

B Sc VISUAL COMMUNICATION

LOCF SYLLABUS 2023



Department of Visual Communication Technology

School of Computing Sciences
St. Joseph's College (Autonomous)
Tiruchirappalli - 620002, Tamil Nadu, India

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

St. Joseph's College (Autonomous), an esteemed institution in the realm of higher education in India, has embarked on a journey to uphold and perpetuate academic excellence. One of the pivotal initiatives in this pursuit is the establishment of five Schools of Excellence commencing from the academic year 2014-15. These schools are strategically designed to confront and surpass the challenges posed by the 21st century.

Each School amalgamates correlated disciplines under a unified umbrella, fostering synergy and coherence. This integrated approach fosters the optimal utilization of both human expertise and infrastructural assets. Moreover, it facilitates academic fluidity and augments employability by nurturing a dynamic environment conducive to learning and innovation. Importantly, while promoting collaboration and interdisciplinary study, the Schools of Excellence also uphold the individual identity, autonomy, and distinctiveness of every department within.

The overarching objectives of these five schools are as follows:

1. **Optimal Resource Utilization:** Ensuring the efficient use of both human and material resources to foster academic flexibility and attain excellence across disciplines.
2. **Horizontal Mobility for Students:** Providing students with the freedom to choose courses aligning with their interests and facilitating credit transfers, thereby enhancing their academic mobility and enriching their learning experience.
3. **Credit-Transfer Across Disciplines (CTAD):** The existing curricular structure, in accordance with regulations from entities such as TANSCHÉ and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.
4. **Promotion of Human Excellence:** Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.
5. **Emphasis on Internships and Projects:** Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.
6. **Addressing Stakeholder Needs:** The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

In essence, the Schools of Excellence at St. Joseph's College (Autonomous) epitomize a holistic approach towards education, aiming not only to impart knowledge but also to cultivate critical thinking, creativity, and adaptability – qualities indispensable for thriving in the dynamic global arena of the 21st century.

Credit system

The credit system at St. Joseph's College (Autonomous) assigns weightage to courses based on the hours allocated to each course. Typically, one credit is equivalent to one hour of instruction per week. However, credits are awarded regardless of actual teaching hours to ensure consistency and adherence to guidelines.

The credits and hours allotted to each course within a programme are detailed in the Programme Pattern table. While the table provides a framework, there may be some flexibility due to practical sessions, field visits, tutorials, and the nature of project work.

For undergraduate (UG) courses, students are required to accumulate a minimum of 133 credits, as stipulated in the programme pattern table. The total number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

OBE is an educational approach that revolves around clearly defined goals or outcomes for every aspect of the educational system. The primary aim is for each student to successfully achieve these predetermined outcomes by the culmination of their educational journey. Unlike traditional methods, OBE does not prescribe a singular teaching style or assessment format. Instead, classes, activities, and evaluations are structured to support students in attaining the specified outcomes effectively.

In OBE, the emphasis lies on measurable outcomes, allowing educational institutions to establish their own set of objectives tailored to their unique context and priorities. The overarching objective of OBE is to establish a direct link between education and employability, ensuring that students acquire the necessary skills and competencies sought after by employers.

OBE fosters a student-centric approach to teaching and learning, where the delivery of courses and assessments are meticulously planned to align with the predetermined objectives and outcomes. It places significant emphasis on evaluating student performance at various levels to gauge their progress and proficiency in meeting the desired outcomes.

Here are some key aspects of Outcome-Based Education:

Course: A course refers to a theory, practical, or a combination of both that is done within a semester.

Course Outcomes (COs): These are statements that delineate the significant and essential learning outcomes that learners should have achieved and can reliably demonstrate by the conclusion of a course. Typically, three or more course outcomes are specified for each course, depending on its importance.

Programme: This term pertains to the specialization or discipline of a degree programme.

Programme Outcomes (POs): POs are statements that articulate what students are expected to be capable of by the time they graduate. These outcomes are closely aligned with Graduate Attributes.

Programme Specific Outcomes (PSOs): PSOs outline the specific skills and abilities that students should possess upon graduation within a particular discipline or specialization.

Programme Educational Objectives (PEOs): PEOs encapsulate the expected accomplishments of graduates in their careers, particularly highlighting what they are expected to achieve and perform during the initial years postgraduation.

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

The Learning Outcomes-Centric Framework (LOCF) places the learning outcomes at the forefront of curriculum design and execution. It underscores the importance of ensuring that these outcomes are clear, measurable, and relevant. LOCF orchestrates teaching methodologies, evaluations, and activities in direct correlation with these outcomes. Furthermore, LOCF adopts a backward design approach, focusing on defining precise and attainable learning objectives. The goal is to create a cohesive framework where every educational element is in harmony with these outcomes.

Assessment practices within LOCF are intricately linked to the established learning objectives. Evaluations are crafted to gauge students' achievement of these outcomes accurately. Emphasis is often placed on employing authentic assessment methods, allowing students to showcase their learning in real-life scenarios. Additionally, LOCF frameworks emphasize flexibility and adaptability, enabling

educators to tailor curriculum and instructional approaches to suit the diverse needs of students while ensuring alignment with the defined learning outcomes.

Some Important Terminologies

Core Course (CC): Core Courses represent obligatory elements within an academic programme, imparting fundamental knowledge within the primary discipline while ensuring consistency and acknowledgment.

Allied Course (AC): Allied Courses complement primary disciplines by furnishing supplementary knowledge, enriching students' understanding and skill repertoire within their academic pursuit.

Foundation Course (FC): Foundation Courses serve to bridge the gap in knowledge and skills between secondary education and college-level studies, facilitating a smoother transition for students entering higher education.

Skill Enhancement Course (SE): Skill Enhancement Courses aim to nurture students' abilities and competencies through practical training, open to students across disciplines but particularly advantageous for those in programme-related fields.

Value Education (VE): Value education encompasses the teaching of moral, ethical, and social values to students, aiming to foster their holistic development. It instills virtues such as empathy, integrity, and responsibility, guiding students towards becoming morally upright and socially responsible members of society.

Ability Enhancement Compulsory Course (AE): Ability Enhancement Compulsory Course is designed to enhance students' knowledge and skills; examples include Communicative English and Environmental Science. These courses are obligatory for all disciplines.

AE-1: Communicative English: This three-credit mandatory course, offered by the Department of English during the first semester of the degree programme, is conducted outside regular class hours.

AE-2: Environmental Science: This one-credit compulsory course, offered during the second semester by the Department of Human Excellence, emphasizes environmental awareness and stewardship.

Allied Optional (AO): Allied optional courses are elective modules that complement the primary disciplines by providing additional knowledge and skills. These courses allow students to explore areas of interest outside their major field of study, broadening their understanding and enhancing their skill set.

Discipline Specific Elective (ES): These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature. Four courses are offered, two courses each in semester V and VI

Note: To offer one ES, a minimum of two courses of equal importance/weightage is a must. A department with two sections must offer two courses to the students.

Generic Elective (EG): A course chosen from a different discipline or subject area, typically to gain exposure. Students pursuing specific disciplines must select Generic Elective courses from the options available across departments as per the college's course offerings. The breadth of Generic Elective (GE) Courses is directly linked to the diversity of disciplines offered by the college. Two GE Courses are available, one in each semester V and VI, and are open to students from other departments.

Self-paced Learning (SP): It is a two-credit course designed to foster students' ability for independent and self-directed learning. With a syllabus structured to be completed within 45 hours, this course encourages learners to take control of their own educational journey. Notably, Self-paced Learning is conducted outside of regular class hours, emphasizing autonomy and self-motivation in students.

Internship (IS): Following the fourth semester, students are required to undertake an internship during the summer break. Subsequently, they must submit a comprehensive report detailing their internship experience along with requisite documentation. Additionally, students are expected to participate in a viva-voce examination during the fifth semester. Credits for the internship will be reflected in the mark statement for the fifth semester.

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

Extra Credit Courses: To support students in acquiring knowledge and skills through online platforms such as Massive Open Online Courses (MOOCs), additional credits are granted upon verification of course completion. These extra credits can be availed across five semesters (2 - 6). In line with UGC guidelines, students are encouraged to enhance their learning by enrolling in MOOCs offered by portals like SWAYAM, NPTEL, and others. Additionally, certificate courses provided by the college also qualify for these extra credits.

Outreach Programme (OR): It is a compulsory course to create a sense of social concern among all the students and to inspire them to dedicated service to the needy.

Course Coding

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

23	UXX	0	0	XX	00/X
Year of Revision	UG Department Code	Semester Number	Part Specification	Course Specific Initials	Running Number/with Choice

Course Specific Initials

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

GE - General English

CC - Core Theory; CP- Core Practical

AC - Allied Course

AP - Allied Practical

FC - Foundation Course

SE - Skill Enhancement Course

VE - Value Education

WS - Workshop

AE - Ability Enhancement Course

AO - Allied Optional

OP - Allied Optional Practical

ES - Discipline Specific Elective

IS - Internship

SP - Self-paced Learning

EG - Generic Elective

ES - Discipline Specific Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

EVALUATION PATTERN

Continuous Internal Assessment

SI No	Component	Marks Alloted
1	Mid Semester Test	30
2	End Semester Test	30
3	*Three Components (15 + 10 + 10)	35
4	Library Referencing (30 hours)	5
Total		100

Passing minimum: 40 marks

* The first component is a compulsory online test (JosTEL platform) comprising 15 multiple choice questions (10 questions at K1 level and 5 questions at K2 level); The second and the third components are decided by the course in-charge.

Question Paper Blueprint for Mid and End Semester Tests

Duration: 2 Hours							Maximum Marks: 60	
Section		K levels					Marks	
		K1	K2	K3	K4	K5		K6
A (compulsory)		7						$7 \times 1 = 7$
B (compulsory)			5					$5 \times 3 = 15$
C (either...or type)				3				$3 \times 6 = 18$
D (2 out of 3)	For courses with K5 as the highest cognitive level, one K4 and one K5 question is compulsory. (Note: two questions on K4 and one question on K5)				1	1*		$2 \times 10 = 20$
	For courses with K6 as the highest cognitive level: Mid Sem: two questions on K4 and one question on K5; End Sem: two questions on K5 and one question on K6)			Mid Sem				
					1	1	1*	
Total							60	

* Compulsory

Question Paper Blueprint for Semester Examination

Duration: 3 Hours				Maximum Marks: 100	
UNIT	Section A (Compulsory)	Section B (Compulsory)	Section C (Either...or type)	Section D (3 out of 5)	
	K1	K2	K3	K4	K5
UNIT I	2	2	2	3*	2*
UNIT II	2	2	2		
UNIT III	2	2	2		
UNIT IV	2	2	2		
UNIT V	2	2	2		
Marks	$10 \times 1 = 10$	$10 \times 3 = 30$	$5 \times 6 = 30$	$3 \times 10 = 30$	

* For courses with K5 as the highest cognitive level wherein two K4 and one K5 questions are compulsory.
(Note: three questions on K4 and two question on K5)

Evaluation Pattern for Part IV and One/Two-credit Courses

Title of the Course	CIA	Semester Examination	Total Marks
<ul style="list-style-type: none"> • Skill Enhancement Course (Non Major Elective) • Foundation Course • Skill Enhancement Course (WS) 	20 + 10 + 20 = 50	50 (A member from the Department other than the course instructors)	100
<ul style="list-style-type: none"> • Self-paced Learning • Comprehensive Examination 	25 + 25 = 50	50 (CoE)	100
<ul style="list-style-type: none"> • Value Education • Environmental Studies 	50	50 (CoE)	100
• Skill Enhancement Course: Soft Skills	100	-	100
• Generic Elective	100	100 (CoE)	100
• Project Work and Viva Voce	100	100	100

Grading System

The marks obtained in the CIA and semester for each course will be graded as per the scheme provided in Table - 1.

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

$$SGPA \text{ and } CGPA = \frac{\sum_{i=1}^n C_i G_{pi}}{\sum_{i=1}^n C_i}$$

$$WAM = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

Where,

C_i - credit earned for the Course i

G_{pi} - Grade Point obtained for the Course i

M_i - Marks obtained for the Course i

n - Number of Courses **passed** in that semester

WAM - Weighted Average Marks

Classification of Final Results

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

Table - 1: Grading of the Courses

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

Table - 2: Grading of the Final Performance

CGPA	Grade	Performance
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-appear

**The Candidates who have passed in the first appearance and within the prescribed duration of the UG programme are eligible. If the Candidates Grade is O/A+ with more than one attempt, the performance is considered "Very Good".*

Vision

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

Mission

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

Programme Educational Objectives (PEOs)

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

Programme Outcomes (POs)

Graduates will be able to comprehend the concepts learnt and apply in real life situations with analytical skills.

Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.

Graduates with acquired knowledge of modern tools communicative skills and will be able to contribute effectively as team members.

Graduates are able to read the signs of the time analyze and provide practical solutions.

Graduates imbued with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment.

Programme Specific Objectives (PSOs)

On successful completion of B.Sc. Visual Communication Program, the students would be able to.

apply the standard process and strategies in designing and simulating the Critical and Analytical skills.

acquaintance with latest trends in sound designing and photography and there by induce innovate ideas in the area of Film Making/Video Production.

gain knowledge on Media presentation and Equipping skills.

follow ethics in the Media industry.

acquire the ability to provide a self analysis in context of entrepreneurial skills and employability abilities.

PROGRAMME STRUCTURE					
Part	Semester	Specification	No. of Courses	Hours	Credits
1	1- 4	Languages (Tamil / Hindi/ French/ Sanskrit)	4	17	12
2	1 - 4	General English	4	20	12
3	1 - 6	Core Course	11	49	36
	1 - 6	Core Practical	6	26	19
	1, 2	Allied Course	2	7	5
	2	Allied Practical	1	3	2
	3, 4	Allied Optional	2	8	5
	3, 4	Allied Optional Practical	2	4	3
	5, 6	Discipline Specific Elective	4	20	12
	5	Internship	1	-	1
	5	Self-paced Learning	1	-	2
	5	Project Work and Viva Voce	1	-	2
	5	Comprehensive Examination	1	-	2
4	1	Foundation Course	1	2	1
	1	Skill Enhancement Course (Non-Major Elective)	1	2	1
	5	Skill Enhancement Course (Soft Skills)	1	2	1
	6	Skill Enhancement Course (WS)	1	2	1
	1 - 4	Value Education	4	8	4
	1, 2	Ability Enhancement Compulsory Course	2	2(6)	4
	5, 6	Generic Elective	2	8	4
5	2 - 6	Outreach Programme (SHEPHERD)	-	-	4
	2 - 6	Extra Credit Courses (MOOC)/Certificate Courses	(5)	-	(15)
		Total	52(5)	180(6)	133(15)

PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem	Part	Course Code	Title of the Course	Hours	Credits	CIA	SE	Final
1	1	23UTA11GL01A	General Tamil - 1	5	3	100	100	100
		23UFR11GL01	French - 1					
		23UHI11GL01	Hindi - 1					
		23USA11GL01	Sanskrit - 1					
	2	23UEN12GE01	General English - 1	5	3	100	100	100
	3	23UVC13CC01	Core Course - 1: Introduction to Human Communication	5	3	100	100	100
		23UVC13CP01	Core Practical - 1: Graphic Design and Typography	5	4	100	100	100
	4	23UVC13AC01	Allied Course - 1: Visual Arts and Aesthetics	4	3	100	100	100
		23UVC14FC01	Foundation Course: Drawing and Painting	2	1	100	-	100
		-	Skill Enhancement Course - 1: (Non Major Elective): Refer ANNEXURE 1	2	1	100	-	100
23UHE14VE01		Value Education-1: Essential of Humanity*	2	1	50	50	50	
	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	(6)	3	100	-	100	
Total				30(6)	22(3)			
2	1	23UTA21GL02	General Tamil - 2	4	3	100	100	100
		23UFR21GL02	French - 2					
		23UHI21GL02	Hindi - 2					
		23USA21GL02	Sanskrit - 2					
	2	23UEN22GE02	General English - 2	5	3	100	100	100
	3	23UVC23CC02	Core Course - 2: Media, Culture and Society	4	3	100	100	100
		23UVC23CC03	Core Course - 3: Online Journalism	3	2	100	100	100
		23UVC23CP02	Core Practical - 2: Media Presentation Skills	4	3	100	100	100
		23UVC23AC02	Allied Course - 2: Photography	3	2	100	100	100
	4	23UVC23AP01	Allied Practical - 1: Photography	3	2	100	100	100
23UHE24VE02		Value Education - 2: Fundamentals of Human Rights*	2	1	50	50	50	
	23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental studies*	2	1	50	50	50	
	-	Extra Credit Courses (MOOC/Certificate Courses) - 1		(3)				
Total				30	20(3)			
3	1	23UTA31GL03	General Tamil - 3	4	3	100	100	100
		23UFR31GL03	French - 3					
		23UHI31GL03	Hindi - 3					
		23USA31GL03	Sanskrit - 3					
	2	23UEN32GE03	General English - 3	5	3	100	100	100
	3	23UVC33CC04	Core Course - 4: Mass Communication Theories	5	4	100	100	100
		23UVC33CC05	Core Course - 5: Writing for Mass Media	4	3	100	100	100
		23UVC33CP03	Core Practical - 3: Computer Graphics	4	3	100	100	100
		23UVC33AO01A	Allied Optional - 1: Documentary Filmmaking	4	2	100	100	100
		23UVC33AO01B	Allied Optional - 1: Digital Marketing					
23UVC33OP01A		Allied Optional Practical - 1: Documentary Filmmaking	2	2	100	100	100	
23UVC33OP01B	Allied Optional Practical - 1: Digital Marketing							
4	23UHE34VE03A	Value Education - 3: Social Ethics - 1*	2	1	50	50	50	
	23UHE34VE03B	Value Education - 3: Religious Doctrine - 1*						
	-	Extra Credit Courses (MOOC/Certificate Courses) - 2		(3)				
Total				30	21(3)			

4	1	23UTA41GL04B	General Tamil - 4 அறிவியல் தமிழ் (Scientific Tamil)	4	3	100	100	100
		23UFR41GL04	French - 4					
		23UHI41GL04	Hindi - 4					
		23USA41GL04	Sanskrit - 4					
	2	23UEN42GE04	General English - 4	5	3	100	100	100
	3	23UVC43CC06	Core Course - 6: News Production	5	4	100	100	100
		23UVC43CC07	Core Course - 7: Visual Analysis Techniques	4	3	100	100	100
		23UVC43CP04	Core Practical - 4: Elements of Film	4	3	100	100	100
		23UVC43AO02A	Allied Optional - 2: Script Writing	4	3	100	100	100
		23UVC43AO02B	Allied Optional - 2: Magazine Production					
		23UVC43OP02A	Allied Optional Practical - 2: Script Writing	2	1	100	100	100
	23UVC43OP02B	Allied Optional Practical - 2: Lab Journal						
	4	23UHE44VE04A	Value Education-4: Social Ethics - 2*	2	1	50	50	50
		23UHE44VE04B	Value Education-4: Religious Doctrine - 2*					
	-	Extra Credit Courses (MOOC/Certificate Courses) - 3		(3)				
		Total	30	21(3)				
5	3	23UVC53CC08	Core Course - 8: Media Laws and Ethics	5	4	100	100	100
		23UVC53CC09	Core Course - 9: Media Research Orientation	5	4	100	100	100
		23UVC53CP05	Core Practical - 5: Introduction to 2D	4	2	100	100	100
		23UVC53ES01A	Discipline Specific Elective - 1: Television Production	5	3	100	100	100
		23UVC53ES01B	Discipline Specific Elective - 1: Professional Photography					
		23UVC53ES02A	Discipline Specific Elective - 2: Radio Production	5	3	100	100	100
		23UVC53ES02B	Discipline Specific Elective - 2: Sound Designing					
		23UVC53IS01	Internship	-	1	100	-	100
	23UVC53SP01	Self-paced Learning: Jingle Production*	-	2	50	50	50	
	4	-	Generic Elective - 1: Refer ANNEXURE 2	4	2	100	100	100
23USS54SE01		Skill Enhancement Course - 2: Soft Skills	2	1	100	-	100	
	-	Extra Credit Courses (MOOC/Certificate Courses) - 4		(3)				
		Total	30	22(3)				
6	3	23UVC63CC10	Core Course - 10: Media Industrial Practice	5	4	100	100	100
		23UVC63CC11	Core Course - 11: Portfolio	4	2	100	100	100
		23UVC63CP06	Core Practical - 6: Web Designing	5	4	100	100	100
		23UVC63ES03A	Discipline Specific Elective - 3: Media Management	5	3	100	100	100
		23UVC63ES03B	Discipline Specific Elective - 3: Women and Media					
		23UVC63ES04A	Discipline Specific Elective - 4: Public Relations	5	3	100	100	100
		23UVC63ES04B	Discipline Specific Elective - 4: Development Communication					
		23UVC63PW01	Project Work and Viva Voce	-	2	100	100	100
	23UVC63CE01	Comprehensive Examination*	-	2	50	50	50	
	4	-	Generic Elective - 2: Refer ANNEXURE 3	4	2	100	100	100
-		Skill Enhancement Course - 3 (WS): Refer ANNEXURE 4	2	1	100	-	100	
	-	Extra Credit Courses (MOOC/Certificate Courses) - 5		(3)				
		Total	30	23(3)				
2 - 6	5	23UCW65OR01	Outreach Programme (SHEPHERD)	-	4			
1 - 6			Total (3 years)	180	133(15)			

*- for grade calculation 50 marks are converted into 100 in the mark statements

Passed by	Board of Studies held on 18.12.2023
Approved by	48th Academic Council Meeting held on 27.03.2024

ANNEXURE 1**Skill Enhancement Course - 1: (Non-Major Elective)***

Department	Course Code	Title of the Course
Botany	23UBO14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Organic Farming
Computer Science	23UCS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Office Automation
BCA	23UBC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Fundamentals of Information Technology
Mathematics	23UMA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Mathematics for Competitive Examinations
Statistics	23UST14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Basics of Statistics
English	23UEN14SE01	Skill Enhancement Course - 1: (Non-Major Elective): English for Communication
History	23UHS14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Tourism
Tamil	23UTA14SE01	Skill Enhancement Course - 1: (Non-Major Elective): பேச்சுக்கலைத் திறன் (Oratory Skills)
BBA	23UBU14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Practical Advertising
	23UBU14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Digital Marketing
B. Com	23UCO14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Introduction to Accounting
	23UCO14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Protection and Rights
B. Com CA	23UCC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Entrepreneurship Skills
Economics	23UEC14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Demography
Chemistry	23UCH14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Role of Chemistry in Daily Life
Electronics	23UEL14SE01	Skill Enhancement Course - 1: (Non-Major Elective): Consumer Electronics
Physics	23UPH14SE01A	Skill Enhancement Course - 1: (Non-Major Elective): Physics for Everyday Life
	23UPH14SE01B	Skill Enhancement Course - 1: (Non-Major Elective): Home Electrical Installation

*Offered to students from other Departments

ANNEXURE 2
Generic Elective - 1*

Department	Course Code	Title of the Course
Botany	23UBO54EG01	Generic Elective - 1: Landscape designing
Computer Science	23UCS54EG01	Generic Elective - 1: Ethical Hacking
BCA	23UBC54EG01	Generic Elective - 1: Fundamentals of Data Science
Mathematics	23UMA54EG01	Generic Elective - 1: Numerical Ability
Statistics	23UST54EG01	Generic Elective - 1: Actuarial Statistics
English	23UEN54EG01	Generic Elective - 1: Film Studies
History	23UHS54EG01	Generic Elective-1: Tamil Heritage and Culture
Tamil	23UTA54EG01	Generic Elective - 1: தமிழிலக்கியத்தில் மனித உரிமைகள் (Human rights in Tamil literature)
BBA	23UBU54EG01A	Generic Elective - 1: Global Supply Chain Management
	23UBU54EG01B	Generic Elective - 1: Starts-ups and small Business Management
B.Com.	23UCO54EG01A	Generic Elective - 1: Computerised Accounting
	23UCO54EG01B	Generic Elective - 1: Basics of Excel
	23UCO54EG01C	Generic Elective - 1: Personal Investment Planning
B. Com CA	23UCC54EG01	Generic Elective - 1: E-commerce and E Business Management
Economics	23UEC54EG01	Generic Elective - 1: Principles of Economics
Chemistry	23UCH54EG01	Generic Elective - 1: Health Science
Electronics	23UEL54EG01A	Generic Elective - 1: Everyday Electronics
	23UEL54EG01B	Generic Elective - 1: Wireless Communication
Physics	23UPH54EG01A	Generic Elective-1: Everyday Physics
	23UPH54EG01B	Generic Elective-1: Renewable Energy Physics

