

**CURRICULUM AND SYLLABUS (R 2015)**  
**CHOICE BASED CREDIT SYSTEM**  
 (Applicable to the batches admitted from July, 2015)

**B.Sc – VISUAL COMMUNICATION**  
**I – VI SEMESTERS**

**Semester I**

| Part                                  | Category | Sub Code | Sub Name                        | No. of periods per week         |   |   | C |
|---------------------------------------|----------|----------|---------------------------------|---------------------------------|---|---|---|
|                                       |          |          |                                 | L                               | T | P |   |
| <b>Theory</b>                         |          |          |                                 |                                 |   |   |   |
| Part I                                | HS       | BAL101   | Tamil – I                       | 3                               | 1 | 0 | 4 |
|                                       |          | BAL102   | French – I                      |                                 |   |   |   |
|                                       |          | BAL103   | Hindi - I                       |                                 |   |   |   |
| Part II                               | HS       | BEH101   | English - I                     | 3                               | 1 | 0 | 4 |
| Part III                              | MC       | BVC101   | Introduction to Visual Literacy | 4                               | 1 | 0 | 5 |
| Part III                              | EEC      | BVC102   | Communication Skills            | 4                               | 1 | 0 | 5 |
| <b>Practical</b>                      |          |          |                                 |                                 |   |   |   |
| Part III                              | NMC      | BVC1L1   | Graphic Design - I              | 0                               | 0 | 4 | 2 |
| Part III                              | NMC      | BVC1L2   | Drawing - I                     | 0                               | 0 | 4 | 2 |
| <b>Total No. of Contact Hours: 30</b> |          |          |                                 | <b>Total No. of Credits: 22</b> |   |   |   |

**Semester II**

| Part                                  | Category | Sub Code | Sub Name              | No. of periods per week         |   |   | C |
|---------------------------------------|----------|----------|-----------------------|---------------------------------|---|---|---|
|                                       |          |          |                       | L                               | T | P |   |
| <b>Theory</b>                         |          |          |                       |                                 |   |   |   |
| Part I                                | HS       | BAL201   | Tamil - II            | 3                               | 0 | 0 | 3 |
|                                       |          | BAL202   | French - II           |                                 |   |   |   |
|                                       |          | BAL203   | Hindi - II            |                                 |   |   |   |
| Part II                               | HS       | BEH201   | English - II          | 3                               | 0 | 0 | 3 |
| Part III                              | MC       | BVC201   | History of Media      | 3                               | 1 | 0 | 4 |
| Part III                              | MC       | BVC202   | Advertising           | 4                               | 1 | 0 | 5 |
| Part IV                               | HS       | BVI204   | Environmental Studies | 2                               | 0 | 0 | 2 |
| Part IV                               | HS       | BBC206   | Value Education       | 2                               | 0 | 0 | 2 |
| <b>Practical</b>                      |          |          |                       |                                 |   |   |   |
| Part III                              | NMC      | BVC2L1   | Graphic Design - II   | 0                               | 0 | 4 | 2 |
| Part III                              | NMC      | BVC2L2   | Drawing - II          | 0                               | 0 | 4 | 2 |
| <b>Total No. of Contact Hours: 30</b> |          |          |                       | <b>Total No. of Credits: 23</b> |   |   |   |

### Semester III

| Part                                  | Category | Sub Code | Sub Name                 | No. of periods per week         |   |   | C |
|---------------------------------------|----------|----------|--------------------------|---------------------------------|---|---|---|
|                                       |          |          |                          | L                               | T | P |   |
| <b>Theory</b>                         |          |          |                          |                                 |   |   |   |
| Part I                                | HS       | BAL301   | Tamil - III              | 4                               | 0 | 0 | 4 |
|                                       |          | BAL302   | French - III             |                                 |   |   |   |
|                                       |          | BAL303   | Hindi - III              |                                 |   |   |   |
| Part II                               | HS       | BEH301   | English - III            | 4                               | 0 | 0 | 4 |
| Part III                              | MC       | BVC301   | Public Relations         | 3                               | 1 | 0 | 4 |
| Part III                              | MC       | BVC302   | Media Organization       | 4                               | 1 | 0 | 5 |
| Part IV                               | NME      | BVC3E1   | Non-Major Elective - I   | 2                               | 0 | 0 | 2 |
| <b>Practical</b>                      |          |          |                          |                                 |   |   |   |
| Part III                              | NMC      | BVC3L1   | Computer Graphics        | 0                               | 0 | 4 | 2 |
| Part III                              | MC       | BVC3L2   | Photography (Practicals) | 0                               | 0 | 4 | 2 |
| <b>Total No. of Contact Hours: 30</b> |          |          |                          | <b>Total No. of Credits: 23</b> |   |   |   |

### Semester IV

| Part                                  | Category | Sub Code | Sub Name                 | No. of periods per week         |   |   | C |
|---------------------------------------|----------|----------|--------------------------|---------------------------------|---|---|---|
|                                       |          |          |                          | L                               | T | P |   |
| <b>Theory</b>                         |          |          |                          |                                 |   |   |   |
| Part I                                | HS       | BAL401   | Tamil - IV               | 3                               | 0 | 0 | 3 |
|                                       |          | BAL402   | French - IV              |                                 |   |   |   |
|                                       |          | BAL403   | Hindi - IV               |                                 |   |   |   |
| Part II                               | HS       | BEH401   | English - IV             | 3                               | 0 | 0 | 3 |
| Part III                              | MC       | BVC401   | Elements of Film Studies | 4                               | 1 | 0 | 5 |
| Part III                              | MC       | BVC402   | Media Ethics             | 4                               | 1 | 0 | 5 |
| Part IV                               | NME      | BVC4E2   | Non-Major Elective - II  | 2                               | 0 | 0 | 2 |
|                                       | SBE      | BVC4E3   | Skill Based Elective I   | 1                               | 0 | 2 | 2 |
| <b>Practical</b>                      |          |          |                          |                                 |   |   |   |
| Part III                              | MC       | BVC4L1   | Web Publishing           | 0                               | 0 | 4 | 2 |
| Part III                              | MC       | BVC4L2   | Writing for Media        | 0                               | 0 | 4 | 2 |
| <b>Total No. of Contact Hours: 30</b> |          |          |                          | <b>Total No. of Credits: 24</b> |   |   |   |

**Semester V**

| Part                                  | Category | Sub Code | Sub Name                   | No. of periods per week         |   |   | C |
|---------------------------------------|----------|----------|----------------------------|---------------------------------|---|---|---|
|                                       |          |          |                            | L                               | T | P |   |
| <b>Theory</b>                         |          |          |                            |                                 |   |   |   |
| Part III                              | MC       | BVC501   | Television Production      | 4                               | 1 | 0 | 5 |
| Part III                              | MC       | BVC502   | Media culture & Society    | 4                               | 1 | 0 | 5 |
| Part III                              | MC       | BVC503   | Basics of Script Writing   | 2                               | 0 | 0 | 2 |
| Part IV                               | SBE      | BVC5E4   | Skill Based Elective – II  | 1                               | 0 | 2 | 2 |
| Part IV                               | SBE      | BVC5E5   | Skill Based Elective - III | 1                               | 0 | 2 | 2 |
| <b>Practical</b>                      |          |          |                            |                                 |   |   |   |
| Part III                              | MC       | BVC5L1   | 3D Animation               | 0                               | 0 | 6 | 4 |
| Part III                              | MC       | BVC5L2   | Script Writing Practical   | 0                               | 0 | 2 | 2 |
| Part III                              | NMC      | BVC5L3   | Event Management           | 0                               | 0 | 4 | 2 |
| <b>Total No. of Contact Hours: 30</b> |          |          |                            | <b>Total No. of Credits: 24</b> |   |   |   |

**Semester VI**

| Part                                   | Category | Sub Code | Sub Name  | No. of periods per week          |   |    | C |
|--|----------|----------|---|----------------------------------|---|----|---|
|  |          |          |   | L                                | T | P  |   |
| <b>Practical</b>                       |          |          |   |                                  |   |    |   |
| Part V                                 | ME1      | BVC6E6   | 1. Corporate Communication<br>2. Print Journalism<br>3. Cinematography Techniques             | 4                                | 1 | 0  | 5 |
|  | ME2      | BVC6E7   | 1. Reporting, Writing and Editing<br>2. Media Research Methods<br>3. Psychological Foundation | 3                                | 0 | 0  | 3 |
| Part V                                 | EEC      | BVC6P1   | Elective - Project  | 0                                | 0 | 10 | 5 |
| Part V                                 | EEC      | BVC6P2   | Project - Internship  | 0                                | 0 | 10 | 5 |
| Part V                                 | EEC      | BVC6V1   | Extension Activities  | 0                                | 0 | 2  | 1 |
| <b>Total No. of Contact Hours: 30</b>  |          |          |   | <b>Total No. of Credits: 19</b>  |   |    |   |
| <b>Grand Total</b>                     |          |          |   |                                  |   |    |   |
| <b>Total No. of Contact Hours: 180</b> |          |          |   | <b>Total No. of Credits: 135</b> |   |    |   |

**SUMMARY OF CURRICULUM STRUCTURE AND CREDIT & CONTACT HOUR DISTRIBUTION**

| S.No | Sub Area  | Credit As per Semester |           |           |           |           |           | No. of Credit | % of credit |
|------|---|------------------------|-----------|-----------|-----------|-----------|-----------|---------------|-------------|
|      |   | I                      | II        | III       | IV        | V         | VI        |               |             |
| 1    | Humanities & Social Sciences (HS)   | 8                      | 10        | 8         | 6         |           |           | 32            | 23.88       |
| 2    | Major Core (MC)   | 5                      | 9         | 11        | 14        | 20        | 5         | 54            | 40.2        |
| 3    | Non Major Core (NMC)  | 4                      | 4         | 2         |           | 2         |           | 12            | 8.95        |
| 4    | Major Electives (ME)  |                        |           |           |           |           |           | 13            | 7.4         |
| 5    | Non Major Electives (NME)   |                        |           | 2         | 2         |           |           | 4             | 2.98        |
| 6    | Skill Based Electives (SBE)   |                        |           |           | 2         | 4         |           | 6             | 4.47        |
| 7    | Employability enhancement Courses (EEC) Project Work, Seminar, Internship, Term Paper, etc. | 5                      |           |           |           |           | 11        | 16            | 11.94       |
|      | <b>Total Credit</b>   | <b>22</b>              | <b>23</b> | <b>23</b> | <b>24</b> | <b>26</b> | <b>16</b> | <b>137</b>    | <b>100</b>  |
|      | <b>Total Contact Hours</b>  | <b>30</b>              | <b>30</b> | <b>30</b> | <b>30</b> | <b>30</b> | <b>30</b> | <b>180</b>    |             |

## LIST OF ELECTIVES

### MAJOR ELECTIVES –I

| Sub Code | Sub Name                  | No. of periods per week |   |   | C |
|----------|---------------------------|-------------------------|---|---|---|
|          |                           | L                       | T | P |   |
| BVC 601  | Corporate Communication   | 4                       | 2 | 0 | 5 |
|          | Print Journalism          | 4                       | 2 | 0 | 5 |
|          | Cinematography Techniques | 4                       | 2 | 0 | 5 |

### MAJOR ELECTIVES –II

| Sub Code | Sub Name                       | No. of periods per week |   |   | C |
|----------|--------------------------------|-------------------------|---|---|---|
|          |                                | L                       | T | P |   |
|          | Reporting, Writing and Editing | 4                       | 2 | 0 | 5 |
|          | Media Research Methods         | 4                       | 2 | 0 | 5 |
|          | Psychological Foundation       | 4                       | 2 | 0 | 5 |

### NON MAJOR ELECTIVE (NME) I - BCI3E1

| Sub Code | Sub Name   | L | T | P | C |
|----------|--|---|---|---|---|
| BAL001   | Basic Tamil – I<br>for those who studied other language under Part I | 2 | 0 | 0 | 2 |
| BAL002   | Special Tamil – I<br>for those who studied Tamil under Part I        | 2 | 0 | 0 | 2 |

### NON MAJOR ELECTIVE (NME) II – BCI 4E2

| Sub Code | Sub Name  | L | T | P | C |
|----------|---|---|---|---|---|
| BAL003   | Basic Tamil – II<br>for those who studied other language under Part I | 2 | 0 | 0 | 2 |
| BAL004   | Special Tamil – II<br>for those who studied Tamil under Part I        | 2 | 0 | 0 | 2 |

