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

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 TANSCHE 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.

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 V-VI	**Core** Theory Practicals Project work	11-16 3-6 1	90	60	98
	IV-VI V VI	**Core Electives** Self –paced Learning (Partial Online Courses) Comprehensive Examination	3 1 1	12 - -	12 2 2	
	I-VI	**Allied**	4/6	24	20	
	III&V	**Extra Credit Course**	2	-	(4)	
	IV	**internship**				
IV	V VI	**Skilled Based Electives** Between Schools (BS Within School (WS)	1 1	2 2	2 2	23
	V	**Inter Departmental Courses (IDC** Soft Skills / NCC	1	2	2	
	I II II	**Non-Major Courses (NMC)** Communicative English Computer Literacy Environmental Studies (Partial Online Course	1 1 1	- 2 2	5 2 2	
	I-IV	**Value Education**	4	8	8	
V	I-V	**SHEPHERD & Gender Studies**	-	-	-	5
	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:

2

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:

$$\text{GPA} = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}, \qquad \text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}$$

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

i) 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 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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	**Mean overall score for CO =** $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

11

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-Maidaan 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	17UHI 110001	HINDI -1										4	3
Course Outcomes (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	PSO 5	PSO 6		
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 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	Total of Mean scores
Mean score of COs = ----------------- Total no. of POs & PSOs	Mean overall score for COs = ----------------- Total no. of COs

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, connaitre

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_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
I	17UFR 110001	FRENCH -I										4	3

Course Outcomes (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	PSO 5	PSO 6	
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

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 = Vakyarupah.

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	17USA 110001	SANSKRIT I										4	3
Course Outcomes (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	PSO 5	PSO 6		
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 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	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:

Total of values	Total of Mean scores
Mean score of COs = ------------------ Total no. of POs & PSOs	Mean overall score for CO = ------------------ Total no. of COs

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	Course code	Title of the paper												Hour	Credits
I	18UVC 130201	INTRODUCTION TO VISUAL COMMUNICATION												6	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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$

Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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. Marlyin 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	Course code		Title of the paper										Hour	Credits
I& II	18UVC130202		VISUAL LITERACY (P)										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	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:

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

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	Course code		Title of the paper											Hour	Credits
I-II	18UVC230204		MEDIA PRESENTATION SKILLS (P)											6	4

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	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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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	Course code		Title of the paper											Hour	Credits
I	18UVC130401		Allied: HUMAN COMMUNICATION											6	4

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	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 = ---------------- Total of values / Total no. of POs & PSOs

Mean overall score for CO = ---------------- Total of Mean scores / Total no. of COs

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	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	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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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. அரசுப்போட்டித் 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	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	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:

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

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 -1I									4	3
Course Outcomes (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	PSO 5	PSO 6	
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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	**Mean overall score for CO =** $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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, bire 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 a 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 a manger ou a boire, accepter, refuser, exprimer la certitude.

Grammaire: impératif-être, avoir, savoir, pronoms compléments d'objet indirect, le passe compose 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 passe le weekend   (10 heures)

Demander son chemin, indiquer le cheminin a quelqu'un, reprocher / conseiller, parler des activités du week-end, demander a quelqu'un de se taire

Grammaire: le passe compose, adverbes mots interrogatifs, le passe compose avec être, faire du….pouvoir, vouloir.

MANUEL :

1. K.Madanagobalane, **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	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PSO 5	PSO 6	
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	36
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:

Mean score of COs = ------------------	Mean overall score for CO = ------------------
Total of values / Total no. of POs & PSOs	Total of Mean scores / Total no. of COs

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	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PSO 5	PSO 6	
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:

Mean score of COs = Total of values ----------------- Total no. of POs & PSOs	**Mean overall score for CO =** Total of Mean scores ----------------- Total no. of COs

Semester-II   **Hours/week: 5**
17UGE120102   **Credits: 3**
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 monosyllablic 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. Humourous 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 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	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:

Total of values	Total of Mean scores
Mean score of COs = ----------------	**Mean overall score for CO = ----------------**
Total no. of POs & PSOs	**Total no. of COs**

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 SELECTIONAND 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	18UVC230202	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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
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 = Total of values / Total no. of POs & PSOs	Mean overall score for CO = Total of Mean scores / 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 REFERNCE
1. Gardner Helen,(2012) Art through the Ages: A Global History, Volume Iand 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.