*Offered to students from other Departments

ANNEXURE 3
Generic Elective - 2*

Department	Course Code	Title of the Course
Botany	23UBO64EG02	Generic Elective - 2: Solid Waste Management
Computer Science	23UCS64EG02	Generic Elective - 2: 3D Printing and Design
BCA	23UBC64EG02	Generic Elective - 2: Industry 4.0
Mathematics	23UMA64EG02	Generic Elective - 2: Quantitative Techniques
Statistics	23UST64EG02	Generic Elective - 2: Applied Statistics
English	23UEN64EG02	Generic Elective - 2: English for the Media
History	23UHS64EG02	Generic Elective - 2: Intellectual Revivalism in Tamil Nadu
Tamil	23UTA64EG02	Generic Elective - 2: தமிழர் மருத்துவம் (Tamil Medicine)
BBA	23UBU64EG02A	Generic Elective - 2: Personality Development
	23UBU64EG02B	Generic Elective - 2: NGO Management
B. Com	23UCO64EG02A	Generic Elective - 2: Rural Marketing
	23UCO64EG02B	Generic Elective - 2: Entrepreneurship Development
	23UCO64EG02C	Generic Elective - 2: Digital Marketing
B. Com CA	23UCC64EG02	Generic Elective - 2: Total Quality Management
Economics	23UEC64EG02	Generic Elective - 2: Economics for Competitive Exams
Chemistry	23UCH64EG02	Generic Elective - 2: Solid Waste Management
Electronics	23UEL64EG02A	Generic Elective - 2: CCTV and Smart Security Systems
	23UEL64EG02B	Generic Elective - 2: Entrepreneurial Electronics
Physics	23UPH64EG02A	Generic Elective - 2: Laser Technology and its applications
	23UPH64EG02B	Generic Elective - 2: Physics of Earth

*Offered to students from other Departments

ANNEXURE 4
Skill Enhancement Course - 3 (WS)*

School	Course Code	Title of the Course
SCS	23UCS64SE02	Skill Enhancement Course - 3 (WS): E-Services and Applications
	23UBC64SE02A	Skill Enhancement Course - 3(WS): Web Design
	23UBC64SE02B	Skill Enhancement Course - 3(WS): 3DAnimation
	23UMA64SE02	Skill Enhancement Course - 3 (WS): MATLAB
	23UST64SE02	Skill Enhancement Course - 3 (WS): Official Statistics

**Offered to students from other Departments within School*

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UTA11GL01A	General Tamil - 1	5	3

கற்றலின் நோக்கங்கள்				
தமிழ்ச் செவ்வியல் இலக்கியங்களையும் காப்பியங்களையும் மாணவர்கள் அறிந்துகொள்ளல்				
தமிழர் பேணி வளர்த்த அறம்சார் விழுமியங்களை மாணவர்கள் தம் வாழ்வில் பின்பற்றுதல்				
தமிழில் பக்திஇயக்கப் பங்களிப்பையும் பகுத்தறிவுச் சிந்தனை மரபையும் உணர்தல்				
மாணவர்கள் தம் எழுத்தாற்றலையும் மொழிப்புலமையையும் வளர்த்தெடுத்தல்				
போட்டித்தேர்வுகளை எதிர்கொள்ளும் வகையில் இலக்கணம், இலக்கியம் கற்றல்				

அலகு - 1 தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

(10 மணி நேரம்)

1. இலக்கணம் :

அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள்

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்

- வல்லினம் மிகும் இடங்கள்
- வல்லினம் மிகா இடங்கள்
- ஈரொற்று வரும் இடங்கள்
- ஒரு, ஓர் வரும் இடங்கள்
- அது, அஃது வரும் இடங்கள்
- தான், தாம் வரும் இடங்கள்

பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.

2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்
4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்
5. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் -- பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு - 2 சங்க இலக்கியம்

(15 மணி நேரம்)

எட்டுத்தொகை :

6. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்
7. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே
8. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க! (முதல் பாடல்)-வேட்கைப் பத்து
9. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி
10. புறநானூறு -189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு:

முல்லைப்பாட்டு (முழுவதும்)

அலகு - 3 அற இலக்கியம்

(10 மணி நேரம்)

12. திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம்
13. நாலடியார்-பாடல்: 131 (குஞ்சியழகும்)
14. நான்மணிக்கடிகை-நிலத்துக்கு அணியென்ப
15. பழமொழி நானூறு- தம் நடை நோக்கார்
16. இனியவை நாற்பது- 37. இளமையை மூப்பு என்று

அலகு - 4 காப்பிய இலக்கியம்

(20 மணி நேரம்)

17. சிலப்பதிகாரம் - வழக்குரைகாதை
18. மணிமேகலை- பாத்திரம் பெற்ற காதை

19. பெரியபுராணம் - பூசலார் நாயனார்புராணம்
20. கம்பராமாயணம்- குகப் படலம்
21. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்
22. இயேசு காவியம் - ஊதாரிப்பிள்ளை

அலகு - 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

(15 மணி நேரம்)

23. பக்தி இலக்கியம்:

- திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்
- மாணிக்கவாசகர் கிருவாசகம் - நமச்சிவாய வாழ்க நாதன்தான் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை
- பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே
- பூதத்தாழ்வார்-அன்பே தகளியா
- பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன்
- ஆண்டாள் - திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)

24. பகுத்தறிவு இலக்கியம் :

- திருமூலர் - திருமந்திரம் (270,271, 274, 275 285)
- பட்டினத்தார்-திருவிடை மருதூர் (காடே திரிந்து - எனத் தொடங்கும் பாடல்
- பா.எண்.279, 280)
- கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)
- இராவண காவியம் - தாய்மொழிப் படலம் - 18. (ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார் வரை)

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாடநூல்

1. பொதுத்தமிழ்-1 (தமிழ் இலக்கிய வரலாறு-1), தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி - 620 002, முதற்பதிப்பு - 2023
2. பார்வை நூல்கள்
3. வரதராசன்.மு., தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி. 2021
4. விமலானந்தன். மது. ச., தமிழ் இலக்கிய வரலாறு, முல்லை நிலையம், சென்னை, 2019
5. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, பாரி நிலையம், சென்னை, 2022
6. சிற்பி பாலசுப்பிரமணியன் & சேதுபதி.சொ., தமிழ் இலக்கிய வரலாறு, கவிதா வெளியீடு, சென்னை, 2015
7. சிற்பி பாலசுப்ரமணியம், & பத்மநாபன். நீல., புதிய தமிழ் இலக்கிய வரலாறு (3 தொகுதிகள்), சாகித்ய அக்காதெமி, புதுடெல்லி,2013
8. பெருமாள். அ.கா., தமிழ் இலக்கிய வரலாறு, சுதர்சன் புகல், நாகர்கோவில், 2014
9. ஏசுதாசன். ப.ச., தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சரி புக் ஹவுஸ், சென்னை, 2015
10. ஸ்ரீகுமார். எஸ்., தமிழ் இலக்கிய வரலாறு, ஸ்ரீசெண்பகா பதிப்பகம், சென்னை, 2014
11. பாக்கியமேரி எஃப்., வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, பூவேந்தன் பதிப்பகம், சென்னை,2022
12. சுப்புரெட்டியார்.ந., தமிழ் பயிற்றும் முறை, மணிவாசகர் நூலகம், சிதம்பரம், 1980

Websites and eLearning Sources

1. <https://www.chennaiLibrary.com/>
2. <https://www.sirukathaigal.com>
3. <https://www.tamilvirtualuniversity.org>
4. <https://www.noolulagam.com>
5. <https://www.katuraitamilblogspot.com>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	சங்க இலக்கியங்கள்வழி பண்டைத்தமிழரின் வாழ்வியலையும் பண்பாட்டையும் அறிந்து கொள்வர்	K1
CO2	அற இலக்கியங்கள், காப்பியங்கள் வெளிப்படுத்தும் அறம்சார் விழுமியங்களைத் தம் வாழ்வில் பின்பற்றுவர்	K2
CO3	இலக்கணக் கோட்பாடுகளை இக்கால வாழ்வியலோடு பொருத்திப் பார்ப்பர்	K3
CO4	மொழியறிவோடு பெறுவர் திறன் பகுத்தாராயும் இலக்கியங்களைப்	K4
CO5	பக்தி இயக்கங்களின் செல்வாக்கையும், தமிழரின் பகுத்தறிவு மரபையும் மதிப்பிடுவர்	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UTA11GL01A	General Tamil - 1									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	3	2	2	3	3	2	2	2	2.2	
CO2	2	2	3	2	2	2	3	2	3	2	2.3	
CO3	1	2	2	3	2	2	2	3	3	3	2.3	
CO4	2	2	3	2	2	3	2	3	3	2	2.4	
CO5	3	1	2	2	2	2	3	2	3	3	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UFR11GL01	French - 1	5	3

Course Objectives
Identify the basic French sentence structure
Define and describe the various grammatical tenses and use them to communicate in French
Examine the various documents presented and discuss and reply to the questions asked on it
Analyze and interpret expressions used to convey the cause, the effect, the purpose, and the opposition in French
Evaluate the grammatical nature present in passages

UNIT I (15 Hours)

- Salut ! Enchanté

UNIT II (15 Hours)

- J'adore

UNIT III (15 Hours)

- Tu veux bien ?

UNIT IV (15 Hours)

- On se voit quand ?

UNIT V (15 Hours)

- Bonne idée

Teaching Methodology	Videos, Audios, PPT presentation, Role-play, Quiz
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Book for Study

1. Mérieux, R. & Loiseau, Y. (2017). *Latitudes -1- (A1 /A2)*, méthode de français, Didier. (Units 1 - 6 only)

Books for Reference

1. P.Dauda,L.Giachino and C.Baracco, *Generation AI*, Didier, Paris 2020.
2. J.Girardet and J.Pecheur, *Echo AI*, CLE International, 2^eedition ,2017
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall and remember the usage of grammatical tenses in constructing sentences in a dialogue.	K1
CO2	apply the learnt grammar rules in practice exercises to improve their understanding	K2
CO3	explain the nuances in the usage of various grammatical tenses and their aspects	K3
CO4	demonstrate knowledge of various expressions used to express opinions, emotions, cause, effect, purpose, and hypothesis in French	K4
CO5	communicate in French and summarize a given text	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
1	23UFR11GL01	French - 1								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	1	3	1	3	3	2	3	2	2.4
CO2	2	3	3	2	1	3	3	3	3	2	2.5
CO3	1	3	2	1	2	2	2	2	3	2	2.0
CO4	3	3	3	3	3	3	3	2	3	2	2.8
CO5	3	3	3	3	2	3	3	3	3	2	2.8
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UHI11GL01	Hindi - 1	5	3

Course Objectives
To understand the basics of Hindi Language
To make the students to be familiar with the Hindi words
To enable the students to develop their effective communicative skills in Hindi.
To introduce the socially relevant subjects in Modern Hindu Literature
To empower the students with globally employable soft skills

UNIT I: Buniyadi Hindi (15 Hours)

- Swar
- Vyanjan
- Barah Khadi
- Shabd aur
- Vakya Rachna

UNIT II: Hindi Shabdavali (15 Hours)

- Rishto ke Naam
- Gharelu padartho ke Naam

UNIT III: Vyakaran (15 Hours)

- Sadharan Vakya aur Sangya
- Sarvanam
- Visheshan
- Kriya aadi shabdo ka prayog

UNIT IV: Chote Gadyansh ka pattan (15 Hours)

- Bacho ki Kahaniya
- Patra-Patrikao mein prakashit Gadyansho ka Pathan

UNIT V: Nibandh (15 Hours)

- Sant Tiruvalluvar
- E.V.R Thandai Periyar
- Naari Sashaktikaran
- Paryavaran Sanrakshan
- Vibhinna pratiyogi parikshao ke bare mein jaankari dena
- Pratiyogi priksa par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Project Work.
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Books for Study

1. Gupth, M.K. (2020). *Hindi Vyakaran*, Anand Prakashan, Kolkatta.
2. Tripaty, V. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi.
3. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak Sadan, Madhya Pradesh.

Books for Reference

1. Abdul Kalam, A. P.J. (2020). *Mere sapnom ka Bharath*, Prabath Prakashan, Noida.
2. Singh, L.P. (2017). *Kavya ke sopan*, Bharathy Bhavan Prakashan.
3. Kumar, A. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.
4. (2018). *Adhunik Hindi Vyakaran our Rachana*, Bharati Bhavan Publishers & distributors.

5. Shukla, A.R. (2022). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

Websites and e-Learning Sources

1. <https://learningmole.com/hindi-alphabet-letters-pronunciation-guide/>
2. <https://www.careerpower.in/hindi-alphabet-varnamala.html>
3. <https://www.youtube.com/watch?v=b0UvXnIC8qc>
4. <https://www.importanceoflanguages.com/learn-hindi-language-guide/>
5. <https://parikshapoint.com/hindi-sahitya/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will be able to	
CO1	Introduction to Hindi sounds	K1
CO2	Acquisition of Hindi Vocabulary	K2
CO3	Sentence formation in Hindi	K3
CO4	Reading of stories and other passages	K4
CO5	Modules to increase language ability through general essays based on competitive exams	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
1	23UHI11GL01		Hindi - 1					5	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	3	3	3	1	3	2	2.3
CO2	2	3	2	3	1	2	3	3	3	2	2.4
CO3	3	2	2	2	1	3	2	3	2	3	2.3
CO4	3	1	2	3	2	3	2	3	3	2	2.4
CO5	2	3	3	2	3	2	3	3	1	3	2.5
Mean Overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23USA11GL01	Sanskrit - 1	5	3

Course Objectives
To help the students learn the alphabets of Sanskrit.
To understand the Sanskrit grammar and sabdas.
To have an idea of the epics.
To closely understand the literary works in Sanskrit with special reference to Pancamahakavyas.
To understand the Raghuvasa Mahakava and Kalidasa.

UNIT I (15 Hours)

Introduction to Sanskrit (Alphabets, Two letter words and three letter words)

Grammar:

ākārāntahpumlīṅgaḥśabda-s - 1. बाल (Bāla) and 2. देवे (Deva) *ākārāntahstrīlīṅgaḥśabda-s* - 1. बाला (Bālā) and 2. लता (Latā) *ākārāntahnapumsakalīṅgaḥśabda-s* -

1. फल (Phala) and 2. वन (Vana)

UNIT II (15 Hours)

Introduction to *Rāmāyana, Kālidāsa* and his poetic works

Text: *Raghuvaṃśa* (Canto I) Verses 1-15

UNIT III (15 Hours)

Introduction to the works of *Bhāravi* -

Text: *Raghuvaṃśa* (canto I) Verses 16-30

UNIT IV (15 Hours)

Introduction to the works of *ŚrīHarṣa* -

Text: *Raghuvaṃśa* (Canto I) Verses 31-45

UNIT V (15 Hours)

Grammar:

Conjugations -*Laṭlakāra-s* - (Present tense)

(i) गच्छत (Gacchati) (ii) ततष्ठत (Tiṣṭhati) (iii) पठत (Paṭhati)

(iv) नृत्यत (Nrtyati) (v) कुप्यत (Kupyati) (vi) कथयत (Kathayati)

(vii) गणयत (Gaṇayati) (viii) अतत (Asti)

(ix) करोत (Karoti) (x) शृणोत (Śṛṇoti)

Indeclinables (Avyayaani) - अतप (api), कदा (kadā), च (ca), अद्य (adya), तवना (vinā), सह (saha), तत्र

(tatra), कम् (kim), यद् (yadi) - तर्हि (tarhi), यथा (yathā) - तथा (tathā) Prefixes (Upasargas) - आङ्

(āñ), तव (vi), परर (pari), अनु (anu),

अति (adhi), उत् (ut), प्रत (prati), उप (upa), प्र (pra) तनर् (nir)

Teaching Methodology	Videos, PPT, demonstration.
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Book for Study

1. Murugan, C., et al. (eds.). (2022). *Kalasala Samskrta Sukha Bodhini I* (for under graduate foundation course) Published by University of Madras.

Book for Reference

1. Vadhyar, R.S. (2017). *Shabdha manjari*, R.S. Vadyar & Sons, Palakkad.

Websites and e-Learning Sources

1. <https://www.arlingtoncenter.org/Sanskrit%20Alphabet.pdf>

2. <https://courses.lumenlearning.com/suny-hccc-worldcivilization/chapter/sanskrit/>
3. https://www.newworldencyclopedia.org/entry/Sanskrit_literature
4. <https://archive.org/details/AShortHistoryOfsanskritLiterature>
5. https://archive.org/details/raghuvamsha_with_sanjivini_edited_by_mr_kale

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	remember the usage of grammatical tenses in constructing sentences in dialogue.	K1
CO2	apply the rules of usage in practice exercises and identify errors	K2
CO3	explain the nuances in the usage of various grammatical tenses and aspects	K3
CO4	demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in French	K4
CO5	communicate in French and summarize the given text	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23USA11GL01	Sanskrit - 1									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	3	2	3	1	3	2	3	2	2	2.1	
CO2	2	3	2	3	1	2	2	3	2	3	2.5	
CO3	3	2	2	2	2	2	3	2	3	2	2.1	
CO4	3	2	3	2	2	3	3	2	3	2	2.4	
CO5	3	2	3	3	2	2	3	2	3	3	2.3	
Mean Overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN12GE01	General English - 1	5	3

Course Objectives

To enable learners to acquire self awareness and positive thinking required in various life situations

To help them acquire the attribute of empathy

To assist them in acquiring creative and critical thinking abilities

To enable them to learn the basic grammar

To assist them in developing LSRW skills

UNIT I: Self-awareness ELF-A (WHO) & Positive Thinking (UNICEF) (15 Hours)

Life Story

- Chapter 1 from Malala Yousafzai, I am Malala
- An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K. Gandhi

Poem

- Where the Mind is Without Fear - Gitanjali 35 - Rabindranath Tagore
- Love Cycle - Chinua Achebe

UNIT II: Empathy (15 Hours)

Poem

- Nine Gold Medals - David Roth
- Alice Fell or poverty - William Wordsworth

Short Story

- The School for Sympathy - E.V. Lucas
- Barn Burning - William Faulkner

UNIT III: Parts of Speech (15 Hours)

- Articles
- Noun
- Pronoun
- Verb
- Adverb
- Adjective
- Preposition

UNIT IV: Critical & Creative Thinking. (15 Hours)

Poem

- The Things That Haven't Been Done Before - Edgar Guest
- Stopping by the Woods on a Snowy Evening - Robert Frost

Readers Theatre

- The Magic Brocade - A Tale of China
- Stories on Stage - Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

Unit V: Paragraph and Essay Writing (15 Hours)

- Descriptive
- Expository
- Persuasive
- Narrative
- Reading Comprehension

Teaching Methodology	Interactive methods, and multimedia presentations
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Books for Study

1. Yousafzai, M. (2013). *I am Malala*, Little. Brown and Company.
2. Gandhi, M. K. (2011). *An Autobiography or The Story of My Experiments with Truth (Chapter - I)*. Rupa Publications.
3. Tagore, R. (1913). "Gitanjali 35" from *Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali*. MacMillan.
4. Shepard, A. (2017). *Stories on Stage*. Shepard Publications.

Books for Reference

1. Krishnasamy. N. (1975). *Modern English: A Book of Grammar, Usage and Composition*. Macmillan.
2. Nesfield, J. C. (2019). *English Grammar Composition and Usage*. Macmillan.

Websites and eLearning Sources

1. <https://archive.org/details/i-am-malala>
2. <https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. <https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. <https://amzn.eu/d/9rVzINv>
5. <https://archive.org/details/in.ernet.dli.2015.44179>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	discover self awareness and positive thinking required in various life situations	K1
CO2	classify the attributes of empathy	K2
CO3	apply creative and critical thinking skills	K3
CO4	focus on grammar for functional purposes	K4
CO5	integrate the LSRW skills for effective communication	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UEN12GE01	General English - 1									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	3	3	3	3	3	3	3	
CO2	2	3	3	3	2	3	3	3	3	3	2.5	
CO3	3	3	3	2	3	3	3	3	3	2	2.8	
CO4	3	3	3	3	3	3	3	3	3	3	3	
CO5	3	2	3	3	3	3	3	3	3	3	2.8	
Mean Overall Score											2.82 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UVC13CC01	Core Course -1: Introduction to Human Communication	5	3

Course Objectives
To understand and categorize various types of communication
To explain communication as a skill, expression, and process
To identify barriers to communication and develop strategies to improve listening skills
To apply the principles of effective interpersonal communication in relationship building and deliver effective public speeches and presentations
To evaluate the western models of Communication

UNIT I: Foundations of Communication (15 Hours)

Communication: Definition - Types of Communication - Need and Importance of Communication - Elements of communication - 7 C's of Communication - Understanding Communication: SMCR Model

UNIT II: Communication Processes and Language (15 Hours)

Communication as a process - sign and meanings- Denotations and connotations- - Signs and Codes - Barriers to Communication - Levels of communication: Technical, Semantic, and Pragmatic - language and visual communication - narrative representation

UNIT III: Nonverbal Communication and Listening Skills (15 Hours)

Introduction to nonverbal communication: types and functions - Understanding body language: Facial expression, Body movements and posture, Gestures, Eye contact, Touch, Space, Voice - The importance of active listening - Barriers to effective listening - strategies to improve listening skills

UNIT IV: Interpersonal Communication, Relationship Building and Public Speaking (15 Hours)

Principles of effective interpersonal communication - Four styles of Communication - Conflict resolution and negotiation skills - Building and maintaining professional relationships through communication; Public Speaking - An overview - Developing effective Verbal and Visual Presentation Skills.

UNIT V: Models of Communication (15 Hours)

Western models of communication - Linear Model: Aristotle's Model. Shannon-Weaver Model, Lass well's model - Interactive Model: Osgood and Schramm's model - Transactional Model: Dance Helical Model, Becker's Mosaic Model, Magic Bullet Theory

Teaching Methodology	Lecture, Animated Videos, PPTs
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Books for Study

- Berger, A. A. (2016). *Messages: An Introduction to Communication*. Routledge.
- McLean, S. (2005). *The Basics of Interpersonal Communication*. Pearson/A and B.
- Kumar, J. K. (2003). *Mass communication in India*. Himalaya publishers.

Books for Reference

- Bar-Am, N. (2016). *In Search of a Simple Introduction to Communication*. Springer.
- Berger, A. A. (2016). *Messages: An Introduction to Communication*. Routledge.
- Dickhaus, J. & Netzley, S. (2017). *Introduction to Communication*, (1st Ed.). Cognella, Incorporated.
- Turner, L. H. & West, R. (2017). *An Introduction to Communication*. Cambridge University Press.
- Roden, M. S. (2017). *Introduction to Communication Theory*. Elsevier.