### LIST OF SKILL BASED ELECTIVES (Choose any three courses – one in semester IV & two in semester V): BCI4E3, BCI5E4 & BCI5E5

| S.NO | Sub Code | Sub Name | L | T | P | C |
|------|----------|----------|---|---|---|---|
|------|----------|----------|---|---|---|---|

|    |               |   |   |   |   |   |
|----|---------------|---|---|---|---|---|
| 1  | <b>BBA010</b> | Advertising and Sales Management              | 1 | 0 | 2 | 2 |
| 2  | <b>BBA011</b> | BPO Management                                | 1 | 0 | 2 | 2 |
| 3  | <b>BBA012</b> | Call Centre Management –Voice & Non Voice     | 1 | 0 | 2 | 2 |
| 4  | <b>BBA013</b> | Customer Relationship Management              | 1 | 0 | 2 | 2 |
| 5  | <b>BBA014</b> | Entrepreneurship Development                  | 1 | 0 | 2 | 2 |
| 6  | <b>BBA015</b> | Human Resource Management                     | 1 | 0 | 2 | 2 |
| 7  | <b>BBA016</b> | Logistics & Supply Chain Management           | 1 | 0 | 2 | 2 |
| 8  | <b>BBA017</b> | NGO Management                                | 1 | 0 | 2 | 2 |
| 9  | <b>BBA018</b> | Office Management                             | 1 | 0 | 2 | 2 |
| 10 | <b>BBA019</b> | Retail Management                             | 1 | 0 | 2 | 2 |
| 11 | <b>BBA020</b> | Sales and Marketing Management                | 1 | 0 | 2 | 2 |
| 12 | <b>BBA021</b> | Yoga and Stress Management                    | 1 | 0 | 2 | 2 |
| 13 | <b>BBC001</b> | TALLY – 9                                     | 1 | 0 | 2 | 2 |
| 14 | <b>BBE001</b> | Journalism and Public Relations               | 1 | 0 | 2 | 2 |
| 15 | <b>BBE002</b> | Desk Top Publishing                           | 1 | 0 | 2 | 2 |
| 16 | <b>BCA001</b> | Computer Application                          | 1 | 0 | 2 | 2 |
| 17 | <b>BCA002</b> | Graphical and Web Design                      | 1 | 0 | 2 | 2 |
| 18 | <b>BCA003</b> | Multimedia                                    | 1 | 0 | 2 | 2 |
| 19 | <b>BCA004</b> | Networking and Maintenance                    | 1 | 0 | 2 | 2 |
| 20 | <b>BCA005</b> | Office Automation                             | 1 | 0 | 2 | 2 |
| 21 | <b>BCA006</b> | Web Designing                                 | 1 | 0 | 2 | 2 |
| 22 | <b>BCT001</b> | Food & Beverage Service                       | 1 | 0 | 2 | 2 |
| 23 | <b>BCT002</b> | Food Production                               | 1 | 0 | 2 | 2 |
| 24 | <b>BCT003</b> | Travel and Tourism Management                 | 1 | 0 | 2 | 2 |
| 25 | <b>BMI001</b> | Clinical Microbiology                         | 1 | 0 | 2 | 2 |
| 26 | <b>BMI002</b> | Herbal Medicine                               | 1 | 0 | 2 | 2 |
| 27 | <b>BPS001</b> | Electrical Technician                         | 1 | 0 | 2 | 2 |
| 28 | <b>BPS002</b> | Electronic Servicing & Maintenance            | 1 | 0 | 2 | 2 |
| 29 | <b>BPS003</b> | Medical Electronics                           | 1 | 0 | 2 | 2 |
| 30 | <b>BPS004</b> | Medical Laboratory Techniques                 | 1 | 0 | 2 | 2 |
| 31 | <b>BPS005</b> | Medical Transcription                         | 1 | 0 | 2 | 2 |
| 32 | <b>BPS006</b> | Refrigeration and Air Conditioning Technician | 1 | 0 | 2 | 2 |
| 33 | <b>BSC001</b> | Animation                                     | 1 | 0 | 2 | 2 |

|           |               |   |          |          |          |          |
|-----------|---------------|---|----------|----------|----------|----------|
| <b>34</b> | <b>BSC002</b> | Computer Hardware and Networking        | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>35</b> | <b>BSC003</b> | Computer Programming                    | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>36</b> | <b>BSC004</b> | Computer Technology                     | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>37</b> | <b>BSC005</b> | Auto cad                                | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>38</b> | <b>BVC001</b> | Audio and Video Technician              | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>39</b> | <b>BVC002</b> | Fashion Designing                       | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>40</b> | <b>BVC003</b> | Instrumental Music (Key Board & Guitar) | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |
| <b>41</b> | <b>BVC004</b> | Photography & Videography               | <b>1</b> | <b>0</b> | <b>2</b> | <b>2</b> |

**SEMESTER-I**

|   |   |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
|---|---|-----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-------------|--|-------------|
| <b>BAL101</b>   | <b>TAMIL – I</b>  |                                   |                     |                    |                        | <b>L</b>           | <b>T</b>                | <b>P</b>           | <b>C</b>    |  |             |
|   | <b>Total Contact Hours – 45</b>   |                                   |                     |                    |                        | 3                  | 0                       | 0                  | 3           |  |             |
|   | Prerequisite course – +2 Level Tamil                                      |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
|   | Course Coordinator Name& Department<br>:முனைவர்.ம.சித்ராகண்ணு&தமிழ்த்துறை |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>COURSE OBJECTIVES :-</b> இருபதாம் நூற்றாண்டு இலக்கியம் மற்றும் மொழி வரலாற்றை அறியச் செய்தல்                              |   |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>COURSE OUTCOMES (COs)</b>  |   |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO1</b>  | இருபதாம் நூற்றாண்டு கவிதைஇலக்கியத்தைப் பற்றி அறிவர்                       |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO2</b>  | இருபதாம் நூற்றாண்டு கட்டுரைஇலக்கியத்தைப் பற்றி அறிவர்                     |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO3</b>  | இருபதாம் நூற்றாண்டு சிறுகதைஇலக்கியத்தைப் பற்றி அறிவர்                     |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO4</b>  | இக்கால இலக்கிய வரலாறுபற்றி அறிவர்   |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO5</b>  | மொழி வரலாறு – செம்மொழிபற்றி அறிவர்  |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO6</b>  | தற்கால இலக்கியத்தில் ஆழ்ந்த அறிவைப் பெறுவர்                               |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |                                   |                     |                    |                        |                    |                         |                    |             |  |             |
| 1   | <b>COs/<br/>Pos</b>   | <b>PO1</b>                        | <b>PO2</b>          | <b>PO3</b>         | <b>PO4</b>             | <b>PO5</b>         | <b>PO6</b>              | <b>PO7</b>         | <b>PSO1</b> | <b>PSO2</b>                                  | <b>PSO3</b> |
| 2   | CO1   | H                                 | M                   |                    |                        |                    |                         |                    | H           | M  | M           |
|   | CO2   | H                                 | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO3   | H                                 | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO4   | H                                 | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO5   | H                                 | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO6   | H                                 | M                   |                    |                        |                    |                         |                    |             |  |             |
| 3   | <b>Category</b>   | Humanities & Social Studies (HSS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other   | Project/Term Paper/ Seminar/ Internship (PR) |             |

|   |           |   |                          |  |  |  |  |  |  |  |
|---|-----------|---|--------------------------|--|--|--|--|--|--|--|
|   |           | ✓ |                          |  |  |  |  |  |  |  |
| 4 | Appr oval |   | Academic Council Meeting |  |  |  |  |  |  |  |

### அலகு -1 இருபதாம் நூற்றாண்டு கவிதைகள்

9

1. பாரதியார் -யாமறிந்த மொழிகளிலே 2. பாரதிதாசன்-நீங்களே சொல்லுங்கள்!
3. கண்ணதாசன் -அழகை 4. பெருஞ்சித்திரனார்- தமிழா நீ எங்கே?
5. தமிழ் ஒளி - (I) வள்ளைப்பாட்டு (II) பட்டமரம்
6. அப்துல் ரகுமான் - கல்லின் காயம்

### அலகு -2 உரைநடை (I) 4 கட்டுரைகள்

9

1. மனிதனும் அழகும் - திரு.வி.க.2. வீட்டிற்கோர் புத்தகசாலை-அறிஞர் அண்ணா
3. பொறியியல் தமிழ் - நா. மால் முருகன்
4. தேசியமறை திருக்குறள் - வ.சுப.மாணிக்கம்

### அலகு -3 உரைநடை (II) சிறுகதை - 4 கதைகள்

9

1. நட்சத்திரக் குழந்தைகள் - பி.எஸ்.இராமையா2. விடியுமா- கு.ப.ராசகோபாலன்
3. குருபீடம் - ஜெயகாந்தன்4. கடவுளும் கந்தசாமிப் பிள்ளையும்- புதுமைப்பித்தன்

### அலகு -4 இக்கால இலக்கிய வரலாறு

9

1. இருபதாம் நூற்றாண்டு கவிதை இலக்கிய வரலாறு
2. இருபதாம் நூற்றாண்டு உரைநடை இலக்கிய வரலாறு
3. இருபதாம் நூற்றாண்டு சிறுகதை இலக்கிய வரலாறு

### அலகு -5 மொழி வரலாறு

9

1. தமிழ்மொழி வரலாறு 2. உலகச் செம்மொழிகளின் வரலாறு
3. தமிழுக்கும் உலகச் செம்மொழிகளுக்குமான உறவு வரலாறு

### பாடநூல்

1. இருபதாம் நூற்றாண்டு கவிதை, உரைநடை, சிறுகதை(அலகு-3) பாரத் பல்கலைக்கழக வெளியீடு

### பார்வை நூல்கள்

1. சு. ஆனந்தன், "தமிழ் இலக்கிய வரலாறு", பாரி நிலையம், 2012
2. ஞானப்பிரகாசர், "தமிழ் அமைப்புற்றவரலாறு", வியாபார ஐக்கிய சங்கம், 2012
3. ஞா.தேவநேயன், "தமிழ் வரலாறு", பூம்புகார் பதிப்பகம், 2009
4. ஞா.தேவநேயன், "முதல் தாய்மொழி", பூம்புகார் பதிப்பகம், 2008
5. ஞா.தேவநேயன், "சுட்டு விளக்கம்", பூம்புகார் பதிப்பகம், 2006

Course Coordinator

HOD

|   | <b>FRENCH I</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|---|---|----------|----------|----------|----------|
| <b>BAL102</b>   | Total Contact Hours – 45  | 3        | 0        | 0        | 3        |
|   | Prerequisite course – Grade 12  |          |          |          |          |
|   | Course Coordinator Name & Department:- Ms. Tushita Naidu K / Department<br>De Française                           |          |          |          |          |
| <b>COURSE OBJECTIVES:-</b><br>To introduce students to basic principles and practice of oral and written communication. |   |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>  |   |          |          |          |          |
| <b>CO1</b>  | To <i>recall</i> the basics of the language.  |          |          |          |          |
| <b>CO2</b>  | To <i>analyze</i> the sentence patterns and form the grammar.   |          |          |          |          |
| <b>CO3</b>  | To <i>learn</i> the basics of grammar along with its principles.  |          |          |          |          |
| <b>CO4</b>  | To <i>remember</i> the anatomy of conjugations.   |          |          |          |          |
| <b>CO5</b>  | To <i>create</i> dialogs and conversation on their own within the language & to practice oral and written skills. |          |          |          |          |

|   |  |                                  |                          |                    |                        |                    |                         |                    |             |  |             |
|---|--|----------------------------------|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-------------|--|-------------|
| <b>CO6</b>  | To <b>remember</b> the necessary rules of the language |                                  |                          |                    |                        |                    |                         |                    |             |  |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |                                  |                          |                    |                        |                    |                         |                    |             |  |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b>                       | <b>PO2</b>               | <b>PO3</b>         | <b>PO4</b>             | <b>PO5</b>         | <b>PO6</b>              | <b>PO7</b>         | <b>PSO1</b> | <b>PSO2</b>                                  | <b>PSO3</b> |
| 2   | CO1  | H                                | H                        |                    |                        |                    |                         |                    | H           |  |             |
|   | CO2  | H                                | H                        |                    |                        |                    |                         |                    |             |  |             |
|   | CO3  | H                                | M                        |                    |                        |                    |                         |                    |             |  |             |
|   | CO4  | H                                | M                        |                    |                        |                    |                         |                    |             |  |             |
|   | CO5  | M                                | M                        |                    |                        |                    |                         |                    |             |  |             |
|   | CO6  | H                                | H                        |                    |                        |                    |                         |                    |             |  |             |
| 3   | Category   | Humanities & Social Studies (HS) | Basic Sciences (BS)      | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other   | Project/Term Paper/ Seminar/ Internship (PR) |             |
|   |  |                                  |                          |                    |                        |                    | ✓                       |                    |             |  |             |
| 4   | Approval   |                                  | Academic Council Meeting |                    |                        |                    |                         |                    |             |  |             |

### UNIT I - Vous comprenez

9

Alphabets - French Accents - Les Nombres – Pronunciations.

### UNIT II Au travail!

9

Masculine Singular and Feminine singular - Conjugaison des verbes (present tense) -

Les articles définis.

### UNIT III En se detend?

9

Conjugaison (faire-aller-venir-Vouloir-Pouvoir-Devoir

**UNIT IV Racontez-moi**

**9**

La date et l'heure – les saisons – les couleurs

**UNIT V Bon voyage!**

**9**

Adjectifs demonstratives - Adjectifs possessives - Les Voyages / les transport-Bon appétit!-Article

partitif - Emploi des articles - Interrogation (Forme avec inversion) - Les repas - La fête

**TEXT BOOKS:**

A1 ECHO- J. GIRARDET, J. PECHEURB CLE PUBLICATION.

**Course Coordinator**

**HOD**

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL103</b>   | <b>HINDI-I</b>   |            |            |            |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>    |             |             |
|   | Total Contact Hours – 45                                       |            |            |            |            | 3          | 0          | 0          | 3           |             |             |
|   | Prerequisite course – Grade 12                                 |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name & Department:- Mrs Rani Selvan / Hindi |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES:-</b>  |  |            |            |            |            |            |            |            |             |             |             |
| To introduce students to basic principles and practice of oral and written communication.                                   |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | Remember the behavior  |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | Understand the importance of money by story                    |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | Apply the concept of Hindi grammar                             |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | Analyze the usage of translation from English to Hindi         |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | Evaluate the unseen passage to answer the questions            |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | Create the knowledge in Hindi Language                         |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO2  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO3  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                                  |                          |                    |                        |                    |                         |                    |           |  |  |  |
|---|----------|----------------------------------|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|--|--|
|   | CO4      | H                                | M                        |                    |                        |                    |                         |                    |           | H  |  |  |
|   | CO5      | H                                | M                        |                    |                        |                    |                         |                    |           |  |  |  |
|   | CO6      | H                                | M                        |                    |                        |                    |                         |                    |           |  |  |  |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS)      | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |  |  |
|   |          |                                  |                          |                    |                        |                    | ☐                       |                    |           |  |  |  |
| 4 | Approval |                                  | Academic Council Meeting |                    |                        |                    |                         |                    |           |  |  |  |

### UNIT I

9

NAVEEN GADYA CHAYANIKA – 2 - Bholaram ka jeev - Mehamaan se Bhagavaan bachaaye - Numberovali Thijori –Kaffan - Gunda

### UNIT II

9

NON DETAILED TEXT: KAHANI KUNJ - Stories: 6 – 10 only

### UNIT

9

III

GRAMMAR: SHABDA VICHAR ONLY - NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS - Theoretical & Applied

### UNIT IV

9

TRANSLATION - English – Hindi only - ANUVADH ABHYAS – III - 1 – 15 Lessons Only

### UNIT V

9

COMPREHENSION - 1 Passage from ANUVADH ABHYAS – III (16 – 30)

**TEXT BOOKS:**

UNIT 1 - Dakshina Bharat Hindi Prachar Sabha, Chennai – 600017

UNIT II - Govind Prakashan, Sadhar Bagaar, Mathura, Uttar Pradesh – 281001

- Editor: Dr V.P. Amithab

UNIT III - Vyakaran Pradeep by Ramdev - Hindi Bhavan,36, Tagor Town,  
Allahabad – 211002.