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

Semester II	Course Code 18UVC2304 / 02	Title of the Paper: Allied Paper II: ART AND VISUAL AESTHETICS											Hours 6	Credits 5
Course Outcome 65 (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	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														3.2

Result : The Score for this course is 3.2 (High Relationship)

Note :

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%

Value Scaling:

$$\text{Mean Score of COs} = \frac{\text{Total of Values}}{\text{Total no. of POs \& PSOs}}$$

$$\text{Mean Overall Score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$$

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 21stCentury.

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	18UFC2410 02	**FUNDAMENTALS OF HUMAN RIGHTS**										2	2

Course Outcomes (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	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:

Mean score of COs = ---------------- Total of values / Total no. of POs & PSOs

Mean overall score for CO = ---------------- Total of Mean scores / Total no. of COs

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 தொன்மையும 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 முடியஸ

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	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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$

Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 keeiye, Vigrah 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 -1II										4	3

Course Outcomes (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	PSO 5	PSO 6	
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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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…a, a partir de….jusqu'a, 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	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PSO 5	PSO 6		
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 Sankrit 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	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PSO 5	PSO 6		
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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	**Mean overall score for CO =** $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 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	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.Levarson (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 18UVC230205	Title of the paper Core Paper - III: GRAPIC DESIGN											Hour 4	Credits 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
												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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$

Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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	Course code	Title of the paper											Hour	Credits
III	18UVC230206	WRITING FOR MASS MEDIA											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	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:

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 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. Danglers (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 18UVC330207	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
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
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:

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

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 18UVC330403	Title of the paper Allied Paper III: PHOTOGRAPHY												Hour 4	Credits 4
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	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:

$$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$$

$$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$$

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	Course code	Title of the paper												Hour	Credits
III&IV	18UVC330405	BASICS OF PHOTOGRAPHY (P)												4	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	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO 6	PSO7	PSO8	
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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$ Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

<div align="center">

ENVIRONMENTAL STUDIES
</div>

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 - L and 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	17UCE340901	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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	**Mean overall score for CO =** $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 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	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:

Mean score of COs = Total of values / Total no. of POs & PSOs	Mean overall score for CO = Total of Mean scores / 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	17UFC3410003B	**RELIGIOUS DOCTRINE -I**											2	2

Course Outcomes (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:

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

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)
மனோன்மணீயம், பாயிரம், அங்கம் - 1, களம் 1 - 5 வரை.

அலகு – 2:   (12 மணி நேரம்)
மனோன்மணீயம், அங்கம் - 2, களம் 1 - 3 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - தமிழும் பிற துறைகளும் பக்கம் (365–387)

அலகு : 3:   (12 மணி நேரம்)
மனோன்மணீயம், அங்கம் - 3, களம் 1 - 4 வரை.
உரைநடை நாடகம் (கௌதம புத்தர்)

அலகு – 4:   (12 மணி நேரம்)
மனோன்மணீயம், அங்கம் - 4, களம் 1 - 5 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - சமயத்தவரின் தமிழ்ப்பணி (பக்கம் 391-402)

அலகு : 5   (12 மணி நேரம்)
மனோன்மணீயம், அங்கம் - 5, களம் 1 - 3 வரை.
இலக்கிய வரலாறு நான்காம் பாகம் - வெளிநாடுகள் தந்த தமிழ் இலக்கியம் (பக்கம் 410 – 435)

பாடநூல்கள் :

1. சுந்தரனார், மனோன்மணீயம், 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 :

மனோன்மணீயம்   – 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 Outcomes (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:

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**

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	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PSO 5	PSO 6	
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:

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

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 compté 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	PO 3	PO 4	PO5	PSO 1	PS O 2	PS O 3	PS O 4	PSO 5	PSO 6		
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:

Mean score of COs = Total of values ---------------- Total no. of POs & PSOs	**Mean overall score for CO =** Total of Mean scores ---------------- Total no. of COs

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, Soth 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	17USA 410004	SANSKRIT IV										4	3
Course Outcomes (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	PSO 5	PSO 6		
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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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

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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 REFERNCE

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	Course code	Title of the paper												Hours	Credits
IV	18UVC430208	Core Paper- IV : REPORTING AND EDITING												6	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	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO 6	PSO7	PSO8	
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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	**Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$**