Websites and eLearning Sources

- Communication Research - <https://journals.sagepub.com/home/crx>
- Journal of Communication - <https://onlinelibrary.wiley.com/journal/14602466>

3. Communication Monographs - <https://www.tandfonline.com/toc/rcmm20/current>
4. Journal of Computer-Mediated Communication - <https://academic.oup.com/jcmc>
5. Human Communication Research - <https://onlinelibrary.wiley.com/journal/14682805>
6. International Association of Business Communicators - <https://www.iabc.com/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	define and categorize various types of communication	K1
CO2	interpret communication as a skill, expression, and process	K2
CO3	identify barriers to communication and construct strategies to improve listening skills	K3
CO4	inspect the principles of effective interpersonal communication in relationship building and deliver effective public speeches and presentations	K4
CO5	compare the different communication models and examine its applicability in real life	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UVC13CC01	Core Course -1: Introduction to Human Communication									5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	1	2	1	3	2	2	3	1	2.0	
CO2	3	3	1	2	2	3	3	3	3	2	2.8	
CO3	2	2	1	3	2	3	3	2	3	2	2.3	
CO4	2	3	2	3	3	2	3	2	3	2	2.5	
CO5	3	3	2	2	3	3	2	2	2	3	2.5	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UVC13CP01	Core Practical - 1: Graphic Design and Typography	5	4

Course Objectives

To understand the principles and practices of graphic design

To develop skills in typographical design

To learn how to communicate effectively through graphic design

To acquire knowledge of different design elements and principles

To be able to apply design principles and skills to real-world graphic design projects

UNIT I: Understanding Graphic Design (15 Hours)

Elements of Design - Scale - Space - Closure - Expression - Abstraction - Tone - Frame - Proportion - Image - Pattern Shape and space - Form and space - space and tension - Design using Gestalt perception

UNIT II: Design Process (15 Hours)

The creative process: creative brief, research, Ideation, Production - Depth of Meaning: perception, sensation, emotion, intellect, identification, reverberation, spirituality - Importance of Research in the Design Process, Size and format.

UNIT III: Typography (15 Hours)

Typography- Structure- Design and Functions - Design Style: Grouping of Typefaces- Type Families - Functions of Type Composition- Readabilities Legibility- Type for text- Display type - Size and measurement of type - Kerning - Leading - Hyphenations - Indents - outdents - hanging punctuations - Paragraphs - Drop caps - Contrast and Scale.

UNIT IV: Grid and Layout (15 Hours)

Elements of a Grid - Types of Grids - Layout: Pacing and Sequencing, Pattern and Form, Rhythm and Flow, Space, Alignment, Emphasis, Hierarchy and Scale

UNIT V: Composition and Colour (15 Hours)

Principles of Composition - Significance of Colours: Hue, Saturation, Brightness, Contrast - Colour Schemes - Colour Psychology

List of Practicals

1. Create a visual composition using basic elements of design (lines, shapes, and forms).
2. Design a balanced layout incorporating proximity and alignment principles.
3. Develop a color palette based on color theory and color associations.
4. Analyze an existing design and critique its use of design elements and principles.
5. Redesign a poorly balanced composition by applying design principles.
6. Draw a complex pattern using multiple shapes and forms.
7. Design a unique, hand-lettered alphabet.
8. Demonstrate ability to create different shapes and forms, and explore how to manipulate them to achieve different effects.

Teaching Methodology	Live demonstration using the Photoshop software
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Books for Study

1. White, A. W. (2011). *The Elements of Graphic Design*. Allworth Press.
2. Samara, T. (2012). *Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions*. Rockport Publishers.
3. Stewart, S., Dabner, D. & Vickress, A. (2020). *Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media*. Thames & Hudson.
4. Vienne, V. & Heller, S. (2015). *Becoming a Graphic and Digital Designer: A Guide to Careers in Design*. Wiley.

Books for Reference

1. Phillips, J. C. & Lupton, E. (2015). *Graphic Design: The New Basics: 2nd ed. Revised and Expanded*. Princeton Architectural Press.
2. Casey, A., Calvert, S., & Dabner, D. (2010). *The New Graphic Design School: A Foundation Course in Principles and Practice*. Wiley.
3. Dabner, D., Stewart, S., & Zempel, E. (2013). *Graphic Design School: The Principles and Practice of Graphic Design*. Wiley.
4. Frasier, R. (2018). *Graphic Design Handbook*. Independently Published. United States.
5. *Best Practices for Graphic Designers, Packaging: An Essential Guide for Implementing Effective Package Design Solutions*, Rockport Publishers.

Websites and eLearning Sources

1. Journal of Graphic Design - <https://www.journalofgraphicdesign.com/>
2. Communication Arts - <https://www.commartarts.com/>
3. Eye Magazine - <https://www.eyemagazine.com/>
4. Print Magazine - <https://www.printmag.com/>
5. How Design - <https://www.howdesign.com/>

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UVC13AC01	Allied Course -1: Visual Arts and Aesthetics	4	3

Course Objectives

To understand the concepts of aesthetics and the philosophy of beauty.
To study the evolution of art and the various styles and movements in Western and Eastern art.
To analyze the role of art in society and the artist as an agent of change.
To develop an understanding of the elements of art and principles of composition.
To explore the connection between art and everyday life, including the role of aesthetics in enhancing the human experience.

UNIT I: Visual Art and Aesthetics (12 Hours)

Art: Definition - Functions & Elements of Visual Art - Role of Creativity and Expression in Art - Symbolism and Iconography - Form and Function Form (Content and Composition Form) - Role of Aesthetics in Art - Emerging Visual Trends: Virtual Reality and Digital Culture

UNIT II: Indian Art (12 Hours)

Prehistoric cave paintings: Indus Valley Civilisation and Buddhist Art - Murals: North Indian, South Indian - Miniatures: Mughal paintings, Rajput painting, Rajasthan, Pahari paintings - Art Movements (Bengal School, Madras Art Movement)

UNIT III: Western Art (12 Hours)

Pre-historic art: Egypt, Ancient Greece and Roman art - Medieval: Romanesque, Byzantine, Gothic, Renaissance, Baroque, Realism, Impressionism, Pointillism, Symbolism, Cubism, Expressionism, Futurism, Dadaism, Surrealism, Pop and Conceptual Art

UNIT IV: Contemporary Movements and Artists (12 Hours)

Street Art - Digital Art - Neo Pop Art - Installation Art - Afrofuturism - Internet Art - Posthuman Art, - Net.Art - Superflat Art - Contemporary Figurative Art - Renowned Artist: Anish Kapoor, Sudarshan Shetty, Nalini Malani, RB Bhaskaran, KM Adimoolam, AP Santhanaraj, G Raman, Golan Levin, David McCandless, Lynn Hershman Leeson, Isaac Julien, Hito Steyerl, Arthur Jafa

Unit V: Visual Art Analysis and Appreciation (12 Hours)

Visual Analysis: Definition, Interpretation, - Heinrich Wölfflin's Principles of Art History - Clive Bell's Significant Form - Iconography - Erwin Panofsky's Three levels of Iconography - Roland Barthes' Rhetoric of the Image

Teaching Methodology	Images, Videos, PPTs and Lecture
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Books for Study

1. Kleiner, F. S., & Gardner, H. (2009). *Gardner's Art through the Ages: A Global History*. Thomson/Wadsworth.
2. Mitter, P. (1994). *Indian Art*. Oxford University Press.
3. Huntington, J. C., & Huntington, S. L. (2014). *The Art of Ancient India: Buddhist, Hindu, Jain*. Motilal Banarsidass.
4. Reichle, I. (2009). *Art in the Age of Technoscience: Genetic Engineering, Robotics, and Artificial Life in Contemporary Art*. Springer.
5. Tomory, E. (1989). *History of Fine Arts in India and the West*. Orient Longman Limited.

Books for Reference

1. Pande, A. (2013). *Masterpieces of Indian Art*. Lustre Press.
2. Bahl, S. (2012). *5000 Years of Indian Art*. Lustre Press.
3. Adams, L. (2005). *A History of Western Art*. McGraw-Hill.
4. Berleant, A. (2019). *Aesthetics and Environment: Variations on a Theme*. Routledge.

5. Barthes, R. (1977). *Image-Music-Text*, Farrar, Straus and Giroux.
6. Panofsky, E. (2018). *Studies in Iconology: Humanistic Themes in the Art of The Renaissance*. Taylor & Francis.

Websites and eLearning Sources

1. Title: The Art Story, URL: <https://www.theartstory.org/>
2. <https://philosophy.lander.edu/intro/articles/bell-a.pdf>
3. <https://williamwolff.org/wp-content/uploads/2014/08/Barthes-Rhetoric-of-the-imageex.pdf>
4. http://tems.umn.edu/pdf/Panofsky_iconology2.pdf
5. Title: Tate Kids, URL: <https://www.tate.org.uk/kids>
6. Title: Khan Academy, Art History, URL: <https://www.khanacademy.org/humanities/arthistory>
7. The Met, URL: <https://www.metmuseum.org/learn/educators/curriculum-resources/artand-activities>.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	define and list the different styles and movements in art history	K1
CO2	develop critical thinking skills in interpreting artworks	K2
CO3	demonstrate the ability to communicate ideas and emotions through art	K3
CO4	engage in constructive critique and feedback of one's own and others' artwork	K4
CO5	justify the significance of art in contemporary society and its impact on cultural and social issues	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UVC13AC01	Allied Course -1: Visual Arts and Aesthetics									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	1	3	2	2	3	2	2	1	2.0	
CO2	1	3	2	3	2	2	3	2	2	3	2.4	
CO3	2	2	3	3	3	2	3	3	3	2	2.6	
CO4	1	3	2	3	2	3	2	2	2	3	2.3	
CO5	1	2	3	2	3	2	2	2	2	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UVC14FC01	Foundation Course: Drawing and Painting	2	1

Course Objectives

To develop an understanding of Digital Painting and Drawing as an art form and as a visual effects technique.
To acquire practical skills in digital painting and drawing tools and techniques, including using a digitizing tablet, customizing brushes, and creating patterns and textures.
Learn to apply fundamental principles of perspective, color, and lighting
To gain proficiency in compositing and integrating paintings with live action.
To develop advanced skills in Digital Painting and Drawing.

UNIT I: Basics Tools and in-works Photoshop (6 Hours)

Basic geometrical shapes - Creation of dark and light tones - Light and shadow - Drawing using different brush stroke - The Basic Tools for Painting in Photoshop - Understanding between basic art and Contemporary - working with image-based brushes

UNIT II: Perspectives, Color, Texturing (6 Hours)

Perspective basics (one point, two points and three points) - Perspective Drawing (Vanishing point, shapes in perspective, drawing buildings and environment - Colours: colour composition, effects of colour on perspective, colour shades by atmosphere lighting, highlight, mid tone, shadow, hue and saturation - texturing and colour correction,

UNIT III: Camera, Lighting and Composition (6 Hours)

Camera projection: Preparing Your Photoshop/GIMP File for Camera Projection in Blender - setting up for camera projection - Lighting techniques and Image Composition - background making - understanding the depth of field - 3D objects - finding the light and dark sides - cast shadows - adding the line drawing using light.

UNIT IV: Genres of Digital Painting (6 Hours)

Charcoal Drawings in Photoshop/GIMP: Charcoal Techniques, Bridal Portrait with Tiny Charcoal Marks, Landscape Rendering with Smudgy Charcoal Look - Pastel Drawing in Photoshop/GIMP: Pastel Techniques, Making a Pastel Brush, Printing Considerations - Painting with Watercolors in Photoshop: Watercolor Technique, Watercolor Brushes, Pattern Stamp Watercolor Technique, Brush Watercolor Technique.

UNIT V: Advanced Techniques (6 Hours)

Drawing and painting using mobile applications -- Introduction to Sketch book and Infinite painter - Applying different brush strokes - Creating and editing of artworks - colour wheel - creating type face - type styles.

List of Practical

Exercise 1: Create a concept environment using only 2 reference images.

Exercise 2: Create a stylized painting of a sci-fi city using only basic shapes and custom brushes.

Exercise 3: Create as transition from day to night of a landscape using color correction and lighting techniques.

Exercise 4: Create a multi-plane parallax set up for a busy marketplace scene using 2D images.

Exercise 5: Create a photo realistic castle environment for camera projection.

Exercise 6: Create a stop motion effect using still frames of a character walking through different environments.

Exercise 7: Create 3 paintings of changing seasons using matte layers.

Exercise 8: Create charcoal and pastel style matte paintings using custom brushes.

Exercise 9: Create water color and oil painting style matte paintings using custom brushes and layer styles.

Exercise 10: Create three different illustration styles like pen & ink, stylized and soft focus using filters and effects.

Exercise 11: Create visual effects like smoke, fire, clouds using third party plug-ins and compositing.

Exercise 16: Create a sci-fi vehicle in a futuristic city environment.

Exercise 17: Create a neon sign for a building at night in a cyberpunk city environment.

Teaching Methodology	Hands-on Training and Live Demonstration
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Books for Study

1. Mattingly, D. B. (2011). *The Digital Matte Painting Handbook*. John Wiley & Sons.
2. (2020). *Beginner's Guide to Digital Painting in Photoshop* (2nd Ed.). 3DTotal Publishing.
3. Dinur, E. (2021). *The Complete Guide to Photorealism for Visual Effects, Visualization and Games*. Routledge.

Books for Reference

1. Bloom, S. R. (2012). *Digital Painting in Photoshop*. CRC Press.
2. Dinur, E. (2021). *The Complete Guide to Photorealism for Visual Effects, Visualization and Games*. Routledge.
3. Mattingly, D. B. (2011). *The Digital Matte Painting Handbook*. John Wiley & Sons.
4. Whitt, P. (2011). *Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open-Source Image Editor*. Apress.
5. Kuhlman, G. (2019). *GIMP for Beginners: First 12 Skills*. Independently Published.

Websites and eLearning Sources

1. Journal of Digital Painting: <https://www.tandfonline.com/loi/tjdp20>
2. Digital Art Online: <https://www.digitalartsonline.co.uk/>
3. Leonardo: Journal of the International Society for the Arts, Sciences and Technology: <https://www.mitpressjournals.org/loi/leon>
4. Journal of Applied Digital Art: <https://www.jada-art.org/>
6. The Journal of Computer Animation and Virtual Worlds: <https://onlinelibrary.wiley.com/journal/15464284>
7. The Art Directors Club: <https://www.adcglobal.org/>
8. Society of Illustrators: <https://www.societyillustrators.org/>
9. The Animation Guild: <https://animationguild.org/>
10. Creative Industries Federation: <https://www.creativeindustriesfederation.com/>
11. National Association of Independent Artists: <http://naia-artists.org/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	select various painting techniques, software tools, and custom brushes to create digital paintings and drawings	K1
CO2	compare and Contrast digital paintings and drawings and identify the elements of perspective, color, texture, and lighting used in the artwork.	K2
CO3	develop advanced skills in compositing, camera projection, and special effects using third-party software and compositing techniques.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UVC14FC01	Foundation Course: Drawing and Painting									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	2	3	3	2	3	3	3	2	2.5	
CO2	1	3	2	3	3	1	3	3	3	2	2.5	
CO3	1	3	2	3	3	1	3	3	3	2	2.4	
Mean Overall Score											3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity	2	1

Course Objectives
To identify one's own potentials, strengths and weaknesses
To identify various challenges (physical, emotional, and social) in adolescence
To consciously overcome one's challenges and move towards self-esteem
To maximize one's own potential in enabling a holistic development
To assimilate human values comprehensively

UNIT I: Principles of Value Education (6 Hours)

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

UNIT II: Development of Human Personality (6 Hours)

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

UNIT III: The Dimensions of Human Development (6 Hours)

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

UNIT IV: Responsible Parenthood (6 Hours)

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

UNIT V: Gender Equality and Empowerment (6 Hours)

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

Teaching Methodology	Chalk and Talk, Power point
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Book for Study

1. Department of Human Excellence. (2021). *Essentials of Humanity*. St. Joseph's College.

Books for Reference

1. Xavier, A. (2012). *You Shall Overcome*, (6th Ed.). ICRDE Publication.
2. Alex, K. (2009). *Soft Skills*. S. Chand.
3. Kalam, A.A. P. J. (2012). *You Are Unique*. Punya Publishing.

Websites and eLearning Sources

1. <http://livingvalues.net>. Accessed 05 March 2021.
2. <http://www.apa.org/topics/personality#>. Accessed 05 March 2021.
3. <http://www.peacecorps.gov/educators/resources/global-issues-gender-equaligy-and-womens-empowerment/>. Accessed 05 March 2021.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall the prescribed values and their dimensions.	K1
CO2	examine themselves by learning the developmental changes happening in the course of their lifetime.	K2
CO3	Apply the trained values in the day-to-day life.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UHE14VE01	Value Education - 1: Essentials of Humanity									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	3	2	3	3	2.8	
CO2	3	2	2	3	3	2	3	3	2	2	2.5	
CO3	2	3	3	3	2	3	3	3	3	3	2.8	
Mean Overall Score											2.7 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives
To recognize and identify the components of a formal letter.
To summarize the main points of a given letter and identify the intended meaning.
To use appropriate grammatical structures in context within their own writing.
To compare and contrast the elements of successful and unsuccessful letters.
To create well-structured letters with clear purpose and effectively evaluate and revise their own writing.

Basic Level

UNIT I (18 Hours)

- 1) A letter to avail college hostel
- 2) A requisition letter to provide fee concession
- 3) A requisition letter to provide Bonafide certificate
- 4) A letter to avail resources in college library
- 5) An On Duty Permission Letter
- 6) Nouns
- 7) Pronouns
- 8) Adjectives
- 9) Verbs
- 10) Adverbs

UNIT II (18 Hours)

- 11) A letter to provide conduct certificate
- 12) A letter to provide new ID card
- 13) A Permission letter for Name Correction in Mark sheet
- 14) A permission letter for Sports Events
- 15) A letter to avail permission for the Shepherd programme
- 16) Prepositions
- 17) Conjunctions
- 18) Articles
- 19) Conjugation of present form 'Be' verbs
- 20) Conjugation of past form 'Be' verbs

UNIT III (18 Hours)

- 21) A letter to avail the College Hostel
- 22) A permission letter to join the sport team
- 23) A request letter to access college Wi-Fi
- 24) A letter to vice principal requesting to change Elective course
- 25) A permission letter for project extension
- 26) Conjugation of future form 'Be' verbs
- 27) Conjugation of present continuous 'Be' verbs
- 28) Conjugation of Past continuous 'Be' verbs
- 29) Conjugation of Future continuous 'Be' verbs
- 30) Conjugation of Present Perfect 'Be' verbs

UNIT IV (18 Hours)

- 31) An apology letter to Dean for using mobile phone
- 32) A request letter to repair fan and tube light
- 33) A letter to invite Chief guest for Bibliophile Club meeting

- 34) A requisition Letter to issue the Transfer certificate
- 35) A permission letter for group exam coaching class
- 36) Conjugation of Past Perfect 'Be' verbs
- 37) Conjugation of Future Perfect 'Be' verbs
- 38) Conjugation of Present Perfect Continuous 'Be' verbs
- 39) Conjugation of Past Perfect Continuous 'Be' verbs
- 40) Conjugation of Future Perfect Continuous 'Be' verbs

UNIT V

(18 Hours)

- 41) A letter seeking help to find the missing laptop
- 42) A letter to the editor regarding frequent power cut
- 43) A medical leave letter
- 44) A requesting OD Letter to issue invitation to other colleges
- 45) A requisition letter to change Shift
- 46) Conjugation of present form 'Action' verbs
- 47) Conjugation of past form 'Action' verbs
- 48) Conjugation of Present form 'do verbs
- 49) Conjugation of Past form 'do' verbs
- 50) Conjugation of Future form 'have' verbs

Teaching Methodology	Chalk and Talk, discussion, Training
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Book for Study

1. Jayapaul, V.L. (2023). *Begin to Learn English*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	compose various types of letters (request, permission, and apology) demonstrating clarity, coherence, and correctness.	K1
CO2	exhibit a sound understanding of nouns, pronouns, adjectives, verbs, and adverbs, utilizing them accurately in written and spoken English.	K2
CO3	apply language skills in real-life college scenarios, gaining confidence in communicating effectively with peers, faculty, and administrative staff.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English									6	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
Mean Overall Score											2.37 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives

To recognize and identify common punctuation marks and their usage in paragraphs.
To summarize the main topics introduced in a paragraph and demonstrate understanding.
To apply the learned concepts to construct paragraphs that convey ideas effectively.
To analyze paragraphs to identify the role of prefixes, suffixes, and noun types in enhancing meaning.
To synthesize information to create paragraphs, evaluate their own writing, and engage in role-playing scenarios to demonstrate understanding.

Intermediate Level

UNIT I (18 Hours)

- 1) Paragraph Punctuation
- 2) Introducing a Topic
- 3) Rhyming Words
- 4) Word Association
- 5) Going To
- 6) What Will Happen

UNIT II (18 Hours)

- 7) Every Drop Counts
- 8) Prefix
- 9) Suffix
- 10) Comprehending Characters
- 11) Complimenting & Thanking
- 12) Proper & Common Nouns

UNIT III (18 Hours)

- 13) Noun Substitution Table
- 14) A, Some
- 15) Visual Comprehension
- 16) Singular to Plural
- 17) Making & Responding
- 18) Pronoun Classification

UNIT IV (18 Hours)

- 19) Pronoun I, Me, He, Him, She, Her, We.
- 20) Singular to Plural
- 21) Responding
- 22) Pronoun Classification
- 23) Using Preposition of Movement
- 24) Preposition: Visual Talk

UNIT V (18 Hours)

- 25) Prepositional Phrases
- 26) Storytelling
- 27) Asking For Opinion
- 28) Using Things Creatively
- 29) Transition Sequencing
- 30) Role Play

Book for Study

1. Joy, J. L. (2020). *Learning to Communicate*. St. Joseph's College (Autonomous), Tiruchirappalli.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	demonstrate proficiency in paragraph construction, rhyming words, and the use of prefixes and suffixes.	K1
CO2	apply advanced grammar rules, including proper/common nouns and pronoun usage, in both written and spoken communication.	K2
CO3	express opinions, compliments, and gratitude effectively, showcasing an enhanced ability to articulate thoughts and emotions.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English					6	3				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	2	3	2	3	2	3	2	2.4	
CO2	2	2	3	2	3	3	2	3	2	2	2.3	
CO3	2	3	2	3	2	2	3	2	3	2	2.4	
Mean Overall Score											2.37 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English	6	3

Course Objectives
To recognize and demonstrate basic self-introduction strategies.
To summarize information from listening and reading exercises, demonstrating understanding.
To apply learned concepts to construct essays, actively contribute to group discussions, and create coherent narratives.
To analyze reviews to understand how different elements contribute to a comprehensive evaluation.
To synthesize information to create compelling presentations, actively participate in debates, interviews, and assess their own communication proficiency.

Advance Level

UNIT I		(18 Hours)
1) Self Introduction		
2) Listening		
3) Reading		
UNIT II		(18 Hours)
4) Essay Writing		
5) Group Discussion		
6) Story Building, Story Writing & Story Narration		
UNIT III		(18 Hours)
7) Book Review		
8) Film Review		
UNIT IV		(18 Hours)
9) News Paper Reading and Analysis		
10) Public speaking: Drafting and Speaking		
UNIT V		(18 Hours)
11) Debate		
12) Interview Skills		

Websites and eLearning Resources

- <https://ielts-up.com/listening/ielts-listening-practice.html>
- <https://www.bestmytest.com/ielts/speaking>
- <https://ielts-up.com/speaking/ielts-speaking-practice.html>
- <https://learnenglishteens.britishcouncil.org/skills/writing/a2-writing/film-review>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	exhibit high-level language skills in self-introduction, listening, reading, and diverse writing tasks such as essay writing and storytelling.	K1
CO2	critically evaluate and analyze literature through book reviews, film reviews, and newspaper reading, demonstrating an ability to articulate informed opinions.	K2
CO3	showcase proficiency in public speaking, group discussions, debates, and interviews, reflecting a comprehensive mastery of advanced communication skills.	K3

Relationship Matrix											
Semester	Course Code	Title of the Course					Hours		Credits		
1	23UEN14AE01	Ability Enhancement Compulsory Course - 1: Communicative English					6		3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
Mean Overall Score											2.37 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UTA21GL02	General Tamil - 2	4	3

கற்றலின் நோக்கங்கள்
தமிழ் இலக்கிய வரலாற்றை அறிதல்.
எழுத்து, சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிதல்.
அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்ளுதல்.
மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுத்தல்.
போட்டித் தேர்வுகளை எதிர்கொள்வதற்கான இலக்கண அறிவு பெறுதல்.

