

- Understand the event management elements.
- Ability to analyze the interactive elements in web designing.
- Gain Knowledge about organizing an event.
- Learn the planning and evaluating the various programmes.
- Demonstrate the technicality involved in event planning.

UNIT- I : EVENT MANAGEMENT

Why Event Management- Requirement of Event Manager- Analyzing the events- Scope of the Event- Decision-makers- Technical Staff- Developing Record-Keeping Systems- Establishing Policies & Procedures

UNIT- II : PLANNING OF THE PROGRAM

Preparing a Planning Schedule- Organizing Tasks- Assigning Responsibility- and Communicating- Using the Schedule Properly- The Budget- Overall Planning tips- Checklists- Expert Resources- Computer Software Required.

UNIT- III : ORGANIZING THE EVENT

Who are the people on the Event- Locating People- Clarifying Roles-Developing content Guidelines- Participant Tips- Reference Checks- Requirement Forms- Introduction- Fees & Honorariums-Expense Reimbursement- Travel Arrangements- Worksheets

UNIT - IV : TYPES OF EVENTS

Types of Events- Roles & Responsibilities of Event Management in Different Events- Scope of the Work, Approach towards Events

UNIT- V : USE OF TECHNOLOGY IN EVENT MANAGEMENT

Technology for Event Management - Providing Services at meetings - Spot Management, Pre and Post Convention Management - Demand and Supply - Organizers of Events - Meeting Planners.

TEXT BOOK

Lynn Van Der Wagen & Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005

BOOKS FOR REFERENCE

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
3. Rogers, T. (1998). (2003). Conferences and Conventions: A Global Industry. Oxford: Butterworth-Heinemann.
4. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann.

**Relationship Matrix For Course Outcomes, Programme Outcomes and
Programme Specific Outcomes**

Semester VI	Course code 18UVC64060 2	Title of the paper SBE - II EVENT MANAGEMENT												Hour 2	Credits 2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	4	4	3	3	4	3	2	3	2	3	2	4	4	3.2	
CO2	3	3	3	4	3	3	3	3	4	2	3	4	3	3.2	
CO3	4	4	2	3	4	2	3	3	3	3	3	3	2	3.0	
CO4	3	3	3	3	3	4	3	4	3	3	3	3	3	3.2	
CO5	3	3	3	4	3	3	3	2	3	2	4	4	3	3.0	
CO6	3	3	3	3	2	3	4	3	3	3	3	3	3	3.0	
Mean Overall Score														3.1	

Result : The score for this course is 3.1 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

EXTRA CREDIT PAPER- I
MAGAZINE PRODUCTION, LAYOUT & DESIGN

Course Outcomes:

- Ability to understand the Magazine production.
- Ability to analyze the concept of typography.
- Knowledge about elements of design
- Ability to understand the Magazine layout design and Layout.
- Acquire knowledge on content and layout analysis of English and Tamil magazines.

UNIT- I : GROWTH OF MAGAZINES

Growth of Tamil and English magazines – General and special magazines – Circulation and Readership – Characteristics of magazines – Magazine Readers.

UNIT- II : LAYOUT DESIGNING I

Content variety – Space Availability – Size – Editorial Policy – Supplementing News and Articles of Other Media — Typography – Pictures and Illustrations.

UNIT- III : LAYOUT DESIGNING II

Magazine Layout and Design Objectives — Use of Graphic Elements – Spacing Techniques – Design Principles and Styles for Cover Pages.

UNIT- IV : PRODUCTION PROCESS

Production Process: Dummy – Pre press requirements – Technical Considerations – Volume of Print – Printing Process– Advertisements – Paper Quality and Cost.

UNIT- V : CONTENT ANALYSIS OF MAGAZINES

Content, Layout and Design Analysis of India Today, The Week, Front Line, Outlook, India Today (Tamil), Tamil Weeklies and Fortnightlies – English and Tamil Special Magazines such as Femina, Gentleman, Avazh Vikatan Etc – Comparison with Some Foreign Magazines.

TEXT BOOK

Mc Kay, Jenny (2000)- Magazine Handbook, London: Routledge.