UNIT IV - Dakshina Bharat Hindi Prachar Sabha, Chennai – 600017.

UNIT V - Dakshina Bharat Hindi Prachar Sabha, Chennai – 600017

**Course Coordinator**

**HOD**

|  |   |      |     |     |     |     |     |          |          |          |          |
|--|---|------|-----|-----|-----|-----|-----|----------|----------|----------|----------|
| <b>BEH101</b>  | <b>ENGLISH I</b>  |      |     |     |     |     |     | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|  | Total Contact Hours – 60  |      |     |     |     |     |     | 4        | 0        | 0        | 4        |
|  | Prerequisite course – + 2 level English                               |      |     |     |     |     |     |          |          |          |          |
|  | Course Coordinator Name & Dept: Mrs. SHEEBA - English                 |      |     |     |     |     |     |          |          |          |          |
| <b>COURSE OBJECTIVES:-</b> :- To use English effectively for study purpose and enable the learner to communicate appropriately in real life situation. |   |      |     |     |     |     |     |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>   |   |      |     |     |     |     |     |          |          |          |          |
| <b>CO1</b>   | Remember and recall the words according to the given context.         |      |     |     |     |     |     |          |          |          |          |
| <b>CO2</b>   | Understand the necessity of grammar in Communication                  |      |     |     |     |     |     |          |          |          |          |
| <b>CO3</b>   | Apply the plots and themes discussed                                  |      |     |     |     |     |     |          |          |          |          |
| <b>CO4</b>   | Analyze the various characters involved                               |      |     |     |     |     |     |          |          |          |          |
| <b>CO5</b>   | Evaluate the characters and summarizes the prescribed literature      |      |     |     |     |     |     |          |          |          |          |
| <b>CO6</b>   | Create essays by evaluating the literary techniques and devices used. |      |     |     |     |     |     |          |          |          |          |
| Mapping of Course Outcomes with Program outcomes<br>(POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low                            |   |      |     |     |     |     |     |          |          |          |          |
| 1  | COs/Pos   | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7      | PS O1    | PSO2     | PSO3     |
| 2  | CO1   | H    | L   |     |     |     |     |          | H        |          |          |
|  | CO2   | H    | L   |     |     |     |     |          |          |          |          |
|  | CO3   | H    | L   |     |     |     |     |          |          |          |          |
|  | CO4   | H    | L   |     |     |     |     |          |          |          |          |
|  | CO5   | H    | L   |     |     |     |     |          |          |          |          |
|  | CO6   | H    | L   |     |     |     |     |          |          |          |          |

|   |                 |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|-----------------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category        | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |                 | ✓                                |                     |                    |                        |                    |                         |                    |           |  |
| 4 | <b>Approval</b> | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

### **UNIT I –POETRY**

**12**

Lucy Gray William Wordsworth – Author biography – Summary – Critical Analysis - Ulysses Alfred Lord Tennyson– Author biography – Summary – Critical Analysis - The Road Not Taken – Robert Frost – Author biography – Summary – Critical Analysis

### **UNIT II – ONE ACT PLAYS**

**12**

The Boy Comes Home - A.A.Milne – Author biography – Summary – Critical Analysis - The Referee - W.H.Andrews and Geoffrey Dearmer – Author biography – Summary – Critical Analysis

### **UNIT III- SHORT STORIES**

**12**

The Unicorn in the Garden – James Thurber – Author biography – Summary – Critical Analysis - The Avenger – Anton Chekov – Author biography – Summary – Critical Analysis - The Gift of the Magi - O.Henry – Author biography – Summary – Critical Analysis

### **UNIT IV –PROSE B**

**12**

Six Thinking Hats - Edward de Bono– Author biography – Summary – Critical Analysis - My Early Days Abdul Kalam – Author biography – Summary – Critical Analysis- I Have a Dream Martin Luther King– Author biography – Summary – Critical Analysis.

## **UNIT V – GRAMMAR**

**12**

Introduction to Basics of Communication Definitions, Types Listening  
Speaking Reading Writing

### **TEXT BOOKS:**

1. Six Thinking Hats by Edward de Bono, Little Brown and Company, 1985
2. My Early Days by Abdul Kalam, October 7, 2013

### **REFERENCE BOOKS:**

1. English for Communication by Board of Editors, Emerald
2. Roche Marc, "Advanced English Writing Skills: Master class for English Language, Roche Publishing ESL, 2019
3. Strings of Gold (Part- II) Edited by Prof. Jasbir Jain (MacMillan), 2007

**Course Coordinator**

**HOD**

|   |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
|---|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| BVC101  | Introduction to Visual Literacy   |                                  |                     | L                  | T                      | P                  | C                       |                    |           |  |      |
|   | Total Contact Hours – 60  |                                  |                     | 3                  | 1                      | 0                  | 4                       |                    |           |  |      |
|   | Prerequisite – +2 With any Major  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
|   | Course Designed by – Dept. of Visual Communication                        |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OBJECTIVES :-</b>   |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| Apply appropriate communication skills across settings, purposes, and audiences. Demonstrate knowledge of communication theory and application. |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OUTCOMES (COs)</b>  |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO1   | Knowledge will be gained about Introduction & Definition of Communication |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO2   | Knowledge will be gained about Levels of Communication                    |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO3   | Knowledge will be gained about Stages of Communication                    |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO4   | Knowledge will be gained about Elements of Design                         |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO5   | Knowledge will be gained about Design Process                             |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO6   | Knowledge will be gained about Introduction & Definition of Communication |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low                     |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| 1   | COs/Pos   | PO1                              | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
| 2   | CO1   | H                                | M                   |                    |                        |                    |                         |                    | H         | H  | M    |
|   | CO2   | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|   | CO3   | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|   | CO4   | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|   | CO5   | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|   | CO6   | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
| 3   | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|   |   |                                  |                     |                    | ✓                      |                    |                         |                    |           |  |      |
| 4   | Approval  | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |      |

**UNIT I Introduction to Communication 9**

Need for and the Importance of Communication. Communication as an Expression, Skill and Process. Understanding Communication: SMRC Model

**Unit II Communication as Process 9**

Communication as a Process. Message, Connotation & Denotation. Types of **Communication. Levels of Communication.**

**Unit III Stages of Communication 9**

Stages of Interpersonal Communication. Communication Barriers. Advantages and Disadvantages Of Group Communication. Advantages and Disadvantages of Interpersonal Communication.

**Unit IV Elements of Design 9**

Elements of Design: Line, Shape, Space, Colour, Texture, Form, Etc. **Principles of Design: Symmetry, Rhythm, Contrast, Balance, Mass/Scale, Etc.** Design and Designers (Need, Role, Process, Methodologies, Etc.)

**Unit V Design Process 9**

Colour Psychology and Theory (Some aspects) Definition, Optical / Visual Illusions, Etc. Various stages of Design process – Problem Identification, Search for solution refinement, Analysis, Decision making and Implementation.

**Reference Books:**

1. Visual Communications: Images with Messages – Lester.E, Thompson Learning (2000)
2. Pocket Guide to Colour with Digital Applications – Schildgen, Thompson Learning (1998)

**Text Books:**

1. Manual of Graphic Technique – Palmer, Astrgal Books (1982)
2. Visual Awareness - Palmer, Batsford (1972)

**Course Coordinator**

**HOD**

|  |   | <b>Communication Skills</b> |   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|--|---|-----------------------------|---|----------|----------|----------|----------|
| <b>BVC102</b>  | Total Contact Hours – 45  | 3                           | 1 | 0        | 4        |          |          |
|  | Prerequisite course – +2 With any Major   |                             |   |          |          |          |          |
|  | Course Coordinator Name & Department :- VISUAL COMMUNICATION                    |                             |   |          |          |          |          |
|  | <b>COURSE OBJECTIVES :-</b>   |                             |   |          |          |          |          |
| Learners will be familiar with the basic programming in C Language concepts. |   |                             |   |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>   |   |                             |   |          |          |          |          |
| CO1  | Remember the basic structures of Data type, operators and statements            |                             |   |          |          |          |          |
| CO2  | Understand the Fundamentals of C programming.                                   |                             |   |          |          |          |          |
| CO3  | Choose the suitable loop statements and decision making statements to solve the |                             |   |          |          |          |          |

|   |  |                                     |                               |               |                    |   |                  |                              |      |      |
|---|--|-------------------------------------|-------------------------------|---------------|--------------------|---|------------------|------------------------------|------|------|
|   | problem.   |                                     |                               |               |                    |   |                  |                              |      |      |
| CO4   | Use functions to apply for real time application |                                     |                               |               |                    |   |                  |                              |      |      |
| CO5   | Ability to code C using Array and Pointers       |                                     |                               |               |                    |   |                  |                              |      |      |
| CO6   | Develop an application using files               |                                     |                               |               |                    |   |                  |                              |      |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |  |                                     |                               |               |                    |   |                  |                              |      |      |
| 1   | COs/Pos  | PO1                                 | PO2                           | PO3           | PO4                | PO5   | PO6              | PO7                          | PSO1 | PSO2 |
|   | CO1  | H                                   | M                             |               |                    |   |                  |                              | H    | M    |
|   | CO2  | H                                   | M                             |               |                    |   |                  |                              |      |      |
|   | CO3  | H                                   | M                             |               |                    |   |                  |                              |      |      |
|   | CO4  | H                                   | M                             |               |                    |   |                  |                              |      |      |
|   | CO5  | H                                   | M                             |               |                    |   |                  |                              |      |      |
|   | CO6  | H                                   | M                             |               |                    |   |                  |                              |      |      |
| 3   | Category   | Part 1<br>Tamil/Linguistic<br>Study | Part II Linguistic<br>English | Part III Core | Part III Substream | Part IV Basic/<br>Advanced Tamil/<br>EVS/VE/ SBE/ Soft<br>Skill | Part III Project | Part V Extension<br>Activity |      |      |
|   |  |                                     |                               | ✓             |                    |   |                  |                              |      |      |
| 4   | Approval   | Academic Council Meeting            |                               |               |                    |   |                  |                              |      |      |

### Unit I Interpersonal Communication

9

Interpersonal communication: Theories and Models-Transactional analysis etc.

### Unit II Group Communication

9

Group communication: Theories and Models-Decision making process, leadership, team work communication patterns group context

### Unit III Public Communication

9

Public communication: Rhetoric Model, Persuasion Models.

### Unit IV Non-Verbal Communication

9

Non-verbal Communication: Theories and Models, Types of non-verbal behavior Kinesics

### Unit V Designing Messages for different audiences

9

Ideation and Creative Thinking-Lateral Thinking. Designing Messages for different audiences

### REFERENCE BOOK

1. Communication Mosaics: An Introduction to the Field of Communication Wood, Julia T, Wadsworth, 2001.

**Text Book**

1. Persuasion-Reception and Responsibility - Larson, Charles U; Wadsworth, 2001.

**Course Coordinator**

**HOD**

|   |   |          |          |          |          |
|---|---|----------|----------|----------|----------|
| <b>CODE No.</b><br>U18MCVC1L1   | <b>COURSE NAME : Graphic Design I</b>             | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|   | Total Contact Hours – 45                          | 1        | 0        | 3        | 2        |
|   | Prerequisite – +2 With any Major                  |          |          |          |          |
|   | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>  |   |          |          |          |          |
| <b>UNIT – 1</b> : To learn about Dots and Lines of Different Thickness    |   |          |          |          |          |
| <b>UNIT – 2</b> : To learn about Curves and Shapes of Different Thickness |   |          |          |          |          |
| <b>UNIT – 3</b> : To learn about Patterns and Distortion                  |   |          |          |          |          |
| <b>UNIT – 4</b> : To learn about Lettering                                |   |          |          |          |          |
| <b>UNIT – 5</b> : To learn about Fonts                                    |   |          |          |          |          |

|          |  |                    |
|----------|--|--------------------|
| Unit I   | Dots and Lines of Different Thickness    | Number of Hours: 6 |
| Unit II  | Curves and Shapes of Different Thickness | Number of Hours: 6 |
| Unit III | Patterns and Distortion                  | Number of Hours: 6 |
| Unit IV  | Lettering                                | Number of Hours: 6 |
| Unit V   | Fonts                                    | Number of Hours: 6 |

|                              |   |
|------------------------------|---|
| <b>COURSE OUTCOMES (COs)</b> |   |
| CO1                          | Knowledge will be gained about Dots and Lines of Different Thickness    |
| CO2                          | Knowledge will be gained about Curves and Shapes of Different Thickness |
| CO3                          | Knowledge will be gained about Patterns and Distortion                  |
| CO4                          | Knowledge will be gained about Lettering                                |
| CO5                          | Knowledge will be gained about Fonts                                    |
| Category                     | MC  |
| Approval                     | 47 <sup>th</sup> Academic Council Meeting                               |

**Course Coordinator**

**HOD**

|   |   |          |          |          |          |
|---|---|----------|----------|----------|----------|
| <b>CODE No.</b>   | <b>COURSE NAME : Drawing I</b>                    | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>BVC1L2</b>   | Total Contact Hours – 45                          | 0        | 0        | 4        | 2        |
|   | Prerequisite – +2 With any Major                  |          |          |          |          |
|   | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>  |   |          |          |          |          |
| <b>UNIT – 1 : To learn about Dots and Lines</b>                     |   |          |          |          |          |
| <b>UNIT – 2 : To learn about Geometrical Shapes and Overlapping</b> |   |          |          |          |          |
| <b>UNIT – 3 : To learn about Patterns and Surface Textures</b>      |   |          |          |          |          |
| <b>UNIT – 4 : To learn about Overlapping Objects</b>                |   |          |          |          |          |
| <b>UNIT – 5 : To learn about Light and Shade</b>                    |   |          |          |          |          |

|          |                                    |                    |
|----------|------------------------------------|--------------------|
| Unit I   | Dots and Lines                     | Number of Hours: 6 |
| Unit II  | Geometrical Shapes and Overlapping | Number of Hours: 6 |
| Unit III | Patterns and Surface Textures      | Number of Hours: 6 |
| Unit IV  | Overlapping Objects                | Number of Hours: 6 |
| Unit V   | Light and Shade                    | Number of Hours: 6 |

|                              |   |
|------------------------------|---|
| <b>COURSE OUTCOMES (COs)</b> |   |
| CO1                          | Knowledge will be gained about Dots and Lines                     |
| CO2                          | Knowledge will be gained about Geometrical Shapes and Overlapping |
| CO3                          | Knowledge will be gained about Patterns and Surface Textures      |
| CO4                          | Knowledge will be gained about Overlapping Objects                |
| CO5                          | Knowledge will be gained about Light and Shade                    |
| Category                     | NC  |

|          |   |
|----------|---|
| Approval | 47 <sup>th</sup> Academic Council Meeting |
|----------|---|