அலகு - 1

(12 மணிநேரம்)

பாரதியார் கவிதைகள் - குயில்பாட்டு (குயில் தன் பூர்வ ஜென்மக் கதை உரைத்தல்)
பாரதிதாசன் கவிதைகள் - சஞ்சீவி பர்வத்தின் சாரல்
நற்றமிழ்க்கோவை - முதல் மூன்று கட்டுரைகள்

அலகு - 2

(12 மணிநேரம்)

வெ.இராமலிங்கனார் - சொல், தமிழன் இதயம்
முடியரசனார் - உயிர் வெல்லமோ, மனத்தூய்மை
பெருஞ்சித்திரனார் - அஞ்சாதீர், மொழி, இனம், நாடு
பட்டுக்கோட்டை கலியாண சுந்தரனார் - வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்
இலக்கணம் - எழுத்து
இலக்கிய வரலாறு - புதுக்கவிதை, தமிழில் புதிய கவிதை வடிவங்கள்

அலகு-3

(12 மணி நேரம்)

சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பானையின் கதை
அப்துல் ரகுமான்- வீடு
மேத்தா - ஒரேகுரல்
இலக்கிய வரலாறு - தமிழ்ச்சிறுகதைகள், இருபதாம் நூற்றாண்டு உரைநடை வளர்ச்சி
சிறுகதை - முதல் மூன்று சிறுகதைகள்

அலகு - 4

(12 மணிநேரம்)

அரசியல் கவிதைகள்
ஈரோடு தமிழன்பன்- அகல் விளக்காக இரு
ஆதவன் தீட்சண்யா- இன்னும் இருக்கும் சுவர்களின் பொருட்டு
சுகிர்தராணி- என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி - யுகாந்திர உறக்கம்
பழநி பாரதி- வெள்ளைக்காகிதம்
லிவிங்ஸ்மைல் வித்யா - நினைவில் பால்யம் அழுத்தம்
இலக்கணம் - சொல்

அலகு - 5

(12 மணிநேரம்)

அயலகக் கவிதைகள்
ஓசேரிசால் (தமிழில் நெய்தல்)- விடைகொடு எள்தாய் மண்ணே
ஹைபுன் கவிதைகள்
சிறுகதை - நான்கு முதல் ஆறு சிறுகதைகள்
நற்றமிழ்க் கோவை - நான்கு முதல் ஆறு கட்டுரைகள்

கற்பித்தல் முறை (Teaching Methodology)	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாடநூல்கள்

1. தமிழாய்வுத்துறை (2023). பொதுத்தமிழ் -2, தூய வளனார் தன்னாட்சிக் கல்லூரி.
2. தமிழாய்வுத்துறை (2021). நற்றமிழ்க் கோவை, தூய வளனார் தன்னாட்சிக் கல்லூரி.

Websites and eLearning Sources

1. <https://www.chennaiLibrary.com/bharathiyar/kuyilpattu.html>
2. www.tamildigitallibrary.in
3. <https://eluthu.com/kavithai>
4. https://podhutamizh.blogspot.com/2017/09/blog-post_42.html
5. <https://thamizhsudar.com>
6. <https://ta.wikipedia.org/wiki>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	தமிழ் இலக்கிய நூல்கள் பற்றிய அறிவைப் பெறுவர்.	K1
CO2	தமிழ் இலக்கண வளர்ச்சியைப் புரிந்து கொள்வர்.	K2
CO3	பிழையின்றி எழுதும் திறன் பெறுவதோடு கற்றல் திறனையும் வளர்த்துக்கொள்வர்.	K3
CO4	பிற கவிதை வடிவங்களைக் கையாளும் திறன் பெறுவர்.	K4
CO5	போட்டித் தேர்வுகளை எதிர்கொள்ளும் திறனைப் பெறுவர்.	K5

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
2	23UTA21GL02		General Tamil - 2								4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	2	2	3	3	3	2	3	2	2.3	
CO2	2	1	2	2	2	3	2	2	2	2	2.0	
CO3	2	1	2	2	3	3	3	2	3	2	2.3	
CO4	1	2	1	2	2	3	2	2	3	2	2.0	
CO5	1	1	2	2	3	3	3	2	3	2	2.2	
										Mean Overall Score	2.16 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UFR21GL02	French - 2	4	3

Course Objectives
To construct simple phrases with pronominal verbs
To apply the different types of articles
To understand the usage of pronouns
To analyse the French culture through French culinary art
To evaluate and compare the French fashion in current scenario

UNIT I (12 Hours)

- TITRE: Les Loisirs
- GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux
- LEXIQUE : les différentes activités quotidiennes, les loisirs, les activités quotidiennes, les matières
- PRODUCTION ORALE : parler sur votre passe-temps
- PRODUCTION ECRITE : décrire sa journée

UNIT II (12 Hours)

- TITRE: La routine
- GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
- LEXIQUE : exprimer ses goûts et ses préférences, le temps, l'heure, la fréquence
- PRODUCTION ORALE : savoir comment dire l'heure
- PRODUCTION ECRITE : écrire vos préférences en quelques lignes

UNIT III (12 Hours)

- TITRE: Où Faire Ses Courses?
- GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup
- LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités
- PRODUCTION ORALE : faire des courses pour une soirée
- PRODUCTION ECRITE : écrire un message en acceptant l'invitation

UNIT IV (12 Hours)

- TITRE: Découvrez et Dégustez
- GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir, vouloir
- LEXIQUE : Commander et commenter sur un plat de la carte, les aliments, les services, les moyens de paiement
- PRODUCTION ORALE : Jeu de rôle - au restaurant (entre vous et le garçon)
- PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

UNIT V (12 Hours)

- TITRE: Tout le monde s'amuse/ les ados au quotidien
- GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en -yer, voir et sortir
- LEXIQUE : connaître les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires
- PRODUCTION ORALE : décrire une tenue

- PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

Teaching Methodology	Chalk and talk, visual cues like flashcards, one to one conversation
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Book for Study

1. Dauda, P., Giachino, L. & Baracco, C. (2016). *Generation A1*. Didier.

Books for Reference

1. Girardet, J. & Pecheur, J. (2017). *Echo A1*. CLE International, (2nd Ed.).
2. Mérieux, R. & Loiseau, Y. (2012). *Latitudes A1*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	relate pronominal verbs in expressing one's day today activity	K1
CO2	compare the different types of articles - article partitif and contracte	K2
CO3	construct texts using pronouns - passages and dialogues	K3
CO4	discover the food habits of the French culture	K4
CO5	appraise the French fashion	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UFR21GL02	French - 2									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	1	3	1	2	2	2	2.2	
CO2	2	1	2	3	2	3	1	2	2	2	2.0	
CO3	3	2	3	2	2	3	3	1	3	2	2.4	
CO4	3	2	2	1	3	3	3	1	1	3	2.2	
CO5	2	1	2	2	3	3	3	2	2	2	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHI21GL02	Hindi - 2	4	3

Course Objectives

To understand the basics of Hindi Language
To make the students to be familiar with the Hindi words
To enable the students to develop their effective communicative skills in Hindi
To introduce the socially relevant subjects in Modern Hindi Literature
To empower the students with globally employable soft skills

UNIT I (12 Hours)

- Kafan
- Letter Writing - Chutti Patra
- Bakthikal - Namakarn
- Sarkari Kariyalayom Ka Naam

UNIT II (12 Hours)

- Baathcheeth - Dookan Mein
- Kriya
- Letter Writing - Rishthedarom Ko Patra
- Bakthikal - Samajik Paristhithiyam

UNIT III (12 Hours)

- Vah Thodthi Patthar
- Adverb
- Letter Writing - Naukari Keliye Avedan Patra
- Bakthikal - Sahithiyik Paristhithiyam

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- Anuvad
- Sandhi
- Letter Writing - Nagarpalika Ko Patra
- Bakthikal - Visheshathayem

Teaching Methodology	Peer Instruction Exercise, Videos, PPT, Quiz, Group Discussion
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Books for Study

1. Viswanath Tripaty. (2018). *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd.
2. Kamathaprasad Gupth, M. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Sadananth Bosalae. (2020). *kavya sarang*, Rajkamal Prakashan.

Books for Reference

1. Acharya Ramchandra Shukla. (2021). *Hindi Sahitya Ka Itihas*. Prabhat Prakashan.
2. Krishnakumar, G. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
3. Aravind Kumar. (2019). *Sampoorna Hindi Vyakaran our Rachana*, Lucent publisher.
4. Lakshman Prasad Singh. (2017). *Kavya ke sopan*. Bharathy Bhavan Prakashan.

Websites and e-Learning Sources

1. <https://hindigrammar.in/sandhi.html>
2. <https://www.successeds.net/class10/hindi/samas-in-hindi>
3. <https://mycoaching.in/kriya-ke-bhed-verb-in-hindi>
4. <https://namastesensei.in/adverb-in-hindi-examples/>
5. <https://viahindi.in/hindi-vyakaran/sandhi-paribhasha-prakar-or-udaharan>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will be able to	
CO1	Find out the Terms & Expressions related to letter writing.	K1
CO2	Explain the works of Hindi writers.	K2
CO3	Complete the sentences in Hindi using basic grammar.	K3
CO4	Analyze the social & political conditions of Devotional period in Hindi Literature.	K4
CO5	Justify the human values stressed on the works of the following authors “Premchand, Nirala, etc.”.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
2	23UHI21GL02		Hindi - 2					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	2	2	3	3	3	2	2	2.5
CO2	1	3	1	2	2	3	3	3	2	3	2.3
CO3	3	2	3	2	2	3	2	3	2	2	2.4
CO4	2	3	3	1	3	2	3	2	1	2	2.2
CO5	3	2	2	2	3	2	3	2	3	2	2.4
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23USA21GL02	Sanskrit - 2	4	3

Course Objectives
To bring out the salient aspects of classical Sanskrit poetry
To introduce court epics in Sanskrit
To train students in declensions of pronouns in Sanskrit
To coach the students in the conjugation patterns of verbs in Sanskrit
To offer coaching in morpho-phonemic rules and their applications in Sanskrit

UNIT I (12 Hours)
Asmathi usmath tat kim (MFN) sarvanaam asabdaha

UNIT II (12 Hours)
Sandhi Niyamaah Abhyaash (Guna , Visarga , Dirgha , Vrddhi)

UNIT III (12 Hours)
Lang lakaarah Kriyapadaani Prayoga Vivaranam

UNIT IV (12 Hours)
Raguvamsaha Pratama sargaha (1 -15 slokas)

UNIT V (12 Hours)
Suvacanani Vakya Prayoga Vivaranam

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
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Books for Study

1. Saralasangraha Skisha. (2021).
2. Dhaatu Manjari. (2021).

Books for Reference

1. Paindrapuram Ashram, Srirangam. (2019).
2. Vadhyar, R. S., & Sons, Book - Seller and Publishers. (2021).
3. Kulapthy, K. M. (2018). *Saral Sanskrit Balabodh*. Bharathiys Vidya Bhavan.

Websites and eLearning Sources

1. <https://www.meritnation.com>
2. <https://www.aplustopper.com>
3. <https://mycoaching.in/lang-lakar>
4. https://sanskritdocuments.org/sites/giirvaani/giirvaani/rv/sargas/01_rv.htm
5. <https://resanskrit.com/blogs/blog-post/sanskrit-shlok-popular-quotes-meaning-hindi-english>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Remembering names of different objects, remembering different verbal forms and sandhi	K1
CO2	Contrast different verbal forms Explain good sayings, Relate good saying to life.	K2
CO3	Apply and build small sentences	K3
CO4	Analyze different forms of Verbs and nouns	K4
CO5	Appreciate subhashitas and Sanskrit poetry	K5
Relationship Matrix		

Semester	Course Code	Title of the Course									Hours	Credits
2	23USA21GL02	Sanskrit - 2									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	3	2	2	2	3	3	2	1	2.1	
CO2	3	2	3	2	2	3	2	3	3	2	2.5	
CO3	2	2	3	2	2	2	2	3	3	1	2.1	
CO4	3	2	3	3	1	2	3	3	3	1	2.4	
CO5	3	2	2	2	3	2	2	3	3	1	2.3	
Mean Overall Score											2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UEN22GE02	General English - 2	5	3

Course Objectives

To develop an expanded and specialised vocabulary related to diverse themes such as education, entertainment, career, and society through activities like word grids, reading, and discussions.
To enhance problem-solving abilities through activities like debates, role-playing, and scenario analysis.
To enable students to express ideas with precision and clarity by practising different forms of expressing quality, comparison, and actions in various contexts.
To equip students with language skills relevant to professional settings.
To encourage students to explore language as a tool for creative expression and communication.

UNIT I

(15 Hours)

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

UNIT II

(15 Hours)

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

UNIT III

(15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humorous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

UNIT IV

(15 Hours)

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

UNIT V

(15 Hours)

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 Would You Do?
64. If I were the Prime Minister
65. My Dream Country

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

1. Joy, J.L. & Peter, F.M. (2014). *Let's Communicate 2*, Trinity Press.

Books for Reference

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

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	write paragraphs with apt punctuation marks	K1
CO2	discuss basic issues with friends, relatives and members of the family	K2
CO3	use polite expressions in appropriate ways	K3
CO4	evaluate the language and communication aspects of the topics	K4
CO5	create and produce various forms of communication, including professional documents like resumes and cover letters, debates	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	23UEN22GE02		General English - 2							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UVC23CC02	Core Course - 2: Media, Culture and Society	4	3

Course Objectives

To acquire knowledge on various concepts such as media, education and democracy.

To understand the importance of mass media

To narrate the importance of media and economic determinants

To comprehend the nature and characteristics of media audience

To study the impact of media in constructing popular culture

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

Teaching Methodology	Demonstration, Video Creation
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Books for Study

- Oswell, D. (2006). *Culture and Society: An Introduction to Cultural Studies*. Sage Publications.(Pages 1-35, Units I & II).
- Gokulsing, K. M., & Dissanayake, W. (2009). *Popular Culture in a Globalised India*. (Pages 48-112, 145-200, Units III, IV & V).

Books for Reference

- Srivastava, K. M. (1991). *Media Issues*. Sterling Publication, New Delhi.
- Blackwell. (2008). *Media Culture and Society*.
- O'Sullivan, T., & Dutton, B. (2003). *Studying the Media: An Introduction*. Arnold, London.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, students will be able to	
CO1	acquire knowledge on various concepts such as media,education and democracy.	K1
CO2	comprehend the importance of mass media	K2
CO3	relate the importance of media and economic determinants	K3
CO4	identify the nature and characteristics of media audience	K4
CO5	analyse the impact of media in constructing popular culture	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UVC23CC02	Core Course - 2: Media, Culture and Society									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	3	2	3	3	2	1	2.5	
CO2	2	3	1	3	2	2	3	2	2	2	2.2	
CO3	3	3	2	3	1	3	3	3	2	2	2.5	
CO4	2	2	1	2	1	2	3	3	2	2	2.0	
CO5	2	3	3	2	2	2	3	2	1	2	2.2	
Mean Overall Score											2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UVC23CC03	Core Course - 3: Online Journalism	3	2

Course Objectives

To realize the medium of internet as an effective way for industry.

To know the changing trends in professional journalism as a result of online communication technology

To develop the techniques and rules of creative writing

To acquire knowledge on the E- Newspaper.

To follow the cyber laws related to online journalism

UNIT I

(9 Hours)

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

UNIT II

(9 Hours)

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

UNIT III

(9 Hours)

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

UNIT IV

(9 Hours)

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

UNIT V

(9 Hours)

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

Teaching Methodology	Demonstration, PPT Presentation, Video Lecture
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Books for Study

- Allan, S. (2006). *Online News: Journalism and the Internet*. McGraw-Hill Education. (Pages 1-57, Units I & II).
- Consalvo, M., & Ess, C. (2012). *The Handbook of Internet Studies*. Wiley-Blackwell. (Pages 45-97, Units III, IV & V).

Books for Reference

- Allan, S. (2006). *Online News: Journalism and the Internet*. McGraw-Hill Education.
- Quinn, S. (2005). *Convergent Journalism*. Peter Lang Publication. (Pages 85, 105-2006).
- Thorsen, E. (2006). *Citizen Journalism: Global Perspective*. (Pages 75, 84).
- Saxena, S. (2004). *Breaking News: The Craft & Technology of Online Journalism*. Tata McGraw-Hill Education. (Pages 19, 80).

4. Kumar, K. J. (2014). *Mass Communication in India*.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, students will be able to	
CO1	understand the medium of internet as an effective way for industry.	K1
CO2	acquire knowledge on the E- Newspaper.	K2
CO3	able to follow techniques and rules of creative writing	K3
CO4	able to analyze the changing trends in professional journalism as a result of online communication technology.	K4
CO5	apply the cyber laws related to online journalism	K5

Relationship matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UVC23CC03	Core Course – 3: Online Journalism									3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	2	2	3	2.2	
CO2	2	3	2	1	2	3	3	2	2	3	2.3	
CO3	1	2	3	2	3	2	3	2	3	2	2.3	
CO4	1	2	2	3	1	2	3	2	2	3	2.1	
CO5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UVC23CP02	Core Practical - 2: Media Presentation Skills	4	3

Course Objectives
To know the skill elements of effect presentation.
To understand the verbal and non-verbal communication ability through mass media presentations.
To recognize the concepts of agenda making and time management in the various kinds of media organization
To identify the significant ideas about group communication.
To realize the tactics and basic concepts of interview techniques

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

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

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

Books for Reference

1. Adler, R. B., & Rodman, G. (2009). *Understanding Human Communication*. Oxford Press.
2. Sharma, A. (2010). *Principles of Communication*. Random Publication.
3. Baird, R. N. (1987). *The Graphic Communication*. Holt, Rinehart and Winston, Canada.

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UVC23AC02	Allied Course - 2: Photography	3	2

Course Objectives

To understand the historical development of photography
To enlighten the different types of light in photography
To illustrate the importance of photojournalism
To understand the various operations of digital camera in daily life
To categorize the types of photography in different arena

UNIT I (9 Hours)

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

UNIT II (9 Hours)

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

UNIT III (9 Hours)

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

UNIT IV (9 Hours)

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

UNIT V (9 Hours)

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

Teaching Methodology	Demonstration, PPT Presentation, Video Lecture
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Books for Study

- Hands, G. (2004). *The Handbook of Digital Photography* (1st Ed.). Silver Dale Book.
Unit I: Chapters 1, 2, & 5 (Pages 7-29, 53-65, 91-100).
Unit II: Chapter 8 (Pages 149-164).
Unit III: Chapter 7 (Pages 127-141).
- Folts, J., Lovell, R. P. Jr., & Zwahlen, F. (2005). *Handbook of Photography* (6th Ed.). Thompson Delmar Learning.
Unit IV: Chapters 1 and 2 (Pages 5-50, 70-100).
Unit V: Chapter 5 (Pages 350-425).

Books for Reference

- Langford, M., Fox, A., & Smith Sawdon, R. (2007). *Basic Photography*. (8th Ed.). Focal Press.
- Jacobson, R. E., Attridge, G. G., & Ray, S. F. (2000). *The Manual of Photography* (9th Ed.). Focal Press.
- Long, B. (2010). *Complete Digital Photography*. (7th Ed.). Cengage Learning PTR.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, the students will be able to	
CO1	remember the historical development of photography	K1
CO2	match the different types of light in photography	K2
CO3	illustrate the importance of photojournalism	K3
CO4	apply the various operations of digital camera in daily life	K4
CO5	classify the usages of types of photography in different arena	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
2	23UVC23AC02	Allied Course - 2: Photography									3	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	2	2	3	2.2	
CO2	2	3	2	1	2	3	3	2	2	3	2.3	
CO3	1	2	3	2	3	2	3	2	3	2	2.3	
CO4	1	2	2	3	1	2	3	2	2	3	2.1	
CO5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UVC23AP01	Allied Practical - 1: Photography	3	2

Course Objectives
To gain fundamental knowledge on basics of photography
To apply various functions of DSLR camera in work space
To comprehend the technicality of photographs in shooting
To know different types of lighting in photography
To apply and identify the different rules of photography

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

5. Social Photography

- a) Street photography
- b) PSA

6. Indoor Photography

7. Photo Story/Essay

8. Freezing movement

Books for Reference

1. Linda, G. (2009). *Teaching and Learning with Digital Photography*. Sage Publications.
2. Gatum, C. (2015). *The Complete Book of Photography: The Essential Guide to Taking Better Photos*. AEPublications.

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights	2	1

Course Objectives
To sensitize students about various human rights and their importance
To empower them with the right understanding of human rights
To enable them to understand the Fundamental rights and the duties in the constitution of India
To help them comprehend the background, principles and the articles of UDHR
To make them involved in activities to defend human rights

UNIT I: Human Rights - An Introduction (6 Hours)

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

UNIT II: Historical Development of Human Rights (6 Hours)

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

UNIT III: India and Human Rights (6 Hours)

Introduction- Preamble to Indian Constitution - Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

UNIT IV: Human Rights of Women and Children (6 Hours)

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

UNIT V: Human Rights Violations and Organizations (6 Hours)

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

Teaching Methodology	Chalk and Talk, Power point, Handouts and Group discussion
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Book for Study

1. Department of Human Excellence, (2021). *Techniques of Social Analysis: Fundamentals of Human Rights*.

Books for Reference

1. Venkatachalem. (2005). *The Constitution of India*, Giri Law House.
2. Naik, V. & Shany, M. (2011). *Human rights education and training*, Crescent Publishing Corporation.
3. Neera, B. (2011). *Human Rights Content and Extent*. Swastika Publications.

Websites and eLearning Sources

1. <https://www.un.org/en/universal-declaration-human-rights/>
2. <https://www.ilo.org/global/lang--en/>
3. <https://www.amnesty.org/en/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	Identify the importance and the values of human rights	K1
CO2	Understand the historical background and the development of Human Rights and the related organizations	K2
CO3	Apply the provisions of National and International human rights to themselves and the society	K3

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2	23UHE24VE02	Value Education - 2: Fundamentals of Human Rights								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score										2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies	2	1

Course Objectives
To enable students connect themselves with nature
To Impart knowledge of the concept of Biodiversity
To create awareness of the causes and consequences of various pollution
To help them recognize the available natural resources and the need to sustain them
To enable them to Identify the environmental problems and offer alternatives by making interventions both individually and collectively

UNIT I: Introduction to Environmental Studies (6 Hours)

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

UNIT II: Natural Resources (6 Hours)

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

UNIT III: Ecosystems, Biodiversity and Conservation (6 Hours)

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

UNIT IV: Environmental Pollution (6 Hours)

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

UNIT V: Environmental Organizations and Treatise (6 Hours)

United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules- Environmental Impact assessment - Issues deals with Population growth.