BOOKS FOR REFERENCE

- 1.King, Stacey (2001) - Magazine Design that Works, London: Routledge.
- 2.Morrish, John (1996) - Magazine Editing, London: Routledge.
- 3.Tom Ang (1996) - Picture Editing: An introduction, Oxford: Focal Press.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester V	Course code	Title of the paper EXTRA CREDIT PAPER-I MAGAZINE PRODUCTION, LAYOUT & DESIGN												Hour	Credits
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	2	3	3	3	4	2	2	4	4	3	4	3	2	3.0	
CO2	5	3	3	4	3	3	4	4	3	4	3	3	4	3.5	
CO3	5	4	3	4	2	2	4	4	3	4	4	3	4	3.5	
CO4	4	3	3	2	3	4	3	4	3	3	4	3	3	3.2	
CO5	3	3	3	4	4	3	4	4	4	2	4	4	3	3.5	
CO6	2	4	4	4	2	4	3	3	3	3	3	3	3	3.1	
Mean Overall Score														3.3	

Result : The score for this course is 3.3 (High Relationship)

Note :

Mapping	1-20 %	21-40 %	41-60 %	61-80 %	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--

VALUE ADDED COURSE - I

Semester VI
18UVC530210

Hours/Week: 4
Credits: 3

VALUE ADDED COURSE PHOTO JOURNALISM

Course Outcomes:

- Learn the basic concepts of photography and photojournalism.
- Ability to analyze the major issues in the field of photojournalism.
- Gain knowledge about impact of latest technology on photojournalism.
- Acquire knowledge on the significance and future of photojournalism.
- Familiarize the concepts related to digital Studio.

UNIT – I : INTRODUCTION TO PHOTOGRAPHY

Define Photography - Camera –Types- Usage. Lens- Types- Usage. Lights- Types- Usage. Filters –Types- Usage. Tripod – Types- Usage. Light Meter- Usage. Flash- Types-Usage- Electronic Flash – Selection of Right Flash Mode. Other Useful Accessories.

UNIT- II : PHOTO COMPOSITION

Basic Techniques for Better Image: Aperture-Usage. Shutter- Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light-Fill Light. Low Key and High Key Picture - Rule of Third - Angle of View - Picture Format.

UNIT- III : PHOTO-EDITING

Need for Editing, Ways to Edit - Reading the Mistakes in Photos (noise in photographs, over exposure etc.) - Caption Writing, Management of Photographs and Digital Archives - Photo Editor: Use and Misuse of Technology - Understanding of Printing Requirement: CMYK and RGB Pattern, Ink used for Printing Multiple Publishing Platforms Etc.

UNIT- IV : FIELDS OF PHOTOJOURNALISM

Fields of photojournalism - Spot News, General News, Street Photography, Off-Beat Photography, and Documentary Photography, War, Terror, And Crime - Photographs for Photo Features, Photo Stories and Photo Essays.

UNIT- V : INTRODUCTION TO DIGITAL STUDIO

Photography Project - Assignments. Photo Documentary - Small Budget Studio: Design, Equipments and Budget -Corporate Studio: Design, Equipments and Budget. Popular Photography Websites - Connecting Images for Internet Use.

TEXT BOOK

Peter K Burian (2001) – Mastering Digital Photography and Imaging, Publisher Sybex. USA. First edition.

BOOKS FOR REFERENCE

1. Catherine Jamieson/ Sean McCormick (2005) - Digital Portrait Photography and Lighting: Take Memorable Shots Every Time, Publisher: Wiley Jamieson and McCormick. London.
2. Steve Bavister (2000) - Digital Photography, Collin's & Brown Ltd.
3. John Hedgecoe (2000) - John Hedgecoe's Basic Photography, Collin's & Brown Ltd.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester VI	Course code	Title of the paper VALUE ADDED COURSE PHOTO JOURNALISM												Hour	Credits
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PSO 5	PSO 6	PS O7	PS O8		
CO1	3	2	3	5	4	4	4	3	4	4	4	3	4	3.6	
CO2	4	4	3	2	3	3	4	5	2	3	4	4	4	3.5	
CO3	4	3	4	4	4	2	4	4	3	4	5	4	3	3.7	
CO4	5	3	4	4	5	4	3	4	3	4	4	3	4	3.8	
CO5	4	5	4	4	5	3	4	3	3	3	4	3	3	3.7	
CO6	3	3	3	3	2	4	4	3	4	5	4	5	3	3.5	
Mean Overall Score														3.6	

Result : The score for this course is 3.6 (High Relationship)

Note :

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean score of COs = $\frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$
---	--