**Course Coordinator**

**HOD**

**SEMESTER II**

|   |   |            |            |            |            |            |            |            |             |             |             |
|---|---|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL201</b>   | <b>TAMIL – II</b>   | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>   |            |            |            |             |             |             |
|   | <b>Total Contact Hours – 45</b>   | 3          | 0          | 0          | 3          |            |            |            |             |             |             |
|   | Prerequisite course – TAMIL – I   |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name & Department<br>:முனைவர்.ம.சித்ரா கண்ணு & தமிழ்த்துறை |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES :-</b> சிற்றிலக்கியம் மற்றும் சமய இலக்கியத்தை அறியச்செய்தல்  |   |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |   |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | சிற்றிலக்கியமான தூது,பள்ளு ,குறவஞ்சி பற்றி அறிந்துகொள்வர்                     |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | சைவ சமயஇலக்கியம்பற்றி அறிந்துகொள்வர்  |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | வைணவ சமயஇலக்கியம்பற்றி அறிந்துகொள்வர்   |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | பௌத்த, இசுலாம், கிறித்துவ சமயஇலக்கியம்பற்றி அறிந்துகொள்வர்                    |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | சிற்றிலக்கியம் மற்றும் சமய இலக்கிய வரலாறுபற்றி அறிந்துகொள்வர்                 |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | சிற்றிலக்கியம் மற்றும் சமய இலக்கியம் பற்றிய தெளிவான அறிவைப் பெறுவர்           |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |            |            |            |            |            |            |            |             |             |             |
| <b>1</b>  | <b>COs/Pos</b>  | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| <b>2</b>  | CO1   | H          | M          |            |            |            |            |            |             |             |             |
|   | CO2   | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                             |                          |                    |                        |                    |                         |                    |           |  |   |   |
|---|----------|-----------------------------|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|---|---|
|   | CO3      | H                           | M                        |                    |                        |                    |                         |                    |           | H  | M | M |
|   | CO4      | H                           | M                        |                    |                        |                    |                         |                    |           |  |   |   |
|   | CO5      | H                           | M                        |                    |                        |                    |                         |                    |           |  |   |   |
|   | CO6      | H                           | M                        |                    |                        |                    |                         |                    |           |  |   |   |
| 3 | Category | Humanities & Social Studies | Basic Sciences (BS)      | Engg Sciences (FS) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |   |   |
|   |          | ✓                           |                          |                    |                        |                    |                         |                    |           |  |   |   |
| 4 | Approval |                             | Academic Council Meeting |                    |                        |                    |                         |                    |           |  |   |   |

### அலகு 1

9

அழகர்கிள்ளைவிடுதாது

- 1 -

20

முக்கூடற்பள்ளு - நாட்டுவளம்

-

21,22,25,26,35

திருக்குற்றாலக்குறவஞ்சி- குறத்திமலைவளம் கூறுதல்

- 1 - 5

### அலகு 2

9

அற்புதத்திருவந்தாதி

- 1 -

5

திருஞானசம்பந்தர் - தேவாரம் -

திருவெண்காட்டுப்பதிகம் - 1 - 10

மாணிக்கவாசகர் - திருவாசகம் - திருச்சாழல்

- 1 -

10

### அலகு 3

9

பெரியாழ்வார் - முதல்திருமொழி

- 1 -

10

ஆண்டாள் - திருப்பாவை -

- 1 -

10

தொண்டரடிப்பொடிஆழ்வார் - திருமாலை

- 1 - 5

### அலகு 4

9

ஆசியஜோதி - கருணைக்கடல்- அறவுரைகூறுதல்

- 1 - 10

பராபரக்கண்ணி - குணங்குடிமஸ்தான்சாகிபு  
20

- 1 -

இயேசுகாவியம் - பாடுகளின்பாதை- கண்ணதாசன்

### அலகு 5

9

சிற்றிலக்கியவரலாறு ,சமயஇலக்கியவரலாறு

### பாட நூல்கள்

1. கதிர்முருகு, "அழகர்கிள்ளைவிடுதூது", சாரதாபதிப்பகம், 2011
2. சோ.கந்தசாமி"பன்னிருதிருமுறை", உலகத்தமிழாராய்ச்சிநிறுவனம், 2008
3. கண்ணதாசன், "இயேசுகாவியம்", கண்ணதாசன்பதிப்பகம், 2014

### பார்வைநூல்கள்

1. கதிர்முருகு, "முகூடற்பள்ளுமூலமும்உரையும்", சாரதாபதிப்பகம், 2017
2. புலியூர்க்கேசிகள், "திருக்குற்றாலக்குறவஞ்சி", செண்பகாபதிப்பகம், 2010
3. தமிழமுதன், "அற்புதத்திருவந்தாதி", பாரிநிலையம், 2011
4. த.கோவேந்தன், "நாலாயிரத்திவ்யப்பிரபந்தம்உரை", சாரதாபதிப்பகம், 2015
5. கமலாமுருகன், "ஆசியஜோதிமூலமும்உரையும்", சாரதாபதிப்பகம், 2012
6. கமலாமுருகன், "பராபரக்கண்ணிமூலமும்உரையும்", சாரதாபதிப்பகம், 2013
7. சு.ஆனந்தன், "தமிழ்இலக்கியவரலாறு", பாரிநிலையம், 2018

Course Coordinator

HOD

| BAL202              | FRENCH II   | L | T | P | C |
|---------------------|---|---|---|---|---|
|                     | Total Contact Hours – 45  | 3 | 0 | 0 | 3 |
|                     | Prerequisite course – Grade 12  |   |   |   |   |
|                     | Course Coordinator Name & Department:- Ms. Tushita Naidu K / Department<br>De Française |   |   |   |   |
| COURSE OBJECTIVES:- |   |   |   |   |   |

|   |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
|---|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-------------|--|-------------|
| To introduce students to the complexity of the grammar and how to overcome it with simple rules.                            |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>COURSE OUTCOMES (COs)</b>  |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO1</b>  | To being able to interpret the language.  |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO2</b>  | To familiarize with methodological approaches in the study of literary and cultural texts, such as close reading, socio-historical contextualization, and literary and cultural theory. |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO3</b>  | To obtain advanced proficiency in spoken and written French.  |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO4</b>  | To encourage the development of skills in linguistics, translation, and comparative studies.  |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO5</b>  | To remember the anatomy of conjugations in past tense.  |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>CO6</b>  | To evaluate the given text critically and enhance communication skills.   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| 1   | <b>COs/Pos</b>  | <b>PO1</b>                       | <b>PO2</b>          | <b>PO3</b>         | <b>PO4</b>             | <b>PO5</b>         | <b>PO6</b>              | <b>PO7</b>         | <b>PSO1</b> | <b>PSO2</b>                                  | <b>PSO3</b> |
| 2   | CO1   | H                                | H                   |                    |                        |                    |                         |                    | H           |  |             |
|   | CO2   | H                                | H                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO3   | H                                | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO4   | H                                | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO5   | M                                | M                   |                    |                        |                    |                         |                    |             |  |             |
|   | CO6   | H                                | H                   |                    |                        |                    |                         |                    |             |  |             |
| 3   | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other   | Project/Term Paper/ Seminar/ Internship (PR) |             |
|   |   | ✓                                |                     |                    |                        |                    |                         |                    |             |  |             |
| 4   | Approval  | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |             |  |             |

### UNIT I -Quelle journee!

9

La Conjugaison pronominale -L'imperatif -L'expression de la quantite (peu- in peu de- quelque – etc.)

### UNIT II - Qu'on est bien ici !

9

Prepositions et adverbs de lieu - Verbs exprimant un déplacement (emploi des prepositions)

Le logement/la localisation/ l'orientation/l'état physique/le temps qu'il fait

### **UNIT III -En se détend?**

**9**

L'imparfait-Emplois du passé composé et de l'imparfait-Expression de la durée-L'enchaînement des idées (alors, donc, mais) /Le sens réciproque

### **UNIT IV- On s'appelle?**

**9**

Les pronoms compléments directs -Les pronoms compléments indirects de personne -c'est/ il est-Imperatif des verbes avec pronoms-La formation des mots

### **UNIT V Un bon conseil !**

**9**

Expression du déroulement de l'action--passé récent--Présent progressif-future proche-Les phrases rapportées- La place de l'adjectif- La proposition relative finale avec -qui

### **TEXT BOOKS:**

A1 ECHO- J. GIRARDET, J. PECHEURB CLE PUBLICATION.

**Course Coordinator**

**HOD**

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL203</b>   | <b>HINDI-II</b>  |            |            |            |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>    |             |             |
|   | Total Contact Hours – 45                                       |            |            |            |            | 3          | 0          | 0          | 3           |             |             |
|   | Prerequisite course – Grade 12                                 |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name & Department:- Mrs Rani Selvan / Hindi |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES:-</b>  |  |            |            |            |            |            |            |            |             |             |             |
| To understand and improve the skills in the Language of Hindi     |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>                                      |  |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | Remember of Ramayana In Sabari part                            |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | Understand the historical stories                              |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | Apply the concept of translation                               |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | Analyze and develop the letter writing skills                  |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | Evaluate and develop the speaking skills                       |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | Create knowledge in letter writing and speaking skills         |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)            |  |            |            |            |            |            |            |            |             |             |             |
| (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |            |            |            |            |            |            |            |             |             |             |
| <b>1</b>  | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| <b>2</b>  | CO1  | H          | M          |            |            |            |            |            | H           |             |             |
|   | CO2  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO3  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO4  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO5  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO6  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

**UNIT I** **09**  
MODERN POETRY - SHABARI

**UNIT II** **09**  
ONE ACT PLAY - EKANKI SANKALAM

**UNIT III** **09**  
TRANSLATION - HINDI – ENGLISH ONLY

**UNIT IV** **09**  
LETTER WRITING - Leave letter - Job Application - Ordering books - Letter to Publisher - Personal letter

**UNIT V** **09**  
CONVERSATION - Doctor & Patient - Teacher & Student - Storekeeper & Buyer - Two Friends - Booking clerk & Passenger at Railway station – Auto rickshaw driver and passenger.

**TEXT BOOKS:**

By Naresh Mehtha, Veerendra Kumar Mishra

**REFERENCE BOOKS:**

UNIT 1 – Publisheres - Lokbharathi Prakashan ,1 Floor, Duebari Building, Mahathma Gandhi Marg, Allahabad – 1.

UNIT II – Publishers – Vani Prakasam, New Delhi-110002

UNIT III – Publishers – Dakshin Bharath Hindi Prachar Sabha, Chennai- 17

| <b>BEH201</b>   |   | <b>ENGLISH II</b>   |     |     |     |     | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |      |  |
|---|---|---|-----|-----|-----|-----|----------|----------|----------|----------|------|--|
|   |   | Total Contact Hours – 60                                  |     |     |     |     | 4        | 0        | 0        | 4        |      |  |
|   |   | Prerequisite course – + 2 level English                   |     |     |     |     |          |          |          |          |      |  |
|   |   | Course Coordinator Name & Dept.: Mr.S.KUMARESAN - English |     |     |     |     |          |          |          |          |      |  |
| <b>COURSE OBJECTIVES:-</b> To have a better understanding of the English language skills and its implementation it in day to day life activities. |   |   |     |     |     |     |          |          |          |          |      |  |
| <b>COURSE OUTCOMES (COs)</b>  |   |   |     |     |     |     |          |          |          |          |      |  |
| <b>CO1</b>  | Remember and recall the concepts of English language                  |   |     |     |     |     |          |          |          |          |      |  |
| <b>CO2</b>  | Understand the necessity of grammar in Communication                  |   |     |     |     |     |          |          |          |          |      |  |
| <b>CO3</b>  | Apply the plots and themes discussed                                  |   |     |     |     |     |          |          |          |          |      |  |
| <b>CO4</b>  | Analyze the various characters involved                               |   |     |     |     |     |          |          |          |          |      |  |
| <b>CO5</b>  | Evaluate the characters and summarize the prescribed literature       |   |     |     |     |     |          |          |          |          |      |  |
| <b>CO6</b>  | Create essays by evaluating the literary techniques and devices used. |   |     |     |     |     |          |          |          |          |      |  |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low                       |   |   |     |     |     |     |          |          |          |          |      |  |
| 1   | COs/Pos   | PO 1  | PO2 | PO3 | PO4 | PO5 | PO6      | PO7      | PSO1     | PSO2     | PSO3 |  |
| 2   | CO1   | H   | L   |     |     |     |          |          | H        |          |      |  |
|   | CO2   | H   | L   |     |     |     |          |          |          |          |      |  |
|   | CO3   | H   | L   |     |     |     |          |          |          |          |      |  |
|   | CO4   | H   | L   |     |     |     |          |          |          |          |      |  |

|   |                 |                                  |   |                     |                    |                        |                    |                         |                    |           |   |
|---|-----------------|----------------------------------|---|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|---|
|   | CO5             | H                                | L |                     |                    |                        |                    |                         |                    |           |   |
|   | CO6             | H                                | L |                     |                    |                        |                    |                         |                    |           |   |
|   | 3               | Humanities & Social Studies (HS) |   | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/Seminar/ Internship (PR) |
|   |                 | ✓                                |   |                     |                    |                        |                    |                         |                    |           |   |
| 4 | <b>Approval</b> | Academic Council Meeting         |   |                     |                    |                        |                    |                         |                    |           |   |

### UNIT 1: PROSE

12

The Refugee – K.A. Abbas – Author biography – Summary – Critical Analysis.- The Lion and the Lamb – Leonard Clark – Author biography – Summary – Critical Analysis.