Teaching Methodology	Chalk and Talk, Power point and Field visit
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Book for Study

1. Department of Human Excellence, (2021). *Environmental Studies*.

Books for Reference

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

Websites and eLearning Sources

1. <https://www.unep.org/>
2. <http://moef.gov.in/en/>
3. <https://www.ipcc.ch/reports/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Identify the concepts related to global ecology and the environment	K1
CO2	Comprehend the natural resources and environmental organizations	K2
CO3	Apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
2	23UHE24AE01	Ability Enhancement Compulsory Course - 2: Environmental Studies								2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO 4	PSO 5	
CO1	3	2	1	2	2	3	2	2	2	2	2.1
CO2	3	2	1	2	2	3	2	2	2	2	2.1
CO3	3	2	2	2	2	2	3	2	1	2	2.1
Mean Overall Score										2.1 (Medium)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UTA31GL03	General Tamil - 3	4	3

கற்றலின் நோக்கங்கள்				
தனிப்பாடல்களின் பாடற்பொருளை அறிதல்				
சிற்றிலக்கியங்களின் வகைகளையும் வகைமைகளையும் அறிதல்				
இடைக்காலப் புலவர்களின் பங்களிப்பை உணர்தல்				
சிற்றிலக்கியங்களின் பாடுபொருள், தனித்தன்மை, மரபு ஆகியவற்றை அறிதல்				
சிற்றிலக்கியங்கள்வழி தமிழின் வளர்ச்சி நிலையை அறிதல்				

அலகு - 1

(12 மணி நேரம்)

ஒளவையார்

காவிரியே தார்வேந்தன் (16) கற்றது கைமண்ணளவு (39) மதியாதார் முற்றம் (42)
இனியது கேட்கின் (55) தாயொடு அறுசுவை (64)

காளமேகப் புலவர் -

நஞ்சிருக்குத் தோலுரிக்கு நாதர்முடி(4) ஓடுஞ் சூழிசுத்த முண்டமாகும் (16)
அடிநந்தி சேர்தலால் ஆகம் (22) செருப்புக்கு வீரரைச் சென்றுழக்கும் (52)

துதிவாணி வீரம் (80)

இராமச்சந்திர கவிராயர் - வஞ்சகர்பா னடந்தலைந்த - 19
பொற்களந்தைப் படிக்காகத் தம்பிரான் - குட்டுதற்கோபிள்ளைப் பாண்டிய - 21
தமிழ்விடுதாது,- கண்ணிகள் 19 முதல் 62 வரை
கலிங்கத்துப்பரணி - தேவியைப் பரவியது, பாடல் 121 முதல் 134 வரை

அலகு - 2

(12 மணி நேரம்)

முக்கூடற்பள்ளு - நாட்டுப்படலம் பாடல்கள் 19 - முதல் 27 வரை
முத்துகுமாரசாமி பிள்ளைத்தமிழ் - அம்புலிப்பருவம் முதல் 5 பாடல்கள்
அறிஞர் அண்ணா - வேலைக்காரி நாடகம்

அலகு - 3

(12 மணி நேரம்)

திருக்குற்றாலக்குறவஞ்சி - மலைவளம் (6 பாடல்கள்)
இலக்கியவரலாறு - சிற்றிலக்கியங்கள்
நற்றமிழ்க்கோவை கட்டுரைகள் 7, 8, 9

அலகு - 4

(12 மணி நேரம்)

தாயுமானவர் திருப்பாடல்கள் - பராபரக்கண்ணி 7 முதல் 30 வரை உள்ள கண்ணிகள்
இலக்கணம் - அணிகள்
குணங்குடி மஸ்தான் சாகிபு - குறை இரங்கி உரைத்தல் - 7 பாடல்கள்

அலகு - 5

(12 மணி நேரம்)

திருவருட்பா - திருக்கதவம் திறத்தல்
இலக்கிய வரலாறு - இடைக்காலப் புலவர்கள், நாடகத்தமிழ்
நற்றமிழ்க்கோவை - கட்டுரைகள் - 10, 11, 12

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாட நூல்கள்

1. தமிழாய்வுத்துறை (2023), பொதுத்தமிழ்-3, தூய வளனார் கல்லூரி
2. தமிழாய்வுத்துறை (2021), நற்றமிழ்க்கோவை, தூய வளனார் கல்லூரி

பார்வை நூல்கள்

1. செயராமன் ந. வீ. (1967), சிற்றிலக்கியச் செல்வம், மணிவாசகர் பதிப்பகம்
2. பொன்னுசாமி (2023), சிற்றிலக்கிய வரலாறு, இரண்டு தொகுதிகள், பாரிநிலையம்
3. சண்முகம் பிள்ளை மு. (2022), சிற்றிலக்கிய வகைகள், மணிவாசகர் பதிப்பகம்

Websites and eLearning Sources

1. <https://ta.wikipedia.org/wiki/>
2. <https://www.britannica.com/science/Siddha-medicine>
3. <https://nischennai.org/main/siddha-medicine/>

4. <https://tamil.hindustantimes.com/>
5. <https://www.tamiluniversity.ac.in/english/library2-/digital-library/>
6. <https://www.tamilelibrary.org/>
7. www.projectmadurai.or
8. <http://www.tamilvu.org/ta/library-libcontnt-273141>
9. <https://www.tamildigitallibrary.in/>
10. <https://noolaham.org/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	இடைக்காலப் புலவர்களின் பாட்டுத்திறனை அறிந்து கொள்வர்	K1
CO2	சிற்றிலக்கிய வகைகளையும் வகைமைகளையும் அறிந்து கொள்வர்	K2
CO3	பள்ளு, பரணி, பிள்ளைத்தமிழ், குறவஞ்சி போன்ற இலக்கியங்கள் வழி வீரம், பக்தி, காதல் உணர்வை அறிந்து கொள்வர்	K3
CO4	சிற்றிலக்கியங்களின் அமைப்பு பாட்டு வடிவங்களை அறிந்து கொள்வர்	K4
CO5	இடைக்காலத் தமிழ் வளர்ச்சி நிலையை அறிந்து கொள்வர்	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UTA31GL03	General Tamil - 3									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	3	2	3	2	3	3	2	2.5	
CO2	2	2	2	3	3	2	2	3	3	2	2.4	
CO3	3	3	2	3	3	2	2	3	3	3	2.7	
CO4	3	2	2	3	2	3	2	3	2	3	2.5	
CO5	2	3	2	3	2	3	2	3	2	3	2.5	
Mean Overall Score											2.52 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UFR31GL03	French - 3	4	3

Course Objectives

To analyse the French clothing with respect to its culture
To apply prepositions and understand its usages
To analyse a contemporary text in present tense
To evaluate the French festivals and compare with their own cultural context
To apply the past tense using simple conversation

UNIT I (12 Hours)

- TITRE: Vivre la ville
- GRAMMAIRE : la comparaison, les prépositions avec les noms géographiques, les pronoms personnels COI, le pronom y (le lieu)
- LEXIQUE : se repérer sur un plan de ville, la ville, les lieux de la ville
- PRODUCTION ORALE : demander et indiquer une direction dans un dialogue
- PRODUCTION ECRITE : décrire votre ville natale, créez les affiches en appréciant votre ville

UNIT II (12 Hours)

- TITRE: Visiter une ville
- GRAMMAIRE : la position des pronoms compléments, les verbes du premier groupe en - ger et - cer, les verbes ouvrir et accueillir
- LEXIQUE : dire les informations sur une ville de votre choix, les transports, les points cardinaux, les prépositions de lieu
- PRODUCTION ORALE : Indiquer le chemin
- PRODUCTION ECRITE : Demander des renseignements touristiques

UNIT III (12 Hours)

- TITRE: On vend ou on garde
- GRAMMAIRE : la formation du pluriel, les adjectifs de couleurs, l'adjectif beau, nouveau, vieux
- LEXIQUE : savoir comment s'habiller des grandes occasions, les couleurs, les formes, les matériaux
- PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France
- PRODUCTION ECRITE : adresser des souhaits à quelqu'un

UNIT IV (12 Hours)

- TITRE: Ventes d'autrefois, ventes d'aujourd'hui
- GRAMMAIRE : les pronoms relatifs qui et que, l'imparfait, les verbes connaître, écrire, mettre et vendre, la question avec inversion
- LEXIQUE : comprendre la description de personnes dans un extrait de roman, les mesures, l'informatique
- PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.
- PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

UNIT V (12 Hours)

- **TITRE:** Félicitations! / On voyage!
- **GRAMMAIRE :** les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire
- **LEXIQUE :** les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel
- **PRODUCTION ORALE :** Présenter ses vœux-
- **PRODUCTION ECRITE :** Faire une réservation

Teaching Methodology	PPT Presentation, Seminar, Video Assignments
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Book for Study

1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Generation AI*. Didier.

Books for Reference

1. Girardet, J., & Pecheur, J. (2017). *Echo AI*. (2nd Ed.). CLE International.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes AI*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Relate colours, materials and shapes to the french clothing.	K1
CO2	Select appropriate prepositions in giving directions.	K2
CO3	construct a text in present tense using different verbs.	K3
CO4	examine the travel manners and celebrations of the French.	K4
CO5	justify the usage of past tense in a biography.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UFR31GL03	French - 3									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	1	2	2	3	2	3	1	2	3	2.1	
CO2	3	2	3	3	1	2	1	2	2	3	2.2	
CO3	2	1	3	2	2	3	1	3	2	2	2.1	
CO4	3	1	3	2	3	3	3	1	2	3	2.4	
CO5	3	2	3	2	2	3	3	2	2	1	2.3	
Mean Overall Score											2.22 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHI31GL03	Hindi - 3	4	3

Course Objectives

To appreciate the features of Modern Hindi Prose
To understand the Hindi literature in association with the contemporary requirements
To enable the students to develop their effective communicative skills in Hindi
To strengthen the language competence among the students
To empower the students with globally employable soft skills

UNIT I (12 Hours)

- Tera Sneh Na Khoon
- Samband Bodak
- Reethikal - Namakarn
- Tense

UNIT II (12 Hours)

- Himadri Thung Sring Se
- Paribakshik Shabdavali
- Smuchaya Bodak
- Reethikal - Samajik Paristhithiyam

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

- Shokgeeth
- Avikary Shabdh
- Reethikal - Main Divisions
- Social Media and Modern World

UNIT V (12 Hours)

- Reethikal - Visheshathayem
- Anuvad
- Bahoo Ki Vidha (One Act Play)

Teaching Methodology	Videos, PPT, Quiz, Group Discussion, Case Based Problem Solving
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Books for Study

1. Jain, S.K. (2019). *Anuwad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.
2. Gupth, K. M. (2020). *Hindi Vyakaran*, Anand Prakashan.
3. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.

Books for Reference

1. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.
2. Singh, L.P. (2017). *Kavya Ke Sopan*. Bharathy Bhavan Prakashan.

3. Shukla, A.R. (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.
4. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.

Websites and eLearning Sources

1. <https://www.hindwi.org/poets/jaishankar-prasad/all>
2. <https://youtu.be/e9wK-pYfVPc>
3. <https://www.amarujala.com/kavya/sahitya/sumitranandan-pant-best-hindi-poems>
4. <https://mycoaching.in/samuchchay-bodhak-kya-hai>
5. <https://www.subhshiv.in/2021/06/avikari-shabd.html>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will able to	
CO1	find out the dialects of Hindi language.	K1
CO2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2
CO3	illustrate the importance given to family ethics by the youth in the modern period according to “Bahoo Ki vidha” One Act play.	K3
CO4	categorize the poetics in some selective poems.	K4
CO5	justify the social & political conditions of Devotional period in Hindi Literature.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course					Hours	Credits				
3	23UHI31GL03	Hindi - 3					4	3				
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	3	3	2	3	2	1	3	2	2.4	
CO2	3	2	3	2	2	3	2	3	2	3	2.5	
CO3	3	2	2	3	1	3	2	3	2	3	2.4	
CO4	2	3	3	2	3	2	3	3	2	1	2.4	
CO5	3	2	2	3	3	2	1	3	2	3	2.4	
Mean Overall Score											2.42 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23USA31GL03	Sanskrit - 3	4	3

Course Objectives
To introduce simple poetry in Sanskrit
To give an exposure to the Vedas and Vedangas
To acquaint students with epics and puranas
To train students in conjugation of verbs in future tense
To introduce Upasarga-s and their role in verb formations

UNIT I (12 Hours)
Ramodantam , Balakandam (1-15 verses)

UNIT II (12 Hours)
Ramodantam, Balakandam (15-30 verses)

UNIT III (12 Hours)
Vedas - Vedangas vivaranam

UNIT IV (12 Hours)
Asta dasha Purana and Dashopanishads

UNIT V (12 Hours)
Upasargas and Bhavishyat Kaalah Vakya Prayoga

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
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Books for Study

1. Vedic literature
2. Ramodantam

Books for Reference

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

Websites and eLearning Sources

1. <https://www.scribd.com/doc/210917188/Sri-Ramodantam-Sanskrit-Text-With-English-Translation>
2. <http://www.sushmajee.com/ms-ppp/text/ved-notes.pdf>
3. <https://occr.org.in/publication/Vedanga.pdf>
4. https://www.forgottenbooks.com/en/download/TheThirteenPrincipalUpanishadsTranslatedFromtheSanskrit_10017247.pdf
5. <https://www.learn Sanskrit.org/guide/uninflected-words/the-upasarga/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	Remember Characters and events of Ramayana	K1
CO2	Understand social ethics and moral duties.	K2
CO3	Apply the values learnt, in day to day life	K3
CO4	Appreciate the Vedic Philosophy	K4
CO5	Evaluate and create new words with upasargas	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23USA31GL03	Sanskrit - 3									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	2	3	3	3	3	3	2	1	2.3	
CO2	3	3	2	3	3	2	2	3	3	3	2.7	
CO3	3	3	1	3	3	1	1	3	3	3	2.4	
CO4	2	2	1	2	3	2	2	3	2	1	2.0	
CO5	3	3	2	3	2	2	3	3	3	2	2.6	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UEN32GE03	General English - 3	5	3

Course Objectives
To develop strategies to enhance reading skills through teacher-led practices, promoting comprehension, critical analysis, and creative engagement with various genres.
To strengthen informal and formal letter writing skills.
To analyze and appreciate different literary forms, including anecdotes, biographies, poems, and prose, fostering critical thinking and creative expression.
To practice applying grammatical structures, including the simple future and future continuous tenses, in writing tasks.
To engage in critical discussions through reading and writing about societal issues.

UNIT I: Suggestions to Develop Your Reading Habit (13 Hours)

- 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

UNIT II: The Secret of Success: An Anecdote (13 Hours)

- 1.9 Introduction
- 2.0 Objectives
- 2.1 Listening and Reading Skills through Teacher-led Reading Practice
- 2.2 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

UNIT III: The Impact of Liquor Consumption on the Society (13 Hours)

- 2.9 Introduction
- 3.0 Objectives
- 3.1 Listening and Reading Skills through Teacher-led Reading Practice
- 3.2 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

UNIT IV: Dr. A.P.J. Abdul Kalam: A Short Biography**(12 Hours)**

- 3.9 Introduction
- 4.0 Objectives
- 4.1 Listening and Reading Skills through Teacher-led Reading Practice
- 4.2 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

UNIT V: Golden Rule: A Poem**(12 Hours)**

- 4.9 Introduction
- 5.0 Objectives
- 5.1 Listening and Reading Skills through Teacher-led Reading Practice
- 5.2 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

UNIT VI: Hygiene**(12 Hours)**

- 5.9 Introduction
- 6.0 Objectives
- 6.1 Listening and Reading Skills through Teacher-led Reading Practice
- 6.2 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

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

1. Jayraj., & Arul, S.J. et al. (2016). *Trend-Setter: An Interactive General English Textbook for Undergraduate Students*. Trinity.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall and explain the fundamental components of English language and grammar.	K1
CO2	demonstrate their understanding of various texts by summarizing, paraphrasing, and interpreting the contents.	K2
CO3	apply their language and comprehension skills to create written communication.	K3
CO4	critically analyze the texts presented in the course.	K4
CO5	synthesize the language and grammar knowledge to compose creative tasks	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UEN32GE03	General English - 3								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33CC04	Core Course - 4: Mass Communication Theories	5	4

Course Objectives
To recall the fundamentals of the communication theories.
To find the theories related to mass media.
To classify the elements in the various communication process
To identify the new media theories.
To examine the various effects of mass media

UNIT I (15 Hours)
 Communication- Definition and Process- Types of Communication- Functions and characteristics of Barriers of Communication- 7C's of Communication - Communication models and theories- Early models of communication, Aristotle model of communication - S-M-C-R model -Hypodermic needle model - Laswell Model of communication - Wilbur Schramm model of communication - George Gerbner's model Theodore M. Newcomb's model - Dance's Helical Model

UNIT II (15 Hours)
 Sociological Theories- Social learning theory - Agenda setting theory-Uses and gratification theory- Dependency theory- play theory - Theories of persuasion -Hypodermic/ bullet theory- Individual difference theory- Personal influence theory- Diffusion of Innovations.

UNIT III (15 Hours)
 Normative theories - Authoritarian theory (Gulf) - Libertarian theory (America, U.K.) - Social responsibility theory (India) - Soviet media theory (Russia) - Democratic participant media theory (Third World Countries). Cultivation theory

UNIT IV (15 Hours)
 Information theory - New media theory- Network theory- Mediatization theory - Socialization theory and Consumer socialization theory.

UNIT V (15 Hours)
 Mass media audiences-Children and Media- Media Violence- Media and Women -Media and Indian Society - Media and Family.

Teaching Methodology	Chalk and Talk
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Books for Study

- Aggarwal, V. B., & Gupta, V. S. *Hand Book of Journalism and Mass Communication*.
Unit 1 -Section 1(page 42, 71)
Unit II - Section 1(page 71-89)
Unit III -Section 1(page 92, 101)
UNIT IV - Section 1(page 122)
- Kumar, K. J. *Mass Communication in India* (4th Ed.)
UNIT V - Section 4 (page 135-145)

Books for References

- The mass media Ed.* by Arvindkumar. Anmol pub.
- Mass Communication Theory. (2nd Edition).* By Denis McQuail. Sage.
- Theories of the Information Society* by Webster. Frank Routledge.
- Theories of Mass Communication* by Mattelart.
- Mass Communication Theory. (2nd Edition).* by McQuail. Denis.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	recall the fundamentals of the communication theories.	K1
CO2	find the theories related to mass media.	K2
CO3	classify the elements in the various communication process	K3
CO4	identify the new media theories.	K4
CO5	examine the various effects of mass media	K5

Relationship Matrix											
Semester	Course code	Title of the Course								Hours	Credits
3	23UVC33CC04	Core Course - 4: Mass Communication Theories								5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	1	3	3	3	1	2	2.3
CO2	3	2	3	2	1	3	3	3	1	2	2.3
CO3	3	3	3	1	1	3	3	3	1	2	2.3
CO4	2	3	3	2	1	3	3	3	1	2	2.3
CO5	3	3	2	3	2	3	3	3	1	2	2.5
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33CC05	Core Course - 5: Writing for Mass Media	4	3

Course Objectives
To know about the nuances of writing for media
To understand the principles and elements of news writing
To apply various styles of writing for print
To analyze techniques and rules of creative writing
To assume the basic principles of writing for electronic media

UNIT I (12 Hours)
 Art of Writing- Kinds of Media Writing- Inform-Describe & Persuade-The ABCD of Media Writing (Accuracy- Brevity-Clarity & Discernment) - Style book.

UNIT II (12 Hours)
 Article- guidelines of article writing-Writing the feature Story -Feature leads -Developing feature- Feature techniques - feature endings- News features - - Human interest features- cover story- leads- types of leads- sources of information- beats- observation- interview- Narratives.

UNIT III (12 Hours)
 Writing and editing news- the elements of news style - The language of journalism- inverted pyramid-concrete-specific- active- clear- democratic- citizen journalism- Grammar - Engaging the reader-Analyzing the lead-effective and ineffective transitions- and use of quotes - Headline writing.

UNIT IV (12 Hours)
 Basic principles of writing for print- nut graph- Elements of news writing- Steps of writing - editorial, features & review- clarity- content- photo story- layout- writing for picture.

UNIT V (12 Hours)
 Basic principles of writing for electronic media: Radio & TV- Elements and Importance of News writing for Radio & TV- Steps & elements of writing for Radio & TV: editorial-features & review news story-human interest- styles of reporting.

Teaching Methodology	Chalk and Talk
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Books for Study

- Ron, F. S. *Editing Today*: Ron F. Smith & Loraine M. O 'Connell, Blackwell, reprinted in India by Surjeet.
UNIT -I, II&III (Page: 35-115)
- Inside the Writer 's Mind. (2009). *Writing Narrative Journalism*: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet.
UNIT -IV&V (Page: 254-300)

Books for References

- Fleming, C. et al. Vistaar. (2006). *An Introduction to Journalism*.
- Kumar, E. R. R., & Jaico. (2004). *Handbook of English Usage*.
- Saxena, S. & Sage, (2006). *Headline Writing*.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, the students will be able to	
CO1	gain knowledge about the nuances of writing for media	K1
CO2	apply various styles of writing for print	K2
CO3	analyze techniques and rules of creative writing	K3
CO4	Understand the principles and elements of news writing	K4
CO5	Assume the basic principles of writing for electronic media	K4

Relationship Matrix												
Semester	Course code	Title of the Course									Hours	Credits
3	23UVC33CC05	Core Course - 5: Writing for Mass Media									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	3	3	2	3	2	3	2	2.5	
CO2	3	3	2	3	3	2	3	1	3	2	2.5	
CO3	3	3	2	3	1	1	2	1	3	3	2.2	
CO4	3	3	2	3	1	1	3	2	3	2	2.3	
CO5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33CP03	Core Practical - 3: Computer Graphics	4	3

Course Objectives
To know on the principles of composition
To utilize graphics software as a best visual communication tool
To understand the principles of design
To apply the layout principles of graphic design
To analyse the application of various graphics soft wares

Design in Photoshop

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

METHODOLOGY

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

Books for Reference

1. Dabner, D., Stewart, S., & Zempol, E. (2014). *A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media*. Wiley.
2. Foley, Vandam, A., Feiner & Huge, J. F. (2007). *Computer Graphics: Principles and Practice*. (2nd Ed.).Pearson Education.

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33AO01A	Allied Optional - 1: Documentary Filmmaking	4	2

Course Objectives
To gain knowledge of history and growth of film making.
To get in depth knowledge of various elements and features of documentary filmmaking.
To understand the concept of reality associated with documentary and apply the ethics on making process.
To develop a scripting knowledge on the area of documentarismaking
To analysis the complete grasp of documentary filmmaking with special focus on the themes and its presentation.

UNIT I (9 Hours)

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

UNIT II (9 Hours)

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

UNIT III (9 Hours)

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

UNIT IV (9 Hours)

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

UNIT V (9 Hours)

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

Teaching Methodology	Chalk and Talk
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Books for Study

- Battaglia, G. (2017). *Documentary Film in India: An Anthropological History*.
UNIT - I, II & IV chapter- 1,5,6 (Page:25-98)
- Brucker, G. A. (1988). Renaissance Society of America. *The Society of Renaissance Florence: A Documentary Study*.
UNIT - III & V Section-4,6 (Page: 34-70)

Books for References

- Rand, P. (1993). *Forms and Chaos*. Yale University press.
- Srivastava, K. M. (1991). *Media Issues*. Sterling Publication.
- Foley, Vandam, Feiner and Huges. *Principles and Practice*. (2nd Edition).
- Charles, U. L. (2001). *Persuasion-Reception and Responsibility*. Wadsworth.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	gain knowledge of history and growth of filmmaking.	K1
CO2	understand in depth knowledge of various elements and features of documentary filmmaking.	K2
CO3	understand the concept	K3
CO4	develop a scripting knowledge on the area of documentary making	K4
CO5	analysis the complete grasp of documentary filmmaking with special focus on the themes and its presentation.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
3	23UVC33A001A	Allied Optional: Documentary Filmmaking								4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	1	3	3	2	2	3	2.2
CO2	2	3	2	1	2	3	3	2	2	3	2.3
CO3	1	2	3	2	3	2	3	2	3	2	2.3
CO4	1	2	2	3	1	2	3	2	2	3	2.1
CO5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33A001B	Allied Optional - 1: Digital Marketing	4	2

Course Objectives
To understand the characteristics, techniques and benefits of digital marketing
To gain knowledge about the types of digital market
To analyze digital marketing tools and its influences in the market
To comprehend the recent digital marketing trends.
To understand the legal and ethical issues in digital marketing

UNIT I (12 Hours)
Digital Marketing - Definition of Digital Marketing - Characteristics of Digital Marketing - Digital Marketing Techniques - Benefits of Digital Marketing - Issues and challenges in Digital Marketing.

UNIT II (12 Hours)
Introduction, Objectives- Types of Digital Market- Digital Malls- Digital Store front- Digital Market Place.

UNIT III (12 Hours)
Digital Marketing Tools - Introduction, Objectives- Create a Website- Types of Digital Marketing, Social Media Marketing- Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising- Digital Media Platforms (OTT- Over the Top) - Changing Scenario in Media Productions and distribution

UNIT IV (12 Hours)
Digital Marketing Plan - Scope of Digital Marketing Plan- Situational Analysis- Setting Objectives- Marketing Mix Decision- Budget Allocation- Action Plan- Measuring Success.

UNIT V (12 Hours)
Legal and Ethical Issues in Digital Marketing - Legal Protection - Privacy - Digital Property, Online Expression- Emerging Issues.