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- scence.
- 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 camoran, Akira Kurusowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendry 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 18UVC430209	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	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
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:

Mean score of COs = Total of values / Total no. of POs & PSOs	Mean overall score for CO = Total of Mean scores / 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	Course code	Title of the paper											Hour	Credits
IV	18UVC430301	MASS COMMUNICATION THEORIES											4	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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
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:

Mean score of COs = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

Semester-IV   **Hours/Week: 2**
Code: 17UFC441004A   **Credits: 2**

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 dishormony, 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	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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 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:

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- 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	Course code	Title of the paper												Hour	Credits
V	18UVC530210	NEWS PRODUCTION												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	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:

$$\text{Mean score of COs} = \frac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$$

$$\text{Mean overall score for CO} = \frac{\text{Total of Mean scores}}{\text{Total no. of COs}}$$

Core paper - 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	Course code	Title of the paper											Hours	Credits
V	18UVC53021 1	Core paper - VIII SCRIPT WRITING											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	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:

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 - 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

 Saravanavel, 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	Course code	Title of the paper		Hour	Credits
V	18UVC530212	Core paper - VII MEDIA RESEARCH ORIENTATION		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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 18UVC530213	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
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 Ttransition 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	Course code	Title of the paper												Hour	Credits
V	18UVC530214	Core paper - IX TELEVISION PRODUCTION (P)												5	4

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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	**Mean overall score for CO =** $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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	Course code	Title of the paper												Hour	Credits
V	18UVC530302	CORE ELECTIVE - II INTRODUCTION TO 2D ANIMATION												4	4
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	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 = Total of values / Total no. of POs & PSOs

Mean overall score for CO = Total of Mean scores / Total no. of COs

114

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 lager 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 Stubley 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	Course code	Title of the paper												Hour	Credits
V	18UVC54060 1	SBE - I DESKTOP PUBLISHING												2	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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
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 = ---------------- Total of values / Total no. of POs & PSOs

Mean overall score for CO = ---------------- Total of Mean scores / Total no. of COs

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	Course code	Title of the paper												Hour	Credits
VI	18UVC630215	Core paper - X PUBLIC RELATION												5	4
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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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	Course code	Title of the paper												Hour	Credits
VI	18UVC630216	Core paper - XI ONLINE JOURNALISM												5	4

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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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	Course code		Title of the paper										Hour	Credits
VI	18UVC630217		Core paper -XII DEVELOPMENT COMMUNICATION										5	4
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	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:

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- 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	Course code		Title of the paper											Hour	Credits
VI	18UVC630218		Core paper - VIII INTERNSHIP											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	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:

Total of values	Total of Mean scores
Mean score of COs = ----------------- Total no. of POs & PSOs	Mean overall score for CO = ----------------- Total no. of COs

Semester-VI
18UVC630219

Core paper- XIV
PROJECT (P)

Hours/Week:5
Credits: 4

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	Course code		Title of the paper											Hour	Credits
VI	**18UVC630219**		**Core paper- XIV** **PROJECT**											5	4

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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 DESIGNIG 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	Course code	Title of the paper											Hour	Credits
VI	18UVC630303	CORE ELECTIVE - III WEB DESIGNING (P)											4	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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$ Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 REFERNCE

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	Course code	Title of the paper											Hour	Credits
VI	18UVC64060 2	SBE - II EVENT MANAGEMENT											2	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	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO 6	PSO7	PSO8	
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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

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 pequirements – 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	Course code		Title of the paper											Hour	Credits
V			**EXTRA CREDIT PAPER-I** **MAGAZINE PRODUCTION, LAYOUT & DESIGN**												

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	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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$

Semester VI   **Hours/Week: 4**
18UVC530210   **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, Colllin's & Brown Ltd.

3. John Hedgecoe (2000) - John Hedgecoe's Basic Photography, Colllin's & Brown Ltd.

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

Semester VI	Course code		Title of the paper											Hour	Credits
			VALUE ADDED COURSE **PHOTO JOURNALISM**												
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 = $\dfrac{\text{Total of values}}{\text{Total no. of POs \& PSOs}}$	Mean overall score for CO = $\dfrac{\text{Total of Mean scores}}{\text{Total no. of COs}}$