### UNIT 2: POEMS

12

1. The Solitary Reaper – William Wordsworth – Author biography – Summary – Critical Analysis.- Gift – Alice Walker – Author biography – Summary – Critical Analysis.

### UNIT 3: SHORT STORIES

12

The Fortune-Teller – Karel Capek – Author biography – Summary – Critical Analysis - The Postmaster – Rabindranath Tagore – Author biography – Summary – Critical Analysis.

#### **UNIT 4: ONE-ACT PLAYS**

**12**

The Death Trap – Saki (H.H. Munro) – Author biography – Summary – Critical Analysis -. The Dear Departed: A Comedy in One-Act – Stanley Houghton – Author biography – Summary – Critical Analysis.

#### **UNIT 5: COMMUNICATIVE GRAMMAR**

**12**

Seeking and giving information – statements and questions 2. Being informal – phrasal verbs 3. Expressing ability, possibility, etc – Modals and other devices

#### **TEXT BOOKS:**

1. The Death Trap by Saki, The Novels and Plays of Saki, 2001
2. Pooja Khanna, “English Communication”, S.CHAND Publishing, 2016
3. Rabindranath Tagore, “The Postmaster”, Penguin India, 2000

#### **REFERENCE BOOKS:**

1. K.A.Abbas Suresh Kohli, “An Evening in Calcutta”, HarperCollins, 2015
2. Stanley Houghton, “Five one act plays”, Alpha Edition, 2019
3. Edited Prof. Jasbir Jain, “Strings of Gold (Part- II)”, MacMillan, 2016

**Course Coordinator**

**HOD**

|                   |   |          |          |          |          |
|-------------------|---|----------|----------|----------|----------|
| Code No<br>BVC201 | <b>History of Media</b>                           | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|                   | Total Contact Hours – 45                          | 4        | 1        | 0        | 4        |
|                   | Prerequisite – +2 With any Major                  |          |          |          |          |
|                   | Course Designed by – Dept of Visual Communication |          |          |          |          |

**COURSE OBJECTIVES :**

- UNIT – 1 : To learn about Historical Development of the press  
 UNIT – 2 : To learn about Study of Leading Newspapers  
 UNIT – 3 : To learn about Invention and Development of Radio  
 UNIT – 4 : To learn about Invention and development of TV  
 UNIT – 5 : To learn about Historical Development Film

| <b>COURSE OUTCOMES (Cos)</b> |  |
|------------------------------|--|
| CO1                          | Knowledge will be gained about Historical Development of the press |
| CO2                          | Knowledge will be gained about Study of Leading Newspapers         |
| CO3                          | Knowledge will be gained about Invention and Development of Radio  |
| CO4                          | Knowledge will be gained about Invention and development of TV     |
| CO5                          | Knowledge will be gained about Historical Development Film         |

Mapping of Course Outcomes with Program outcomes (Pos) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

| 1 | Cos/Pos | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PS O | PSO2 | PS O3 |
|---|---------|------|-----|-----|-----|-----|-----|-----|------|------|-------|
| 2 | CO1     | H    | M   | M   |     |     |     |     | H    | H    | M     |
|   | CO2     | H    | M   | M   |     |     |     |     |      |      |       |
|   | CO3     | H    | M   | M   |     |     |     |     |      |      |       |
|   | CO4     | H    | M   | M   |     |     |     |     |      |      |       |
|   | CO5     | H    | M   | M   |     |     |     |     |      |      |       |
|   | CO6     | H    | M   | M   |     |     |     |     |      |      |       |

|   |                 |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|-----------------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category        | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/Seminar/ Internship(PR) |
|   |                 |                                  |                     |                    | *                      |                    |                         |                    |           |  |
| 4 | <b>Approval</b> | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

### UNIT I PRESS MEDIUM 9

Historical Development of the press as a media Institution in India, Advent of printing press in India and Newspaper, Role of the press in Indian's freedom movement.

### UNIT II NEWSPAPERS IN INDIA 9

Study of leading newspapers and journalists in India since 1947. The vernacular press in India, Development of news agencies..

### UNIT III DEVELOPMENT OF RADIO 9

Invention and development of radio as a medium of mass communication, Development of radio in pre independence & post – independence in India. **Development of FM Radio.**

### UNIT IV DEVELOPMENT OF TELEVISION 9

Invention and development of TV as medium of mass communication in India, **Advent and growth of satellite and cable TV in India.**

### UNIT V DEVELOPMENT OF FILM 9

Film as medium of communication, Historical development of film in India, Regional cinema.

### REFERENCE BOOK

1. Indian Journalism - Nadiq Krishna moorthyPrasaranga, University of Mysore, 1966.

### TEXT BOOK

1. Broadcasting in India - Chatterjee, P.C, Sage, New Delhi, 1990.

**Course Coordinator**

**HOD**

|                             |   |          |          |          |          |
|-----------------------------|---|----------|----------|----------|----------|
| <b>Sub. Code:</b><br>BVC202 | <b>Subject Name : ADVERTISING</b>       | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|                             | Total Contact Hours – 60                | 4        | 1        | 0        | 4        |
|                             | Prerequisite course – + 2 level English |          |          |          |          |

|  |  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
|--|--|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| Course Coordinator : Mr.Arun mozhi varman, Assistant professor, Visual communication.  |  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OBJECTIVES :-</b>  |  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| This course is designed as a comprehensive introduction to the principles and practices of advertising, with some attention to IBP. The course is designed for those students who wish to pursue a career in advertising. The primary objective of the course is to provide each student with the background and experience necessary to develop and implement marketing communication strategies. |  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OUTCOMES (COs)</b>   |  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO1  | Knowledge will be gained about Advertising & Audience  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO2  | Knowledge will be gained about Environment, Components |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO3  | Knowledge will be gained about Advertising Management  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO4  | Knowledge will be gained about Advertising campaign    |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO5  | Know the latest trends in advertising.                 |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO6  | Gain knowledge in Audiovisual commercials.             |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low  |  |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| 1  | COs/Pos  | PO1                              | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
| 2  | CO1  | H                                | M                   |                    |                        |                    |                         |                    | H         | H  | M    |
|  | CO2  | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|  | CO3  | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|  | CO4  | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|  | CO5  | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
|  | CO6  | H                                | M                   |                    |                        |                    |                         |                    |           |  |      |
| 3  | Category   | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|  |  |                                  |                     |                    | ✓                      |                    |                         |                    |           |  |      |
| 4  | Approval   | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |      |

## UNIT I DEFINITION OF ADVERTISING 9

Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising.

**UNIT II ADVERTISING & AUDIENCE****9**

Based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising.

**UNIT III ENVIRONMENT, COMPONENTS****9**

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.

**UNIT IV ADVERTISING MANAGEMENT****9**

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.

**UNIT IV ADVERTISING CAMPAIGN****9**

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing - Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign-from conception to execution.

**REFERENCE BOOKS**

1. Advertising Theory and Practice – Fryburger and Rotzoll, AAITBS Publisher (1996)
2. Advertising Managers Hand book – Stansfield, Richard, UBBSPD Publishers

**TEXT BOOK**

1. Advertising Hand book – Mohan, Atlantis Publications
2. Advertising Management: Concepts and Cases – Tata McGraw – Hill Jewler, E, Thomson Learning (1998)

**Course Coordinator****HOD**

|   |   | <b>ENVIRONMENTAL STUDIES</b> |   |   |   |
|---|---|------------------------------|---|---|---|
|   |   | L                            | T | P | C |
| BCI204  | Total Contact Hours – 30  | 2                            | 0 | 0 | 2 |
|   | Prerequisite course –Higher Secondary studies   |                              |   |   |   |
|   | Course Coordinator Name &Department:- – Mrs. S. Vinitha / Chemistry                       |                              |   |   |   |
| <b>COURSE OBJECTIVES:-</b>  |   |                              |   |   |   |
| To make the students learn about the science from the basic and understood all theoretical background with all concepts thoroughly to protect the habitat of biotic and a biotic ecosystem. |   |                              |   |   |   |
| <b>COURSE OUTCOMES (COs)</b>  |   |                              |   |   |   |
| CO1   | Gain the knowledge about the environmental impact and importance of natural Resources     |                              |   |   |   |
| CO2   | Understand about the Ecosystem, Biodiversity and its conservation                         |                              |   |   |   |
| CO3   | Apply its properties and uses of Hydrocarbons and Alkynes                                 |                              |   |   |   |
| CO4   | Analyze the impact of population and Urbanization to affect the system of habitat loss    |                              |   |   |   |
| CO5   | Evaluate the Social issues by our conservation act  |                              |   |   |   |
| CO6   | Create the organic environmental approach to protect our habitat for the next generation. |                              |   |   |   |

| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 1   | COs/Pos  | PO1                              | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PS O1     | PS O2                                      |
| 2   | CO1      | 2                                | 3                   | 3                  | 3                      | 1                  | 1                       | 3                  |           |  |
|   | CO2      | 3                                | 3                   | 1                  | 2                      | 2                  | 3                       | 3                  |           |  |
|   | CO3      | 3                                | 2                   | 2                  | 2                      | 3                  | 2                       | 3                  |           |  |
|   | CO4      | 3                                | 2                   | 3                  | 1                      | 1                  | 3                       | 3                  |           |  |
|   | CO5      | 2                                | 3                   | 3                  | 2                      | 3                  | 1                       | 3                  |           |  |
|   | CO6      | 3                                | 3                   | 2                  | 2                      | 3                  | 3                       | 3                  |           |  |
| 3   | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/Seminar/ Internship(PR) |
|   |          | ✓                                |                     |                    |                        |                    |                         |                    |           |  |
| 4   | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

## UNIT-I

### NATURAL RESOURCES:

The multidisciplinary nature of Environmental Studies;

Definition, scope and importance. Need for public awareness.

Natural resources: Renewable and Non-renewable resources;

Natural resources and associated problems.

Forest resources: Use and over exploitation, deforestation, case studies, timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case study.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification.

Role of individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

## UNIT-II

ECOSYSTEM : 9

Concepts of an ecosystem-structure and function of and ecosystem-producers, consumers and decomposers-energy flow in ecosystem-ecological-Succession-Food chains, food webs and ecological pyramids-introduction, types, characteristics features, structure and function of the following ecosystem – Forest ecosystem Grass land ecosystem, Desert ecosystem, Aquatics ecosystem(Ponds, stream,lakes,rivers,oceans,estuaries)

## UNIT-III

BIODIVERSITY AND ITS CONSERVATION: 9

Introduction – Definition: genetic, species and ecosystem diversity- Biogeographical classification of India- Value of Biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values – Biodiversity at global, national, local levels –India as a mega diversity nation –Hotspots of wildlife conflicts- Endangered and endemic species of India- Conservation of biodiversity In-Situ and Ex-Situ conservation of biodiversity.

ENVIRONMENTAL POLLUTION:

Definition, causes, effects and control measures of – Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, and Nuclear hazards. Solids waste Management: causes effects and control measures of urban and industrial wastes –Role of an individual in earth quake, cyclone and landslides.

## UNIT-IV

SOCIAL ISSUES AND THE ENVIRONMENT: 9

From unsustainable to sustainable development, urban problems related to energy. Water conservation, rain water harvesting, watershed management, resettlement and rehabilitation of people, its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, holocaust. Case studies. Water land reclamation- Environment Protection Act- Air(Prevention and control of pollution ) Act –Wildlife protection act- Forest conservation Act- Issues involved in enforcement of environmental legislation – Public awareness.

## UNIT-V

HUMAN POPULATION AND THE ENVIRONMENT: 9

Population growth, variation among nations- population explosion- family welfare Programme- Environment and human health. Human values- value Education –HIV/AIDS. Women and child welfare- Role of Information Technology in Environment and Human health –Case studies.

## TEXT BOOKS

1. Sharma.B.K. and Kaur, *Environmental Chemistry*, Goel Publishing House, Meerut, 1994.
2. De.A.K., *Environmental Chemistry*, New Age International (p) Lt., , New Delhi, 1996.
3. Kurian Joseph & R. Nagendran, *Essential of Environmental Studies*, Pearson Education, 2004.

## REFERENCE BOOKS

1. Dara S.S., *A Text Book of Environmental Chemistry and pollution control*, S.Chand & Company Ltd.,New Delhi, 2004.
2. Jeyalakshmi.R, *Principles of Environmental Science*, 1st Edition, Devi Publications, Chennai 2006.
3. Kamaraj.P & Arthanareeswari.M, *Environmental Science – Challenges and Changes*, 1st Edition, Sudhandhira Publications, 2007.
4. Arivalagan.K, Ramar.P & Kamatchi.P, *Principles of Environmental Science*, 1st Edition, Suji Publications, 2007.