Teaching Methodology	Chalk and Talk
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Books for Study

- Deiss, R., & Henneberry, R. *Digital Marketing For Dummies*. John Wiley & Sons, Inc.
UNIT I: Chapter 1 and 2(Pages 1-37, 59-103).
UNIT II: Chapter 4 (Pages- 245-267).
UNIT III: Chapter 5 (Pages- 281-301).
- Kingsnorth, S. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page Publishers.
UNIT IV: Chapter 7(Pages 83- 94, 95-118).
UNIT V: Chapter 12 and 17 (Pages 196- 210, 278-294).

Books for References

- Ahuja, V. (2015). *Digital Marketing*. Oxford University Press: Illustrated edition.
- Dodso, I. (2017). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. (1st Edition). Wiley.
- Bhatia, P. (2019). *Fundamentals of Digital Marketing*. (2nd Edition). Pearson Education.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
CO1	gain knowledge about the types of digital market	K1
CO2	understand the characteristics, techniques and benefits of digital marketing	K2
CO3	ability to understand the legal and ethical issues in digital marketing	K3
CO4	comprehend the recent digital marketing trends.	K4
CO5	ability to analyze digital marketing tools and its influences in the market	K5

Relationship Matrix											
Semester	Course code		Title of the Course							Hours	Credits
3	23UVC33AO01B		Allied optional Theory - 1: Digital Marketing							4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33OP01A	Allied Optional Practical - 1: Documentary Filmmaking	2	2

CO- Statement
To understand the importance of scripting in documentary making
To gain in depth knowledge on the process of production in documentary film making
To make use of interview skills in documentary making
To evaluate the essential requirements for documentary filmmaking
To analyze the effects of cinematographic properties in documentaries

List of Practical

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UVC33AO01B	Allied Optional Practical - 1: Digital Marketing	2	2

Course Objectives
To create their own social media pages and channels
To acquire knowledge on the production of PSA.
To understand the concept of digital marketing technically and aesthetically.
To understand the various applications of digital marketing and its business advantages.
To analyze the importance of brand awareness

List of Practical's:

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

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

Books for Study

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHE34VE03A	Value Education - 3: Social Ethics - 1	2	1

Course Objectives
To gain a comprehensive understanding of the principles advocated in social ethics.
To examine the different types of political systems in a thorough manner.
To comprehend the role and obligations of the educated youth.
To evaluate the conduct of the elected representatives in a detailed manner.
To thoughtfully analyze the various forms of cyber crime.

UNIT I: Introduction to Social Ethics (6 Hours)

Social ethics, social ethics and social responsibility, social ethics play an important role on the areas, religion influences social changes and vice versa, secularism. Social ethics and corporate dynamics, forms of social ethics.

UNIT II: The Economic and Political System of Today (6 Hours)

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

UNIT III: Integrity in Public Life National Integration (6 Hours)

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

UNIT IV: Cyber Crime (6 Hours)

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

UNIT V: Social Integration (6 Hours)

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

Book for Study

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

Books for Reference

1. Arora, R.K. (2014). *Ethics, Integrity and Values*. Public Service Paperback.
2. Cunningham, D. (2004). *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press.
3. Mali, P. (2017). *Cyber law & Cyber Crimes simplified*. Cyber Info media Paperback.
4. Richardson, M. (2019). *Cyber Crime: Law and Practice Hardcover - Import*.

Websites and eLearning Sources

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

3. <https://www.esv.org/resources/esv-global-study-bible/social-ethics/>
4. https://en.wikipedia.org/wiki/Political_system

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	know the responsibility of the educated youth.	K1
CO2	understand the values prescribed under social ethics.	K2
CO3	apply their minds critically to the various types of cyber crime.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UHE34VE03A	Value Education - 3: Social Ethics - 1									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	2	3	3	2.7	
CO2	3	2	2	2	3	2	2	3	2	2	2.3	
CO3	2	3	3	3	2	3	3	3	3	3	2.8	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	23UHE34VE03B	Value Education - 3: Religious Doctrine - 1	2	1

Course Objectives
To impart knowledge to students about Salvation History
To familiarize students with the life and mission of Jesus Christ
To help Students understand the Holy Spirit
To empower students on Gospel Values
To equip the students about Mother Mary

UNIT I:	God of salvation	(6 Hours)
UNIT II:	Life & Mission of Jesus Christ	(6 Hours)
UNIT III:	The Holy Spirit	(6 Hours)
UNIT IV:	Gospel Values	(6 Hours)
UNIT V:	Mary, the Mother of God	(6 Hours)

Teaching Methodology	Chalk and Talk, Power point, Assignment and Group discussion
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Books for Study

1. Department of Human Excellence. (2022). *Fullness of Life*. St. Joseph's College, Tiruchirappalli.

Books for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand the Salvation History	K1
CO2	grasp to the life and purpose of Jesus Christ	K2
CO3	live out the teachings of the Gospel	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
3	23UHE34VE03B	Value Education - 3: Religious Doctrine - 1									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	2	3	3	2.7	
CO2	3	2	2	2	3	3	3	3	2	2	2.5	
CO3	2	2	3	3	2	2	3	3	3	3	2.6	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UTA41GL04B	General Tamil - 4: அறிவியல் தமிழ் (Scientific Tamil)	4	3

கற்றலின் நோக்கங்கள்	
அன்றாட வாழ்வில் அறிவியலின் செல்வாக்கை அறிந்துகொள்ளுதல்	
பண்டைத்தமிழர் வாழ்வில் இடம்பெற்ற அறிவியல்சூறுகளைக் கண்டறிதல்	
அறிவியலின் வளர்நிலைகளையும் வகைப்பாடுகளையும் கண்டுணர்தல்	
பண்டைத்தமிழரின் பல்துறைச் சிந்தனைகள்வழி தமிழர் தம் பண்பாட்டு மேன்மையை உணர்தல்	
படைப்பாற்றல் திறனைக் கண்டறிந்து வளர்த்தெடுத்தல்	

அலகு 1

(12 மணி நேரம்)

தொல்காப்பியம்: நிலம் தீ நீர் வளி விசும்போடு (தொல். பொருள் 635)

ஒன்றறிவதுவே (தொல். பொருள் 571)

புறநானூறு

மண் திணித்த நிலனும் (புறம் 2 1- 6) செஞ்ஞா யிற்றுச் செலவும் (புறம் 30 1- 7)

அகநானூறு

அம்ம வாழி, தோழி (அகம் 141: 1-11) செஞ்ஞா யிற்றுச் செலவும் (புறம் 30 1-7)

பதிற்றுப்பத்து

நிலம் நீர் வளி விசும்பு என்ற நான்கின் (பதிற்று 14:1-4)

நெடுவயின் ஒளிறு மின்னுப் பரந்தாங்கு (பதிற்று 24:1-26)

உரைநடைக்கட்டுரை: வியக்க வைக்கும் தமிழரின் அறிவியல்

அலகு 2

(12 மணி நேரம்)

சித்தர் பாடல்கள்

பதார்த்த சிந்தாமணி

குளத்து சலந்தானே கொடிதான (27) ஏரிசலம் வாதமிகு மதுவே (31)

அருவிநீர் மேக மகற்றுங் (39) மேவிய சீவன் வடிவது சொல்லிடில் (திருமூலர்)

அணுவில் அணுவினை ஆதிபிரானை (திருமூலர்)

நட்டகல்லைத் தெய்வமென்று (சிவவாக்கியர்)

உரைநடைக்கட்டுரை: தமிழர்களின் மருத்துவ அறிவியல்

அலகு 3

(12 மணி நேரம்)

திருக்குறள் (2 அதிகாரங்கள்)

வான் சிறப்பு, மருந்து வலைப்பூக்கள் உருவாக்கல், பராமரித்தல் புதிய

அறிவியல் கலைச்சொல்லாக்கங்களை உருவாக்குதல்

உரைநடைக்கட்டுரை: தமிழ் இலக்கியங்களில் வெளிப்படும் நீர்

மேலாண்மையியல்

அலகு 4

(12 மணி நேரம்)

புதினம்: சொர்க்கத்தீவு - சுஜாதா நூல் - திறனாய்வு அறிவியல் புனைவு

ஆவணப்படம், திரைப்படம் - திறனாய்வு

உரைநடைக்கட்டுரை: தமிழில் அறிவியல் புனைவுகள்

அலகு 5

(12 மணி நேரம்)

அறிவியல்; கலைச்சொற்கள் அன்றாட வாழ்வில் அறிவியல் பழமொழிகளைத் தொகுத்தல் மூலிகைகள்,

கீரைகள் ஆகியவற்றின் முக்கியத்துவத்தைக் காட்சிப்படுத்துதல். தமிழர் அறிவியல் கண்காட்சி நடத்துதல்

உரைநடைக்கட்டுரை: அறிவியல் தமிழின் வளர்ச்சி நிலைகள்;

கற்பித்தல் முறை	விரிவுரை (Lecture), காணொளிக் காட்சி (Videos), விளக்கக் காட்சி (PPT presentation)
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பாட நூல்கள்

1. தமிழாய்வுத்துறை (2021), அறிவியல் தமிழ் , தூய வளனார் தன்னாட்சிக் கல்லூரி

2. சுஜாதா (2009), சொர்க்கத்தீவு, லிசா பப்ளிகேஷன்ஸ்,

3. மூர்த்தி அ.கி.(2001) , அறிவியல் கலைச்சொல் அகராதி, மணிவாசகர் பதிப்பகம்.

பார்வை நூல்கள்

1. நெடுஞ்செழியன்(2017), இன்னும் மீதமிருக்கிறது நம்பிக்கை, பூவுலகின் நண்பர்கள் வெளியீடு
2. குழந்தைசாமி.வா.செ., (2001), அறிவியல்தமிழ், பாரதி பதிப்பகம்

Websites and eLearning Sources

1. www.tamilvu.org
2. www.tamildigitallibrary.in
3. https://www.tamiluniversity.ac.in/english/library2-/digital-library/
4. https://www.tamilelibrary.org/

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO1	பண்டைய தமிழர்களின், அறிவியல் அறிவை அறிந்து கொள்வர்.	K1
CO2	பண்டைய தமிழ் இலக்கியங்களுள் காணாலும் அறிவியல் சிந்தனைகளைப் புரிந்துகொள்வர்.	K2
CO3	தமிழரின் அறிவியல் மருத்துவத்தையும், நீர் மேலாண்மை அறிவையும் அறிந்து கொள்வர்.	K3
CO4	இக்கால இலக்கியங்களுள் அறிவியல்துறை பெற்றுள்ள இடத்தை அறிந்து கொள்வர்.	K4
CO5	அறிவியல் கலைச்சொற்களைத் தமிழில் கற்றுக் கொண்டு அறிவியல்தமிழ் வளரத் துணைபுரிவர்.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UTA41GL04B	General Tamil - 4 அறிவியல் தமிழ் (Scientific Tamil)									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	1	2	3	2	2	3	3	2	2	2	2.2	
CO2	2	2	3	2	2	2	3	2	3	2	2.3	
CO3	1	2	2	3	2	2	2	3	3	3	2.3	
CO4	2	2	3	2	2	3	2	3	3	2	2.4	
CO5	3	1	2	2	2	2	3	2	3	3	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UFR41GL04	French - 4	4	3

Course Objectives
To analyse the French clothing with respect to its culture
To apply prepositions and understand its usages
To analyse a contemporary text in present tense
To evaluate the French festivals and compare with their own cultural context
To apply the past tense using simple conversation

UNIT I (12 Hours)

- TITRE: On fait le mélange!
- GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative
- LEXIQUE : décrire les étapes d'une action, la maison, les tâches ménagères
- PRODUCTION ORALE : comprendre le récit d'un voyage
- PRODUCTION ECRITE : raconter ses actions quotidiennes

UNIT II (12 Hours)

- TITRE: à propos de logement
- GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre
- LEXIQUE : la localisation et le logement, les pièces, meubles et équipement
- PRODUCTION ORALE : jeu de rôle -votre ami et vous s'installe dans un nouveau meuble
- PRODUCTION ECRITE : décrire votre maison/appartement

UNIT III (12 Hours)

- TITRE: Tous en forme!
- GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée
- LEXIQUE : un souvenir et les événements du passés, le corps humain : extérieur, le corps humain : intérieur
- PRODUCTION ORALE : échanger sur ses projets de vacances
- PRODUCTION ECRITE : raconter un souvenir

UNIT IV (12 Hours)

- TITRE: Accidents et catastrophes
- GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir
- LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles
- PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné
- PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

UNIT V (12 Hours)

- TITRE: Faire ses études a l'étranger/ bon voyage/ la météo
- GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus - moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir

- LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger, la météo
- PRODUCTION ORALE : exprimer son opinion sur la météo/parler de l'avenir
- PRODUCTION ECRITE: comparer le système scolaire français et indien

Teaching Methodology	Workshop, group activity, Sharing contemporary french cultural videos
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Book for Study

1. Dauda, P., Giachino, L., & Baracco, C. (2016). *Generation AI*. Didier.

Books for Reference

1. Girardet, J., & Pecheur, J. (2017). *Echo AI*. (2nd Ed.). CLE International.
2. Mérieux, R., & Loiseau, Y. (2012). *Latitudes AI*. Didier.
3. Fournier, I. (2011). *Talk French*. Goyal Publishers.

Websites and eLearning Sources

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall the vocabulary pertaining to dwelling place.	K1
CO2	outline crisis management in France.	K2
CO3	develop a travel diary of your own.	K3
CO4	simplify the French education system.	K4
CO5	interpret past tenses in a text.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UFR41GL04	French - 4									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	1	3	2	2	3	2	1	2	2	2.1	
CO2	3	1	2	3	3	3	2	1	3	1	2.2	
CO3	3	2	3	2	2	3	2	1	3	2	2.3	
CO4	3	1	2	2	3	3	3	1	3	3	2.4	
CO5	2	2	3	3	1	3	1	2	3	2	2.2	
Mean Overall Score											2.24 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHI41GL04	Hindi - 4	4	3

Course Objectives
To strengthen the language competence among the students
To equip students with cinematic perspective by comparative studies of Hindi literature
To enable the students to develop their effective communicative skills in Hindi
To strengthen the language competence among the students
To incept research-oriented aspirations among students

UNIT I (12 Hours)

- Computer Ka Yug
- Prathyay
- Adhunik Kal - Namakarn
- Namakaran

UNIT II (12 Hours)

- Vigyan Hani/Labh
- Paryayvachy Shabdh
- Adhunik Kal - Samajik Paristhithiyam
- Samanarthy Shabdh

UNIT III (12 Hours)

- Nari Shiksha
- Upasarg
- Adhunik Kal - Sahithyik Paristhithiyam
- Adhunik Kal - Salient Features

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

- Sapnom Kee Home Delivery (Novel)
- Anuvad

Teaching Methodology	Debate Participation, Videos, PPT, Quiz, Project Work
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Books for Study

1. Bosalae, S. (2020). *kavya sarang*. Rajkamal Prakashan.
2. Gupt, M. K. (2020). *Hindi Vyakaran*. Anand Prakashan.
3. Jain, S.K. (2019). *Anuvad: Siddhant Evam Vyavhar*. Kailash Pustak Sadan.

Books for Reference

1. Chaturvedi, R.P. (2015). *Hindi vyakarana*. Upakar Prakashan.
2. Ramdev. (2016). *Vyakaran Pradeep*. Hindi Bhavan.
3. Gosamy, K. (2016). *Anuvad vigyan ki Bhumika*. Rajkamal Prakashan.
4. Shukla, A. R (2021). *Hindi Sahitya Ka Itihas*, Prabhat Prakashan.

Websites and eLearning Sources

1. <https://youtu.be/xmr-DaQ3LhA>
2. <https://mycoaching.in/adhunik-kaal>
3. <https://m.sahityakunj.net/entries/view/bhartiya-sahitya-mein-anuvad-kee-bhoomika>
4. <https://mycoaching.in/upsarg-in-hindi>
5. <https://kalingaliteraryfestival.com/speakers/mamta-kalia/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of the course, the student will able to	
CO1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO2	discuss the dialects of Hindi language.	K2
CO3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO4	analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliyah".	K4
CO5	evaluate the film & Literary works in Hindi.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course					Hours	Credits		
4	23UHI41GL04		Hindi - 4					4	3		
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	3	2	3	2	3	1	2.4
CO2	3	2	3	3	2	3	2	3	1	2	2.4
CO3	3	2	2	3	2	2	1	3	2	3	2.3
CO4	3	2	3	1	3	3	2	3	3	2	2.5
CO5	3	2	2	3	3	2	3	2	3	3	2.6
Mean Overall Score											2.44 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23USA41GL04	Sanskrit - 4	4	3

Course Objectives				
To give an exposure to Sanskrit drama in general				
To showcase the structure of pre-kalidasa plays in Sanskrit				
To coach students in Sanskrit morphology				
To acquaint students with the structures of Sanskrit syntax				
To impart communicative skills in Sanskrit by training in the functional aspects of the language				

UNIT I (12 Hours)
Samskrita Vyavahara sahasri vakiya Prayogaha

UNIT II (12 Hours)
Lot Lakaarah, Prayaogh Kartari Vaakyaani

UNIT III (12 Hours)
Naatakasya Itihaasah Vivaranam, Thuva and Tum Suffixs

UNIT IV (12 Hours)
Karnabhaaram , Naatakasya Visistyam

UNIT V (12 Hours)
Samskrita Racanani Vubhavoga

Teaching Methodology	Videos, PPT, Blackboard, Demonstration, Exercises
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Books for Study

1. *Karnabhavam & Literature Language*
2. *Dhaatu Manjari*
3. Samskrita Vyavahara Sahasri (A Collection of One Thousand Sentances), Samskrita Bharati, Delhi.

Books for Reference

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

Websites and eLearning Sources

1. https://sanskritdocuments.org/doc_z_misc_major_works/daily.pdf
2. <https://www.learnsanskrit.org/guide/verbs-1/karmani-and-bhave-prayoga/>
3. <https://ia902903.us.archive.org/7/items/in.ernet.dli.2015.102820/2015.102820.The-Sanskrit-Drama-In-Its-Origin-Development-Theory-And-Practice.pdf>
4. https://archive.org/details/oafI_karna-bharam-karnas-burden-of-bhasa-with-dr.-sudhakar-malaviya-gokuldas-sanskrit
5. <https://sanskritwisdom.com/composition/essays/sanskrit-language/>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand human behaviors by studying dramas	K1
CO2	remember and identifying Mahabharata characters and events	K2
CO3	apply the morals learnt in day to day life	K3
CO4	appreciate ancient Sanskrit dramas	K4
CO5	create new conversational sentences and to Improve self-character (Personality Development)	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23USA41GL04	Sanskrit - 4									4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	2	2	2	3	3	3	3	3	2	2.4	
CO2	2	2	3	3	2	3	2	3	3	2	2.5	
CO3	3	3	2	3	2	1	1	3	3	3	2.4	
CO4	2	2	3	2	3	3	3	3	2	3	2.6	
CO5	2	3	3	3	2	1	3	3	3	2	2.5	
Mean Overall Score											2.48 (High)	

Semester	Course Code	Title of the Course	Hours/week	Credits
4	23UEN42GE04	General English - 4	5	3

Course Objectives

To develop and enhance language proficiency in listening, reading, and writing skills through teacher-led reading practice, and comprehension exercises.

To encourage creative thinking through creative tasks and essay writing.

To foster effective communication skills by engaging in tasks that require note-taking, note-making, précis writing, paragraph writing, and the synthesis of information from different sources.

To strengthen grammatical skills by focusing on the application of different tenses and to emphasise grammatical accuracy in various writing tasks.

To encourage students to critically engage with media content and evaluate information.

UNIT I: Women Through the Eyes of Media

(13 Hours)

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: Writing Minutes of a Meeting

1.8 Grammar: Present Perfect Tense

UNIT II: Effects of Tobacco Smoking

(13 Hours)

1.9 Introduction

2.0 Objectives

2.1 Listening and Reading Skills through Teacher-led Reading Practice

2.2 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 Skill: Note-Taking

2.8 Grammar: Present Perfect Continuous Tense

UNIT III: Short Message Service (SMS)

(13 Hours)

2.9 Introduction

3.0 Objectives

3.1 Listening and Reading Skills through Teacher-led Reading Practice

3.2 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 Skill: Note-Making

3.8 Grammar: Past Perfect Tense

UNIT IV: An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report (12 Hours)

- 3.9 Introduction
- 4.0 Objectives
- 4.1 Listening and Reading Skills through Teacher-led Reading Practice
- 4.2 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: Précis Writing
- 4.8 Grammar: Past Perfect Continuous Tense

UNIT V: Traffic Rules (12 Hours)

- 4.9 Introduction
- 5.0 Objectives
- 5.1 Listening and Reading Skills through Teacher-led Reading Practice
- 5.2 Glossary
- 5.3.1 Words
- 5.3.2 Phrases
- 5.4 Reading Comprehension
- 5.5 Critical Analysis
- 5.6 Creative Task
- 5.7 General Writing Skill: Paragraph Writing
- 5.8 Grammar: Future Perfect Tense

UNIT VI: A Handful of Answers: A Zen Tale (12 Hours)

- 5.9 Introduction
- 6.0 Objectives
- 6.1 Listening and Reading Skills through Teacher-led Reading Practice
- 6.2 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 Short Essays on Current Issues/General Topics
- 6.8 Grammar: Future Perfect Continuous Tense

Teaching Methodology	Lecture Method, Use of ICT Tools and Interactive method
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Book for Study

1. Jayraj., & Arul, S.J. et al. (2016). *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	identify and explain key concepts and topics discussed in the course.	K1
CO2	understand the content by summarising, paraphrasing, and interpreting the materials presented.	K2
CO3	apply their knowledge to create various forms of written communication, such as meeting minutes, notes, précis, paragraphs, and essays.	K3
CO4	analyse the application of different tenses in various texts.	K4
CO5	synthesise their knowledge by creating creative tasks, including short essays on current issues and general topics	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	23UEN42GE04		General English - 4							5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	3	2	3	2	3	2	2.4
CO2	2	2	3	2	3	3	2	3	2	2	2.3
CO3	2	3	2	3	2	2	3	2	3	2	2.4
CO4	2	2	3	2	3	3	2	3	2	3	2.5
CO5	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score										2.36 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43CC06	Core Course - 6: News Production	5	4

Course Objectives
To understand the basic concepts of television news production.
To classify and report on television news reporting, news room terms and operational concepts.
To apply the Television news writing style.
To make use of news writing skills to produce a news and interview.
To categories the various types of news reporting.

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

Books for Study

- Broadcasting journalism techniques of radio and tv news (third edition)-ANDREW BOYD-1994
UNIT I Chapter 17,32(*Page 7-36*) **UNIT II** Chapter 3,26(*Page 45-75*) **UNIT III** Chapter 11,15(*Page 88-135*)
UNIT IV - Chapter 7,8,27(*Page 133-145*)
- Covering the environmental Beat an overview for radio and TV journalists.
UNIT V- Chapter 1(*Page 10-85*)

Books for References

- Scanlan, C. (2000). *Reporting and Writing*. Sage.
- Television news. (2009). *A handbook for reporting, writing, shooting, editing and producing*. Teresa keller.
- Television news. (2008). *Writing and producing television news*. Alan scoeder.
- Niblock, S. (2004). *News Production: Theory and Practice*. Vista.

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K - Level)
	On successful completion of this course, the students will be able to	
CO1	Recall the basic concepts of television news production.	K1
CO2	Classify and report on television news reporting, news room terms and operational concepts.	K2
CO3	Apply the Television news writing style.	K3
CO4	Make use of news writing skills to produce a news and interview.	K4
CO5	Categories the various types of news reporting.	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
4	23UVC43CC06	Core - 6: News Production								5	4
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	1	2	3	2	2	3	2	2.1
CO2	3	1	2	3	1	3	3	2	3	3	2.4
CO3	3	3	2	2	1	2	2	1	3	3	2.0
CO4	3	3	2	3	2	2	2	3	3	3	2.6
CO5	3	3	2	3	1	2	3	2	2	1	2.2
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43CC07	Core Course - 7: Visual Analysis Techniques	4	3

Course Objectives
To understand semiotics and define the media text.
To interpret the media text in the feminist approach
To relate psycho analytical approach in media text
To make use of sociological analysis techniques in visual Text
To criticize media text interpretations by using various visualanalysis tools

UNIT I (15 Hours)

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

UNIT II (15 Hours)

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

UNIT III (15 Hours)

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

UNIT IV (15 Hours)

Basic concepts of sociological analyses-Uses and Gratifications-Content analysis- CultivationAnalysis-Agenda-Setting.

UNIT V (15 Hours)

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

Books for Study

- Berger, A.A. (2002). *Media Analysis Techniques*. Sage publishers.
UNIT I- Chapter 1(Pages 1-11)
UNITIII- Chapter 3(Pages 34-55)
- Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*.
UNITII - Chapter 12(Pages 4-14) **UNITIV**- Chapter 8(Pages 15-65) **UNIT V**- Chapter 13,15(Pages 85-112)

Books for References

- Bignell, J. (2002). *Media Semiotics*. Routledge.
- Leewen., & Carey, J. (2001). *Handbook of Visual Analysis*. Sage Publication.
- Carey, J. (1999). *The Handbook of Visual Analysis*. Himalaya publishers.
- Leewen, T.. (2001). *Introducing Social Semiotics*. Routledge.

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K - Level)
	On successful completion of this course, the students will be able to	
CO1	understand Semiotics and Define the media text.	K1
CO2	interpret the media text in the feminist approach	K2
CO3	relate psycho analytical approach in media text	K3
CO4	make use of sociological analysis techniques in visual Text	K4
CO5	criticize media text interpretations by using various visualanalysis tools	K5

Relationship Matrix												
Semester	Course code	Title of the Course									Hours	Credit
4	23UVC43CC07	Core Course - 7: Visual Analysis Techniques									4	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	2	3	2	3	3	2	3	2	3	2	2.5	
CO2	3	3	2	3	3	2	3	1	3	2	2.5	
CO3	3	3	2	3	1	1	2	1	3	3	2.2	
CO4	3	3	2	3	1	1	3	2	3	2	2.3	
CO5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.34 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43CP04	Core Practical - 4: Elements of Film	4	3

Course Objectives

To relate cinema and forms of film movements

To understand the Film Making Process.

To identify the elements of Mise-en- scene.

To classify the various Film genres.

To take part in the Film appreciation work

UNIT I (9 Hours)

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

UNIT II (9 Hours)

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

UNIT III (9 Hours)

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

UNIT IV (9 Hours)

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

UNIT V (9 Hours)

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

Books for Study

1. *Film and Television handbook*. (1994). Nichloson graham & jones.
UNIT I Chapter (page32,102)
2. *Playwriting for theatre film and Television*. (1991). Laura shamas.
UNIT II Chapter 2,7,10,11,12,13(page 42, 71)
UNIT III Chapter 5,6 (page 46-91) UNIT IV Chapter 4(page 88-110) UNIT V Chapter 9(page 112, 131)

Books for References

1. David, B. (1979). *Thompson Kristin - Film Art an Introduction*. Mc GramHill.
2. Susan, H. (2000). *Key Concept in Cinema Studies*. Routledge.
3. Chris, J., Genevieve, J. (2000). *The Guerilla Film Makers Handbook*. Continuum Wellington house.
4. Murch, W. (2004). *In the Blink of an Eye: A Perspective on Film Editing*.

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43AO02A	Allied Optional - 2: Script Writing	4	3

Course Objectives
To understand the basic concepts and elements of script writing.
To gain knowledge on the structure of script writing.
To construct effective character archetypes in script writing.
To distinguish the various script formats.
To categorize the various genres of Television and Radio programme scripts

UNIT I (12 Hours)
 Definitions - Fundamental Principles - Guidelines -Techniques - Script Writing Elements: Story, Screen play and Dialogue and Lyric writing - Script Formats and Style: Parenthesis, Description, Scene Transition.

UNIT II (12 Hours)
 Narrative structure: Beginning, Middle, End - Syd Field's Paradigm: conflict, development, climax and denouement - story, storyline, plot, and treatment - Principles of suspense and surprise - Three point and Two point structures.

UNIT III (12 Hours)
 Characterization - Character Archetypes - Character Arc - Character Biography - Tags - Stereotyping - Two-Dimensional versus Three-Dimensional characters - Guiding principles for evolving effective and credible characters.

UNIT IV (12 Hours)
 Script Formats - Single column, Double column, Rundown - Speculative Script -Storyboards -Writing versus Directing

UNIT V (12 Hours)
 Writing Scripts for various genres - Scripts for Television and Radio Programmes - PSA - Scriptingfor science/development program - Scripting for Educational Program - Scripting for Women's program - Scripting for commercials.

Books for Study

1. Straczynski, J.M. (2014). *The Complete Book of Script writing*. Writer's Digest Books.
UNIT II Chapter 1 (Pages 15 - 36)
UNIT III Chapter 3 (Pages 156 - 166)
2. **UNIT V** Chapter 1 (Pages 35 - 54) & Chapter 2 (Pages 101 -108)
3. Barry Hampe. Video scriptwriting: how to write for the \$4 billion commercial video market. (Reprinted 2010).
UNIT I Chapter 2 (Pages 14-20), Chapter 6 (Pages 73-76), Chapter 9 (Pages 132-140) & Chapter 10 (Pages 146 - 150)
UNIT IV Chapter 7 (Pages 93-98) & Chapter 11 (Pages 156-160)

Books for Reference

1. Usha, R. (2016). *Writing for Media*. Oxford Publication.
2. Mercurio, J.. (2019). *The Craft of Screen Writing*. Quill Driver Books.
3. Melvin, M. (2002). *Basics of Media Writing*. Jaico Publication.
4. Smethurst, W. (2009). *How to Write for Television*. (First Edition). How To Books.

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K - Level)
CO1	recall the basic concepts and elements of script writing.	K1
CO2	outline the structure of script writing.	K2
CO3	construct effective character archetypes in script writing.	K3
CO4	distinguish the various script formats.	K4
CO5	categorize the various genres of Television and Radio programme scripts	K5

Relationship Matrix											
Semester	Course code	Title of the Course								Hours	Credits
4	23UVC43AO02A	Allied Optional - 2: Script Writing								4	3
Course Outcomes	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO 4	PSO5	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
										Mean Overall Score	2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43AO02B	Allied Optional - 2 Magazine Production	4	3

Course Objectives
To understand the concepts related to Magazine and its types
To cover the magazine writing process.
To make use of the techniques of magazine designing
To discover the magazine production process.
To interpret the papers used to print and also the binding process.

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

Books for Study

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

Books for References

- David E. Sumner & Holly G. Miller. Surjeeth. (2006). *Feature and Magazine Writing*. Publications.
- Humed Contractor, *The Art of Feature Writing*. (2004).. Icon Publications Pvt. Ltd.
- Bloom, S.G. (2004). *Inside the Writer's Mind*. Surjeeth Publications.
- Jill, D. (2004). *Writing for Magazines*. Unistar Books.

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K - Level)
	On successful completion of this course, the students will be able to	
CO1	define the concepts related to Magazine and its types	K1
CO2	extend the magazine writing process.	K2
CO3	make use of the techniques of magazine designing	K3
CO4	discover the magazine production process.	K4
CO5	interpret the papers used to print and also the binding process.	K5

Relationship Matrix											
Semester	Course code	Title of the Course								Hours	Credit
4	23UVC43AO02B	Allied Optional - 2: Magazine Production								4	2
Course Outcomes	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	1	3	3	1	1	3	2.0
CO2	3	3	3	2	2	3	3	2	1	3	2.5
CO3	3	3	3	3	2	3	3	3	1	3	2.7
CO4	3	3	3	2	3	3	3	2	1	3	2.6
CO5	3	2	2	1	1	3	3	1	1	3	2.0
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43OP02A	Allied Optional Practical - 2: Script Writing	2	1

Course Objectives
To know the basic components of Script Writing.
To understand the structure of script writing
To identify the script writing techniques
To categorize the Genres of Scripts
To create Scripts for different television programmes

List of Practical's

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

Book for Study

1. Straczynski, J.M. (1982). *The Complete Book of Script writing*. (Reprint 2014). Writer's Digest Books.
2. McKee, R. *Story: Substance, Structure, Style and the Principles of Screenwriting Hard cover*. (6th Ed.). Harper Collins.

Books for References

1. Thurlow, C. (2008). *The Complete Guide from Script to Screen*. (1st Ed.). Oxford University Press.
2. Straczynski, J.M (1982). *The Complete Book of Script writing*. (Reprint 2014). Writer's Digest Books.
3. Mercurio, J.. (2019). *The Craft of Screen Writing*. Quill Driver Books.
4. Zettle, H. (2010). *Television Production Handbook*. Wordsworth. (10th Edition).

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UVC43OP02B	Allied Optional Practical - 2: Lab Journal	2	1

Course Objectives
To gain knowledge on News Article writing techniques
To show the techniques of layout Designing.
To identify the methods of News Selection and placement process.
To inspect the different Genres of News writing.
To produce Magazines and Journals

List of Practical's

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

Lab Journal:

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

Books for Study

1. David, Bann. (2000). *The Print production Handbook*. McDonald publication.
2. Mencher, Melvin. (2003). *News Reporting and Writing*. McGraw Hill Pub.

Books for References

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHE44VE04A	Value Education - 4: Social Ethics - 2	2	1

Course Objectives
To understand the significance of natural resources and strive to coexist harmoniously with nature.
To implement strategies for disaster management within the community.
To evaluate the significance and distinctions between science and religion.
To recognize the importance of maintaining a healthy lifestyle.
To utilize counseling techniques to address and resolve individuals' issues.

UNIT I: Harmony with Nature (6 Hours)

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

UNIT II: Issues Dealing with Science and Religion (6 Hours)

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

UNIT III: Public Health (6 Hours)

Health related issues, Health Care in India vs Developed Countries, Health and Heredity, Public Health - 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 IV: Disaster Management (6 Hours)

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 V: Counselling for Adolescents (6 Hours)

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

Books for Study

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

Books for Reference

1. Albert, D., & Steinberg, L. *Judgment and decision making in adolescence: Journal of Research on Adolescence*, page no: 211-224 (2011).
2. Larry, R. C. (2000). *Disaster Management and Preparedness*, Lewis Publications.
3. Hurlock, E.B. (2001). *Developmental Psychology: A: Life-Span Approach*. (5th Ed.). Tata McGraw-Hill.
4. Sangha., & Kamaljit. (2015). *Ways to Live in Harmony with Nature: Living Sustainably and Working with Passion*. Australia, Woodslane Pty Limited.

Websites and eLearning Sources

1. https://en.wikipedia.org/wiki/Disaster_management_in_India
2. <https://ndma.gov.in/>
3. <https://talkitover.in/services/child-adolescent-counselling/>
4. <https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	know the value of natural recourses and to live in a harmony with nature.	K1
CO2	apply the plans of disaster management in the society.	K2
CO3	analyse the importance and differences of science and religion.	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UHE44VE04A	Value Education - 4: Social Ethics - 2									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	3	2	3	3	2.8	
CO2	3	2	2	3	3	2	3	3	2	2	2.5	
CO3	2	3	3	3	2	3	3	3	3	3	2.8	
Mean Overall Score											2.7 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	23UHE44VE04B	Value Education - 4: Religious Doctrine - 2	2	1

Course Objectives
To explore the rich historical background of the Catholic Church
To explore and comprehend the Sacraments practiced by the Catholic Church
To incorporate Christian Prayer into daily routines
To reflect on personal growth through the lens of Sacraments and Christian Prayer
To promote unity by embracing universal values from various religions

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

Teaching Methodology	Chalk and Talk, Power point, assignment and Group discussion
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Book for Study

1. Department of Human Excellence (2022). Fullness of Life, St Joseph's College (Autonomous), Tiruchirappalli.

Book for Reference

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	understand the history of the Catholic Church	K1
CO2	examine and grasp the Sacraments of the Catholic Church	K2
CO3	apply the Christian Prayer to their everyday life	K3

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
4	23UHE44VE04B	Value Education - 4: Religious Doctrine - 2									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	3	2	3	2	2	3	3	2.7	
CO2	3	2	2	2	3	3	3	3	2	2	2.5	
CO3	2	2	3	3	2	2	3	3	3	3	2.6	
Mean Overall Score											2.6 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53CC08	Core Course - 8: Media Laws and Ethics	5	4

Course Objectives	
To understand the concept of Constitution and Citizenship	
To explain the freedom of press in various setups	
To identify the Laws related to Media	
To choose and construct the laws related to press functioning	
To analyse the cyber laws and government information services	

UNIT I (15 Hours)
 Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

UNIT II (15 Hours)
 The Union and State Government - The Executive - The President, Governor - Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution.

UNIT III (15 Hours)
 Media Laws: Freedom of the Media - Freedom of the Media in India- TRAI- Broadcasting and Telecasting ethics - Cable Act.

UNIT IV (15 Hours)
 Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights - TRIPS and TRIMS - International Intellectual Property of Rights -The Contempt of Courts Act, 1971- The Indian Telegraph Act

UNIT V (15 Hours)
 Right to Information (Information Bill) - Information Technology Bill- Media Law and Women Media Law and Children - Cyber Laws.

Books for Study

- Neelamalar. (2010). *Media Laws and Ethics*. PHI Learning Pvt, Ltd.
UNIT I - Chapter 1,5 (Pages 1-14) **UNIT II** - Chapter 3 (Pages -15- 29) **UNIT IV** - Chapter 6,7 (Pages 49-63)
UNIT V - Chapter 12,13(Pages 139-149)
- Durga, D.B.. (2002). *The Law of the Press in India*. Hall of the Indian Private Limited.
UNIT III - Chapter 8 (Pages 221-228)

Books for Reference

- Durga, D.B.. (2002). *The Constitutional Law of India*. Prentice Hall of India.
- Bhattacharee, A. (1999). *Indian Press Profession to Industry*. Vikas Publication.
- Constitutional law of India (updated every year) - J. N. Pandey
- Hakemulder, J.R., Jonge, F.A., Singh, P.P. (2002). *Media Ethics and Laws*. sage publishers.

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K - level)
	On successful of this course, the students will be able to	
CO1	recall on the Concept of Constitution and Citizenship	K1
CO2	illustrate On Freedom of press in various setups	K2
CO3	identify the Laws related to Media	K3
CO4	choose and construct the laws related to press functioning	K4
CO5	analyse the cyber laws and government information services	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23UVC53CC08	Core Course - 8: Media Laws and Ethics									5	4
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	3	2	3	3	2	1	2.5	
CO2	2	3	1	3	2	2	3	2	2	2	2.2	
CO3	3	3	2	3	1	3	3	3	2	2	2.5	
CO4	2	2	1	2	1	2	3	3	2	2	2.0	
CO5	2	3	3	2	2	2	3	2	1	2	2.2	
Mean Overall Score											2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53CC09	Core Course - 9: Media Research Orientation	5	4

Course Objectives
To understand the concept of Research and its Methods
To gain in depth knowledge on types of Research design
To identify the Data collection methods in Research
To know how to choose and construct the Sample design procedure
To analyse the Data processing Methods and discover the methodology of writing research paper

UNIT I (15 Hours)

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

UNIT II (15 Hours)

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

UNIT III (15 Hours)

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

UNIT IV (15 Hours)

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

UNIT V (15 Hours)

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

Books for Study

- Kothari, C.R. *Research Methodology - Methods &Techniques*. (2nd Edition). New Age International (P) Limited Publishers.
UNIT I - Chapter 1,(Pages 1-14)
UNIT II - Chapter 1(Pages 26-29)
UNIT III - Chapter 4(Pages 53-96)
- Geoffrey, M., , David, D., Festinger, D. *Research Methodology - Essentials of Research Design and Methodology*. John Wiley & Sons, Inc. Publications.
UNIT IV - Chapter 8(Pages 221-228)
UNIT V - Chapter 7(Pages 235-241)

Books for References

- Paul , O. *Understanding the research problem*.
- Khazode, V.V. *Research Methodology*.
- Robert , R. *Research an Introduction*.
- Agrawal & Rao. *Research Methods*.

Course Outcomes		
CO No.	CO-Statement	Cognitive Levels (K - level)
	On successful completion of this course, the students will be able to	
CO1	recall on the Concept of Research and its Methods	K1
CO2	illustrate On types of Research design	K2
CO3	identify the Data collection methods in Research	K3
CO4	choose and construct the Sample design procedure	K4
CO5	analyse the Data processing Methods and discover themethodology of writing research paper	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
5	23UVC53CC09	Core Course - 9: Media Research Orientation								5	4
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	2	3	3	2	1	2.5
CO2	2	3	1	3	2	2	3	2	2	2	2.2
CO3	3	3	2	3	1	3	3	3	2	2	2.5
CO4	2	2	1	2	1	2	3	3	2	2	2.0
CO5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score										2.28 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53CP05	Core Practical - 5: Introduction to 2D	4	2

Course Objectives
To know the basics of 2D Animation and its Principles
To learn Adobe animate CC (flash)Software
To develop animation skills using 2d Animation Software
To prioritize the pipeline of 2d animation
To create a Short 2d animated scene using Adobe Animate cc

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

Make Own 2D animation Scene for a Project

Practical:

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

Books for Study

- Richard , W. *The Animator's Survival Kit*.
UNIT I - Chapter 1 (Lesson 1), Chapter 3 (Walks), Chapter 5,6,7 & 8(Pages 1-22)
UNIT IV - Chapter 10 & 11(Pages 25-42)
- Russell, C. (2018). *Adobe Animate CC Classroom in a Book*.
UNIT II - Chapter 1,2(Pages 8-29)
UNIT III - Chapter 3,4(Pages 35-72)
UNIT V - Chapter 8,9,10,11(Pages 110-212)

Books for References

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53ES01A	Discipline Specific Elective- 1: Television Production	5	3

Course Objectives
To know the history and evolution of television
To have better understandings on the concepts of Visual language.
To incorporate lighting techniques in Video Production
To understand the importance and role of control rooms in Television Production
To examine the concepts of Editing and Illustrate the Chroma Keying

UNIT I (15 Hours)
History and Evolution of Television, Cathode Ray Tube (CRT), Video Tape Recorder (VTR), NTSC - PAL - SECAM - Aspect Ratio - TVP Process - Video Formats (VHS - SVHS - U - Matic - Beta - Hi 8 - Digital)

UNIT II (15 Hours)
Television Basic : Types of Shots-Movements- Angles- 5 C's of cinematography- 360 degree rule,180 degree rule- Point of view Shot.

UNIT III (15 Hours)
Purpose of Lighting- Indoor/ Outdoor Lighting- Types of Light- Light Coherence- Three Point Lighting - Light meter - Colour Temperature.

UNIT IV (15 Hours)
Master Control Room (MCR) & Production Control Room (PCR) - Activities in PCR : Minor Editing - Direction to Production Crew - Components of PCR : Vision Mixer - Camera Control UNIT (CCU), Central Apparatus Room- Electronic Field production- Electronic News Gathering,

UNIT V (15 Hours)
Evolution of Editing- Principles, Functions- Linear and Non-linear Editing- On-Line and Off-Line Editing and Concept of Continuity Editing- Live Editing- Chroma keying- Quality Compressions- Concepts of Bins and Folders.

Books for Study

- Gerald, M., & Jim, O. (2008). *Video Production Hand Book*. (4th Ed.). Elsevier.
UNIT I - Chapter 1, Chapter 14 (Analog and Digital, Tape Formats & Video Tape) (Pages 5-15)
UNIT II - Chapter 2,3(Pages 15-22)
UNIT III - Chapter 5,11(Pages 26-44)
UNIT V- Chapter 15 (Pages -55-80)
- Herbert, Z. *Television Production Hand Books..* San Francisco State University. (19th Ed.).
UNIT IV - Chapter 1 - Section (1.2), 11 & 19(Pages 10-35)

Books for Reference

- Joseph V.M. *The Five Cs of Cinematography*.
- Gerald, M., & Owen, J. *Studio Television Production and Directing: Concepts, Equipment, and Procedures*, Television Production.
- Andrew, H.U. *Studio Television production and directing* (2nd Ed.).
- Jim, O. *Television Production*. (16th Ed.).

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53ES01B	Discipline Specific Elective- 1: Professional Photography	5	3

Course Objectives
To gain the knowledge on photography equipment and techniques
To take photographs on various genres.
To know the better understanding on advertising and professional photography
To understand the need of various genres of photography
To gain knowledge on marketing the photographs

UNIT I (15 Hours)

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

UNIT II (15 Hours)

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

UNIT III (15 Hours)

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

UNIT IV (15 Hours)

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

UNIT V (15 Hours)

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

Books for Study

- Adnum., H. *The crafter's guide to taking great photos.* (2011). CO: Interweave Press.
UNIT I - Chapter 1(Pages 10-34)
UNIT II - Chapter 3,4,5,6,7(Pages 54-98)
- Professional photography for profit.* (1946). Abel. Charles. Greenberg.
UNIT III - Chapter 3,4,5 (Pages 13-34)
UNIT IV - Chapter 8& 10 (Pages 52-74)
UNIT V - Chapter 34(Pages 291-303)

Books for References

- John , C., & Valice, J. (1983). *The Thames. Hudson Manuel of Professional Photography,* Thames.
- Jack, N. (1989). *Industrial Photography.* Am Photo. Watson Gupill Publications.

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53ES02A	Discipline Specific Elective- 2: Radio Production	5	3

Course Objectives
To understand the History and growth of Radio
To classify the Mic pattern and Demonstrate the Consoles
To gain ability to organize programs for Broadcast Media.
To categorize the various radio programmes and examine the listener participation
To apply the audio editing techniques for broadcasting

UNIT I (15 Hours)

History of radio - Formats of radio - Role of producer - Noncommercial radio - History, Functioning and Types - Commercial Radio - History, Functioning and Types- Organizational Structure- Internet radio platforms- Satellite radio- Mobile Radio,

UNIT II (15 Hours)

Amplification and Patching - Mixing and Sub Mixing - Basics of Sound- Monophony, Sterophony & Surround- Microphones Types and Pick up patterns- Acoustic and Physics of sound,

UNIT III (15 Hours)

Recorded Programme - Recorded Voice and Music -Sound Effects -Live On - Air Productions - Duties of On - Air Producer - Cue Sheets and Log Books- Station Formats- FCC regulations/Legal And Ethical Production TROI

UNIT IV (15 Hours)

Drama Production - News Production - Commercial Production - Sports Production- Listeners Participation.

UNIT V (15 Hours)

Splicing and Editing a Sound File - Marking the Edit Points - Looking at Wave Forms -Non Destructive Editing - Copying, Pasting and Looping - Sound Filter (Reverb,Delay, Pitch,High Pass and Low pass filter)

Books for Study

- Robert MCLeish. Jeff Link. (2005). *Radio Production*. (6th Ed.).
UNIT I - Chapter 1(Pages 1-52)
UNIT II - Chapter 2 &18(Pages 22-45)
UNIT III - Chapter 5,6,7, 8 & 15(Pages 65-82)
- Michael, C.K. *Radio Production Art and Science*.
UNIT IV - Chapter 8,19 (Pages 5-32)
UNIT V - Chapter 13(Pages 35-42)

Books for Reference

- Housman, C. (2004). *Modern Radio Production*. Wadsworth publication.
- McLeish, J.. (1999). *Radio production*. Focal Press.
- Bhatt, S. C. (1993). *Broadcast Journalism. Basic Principle*. Haranand Publications.
- Crisell, A. (1994). *Understanding Radio*.
- Shrivatsava, K. M. (1989). *Radio and T.V. Journalism*. Sterling Publishers Ltd.

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53ES02B	Discipline Specific Elective- 2: Sound Designing	5	3

Course Objectives
To know the basic requirements of sound designing
To gain knowledge on digital and analogue recording
To experiment with the acoustic studio and organize filters
To understand the DAW and studio equipment's
To examine the mixing techniques and playback system

UNIT I (15 Hours)

Architectural plan of room- Specification - Analyzing acoustic level of room - Hydrography (echo sounding) - Echo Cancellation techniques - Selection: microphones, amplifiers, speakers - Positioning the speakers - Sound System Installation - Electrification: Power stabilization, Earthing, Cooling - Multi Amplifier System Arrangement.