Course Coordinator

HOD

| BBC206   |  | VALUE EDUCATION          |     |     |     |     | L   | T   | P            | C           |             |  |
|--|--|--------------------------|-----|-----|-----|-----|-----|-----|--------------|-------------|-------------|--|
|  |  | Total Contact Hours – 30 |     |     |     |     | 2   | 0   | 0            | 2           |             |  |
| Prerequisite course – Higher Secondary level   |  |                          |     |     |     |     |     |     |              |             |             |  |
| Course Coordinator Name &Department:- Ms. G. Vinothini, Commerce   |  |                          |     |     |     |     |     |     |              |             |             |  |
| <ul style="list-style-type: none"> <li>• <b>COURSE OBJECTIVES</b></li> <li>• To enable the students to understand the Social values.</li> <li>• To provide knowledge on the features forlife.</li> <li>• To acquire the knowledge on Humanrights.</li> <li>• To impart the knowledge on Environment and Ecologicalbalance.</li> <li>• To educate the knowledge on Socialevils..</li> </ul> |  |                          |     |     |     |     |     |     |              |             |             |  |
| <b>COURSE OUTCOMES (COs)</b>   |  |                          |     |     |     |     |     |     |              |             |             |  |
| CO1  | Recall the basic concept of human values, Social Value role of medias, Self-introspection – Self esteem                                  |                          |     |     |     |     |     |     |              |             |             |  |
| CO2  | Understand the duties and responsibilities of individuals and role of media  |                          |     |     |     |     |     |     |              |             |             |  |
| CO3  | Apply Salient features for life, : Truth, commitment,, honesty and integrity, forgiveness and love and also positive creative thinking   |                          |     |     |     |     |     |     |              |             |             |  |
| CO4  | Demonstrate Universal declaration of Human rights, peace and nonviolence – Dr. APJ Abdul Kalam’s ten points for enlightened citizenship. |                          |     |     |     |     |     |     |              |             |             |  |
| CO5  | Analyze living and nonliving environmental balance, Ecological balance and conservations and enrichment                                  |                          |     |     |     |     |     |     |              |             |             |  |
| CO6  | Manipulate the awareness on Corruption, crime, terrorism, Alcoholism, Drug addiction, Dowry  |                          |     |     |     |     |     |     |              |             |             |  |
| 1  | COs/Pos  | PO1                      | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | <b>PS O1</b> | <b>PSO2</b> | <b>PSO3</b> |  |
| 2  | CO1  | H                        | M   | M   |     |     |     |     | H            |             |             |  |
|  | CO2  | H                        | H   | H   |     | L   |     |     |              |             |             |  |
|  | CO3  | M                        | H   | M   | M   |     |     |     |              |             |             |  |
|  | CO4  | H                        | M   | L   |     |     |     |     |              |             |             |  |
|  | CO5  | H                        | H   | M   |     |     | M   |     |              |             |             |  |
|  | CO6  | M                        | M   | L   |     |     |     |     |              |             |             |  |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |   |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|---|
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship(PR) |
|   |          | <input type="checkbox"/>         |                     |                    |                        |                    | ✓                       |                    |           |   |
|   | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |   |

**UNIT-I:** Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

**UNIT-II:** Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

**UNIT-III:** Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

**UNIT-IV:** Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.

**UNIT-V:** Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

**Reference Books:**

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.

6. M.M.M.Mascaronhas Centre for Research Education Science and Training for Family Life  
 Promotion - Family Life Education, Bangalore, 1993.

Course Coordinator

HOD

| <b>CODE No.</b>   | <b>COURSE NAME : GRAPHIC DESIGN II</b>            | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|---|---|----------|----------|----------|----------|
|   | Total Contact Hours – 30                          | 0        | 0        | 4        | 2        |
| BVC2L11   | Prerequisite – +2 With any Major                  |          |          |          |          |
|   | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>  |   |          |          |          |          |
| <b>UNIT – 1 :</b> To learn about Logo design                                  |   |          |          |          |          |
| <b>UNIT – 2 :</b> To learn about Letterhead                                   |   |          |          |          |          |
| <b>UNIT – 3 :</b> To learn about Visiting Cards                               |   |          |          |          |          |
| <b>UNIT – 4 :</b> To learn about Brochures                                    |   |          |          |          |          |
| <b>UNIT – 5 :</b> To learn about Print Advertisements – Black & White, Colour |   |          |          |          |          |

|                 |                                  |   |
|-----------------|----------------------------------|---|
| <b>UNIT I</b>   | <b>LOGO DESIGN</b>               | 6 |
| <b>UNIT II</b>  | <b>LETTERHEAD</b>                | 6 |
| <b>UNIT III</b> | <b>VISITING CARDS</b>            | 6 |
| <b>UNIT IV</b>  | <b>BROCHURES</b>                 | 6 |
| <b>UNIT V</b>   | <b>BLACK &amp; WHITE, COLOUR</b> | 6 |

| <b>COURSE OUTCOMES (COs)</b> |   |
|------------------------------|---|
| CO1                          | Knowledge will be gained about Logo design    |
| CO2                          | Knowledge will be gained about Letterhead     |
| CO3                          | Knowledge will be gained about Visiting Cards |

|          |   |
|----------|---|
| CO4      | Knowledge will be gained about Brochures                                    |
| CO5      | Knowledge will be gained about Print Advertisements – Black & White, Colour |
| Category | MC  |
| Approval | 47 <sup>th</sup> Academic Council Meeting                                   |

**Course Coordinator**

**HOD**

|  |   |          |          |          |          |
|--|---|----------|----------|----------|----------|
| <b>CODE No.</b>  | <b>COURSE NAME :DRAWING – II</b>                  | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>BVC2L2</b>  | Total Contact Hours – 45                          | 0        | 0        | 4        | 2        |
|  | Prerequisite – +2 With Major                      |          |          |          |          |
|  | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>                                 |   |          |          |          |          |
| UNIT – 1 : To learn about Forms- humans, animals, birds, |   |          |          |          |          |
| UNIT – 2 : To learn about Live models                    |   |          |          |          |          |
| UNIT – 3 : To learn about Landscapes                     |   |          |          |          |          |
| UNIT – 4 : To learn about Monuments                      |   |          |          |          |          |
| UNIT – 5 : To learn about Still life                     |   |          |          |          |          |

|                 |                                       |          |
|-----------------|---------------------------------------|----------|
| <b>UNIT I</b>   | <b>FORMS - HUMANS, ANIMALS, BIRDS</b> | <b>6</b> |
| <b>UNIT II</b>  | <b>LIVE MODELS</b>                    | <b>6</b> |
| <b>UNIT III</b> | <b>LANDSCAPES</b>                     | <b>6</b> |
| <b>UNIT IV</b>  | <b>MONUMENTS</b>                      | <b>6</b> |
| <b>UNIT V</b>   | <b>STILL LIFE</b>                     | <b>6</b> |

|                              |  |
|------------------------------|--|
| <b>COURSE OUTCOMES (COs)</b> |  |
| CO1                          | Knowledge will be gained about Forms- humans, animals, birds |
| CO2                          | Knowledge will be gained about Live models                   |
| CO3                          | Knowledge will be gained about Landscapes                    |
| CO4                          | Knowledge will be gained about Monuments                     |
| CO5                          | Knowledge will be gained about Still life                    |

|          |   |
|----------|---|
| Category | NC  |
| Approval | 47 <sup>th</sup> Academic Council Meeting |

**Course Coordinator**

**HOD**

| <b>CODE No.</b>  | <b>COURSE NAME :DRAWING – II</b>                  | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|--|---|----------|----------|----------|----------|
| BVC2L2   | Total Contact Hours – 45                          | 0        | 0        | 4        | 2        |
|  | Prerequisite – +2 With Major                      |          |          |          |          |
|  | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>                                 |   |          |          |          |          |
| UNIT – 1 : To learn about Forms- humans, animals, birds, |   |          |          |          |          |
| UNIT – 2 : To learn about Live models                    |   |          |          |          |          |
| UNIT – 3 : To learn about Landscapes                     |   |          |          |          |          |
| UNIT – 4 : To learn about Monuments                      |   |          |          |          |          |
| UNIT – 5 : To learn about Still life                     |   |          |          |          |          |

|                 |                                       |          |
|-----------------|---------------------------------------|----------|
| <b>UNIT I</b>   | <b>FORMS - HUMANS, ANIMALS, BIRDS</b> | <b>6</b> |
| <b>UNIT II</b>  | <b>LIVE MODELS</b>                    | <b>6</b> |
| <b>UNIT III</b> | <b>LANDSCAPES</b>                     | <b>6</b> |
| <b>UNIT IV</b>  | <b>MONUMENTS</b>                      | <b>6</b> |
| <b>UNIT V</b>   | <b>STILL LIFE</b>                     | <b>6</b> |

| <b>COURSE OUTCOMES (COs)</b> |  |
|------------------------------|--|
| CO1                          | Knowledge will be gained about Forms- humans, animals, birds |
| CO2                          | Knowledge will be gained about Live models                   |
| CO3                          | Knowledge will be gained about Landscapes                    |
| CO4                          | Knowledge will be gained about Monuments                     |
| CO5                          | Knowledge will be gained about Still life                    |
| Category                     | NC   |

Course Coordinator

HOD

## SEMESTER-III

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL301</b>   | <b>TAMIL – III</b>   |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>   |            |            |             |             |             |
|   | <b>Total Contact Hours – 45</b>  |            | 3          | 0          | 0          | 3          |            |            |             |             |             |
|   | Prerequisite course – TAMIL –II  |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name& Department<br>:(முனைவர்.ம.சித்ராகண்ணு&தமிழ்த்துறை |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES :-</b> காப்பியஇலக்கியம்மற்றும்நீதிஇலக்கியத்தைஅறியச் செய்தல்  |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | ஐம்பெரும் காப்பியங்களைபற்றி அறிவர்   |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | பிற்கால காப்பியங்களைபற்றி அறிவர்   |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | முக்கால நீதி இலக்கியங்களைபற்றி அறிவர்                                      |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | பிற்கால நீதி இலக்கியங்களைபற்றி அறிவர்                                      |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | காப்பிய மற்றும் நீதி இலக்கிய வரலாற்றைபற்றி அறிவர்                          |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | காப்பியம் மற்றும் நீதி இலக்கியங்களில் தெளிவான அறிவைப் பெறுவர்              |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO2  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                                  |                          |                    |                        |                    |                         |                    |           |   |  |   |
|---|----------|----------------------------------|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|---|--|---|
|   | CO3      | H                                | M                        |                    |                        |                    |                         |                    |           | H | M  | M |
|   | CO4      | H                                | M                        |                    |                        |                    |                         |                    |           |   |  |   |
|   | CO5      | H                                | M                        |                    |                        |                    |                         |                    |           |   |  |   |
|   | CO6      | H                                | M                        |                    |                        |                    |                         |                    |           |   |  |   |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS)      | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other |   | Project/Term Paper/ Seminar/ Internship (PR) |   |
|   |          | ✓                                |                          |                    |                        |                    |                         |                    |           |   |  |   |
| 4 | Approval |                                  | Academic Council Meeting |                    |                        |                    |                         |                    |           |   |  |   |

### அலகு 1 9

சிலப்பதிகாரம்-இளங்கோவடிகள்- அடைக்கலக்காதை - 115-148, 201-219  
மணிமேகலை- சீத்தலைச்சாத்தனார் ஆபுத்திரன்திறம் அறிவித்த காதை - 1 – 115  
சீவகசிந்தாமணி- திருத்தக்கத்தேவர்- குணமாலையார்இலம்பகம் - 851 - 860

### அலகு 2 9

கம்பராமாயணம்- **கம்பர்**- அயோத்தியகாண்டம்- கங்கைப்படலம் - 10  
தேம்பாவணி- வீரமாமுனிவர்- நாட்டுப்படலம் - 10  
சீறாப்புராணம்-உமறுப்புலவர்-- மானுக்குப்பிணைநின்றபடலம்- 1- 10

### அலகு 3 9

திருக்குறள் - திருவள்ளுவர் - கல்வி - 1  
- 10  
நாலடியார் - பொருட்பால் - நட்பாராய்தல் - 1  
- 10  
இனியவைநாற்பது - பூதஞ்சேந்தனார் - 1  
- 10

#### அலகு 4 9

மூதுரை-அவ்வையார் - 1- 10  
நன்னெறி- சிவப்பிரகாசர் - 8,12,18,24,39  
புதியஆத்திசூடி - பாரதியார்- 1- 25

#### அலகு 5 9

காப்பிய இலக்கியவரலாறு , நீதிஇலக்கியவரலாறு

#### பாட நூல்கள்

1. ந.மு.வேங்கடசாமிநாட்டார், "சிலப்பதிகாரம்", ராமையாபதிப்பகம், 2010
2. வீரமாமுனிவர், "தேம்பாவணிமூலமும்உரையும்", சாரதாபதிப்பகம், 2014
3. கலைஞர்மு.கருணாநிதி, "திருக்குறள்கலைஞர்உரை", திருமகள்நிலையம், 2010

#### பார்வைநூல்கள்:

1. புலியூர்க்கேசிகன், "மணிமேகலைமூலமும்உரையும்", சாரதாபதிப்பகம், 2017
2. ஆசிரியர்குழு, "சீவகசிந்தாமணிமூலமும்உரையும்", சாரதாபதிப்பகம், 2015
3. சு.ஆனந்தன், "தமிழ்இலக்கியவரலாறு", பாரிநிலையம், 2018
4. பத்மதேவன், "நாலடியார்மூலமும்உரையும்", கற்பகம்புத்தகாலயம், 2010
5. கதிர்முருகு, "நன்னெறிமூலமும்உரையும்", சாரதாபதிப்பகம், 2016
6. அ.சீனிவாசன், "பாரதியின்புதியஆத்திச்சூடி: ஒருவிளக்கவுரை" , 1999

Course Coordinator

HOD

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL302</b>   | <b>FRENCH III</b>  |            |            |            |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>    |             |             |
|   | Total Contact Hours – 45   |            |            |            |            | 3          | 0          | 0          | 3           |             |             |
|   | Prerequisite course – Grade 12   |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name & Department:- Ms. Tushita Naidu K / Department<br>De Française                          |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES:-</b>  |  |            |            |            |            |            |            |            |             |             |             |
| To develop the technical aspects of the language and varied grammatical nuances to interpret the subject matter.            |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | To impart the various aspects that makeup the language.  |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | To learn some facts, procedures, practice certain grammatical structures, and practice communicative strategies. |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | To learn the culture of the language natives.  |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | To analyze the differences between the basic and advanced grammar.   |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | To remember the interlink between the conjugations   |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | To understand grammatical strictures.  |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | H          | L          | M          | -          | M          | -          | H           |             |             |
|   | CO2  | H          | H          | L          | M          | -          | -          | -          |             |             |             |
|   | CO3  | H          | M          | H          | H          | -          | H          | -          |             |             |             |
|   | CO4  | H          | M          | M          | M          | -          | -          | -          |             |             |             |
|   | CO5  | M          | M          | M          | H          | -          | H          | -          |             |             |             |

|   |          |                                  |                          |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
|   | CO6      | H                                | H                        | H                  | M                      | -                  | M                       | -                  |           |  |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS)      | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          |                                  |                          |                    |                        |                    |                         |                    |           |  |
| 4 | Approval |                                  | Academic Council Meeting |                    |                        |                    |                         |                    |           |  |

### UNIT I Vivement demain!

9

Le future- La comparaison des qualities, des quantities et des actions

### UNIT II Le Tu as du boulot?

9

Le pronom (en )-Le pronom (Y)-Expression de la condition

### UNIT III -Qu'en pensez - vous?

9

Le subjonctif (employ lie a quelques verbs)- Expression de la quantite (poids et mesure-evaluation-restriction)

### UNIT IV - C'est tout un programme!

9

Les propositions relatives introduites par (qui, que, ou)-Les adverbs (place, formation des adverbs en-ment)-

La forme (( en + participe present))

### UNIT V On se retrouve !

9

Emploi et conjugaison des quatre temps de l'indicatif quatre temps de l'indicatif:--passe recent--Present -Passe compose-Imparfait et future

**TEXT BOOKS:**

A2 ECHO- J. GIRARDET, J. PECHEURB CLE PUBLICATION.