UNIT II (15 Hours)

Digital Recording - Differences between analog and Digital Recording - The clock - Digital audio signal formats: Dither, Jitter, Digital Transfers and copies - Track Digital Recorders: Multitrack Digital Recorders, Backup, Basic Operations, Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video - Sound meets the computer Signal Processing - Introduction to DAW: Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching.

UNIT III (15 Hours)

Recording rooms and Control Rooms- Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface- 2.2 FX -EQ: General Information - Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

UNIT IV (15 Hours)

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session - Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures-MIDI- Studio Components, Recording Music made by Soft Synths, recording a hardware Synth, "NOSOUND" MIDI troubleshooting, recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

UNIT V (15 Hours)

Mixing Requirements: Mixing and remixing - The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing - Mixing tools: mixing in and out of the box - Processing gear (Plug-ins) - Tracks - Grouping and routing: Submixes, subgroups, Master Fader- Building a Mix- Mixing: Creating ambience and dimension, Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

Books for Study

- Lord, P.Peter. (1986). *The architecture of sound: designing places of assembly*. Architectural Press.
UNIT I - Chapter 1, 2 (Pages 19-50)
UNIT V - Chapter 5 (Pages 186 - 207)
- Sound Design for Film and Television*. (2009). Vesna Dakic. GRIN Verlag.
UNIT II - Chapter 2 (Pages 54-78), Chapter 5 (Pages 207-218)
UNIT III - Chapter 4 (Pages 174-196), Chapter 6 (Pages 247-261)
UNIT IV - Chapter 5 (Pages 221-246)

Books for Reference

1. Glen, B. (2013). *Handbook for Sound Engineers*. (Fourth edition). Taylor & Francis.
2. Mike, S. (2018). *Mixing secrets for the small studio*. Routledge Press.
3. Bruce, B. (2013). *Practical Recording Techniques: The Step - by - Step Approach to Professional Audio Recording*. Taylor & Francis.
4. Steve, S. (2011). *The Art of Digital Audio Recording: A Practical Guide for Home and Studio*. Oxford University Press.

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23UVC53SP01	Self-paced Learning: Jingle Production	-	2

Course Objectives

UNIT I

Basics of communication. Characteristics, strengths & limits of audio; The physics of sound; History of broadcast, AM, FM, All India Radio, Prasar Bharati, Podcasting and internet radio, community radio, pirate radio, satellite radio, Radio Free Europe.

UNIT II

Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities.

UNIT III

Introduction to various radio formats - news and entertainment. Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin. Style Book. Spontaneous genres.

UNIT IV

Voice modulation, presentation skills, vocal dynamics and live compering. Podcasting styles.

UNIT V

Recording /production techniques. Editing principles. Creating sound effects. Sound concerning visuals. The function of sound, silence and music on the radio. Technology and software used.

Books for Study

- Alexander, R. & Stewart, P. (2016). *Broadcast journalism: techniques of radio and television*. Focal Press.
Unit I – Chapter 1(Pages 26-29)
Unit II – Chapter 4(Pages 53-96)
- Fleming, C. (2009) *The radio handbook*. Routledge.
Unit III – Chapter 5(Pages 52-85)
- Ford, M. (2013). *Radio production. digital broadcast art*. Create Space.
Unit IV – Chapter 8(Pages 221-228)
Unit V – Chapter 7(Pages 235-241)

Books for Reference

- Kaempfer, R. - *The radio producer's handbook*. Allworth Press.
- Keith, C. M. - *The radio station: broadcast satellite and internet*. Focal Press.
- Mc Leish, R & Link, J. - *Radio production*. Focal Press.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	recall the basics of radio production.	K1
CO2	identify the Audio Mixing Software.	K2
CO3	classify the Mic pattern and Demonstrate the consoles.	K3
CO4	ability to Organize Programs for Broadcast media.	K4
CO5	apply Audio Editing Techniques for Broadcasting.	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	3	2	3	3	2	1	2.5	
CO2	2	3	1	3	2	2	3	2	2	2	2.2	
CO3	3	3	2	3	1	3	3	3	2	2	2.5	
CO4	2	2	1	2	1	2	3	3	2	2	2.0	
CO5	2	3	3	2	2	2	3	2	1	2	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills	2	1

Course Objectives
To help students understand, practice, and improve their communication skills
To enable students with effective presentation skills
To help students attend interviews confidently and participate effectively in group discussions
To make students realise their potential and excel on personal as well as professional grounds
To develop the thinking skills of students for better performance in competitive exams, interviews and group discussions

UNIT I: Communication Skills

Basics of Communication: Importance of Good Communication Skills, Types of Communication Skills, Verbal Communication, Non-verbal Communication, Tips for Improving Nonverbal Communication, Communication Styles, Barriers to Communication, Ways To Improve Communication Skills, Practicum

Professional Grooming: How to Create the Impact for that First Impression, Presentation Skills, Developing Handouts, Developing Notes, Adding Visual and Audio Effects, Practicum

UNIT II: Resume Writing & Interview Skills

Resume Writing: The Purpose of a Resume, Finding a Job & Making a Career, Length of Resume, Order of Resume, Tailoring the Resume, What your Resume should include, Some Tips for Listing a Bachelor's degree on Your Resume, What NOT to put on your Resume, Formatting Resume, Difference between Resume, Biodata and Curriculum Vitae, Preparation of a Resume

Interview Skills: Meaning of Interview, Types of Interviews, How to get ready for the big day?, Appropriate Attire, Etiquette, Mastering the Art of Meet and Greet, Resume - Points to Remember, Practicum

Group Discussion: Why is GD Essential?, Factors that influence GD, Outcome of GD, Tips for participation in a GD, Useful phrases for GD, Success Tips in GD, Practicum

UNIT III: Personal Effectiveness

Self-Discovery: Characteristics of Personality, Kinds of Self, Who am I?, Personality Inventory Table

Goal Setting: Why do Goal Setting?, Goal Setting Process, Smart Goals

UNIT IV: Numerical Ability

Average, Simple Interest, Compound Interest, Profit and Loss, Area, Volume and Surface Area

UNIT V: Test of Reasoning

Verbal Reasoning: Series Completion, Analogy. *Non-Verbal Reasoning*

Book for Study

1. Balaiah, J., & Joy, J. L. (2024). *Straight from the Traits: Securing Soft Skills*, (Revised 3rd Ed.). St. Joseph's College, Tiruchirappalli.

Books for Reference

1. Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non-Verbal Reasoning*, S. Chand.
2. Balaiah, J. & Joy, J. L. (2018). *Winners in the Making: A primer on soft skills*. St. Joseph's College, Tiruchirappalli.
3. Covey S. R. (2004). *The 7 Habits of Highly Effective People: Restoring the Character Ethic* (Rev. ed.). Free Press.
4. Egan, G. (1994). *The Skilled Helper* (5th Ed.). Pacific Grove, Brooks/Cole.

5. Khera, S. (2014). *You Can Win*. Macmillan Books.
6. Martin, Y. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*, (5th Ed.). Adams Media.
7. Sankaran, K., & Kumar, M. (2010). *Group Discussion and Public Speaking*, (5th Ed.). M.I. Publishers.
8. Trishna. (2012). *How to do well in GDs & Interviews*, (3rd Ed.). Pearson Education.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, students will be able to	
CO1	analyse problems directed at testing their cognitive abilities	K3
CO2	present the best of themselves as job seekers and communicate effectively in all contexts	K4
CO3	assess themselves, set goals, and manage conflicts that are expected of a good leader	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
5	23USS54SE01	Skill Enhancement Course - 2: Soft Skills									2	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	3	2	2	2	2	3	2	3	2.5	
CO2	2	3	3	2	3	3	2	3	2	2	2.5	
CO3	2	2	3	3	2	3	3	3	2	2	2.5	
Mean Overall Score											2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63CC10	Core Course - 10 Media Industrial Practice	5	4

Course Objectives
To choose and explore various career possibilities in media
To make use of the skills and attitudes which can best be learned on the job, especially self-discipline, team work, responsibility, and initiative.
To apply and develop practical skills in a real-world context
To develop the techniques in Professional industry
To discover the opportunity to strengthen the portfolio with practical experience and projects.

The aim of this course is to use the internship experience to enable students to develop their industrial skills and practice.

Contents:

- For period of one month, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in coordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63CC11	Core Course - 11: Portfolio	4	2

Course Objectives

To show the role of media professionals through the production

To infer their quality through examination of their production work

To strengthen their portfolio

To explore their hidden talents

To choose their best productions for their career opportunities

Contents:

- Students will be expected to:
- Demonstrate an understanding and mastery of multiple art mediums, skills, and techniques
- Develop art related concepts and skills that are meaningful in terms of personal, societal, and cultural importance
- Solve formal and technical problems in studio art practice
- Produce works of art that exhibit their creativity and sensitivity through individual exploration
- Express ideas in visual (art production), oral (group & individual critique sessions) and written (artist's statements, journal entries, and reaction papers) forms of how art-making is an ongoing process. Research Work - Students will be expected to understand and interpret the meaning and significance of art as a form of cultural and personal expression

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63CP06	Core Practical - 6: Web Designing	5	4

Course Objectives

To know the aesthetics behind the style of web media, and scripting language like HTML

To understand about webpage designing, slicing and exporting

To develop Knowledge about Dreamweaver

To create the concept in creating web page

To discover an in-depth knowledge about exporting and publishing Web Pages.

UNIT I (15 Hours)

Introduction to web page design - Fundamentals - HTML - Basic layout of HTML scripts-HEAD and BODY section: Title, Base HREF. Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list.

UNIT II (15 Hours)

Designing for screen-Layout-Creating design mockups-Building the pages-Web file formats- Slicing designs-Exporting designs

UNIT III (15 Hours)

The Dreamweaver Interface and Workspace - Creating a Homepage -Adding Text and Images, Changing Font styles- Using Colors - Web safe colours and Hexadecimal colour values. Working with Tables - Formatting Tables - Creating and Modifying Tables - Table Headers and Captions -Spanning Rows and Columns.

UNIT IV (15 Hours)

Adding web animation and web video to a page - Inserting Special Media - Creating an interactive menu -Creating radio buttons - Adding hyperlinks - Modifying hyperlink behavior- Creating an image based link -Creating an external link - Setting up email links.

UNIT V (15 Hours)

Debug and test a Web page - Publish and update a Web site - Identify techniques for publishing sites and increasing Web site traffic.

Books for Study

- David A. C., & Bailey, A. (2004). *Creating website bible*. Wiley Publishing Inc.
UNIT I Chapter 4 and 5(Pages 3-26)
UNIT II Chapter 7 and 9 (Pages 54-76)
- Arguin, M. (2013). *Adobe Dreamweaver C C*. digital classroom,
UNIT III Lesson 1, chapter 2. Lesson 3, chapter 3, 4, 10, 11 and 12(Pages 5-36)
UNIT IV Lesson 11, chapter 3, 4, 5 and 6(Pages 53-116)
UNIT V Lesson 17, chapter 12, 13, 14 and 15 (Pages 153-196)

Books for References

- Adobe Dreamweaver tutorials*. Adobe Systems Incorporated.
- Craig, G.. *The Essential Guide to CSS*.
- Jason, B. *The principles of beautiful web design*. Site Point Pvt. Ltd.
- Curits, N.. (2011). *Modular web design*. Pearson Education.

Semester	Course Code	Title of the Course	Hours/Week	Credit
6	23UVC63ES03A	Discipline Specific Elective - 3: Media Management	5	3

Course Objectives
To understand the basics of Media Management
To gain in depth knowledge on the management theories in Media industry
To classify the Media economic policies
To apply the advertising management strategies
To analyze the functions of Marketing Management

UNIT I (15 Hours)
Media Management: Concept, Meaning and Definition - Principles of management - Levels of Management -Media Ownership - Individual, Partnership, Corporation Chain, Employee- Joint ventureship - Structure of media organization - Editorial, advertising, Circulation and Production.

UNIT II (15 Hours)
Classical management theory - Concepts of the ideal work place, Human relationships theory, Three modern approaches to management - System theory - Contagious theory

UNIT III (15 Hours)
Entrepreneurship - Monopoly, oligopoly - Financial management - Media convergence economics - Future of media business -Employment opportunities and status of media industry.

UNIT IV (15 Hours)
Advertising management - Setting the advertising budget - Profit, Sales and Marketshare objectives - Media planning - Media scheduling - Media Mix.

UNIT V (15 Hours)
Marketing- Evaluation marketing -Marketing management - Creativity and innovation - Internal communication and external communication-Understanding Market and Factors - Audiences - Research and analysis.

Books for Study

- John R. R. & Larry, P. (1987). *Advertising and Promotion Management*. McGraw Hill.
UNIT I Chapter 2 (Part 2) (Pages 26-29)
UNIT II Chapter 2 (Part 3) (Pages 30-38)
UNIT III Chapter 3 (Part 1) (Pages 39-51)
- Alan B. A. (2010). *Management of Electronic Media*. Wadsworth.
UNIT IV Chapter 9 (Part 2) (Pages 25-50)
UNIT V Chapter 11 (Part 1) (Pages 53-96)

Books for References

- Block et al. (2001). *Managing in the Media*. Focal Press.
- George, S. (2009). *Media Management: A Casebook Approach*. Lawrence Erlbaum Associates.
(UNIT I)
- Lucy, K. (2008). *Strategic Management in the Media*. Sage Publications. **(UNIT IV & V)**
- Peter, P. (2006). *Electronic Media Management*. Focal Press. **(UNIT II & III)**

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	define the basics of Media Management	K1
CO2	explain the management theories in Media industry	K2
CO3	classify the Media economic polices	K3
CO4	apply the advertising management strategies	K4
CO5	analyze Functions of Marketing Management	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UVC63ES03A	Discipline Specific Elective - 3: Media Management								5	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	2	3	2	2	2.2
CO2	3	2	2	1	3	3	3	1	2	3	2.3
CO3	2	3	3	1	3	2	3	1	3	2	2.3
CO4	3	1	2	3	2	2	3	2	1	3	2.2
CO5	3	2	1	2	3	2	1	3	2	3	2.2
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of The Course	Hours/Week	Credits
6	23UVC63ES03B	Discipline Specific Elective - 3: Women and Media	5	3

Course Objectives
To understand the role and status of women in historic period
To gain better understanding on gender discrimination and bias
To have better understanding on feminism
To examine the job opportunities of women in media
To analyze the role and portrayal of women in various medium

UNIT I (15 Hours)
Women in Vedic era -Women in Colonial period -Women in Mughal Era - Status of women in emerging India case studies

UNIT II (15 Hours)
Gender gap and gender bias -Patriarchy and patriarchal society- Male and female migration -Different types of Violence against women- Difficulties faced by Women in labor force- Problems of career women -Domestic Violence

UNIT III (15 Hours)
Feminism: History, Types of Feminism - Eco Feminism and Eco feminists move - Contemporary Feminists in India - Radical Feminist Activist in India - Working Women's day History

UNIT IV (15 Hours)
The progress of women in Journalistic workforce - Women's Employment and status in the Print Media - Place of women in the broadcast industry -Women in public relations: feminist perspectives

UNIT V (15 Hours)
Women in Television- Women in Journalism -Women in Radio- Women in Films -Women in Advertisements - Women in Alternative media

Books for Study

1. Arun, R.K. (2009). *Women of India: Their Status Since the Vedic Times*. Universe.
UNIT I - Chapters 1 - 4 (Pages: 2-140)
UNIT II - Chapters 5, 6,7(Pages: 146-178)
2. Sue, T.. (2007). *Women, Feminism and Media*. Edinburgh University Press
UNIT III - Part 1 (Pages 28-22)
UNIT IV - Part 4 (Pages 84- 112)
UNIT V - Part 2 & 3 (Pages 22-83)

Books for References

1. Ramā, J. (1992). *Women and the Indian Print Media*. Chanakya Publications.
2. Anne, O. (2019). *Women, Inequality and Media Work*. Taylor & Francis Publications.
3. Carolyn, M.B., Karen, R. (2008). *Women and Media: A Critical Introduction*. Wiley Publishers.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	recall the role and status of women in historic period	K1
CO2	understand the gender discrimination and bias	K2
CO3	explain about feminism and its types	K3
CO4	examine the job opportunities of women in media	K4
CO5	analyze the role and portrayal of women in various medium	K5

Relationship Matrix											
Semester	Course Code	Title of the Course								Hours	Credits
6	23UVC63ES03B	Discipline Specific Elective - 3: Women and Media								5	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	2	3	2	2	2.2
CO2	3	2	2	1	3	3	3	1	2	3	2.3
CO3	2	3	3	1	3	2	3	1	3	2	2.3
CO4	3	1	2	3	2	2	3	2	1	3	2.2
CO5	3	2	1	2	3	2	1	3	2	3	2.2
Mean Overall Score										2.2 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63ES04A	Discipline Specific Elective - 4: Public Relations	5	3

Course Objectives
To understand the field of public relations and its applications.
To classify the skills in strategic public relations management
To develop the program and implementing it to public
To construct the tools of Public Relation
To discover the various functions of public relations and thenormative process of public

UNIT I (15 Hours)
Public relations; Define- PR as a communication function- History of PR- Growth of PR in India- Event Leadership- PRO and Essential of public relation,- Guidelines to be an effective PRO- Stagesof PR

UNIT II (15 Hours)
Newsletter, House Journal - Brochure - Leaflets - Pamphlets - Booklets - Manuals - Annual Reports - Handbills - Sticker and posters. Writing for PR: Press Release- Press note- Hand-out- Feature - Articles - Speech writing- Special speech - Scheduling and handling of press Conference - Press get-together - Press Meet- Checklist of Press kit.

UNIT III (15 Hours)
Communication with the public - Internal and external, Employer - employee relations, Comm UNIT y relations; PR in India - Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions- Crisis Management and PR.

UNIT IV (15 Hours)
Definition of PR Campaign - Audience - Demographics and Medium - Budget - Plan - Implement - Effectiveness

UNIT V (15 Hours)
Writing news releases - Brochures, Pamphlets - Letters - Handouts - Oral presentations - Company publications.

Books for Study

- Lesly, Philip. (2002). *Handbook of Public Relations and communications*. Jaicopublication.
UNIT I Chapter 1 and 2(Pages 3-16)
UNIT II Chapter 4 and 5(Pages 25-46)
UNIT III Chapter 6 and 8(Pages 53-96)
- C. S. Rayudu. K. R. Balan. (2005). *Principles of Public Relations*. Himalaya Publishing.
UNIT IV Chapter 8 and 9(Pages 15-26)
UNIT V Chapter 11(Pages 32-56)

Books for References

- Y. K. D'souza. (1977). *Mass Media Tomorrow*. Indian Publishers Distributors.
- S. Ganesh. (1995). *Lectures on Mass Communication*. Indian Publishers Distributors.
- Clarke Caywood. (2012). *The Handbook of Strategic Public Relations and IMC*. (First Edition). McGraw - Hill Companies.
- Qubal S. Sachdeva. (2000). *Public relations Principles and practice*. Oxford Publication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
CO1	understand the field of public relations and its applications.	K1
CO2	classify the skills in strategic public relations management	K2
CO3	developing the program and implementing it to public	K3
CO4	construct the tools of Public Relation	K4
CO5	discover the various functions of public relations and thenormative process of public	K5

Relationship Matrix												
Semester	Course Code	Title of the Course									Hours	Credits
6	23UVC63ES04A	Discipline Specific Elective - 4: Public Relations									5	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	2	3	3	2	2	3	2.6	
CO2	2	3	3	2	1	3	3	2	2	3	2.4	
CO3	2	3	1	2	2	2	3	2	3	2	2.3	
CO4	3	2	2	3	3	2	3	2	2	3	2.2	
CO5	3	2	1	2	3	1	3	2	2	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63ES04B	Discipline Specific Elective - 4: Development Communication	5	3

Course Objectives
To understand the potential of communication for holistic social development.
To classify the role of development communication.
To develop the fundamentals of Campaign planning and strategies
To construct the skills to use development communication for social change.
To discover the ethical perspective of Online Media and Acquire knowledge on the Social advertising.

UNIT I (15 Hours)

The nature of Development. Defining development as a Goal, as a Process; Key Concepts in development: Self-reliance, Dependence, Cultural Identity, decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. -Alternate paths to Development; Development and Colonialism; Development and Tradition bound Society.

UNIT II (15 Hours)

Concept of Development Communication: Definitions of Development Communication, Roles of Development Communication, and Philosophy of Development Communication - Differences from General Communication, Goals of Development Communication. Differences between Communication for Development and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

UNIT III (15 Hours)

Communication for social change- Social Behavioral change communication. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change- Folk forms and 'alternative silver screen' for social change - Social networks to propagate social messages.

UNIT IV (15 Hours)

Social advertising and social marketing - Taxonomy of social ads. Social advertising in India - areas covered- agencies involved. Designing and producing IEC materials. The DVAP and other media units, organized sector and voluntary organizations, international agencies.

UNIT V (15 Hours)

Campaign Strategies - the why and how of a campaign; audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign.

Books Study

- Melkote, S.R., Steeves, H. L. (2001). *Communication for Development in the Third World - Theory and Practice for Empowerment*. (2nd Edition). Sage Publications.

UNIT I-Part 1 (Pages 19-39)

UNIT II - Part 2 (Pages 103-123)

UNIT III - Part 3 (Pages 151- 180)

- Vir, B.A., Gupta, V.S. (2001). *Handbook of Journalism and Mass Communication*. Concept publications.

UNIT IV & V - Section 5 (Pages 265-390)

Books for Reference

- Clayton, V., & Simmons. (Ed). (1985). *Development Communication - A Resource Manual for Teaching*. Asian Mass Communication Research and Information Center.
- D'Abreo, D.A. (1990). *Voice to the People - Communication for Social Change*. Culture and Communication.

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K - Level)
	On successful completion of this course, the students will be able to	
CO1	understand the potential of communication for holisticsocial development.	K1
CO2	classify the role of development communication.	K2
CO3	develop the fundamentals of Campaign planning andstrategies	K3
CO4	construct the skills to use development communication forsocial change.	K4
CO5	discover the ethical perspective of Online Media and Acquireknowledge on the Social advertising.	K5

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
6	23UVC63ES04B		Discipline Specific Elective - 4: Development Communication							5	3
Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	3	2	2	3	2.6
CO2	2	3	3	2	1	3	3	2	2	3	2.4
CO3	2	3	1	2	2	2	3	2	3	2	2.3
CO4	3	2	2	3	3	2	3	2	2	3	2.2
CO5	3	2	1	2	3	1	3	2	2	3	2.2
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63PW01	Project Work and Viva Voce	-	1

Course Objectives

To demonstrate the students competence in a chosen area of specialization

To develop practical skills in a real-world context.

To strengthen their portfolio or resume tape with practical experience and projects.

To discover their research talents

To improve practical skills in television, radio and print media.

Content

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation. Outcome: Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

Semester	Course Code	Title of the Course	Hours/Week	Credits
6	23UVC63CE01	Comprehensive Examination	-	2

UNIT I: Communication

Visual Communication - Definition and need - The Visual Process - Visual Communication Theories: Sensual, Perceptual and Cognitive - Psychology - Communication and Language- Functions and characteristics of Barriers of Communication.

UNIT II: Advertising And Digital Marketing

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

UNIT III: Photography And Television Production

Photography- Types of photography-Lighting- White balance- Shutter speed- ISO-Aperture-TLR camera- BOX camera- DSLR camera- SLR camera- Mirrorless camera- Basic camera-Rule of third-Golden ratio- Phy grid- Types of lenses.

UNIT IV: Marketing

Need and scope of marketing - Marketing mix - understanding the consumer marketing - Market segmentation - concept of target market - Market positioning - Marketing plan - Marketing channels - Marketing environment.

UNIT V: Script Writing

Spec Script Writing- Feature Assignment Writing - Television writing - Three Act structure- Eight-Sequence Structure - Action Line or Big Print - Dialogue - Transitions - Copyright Infringement - Rewriting & Script Doctoring.