**Course Coordinator****HOD**

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL303</b>   | <b>HINDI III</b>   |            |            |            |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>    |             |             |
|   | Total Contact Hours – 45                                       |            |            |            |            | 3          | 0          | 0          | 3           |             |             |
|   | Prerequisite course – Grade 12                                 |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name & Department:- Mrs Rani Selvan / Hindi |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES:-</b>  |  |            |            |            |            |            |            |            |             |             |             |
| To understand and improve the skills in the Language of Hindi   |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | Remember of Ramayana in Panchavati part                        |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | Understand the history of Hindi literature                     |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | Apply the concept of Hindi grammatical speech                  |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | Analyze and develop the translation skills                     |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | Evaluate and develop the unseen passage skills                 |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | Create the skills in Hindi language                            |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Po<br/>s</b>  | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO2  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO3  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|--|
|   | CO4      | H                                | M                   |                    |                        |                    |                         |                    | H         |  |  |
|   | CO5      | H                                | M                   |                    |                        |                    |                         |                    |           |  |  |
|   | CO6      | H                                | M                   |                    |                        |                    |                         |                    |           |  |  |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |  |
|   |          | ✓                                |                     |                    |                        |                    |                         |                    |           |  |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |  |

**UNIT I** **09**  
POETRY - PANCHAVATI

**UNIT II** **09**  
HISTORY OF HINDI LITERATURE - Aadi Kaal and Bhakthi Kaal - general knowledge of the trends of the difference streams

**UNIT III** **09**  
ALANKAR – Anupras – Yamak- Slesh - Vakrokthi Upama – Rupak – Drishtanth - Virodhabas.

**UNIT IV** **09**  
TRANSLATION - HINDI – ENGLISH

**UNIT V** **09**  
COMPREHENSION

**Text Books:**

By Maithilisharan Gupt, Anuvadh Abhyas – III

**Reference Books:**

Publisheres - Dakshin Bharath Hindi Prachar Sabha, Chennai- 17

**Course Coordinator**

**HOD**

|   |   |     |     |     |     |          |          |          |          |      |
|---|---|-----|-----|-----|-----|----------|----------|----------|----------|------|
| <b>BEH301</b>   | <b>ENGLISH- III</b>   |     |     |     |     | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |      |
|   | Total Contact Hours – 60  |     |     |     |     | 4        | 0        | 0        | 4        |      |
|   | Prerequisite course – + 2 level English   |     |     |     |     |          |          |          |          |      |
|   | Course Coordinator Name & Dept: Mrs. B.JANUA SHERLY – English                                 |     |     |     |     |          |          |          |          |      |
| <b>COURSE OBJECTIVES:-</b> To enhance the reading, writing, listening and speaking of the English language skills.          |   |     |     |     |     |          |          |          |          |      |
| <b>COURSE OUTCOMES (COs)</b>  |   |     |     |     |     |          |          |          |          |      |
| <b>CO1</b>  | Remember and recollect the value of LSRW skills.  |     |     |     |     |          |          |          |          |      |
| <b>CO2</b>  | Understand the competence of the four modes of language skills.                               |     |     |     |     |          |          |          |          |      |
| <b>CO3</b>  | Apply the grammatical concepts and the correct usage of the English language.                 |     |     |     |     |          |          |          |          |      |
| <b>CO4</b>  | Analyze their personality traits and develop interpersonal skills for a better career in life |     |     |     |     |          |          |          |          |      |
| <b>CO5</b>  | Evaluate the knowledge and write resume official letters and reports                          |     |     |     |     |          |          |          |          |      |
| <b>CO6</b>  | Create and develop their ability as critical thinkers and readers.                            |     |     |     |     |          |          |          |          |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |     |     |     |     |          |          |          |          |      |
| 1   | COs/<br>Pos   | PO1 | PO2 | PO3 | PO4 | PO6      | PO7      | PSO1     | PSO2     | PSO3 |
| 2   | CO1   | H   | L   |     |     |          |          | H        |          |      |
|   | CO2   | H   | L   |     |     |          |          |          |          |      |
|   | CO3   | H   | L   |     |     |          |          |          |          |      |
|   | CO4   | H   | L   |     |     |          |          |          |          |      |
|   | CO5   | H   | L   |     |     |          |          |          |          |      |
|   | CO6   | H   | L   |     |     |          |          |          |          |      |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          | ✓                                |                     |                    |                        |                    |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

### **UNIT 1 - LISTENING SKILLS**

**12**

Types of Listening (Theory / Definition) - Tips for Effective Listening -Academic Listening (Lectures ) - Listening to Radio and Television

### **UNIT 2 - TELEPHONE SKILLS**

**12**

Basics of Telephone communication -How to handle calls- telephone manners -Leaving a message -Making requests -Greeting and Leave Taking over phone (etiquette) - Handling the situations especially trouble shooting  
Teleconference - handling Tele interviews for Call Centers

### **UNIT 3 - WRITING SKILLS**

**12**

Standard Business letter - Report writing- Email drafting and Etiquettes - Preparing Agenda and writing minutes for meetings - Making notes on Business conversations

### **UNIT 4 - CAREER SKILLS**

**12**

Applying for job -Cover letters -Resume and Effective Profiling - Interviews - Group discussions

## UNIT 5 – PERSONAL SKILLS

12

Empathy (Understanding third person's point of view) -Intrapersonal skills -  
Interpersonal skills- Problem solving

### TEXT BOOKS:

1. Improve Your IELTS Listening and Speaking Skill by Barry Cusack, 2007.
2. Roche Marc, "Advanced English Writing Skills: Master class for English Language, Roche Publishing ESL, 2019

### REFERENCE BOOKS:

1. Frederick H. Wentz, "A Workbook to Develop Skills For Employment", Create space Independent Pub,2012
2. S. P. Dhanavel, "English and Soft Skills", Orient Black Swan, First edition, 2010.
3. English for Communication by Board of Editors, Emerald

Course Coordinator

HOD

|   |   |          |          |          |          |
|---|---|----------|----------|----------|----------|
| BVC301  | <b>Public Relations</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|   | <b>Total Contact Hours – 60</b>   | 3        | 1        | 0        | 4        |
|   | Prerequisite course – Visual Communication / Advertising Studied in Semester II |          |          |          |          |
|   | Course Coordinator Name & Department :- Ms. A. Niramathi /VISCOM                |          |          |          |          |
| <b>COURSE OBJECTIVES :-</b><br>Learners having knowledge in basics of Advertising can understand the functions of Public relations skills. The purpose of this course is providing a clear understanding of the concepts that Public Relations. |   |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>  |   |          |          |          |          |
| CO<br>1   | Knowledge will be gained about Introduction to Public Relations                 |          |          |          |          |

|         |   |
|---------|---|
| CO<br>2 | Knowledge will be gained about Researching the Publics                    |
| CO<br>3 | Knowledge will be gained about Relating to the Media                      |
| CO<br>4 | Knowledge will be gained about Public service announcements               |
| CO<br>5 | Knowledge will be gained about Professional ethics & Career Opportunities |

**UNIT 1 INTRODUCTION TO PUBLIC RELATIONS 9**

Defining Public Relations, The history of public relations in modern organizations. Theories and paradigms of effective public relations. **Market and audience research and analysis.**

**UNIT 2 CAMPAIGN DEVELOPMENT 9**

Analyzing public opinion. Campaign development, image and text design, media relations.

**UNIT 3 WRITING FOR MEDIA 9**

writing for media Market surveys, writing for news releases. survey construction. **Preparing survey questions prepare survey drafts**

**UNIT 4 PUBLIC SERVICE ANNOUNCEMENTS 9**

Producing public service announcements. Conducting news conferences, and design web pages.

**UNIT 5 CRISIS MANAGEMENT 9**

Crisis management, and communication ethics. **Professional ethics of Public Relations. Career opportunities in Public relations.**

**REFERENCE BOOKS**

1. The Practice of Public Relations - Fraser ,P. Seitel

**TEXT BOOK**

1. Upper Saddle River, New Jersey: Prentice Hall, 1998.

**Course Coordinator**

**HOD**

|   |  |          |          |          |          |
|---|--|----------|----------|----------|----------|
| BVC302  | <b>MEDIA ORGANIZATION</b>  | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|   | <b>Total Contact Hours – 45</b>  | <b>3</b> | <b>1</b> | <b>0</b> | <b>4</b> |
|   | Prerequisite course – Visual Communication / Communication Skill Studied in Semester I |          |          |          |          |
|   | Course Coordinator Name & Department :- Mr. V. Naveen/VISCOM                           |          |          |          |          |
| <b>COURSE OBJECTIVES:-</b>  |  |          |          |          |          |
| Learners having knowledge in basics of Advertising can understand the functions of Public relations skills. The purpose of this course is providing a clear understanding of the concepts that Public |  |          |          |          |          |

|                              |  |
|------------------------------|--|
| Relations.                   |  |
| <b>COURSE OUTCOMES (COs)</b> |  |
| CO1                          | To learn about Media Organization and Design           |
| CO2                          | To learn about Organizational Behavior                 |
| CO3                          | To learn about Economics of Media                      |
| CO4                          | To learn about Project Management in Media             |
| CO5                          | To learn about Programming Strategies & Media Audience |

### **UNIT I MEDIA ORGANIZATION AND DESIGN**

**9**

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.

### **UNIT II BEHAVIOUR IN MEDIA ORGANIZATION**

**9**

Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations-AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

### **UNIT III ECONOMICS OF MEDIA**

**9**

Economics of Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

### **UNIT IV PROJECT MANAGEMENT**

**9**

Project Management in Media-Production Project Cycle .Management themes in production Process, Project Planning, Production Strategies, PPC in Practice-Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting. Project Responsibility, Production Process

### **UNIT V PROGRAMMING STRATEGIES**

**9**

Programming Strategies, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements, Project Management.

### **REFERENCE BOOK**

Managing in the Media, Block et al – Focal Press, 2001

**Course Coordinator**

**HOD**

|   |   | BASIC TAMIL – I  |                          |                    |                        | L                  | T                       | P                  | C         |  |      |
|---|---|--|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| BAL001  |   | Total Contact Hours – 45                                     |                          |                    |                        | 3                  | 0                       | 0                  | 3         |  |      |
|   |   | Prerequisite course – +2 Level Tamil                         |                          |                    |                        |                    |                         |                    |           |  |      |
|   |   | Course Coordinator Name & Department :- ஸ்ரீதேவி&தமிழ்த்துறை |                          |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OBJECTIVES :-</b><br>தமிழ்மொழியின் அடிப்படைக்கூறுகள் பற்றி அறியச்செய்தல்  |   |  |                          |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OUTCOMES (COs)</b>  |   |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO1   | தமிழ் எழுத்துக்களை அறிவார்                                    |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO2   | தமிழ் எழுத்துக்களில் உள்ள வேறுபாடுகளை அறிவார்                 |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO3   | சொல்லமைப்பு பற்றி அறிவார்                                     |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO4   | சொற்களை உருவாக்கும் அறிவைப்பெறுவார்                           |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO5   | சொற்களை தொடராக மாற்றும் திறனைப்பெறுவார்                       |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO6   | எழுத்துக்கள், சொற்கள், தொடர்கள் பற்றி தெளிவான அறிவைப்பெறுவார் |  |                          |                    |                        |                    |                         |                    |           |  |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |  |                          |                    |                        |                    |                         |                    |           |  |      |
| 1   | COs/Pos   | PO1  | PO2                      | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
| 2   | CO1   | M  | H                        |                    |                        |                    |                         |                    | M         | H  | M    |
|   | CO2   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO3   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO4   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO5   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO6   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
| 3   | Category  | Humanities & Social Studies                                  | Basic Sciences (BS)      | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|   |   |  |                          |                    |                        |                    | ✓                       |                    |           |  |      |
| 4   | Approval  |  | Academic Council Meeting |                    |                        |                    |                         |                    |           |  |      |

### அலகு -1

9

தமிழ் எழுத்து அறிமுகம் - உயிரெழுத்து - மெய்யெழுத்து - பெயர், முறை , வடிவம், ஒலி அளவு (மாத்திரை) - சுட்டு வினா எழுத்துக்கள் - எழுத்துக்களை கண்டறியும் பயிற்சி

### அலகு - 2

12

உயிர்மெய் எழுத்துக்கள் - எண்ணிக்கை, பெயர், முறை , வடிவம், ஒலி அளவு (மாத்திரை) - எழுத்துக்களை அகரவரிசைப்படுத்துதல் - எழுத்து வேறுபாடு அறியும் பயிற்சி

### அலகு - 3

12

சொல்லமைப்பு - ஒரேழுத்துச் சொற்கள், பல எழுத்துச் சொற்கள் - சொல்வகை - பெயர் வினை - சொற்பொருள் வேறுபாடு அறிதல் - சொற்களை உருவாக்கும் பயிற்சி

### அலகு - 4

12

தொடர் அமைப்பு - சொற்கள் தொடராக அமையும் முறை - தொடர் வேறுபாடு - செய்தித் தொடர், வினாத் தொடர், உணர்ச்சித் தொடர், ஏவல் தொடர்- சொற்களை தொடரில் பயன்படுத்தும் பயிற்சி

### பாட நூல்கள்

1. ஆறுமுக நாவலர், "தமிழ் இலக்கணம்", பாரி நிலையம், 2012
2. கழகப்புலவர்குழுவினர், "நன்னூல்-எழுத்ததிகாரம்", கழக வெளியீடு, 1996
3. கழகப்புலவர்குழுவினர், "நன்னூல்-சொல்லதிகாரம்", கழக வெளியீடு, 1996.

### பார்வை நூல்கள்

1. பவணந்திமுனிவர், "நன்னூல் -எழுத்ததிகாரம்", முல்லை நிலையம், 1994
2. சோம. இளவரசு, "நன்னூல்சொல்லதிகாரம்", : மெய்யப்பன் பதிப்பகம், 2012
3. கூழங்கைத்தம்பிரான், "நன்னூல்", உலகத்தமிழாராய்ச்சி நிறுவனம், 1998

Course Coordinator

HOD

|   |   |            |            |            |            |            |            |            |             |             |             |
|---|---|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL002</b>   | <b>SPECIAL TAMIL – I</b>  |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>   |            |            |             |             |             |
|   | <b>Total Contact Hours –</b>  |            | 2          | 0          | 0          | 2          |            |            |             |             |             |
|   | Prerequisite course – Tamil Under Part 1                                  |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name& Department : முனைவர்.ம.சித்ராகண்ணு & தமிழ்த்துறை |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES :-</b> பண்டைத்தமிழரின் நாகரிகமும் பண்பாடும் பற்றி அறியச்செய்தல். |   |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |   |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | தமிழரின் அரசியல், தொழில், சமூக அமைப்புபற்றி அறிவர்                        |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | தமிழர் திருமணமுறை, குடும்ப வாழ்வு பற்றி அறிவர்                            |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | தமிழரின் உணவு, உடை, உறைவிடம் பற்றி அறிவர்                                 |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | தமிழரின் கல்வி, வானியல், விளையாட்டு, மகளிர், விழாக்கள் பற்றி அறிவர்       |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | சங்ககால மருத்துவம், கட்டடக்கலைப்பற்றி அறிவர்                              |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | சங்ககால தமிழரின் நாகரிகம் பண்பாடு பற்றி தெளிவான அறிவைப்பற்றி அறிவர்.      |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)                                |   |            |            |            |            |            |            |            |             |             |             |
| (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low                     |   |            |            |            |            |            |            |            |             |             |             |
| <b>1</b>  | <b>COs/Pos</b>  | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| <b>2</b>  | CO1   | M          |            |            | H          |            |            |            | H           | M           | M           |
|   | CO2   | M          |            |            | H          |            |            |            |             |             |             |
|   | CO3   | M          |            |            | H          |            |            |            |             |             |             |
|   | CO4   | M          |            |            | H          |            |            |            |             |             |             |
|   | CO5   | M          |            |            | H          |            |            |            |             |             |             |
|   | CO6   | M          |            |            | H          |            |            |            |             |             |             |

|   |          |                             |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|-----------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          |                             |                     |                    |                        |                    | ✓                       |                    |           |  |
| 4 | Approval | Academic Council Meeting    |                     |                    |                        |                    |                         |                    |           |  |

### அலகு 1

6

நாகரிகமும் பண்பாடும் –சங்க காலத்து அரசியல் நிலை – சங்ககாலத்தொழிற் பிரிவினரும் சமூக அமைப்பும்.

### அலகு 2

6

பண்டைத்தமிழர் திருமணமுறை ,நல்லறம் – குடும்ப வாழ்வு பற்றிய தமிழர் கொள்கை – பண்டையத்தமிழரின் உணவு, உடை, உறையுள்

### அலகு 3

6

பண்டைத்தமிழரின் கல்வி நிலை – பண்டைத்தமிழரின் வானியல் அறிவு -பண்டைத்தமிழரின் விளையாட்டும் பொழுது போக்கும்

### அலகு 4

6

மகளிர் நிலை - சங்கத் தமிழரின் சமய வாழ்வு - சங்ககால விழாக்கள்

### அலகு 5

6

இந்திய நாகரீகத்தில் தமிழ்ப் பண்பாட்டுக்கூறுகள் - மருத்துவக் கலை - தமிழகக் கோயில் கட்டிடக்கலை வளர்ச்சி

### பாடநூல்கள்

1. அ.தட்சிணாமூர்த்தி, "தமிழர் நாகரிகமும் பண்பாடும்", ஐந்திணைப்பதிப்பகம், 2010
- 2.பாவாணர், "பண்டைத்தமிழர் நாகரிகமும் பண்பாடும்", பூம்புகார் பதிப்பகம், 2012.

3கே.கே.பிள்ளை, "தமிழகவரலாறுமக்களும்பண்பாடும்",  
மணிவாசகர் பதிப்பகம், 2012

### பார்வைநூல்கள்

1. நா. வானமாமலை, "தமிழர் பண்பாடும் தத்துவமும்",  
அலைகள் வெளியீட்டகம், 2011
2. பேரின்பன், "தமிழர் வரலாறு: சில கேள்விகளும்  
தேடல்களும்", அலைகள் வெளியீட்டகம், 2011
3. மா. இராசமாணிக்கனார், "தமிழக வரலாறும் தமிழர்  
பண்பாடும்", செண்பகா பதிப்பகம், 2012

Course Coordinator

HOD

| CODE No.   | COURSE NAME : COMPUTER GRAPHICS                   | L | T | P | C |
|--|---|---|---|---|---|
| BVC3L1   | Total Contact Hours – 45                          | 0 | 0 | 4 | 2 |
|  | Prerequisite – +2 With any Degree                 |   |   |   |   |
|  | Course Designed by – Dept of Visual Communication |   |   |   |   |
| COURSE OBJECTIVES  |   |   |   |   |   |
| UNIT – 1 : To learn about Basics tools of Photoshop          |   |   |   |   |   |
| UNIT – 2 : To learn about Visiting card Designing            |   |   |   |   |   |
| UNIT – 3 : To learn about Poster Designing                   |   |   |   |   |   |
| UNIT – 4 : To learn about Logo Designing, Brochure Designing |   |   |   |   |   |
| UNIT – 5 : To learn about Letterhead and Banner Designing    |   |   |   |   |   |

|                 |   |          |
|-----------------|---|----------|
| <b>UNIT I</b>   | <b>BASICS TOOLS OF PHOTOSHOP</b>          | <b>6</b> |
| <b>UNIT II</b>  | <b>VISITING CARD DESIGNING</b>            | <b>6</b> |
| <b>UNIT III</b> | <b>POSTER DESIGNING</b>                   | <b>6</b> |
| <b>UNIT IV</b>  | <b>LOGO DESIGNING, BROCHURE DESIGNING</b> | <b>6</b> |
| <b>UNIT V</b>   | <b>LETTERHEAD AND BANNER DESIGNING</b>    | <b>6</b> |

| <b>COURSE OUTCOMES (COs)</b> |   |
|------------------------------|---|
| CO1                          | Knowledge will be gained Basics tools of Photoshop                |
| CO2                          | Knowledge will be gained Visiting card Designing                  |
| CO3                          | Knowledge will be gained about Poster Designing                   |
| CO4                          | Knowledge will be gained about Logo Designing, Brochure Designing |
| CO5                          | Knowledge will be gained about Letterhead and Banner Designing    |
| Category                     | NC  |
| Approval                     | 47 <sup>th</sup> Academic Council Meeting                         |

**Course Coordinator**

**HOD**

| <b>CODE No.</b>  | <b>COURSE NAME : PRACTICALPHOTOGRAPHY</b>         | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|--|---|----------|----------|----------|----------|
| BVC3L2   | Total Contact Hours – 30                          | 0        | 0        | 4        | 2        |
|  | Prerequisite – +2 With any Degree                 |          |          |          |          |
|  | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>   |   |          |          |          |          |
| UNIT – 1 : To learn about Landscape  |   |          |          |          |          |
| UNIT – 2 : To learn about Photo feature, Photo Language & Environmental Exposure |   |          |          |          |          |



## SEMESTER IV

### SEMESTER-IV

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL401</b>   | <b>TAMIL – IV</b>  |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>   |            |            |             |             |             |
|   | <b>Total Contact Hours – 45</b>  |            | 3          | 0          | 0          | 3          |            |            |             |             |             |
|   | Prerequisite course – TAMIL –III   |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name& Department<br>:முனைவர்.ம.சித்ராகண்ணு&தமிழ்த்துறை      |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES :- சங்க இலக்கியத்தைப் பற்றி அறியச் செய்தல்</b> |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| <b>CO1</b>  | எட்டுத்தொகையில் நற்றிணை, குறுந்தொகை, கலித்தொகை இலக்கியங்களை அறிவர்             |            |            |            |            |            |            |            |             |             |             |
| <b>CO2</b>  | எட்டுத்தொகையில் புறநானூறு, பதிற்றுப்பத்து இலக்கியங்களை அறிவர்                  |            |            |            |            |            |            |            |             |             |             |
| <b>CO3</b>  | பத்துப்பாட்டு இலக்கியத்தில் பொருநராற்றுப்படை, பெரும்பாணாற்றுப்படை பற்றி அறிவர் |            |            |            |            |            |            |            |             |             |             |
| <b>CO4</b>  | பத்துப்பாட்டில் நெடுநல்வாடை, பட்டினப்பாலை, முல்லைப்பாட்டு பற்றி அறிவர்         |            |            |            |            |            |            |            |             |             |             |
| <b>CO5</b>  | எட்டுத்தொகை, பத்துப்பாட்டு இலக்கிய வரலாற்றை அறிவர்                             |            |            |            |            |            |            |            |             |             |             |
| <b>CO6</b>  | சங்க இலக்கியத்தைப் பற்றிய உயரிய சிந்தனையைப் பெறுவர்                            |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)              |  |            |            |            |            |            |            |            |             |             |             |
| (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low   |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | M          |            |            |            |            |            | H           | M           | M           |
|   | CO2  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO3  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO4  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO5  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO6  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          | ✓                                |                     |                    |                        |                    |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

### அலகு 1 9

|            |   |              |
|------------|---|--------------|
| நற்றிணை    | - | 10, 110, 129 |
| குறுந்தொகை | - | 8, 25, 32    |
| கலித்தொகை  | - | 6, 37, 51    |

### அலகு 2 9

|                |   |              |
|----------------|---|--------------|
| புறநானூறு      | - | 89, 109, 204 |
| பதிற்றுப்பத்து | - | 42,46,49, 50 |

### அலகு 3 9

|                     |   |                   |
|---------------------|---|-------------------|
| பொருநராற்றுப்படை    | - | 151 - 213         |
| பெரும்பாணாற்றுப்படை | - | 5 - 15, 170 – 184 |

### அலகு 4 9

|                |   |           |
|----------------|---|-----------|
| நெடுநல்வாடை    | - | 1 - 25    |
| பட்டினப்பாலை   | - | 106 - 158 |
| முல்லைப்பாட்டு | - | 1 - 28    |

### அலகு 5 9

எட்டுத்தொகை வரலாறு- பத்துப்பாட்டு வரலாறு

### பாட நூல்கள்

1. வேங்கடராமன், "நற்றிணை மூலமும் உரையும்", உ. வே. சாநூல் நிலையம், 2013.
2. புலியூர்க்கேசிகன், "குறுந்தொகை மூலமும் உரையும்", சாரதாபதிப்பகம், 2010
3. புலியூர்க்கேசிகன், "கலித்தொகைமூலமும்உரையும்", சாரதாபதிப்பகம், 2015

### பார்வைநூல்கள்

1. புலியூர்க்கேசிகள், "புறநானூறு மூலமும் உரையும்", சாரதா பதிப்பகம், 2010
2. ஓளவைசு.துரைசாமிப்பிள்ளை, "பதிற்றுப்பத்து உரை", சாரதா பதிப்பகம், 2008
3. கதிர்முருகு, "பத்துப்பாட்டு மூலமும் உரையும்", சாரதா பதிப்பகம், 2010
4. ச.வே.சுப்ரமணியம், "சங்க இலக்கியம்", மணிவாசகர் பதிப்பகம், 2006

Course Coordinator

HOD

|                              |   | FRENCH IV | L | T | P | C |
|------------------------------|---|-----------|---|---|---|---|
| BAL402                       | Total Contact Hours – 45  | 3         | 0 | 0 | 3 |   |
|                              | Prerequisite course – Grade 12  |           |   |   |   |   |
|                              | Course Coordinator Name & Department:- Ms. Tushita Naidu K / Department<br>De Française     |           |   |   |   |   |
|                              | <b>COURSE OBJECTIVES:-</b><br>To introduce students to the advanced levels of the language. |           |   |   |   |   |
| <b>COURSE OUTCOMES (COs)</b> |   |           |   |   |   |   |
| CO1                          | To learn the culture of the language natives in advanced setup.                             |           |   |   |   |   |
| CO2                          | To understand the integral grammar structure in French.                                     |           |   |   |   |   |
| CO3                          | To encourage the development of skills in linguistics                                       |           |   |   |   |   |

|  |  |  |                          |                    |                           |                    |                            |                       |             |  |             |
|--|--|--|--------------------------|--------------------|---------------------------|--------------------|----------------------------|-----------------------|-------------|--|-------------|
| <b>CO4</b>   | To evaluate the Oral and Written skill set |  |                          |                    |                           |                    |                            |                       |             |  |             |
| <b>CO5</b>   | To remember the language construction      |  |                          |                    |                           |                    |                            |                       |             |  |             |
| <b>CO6</b>   | To enhance advanced fluency in language    |  |                          |                    |                           |                    |                            |                       |             |  |             |
| <b>Mapping of Course Outcomes with Program outcomes (POs)</b><br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |  |                          |                    |                           |                    |                            |                       |             |  |             |
| <b>1</b>   | <b>COs/Pos</b>                             | <b>PO1</b>                             | <b>PO2</b>               | <b>PO3</b>         | <b>PO4</b>                | <b>PO5</b>         | <b>PO6</b>                 | <b>PO7</b>            | <b>PSO1</b> | <b>PSO2</b>  | <b>PSO3</b> |
| <b>2</b>   | CO1  | H                                      | H                        |                    |                           |                    |                            |                       | H           |  |             |
|  | CO2  | H                                      | H                        |                    |                           |                    |                            |                       |             |  |             |
|  | CO3  | H                                      | M                        |                    |                           |                    |                            |                       |             |  |             |
|  | CO4  | H                                      | M                        |                    |                           |                    |                            |                       |             |  |             |
|  | CO5  | M                                      | M                        |                    |                           |                    |                            |                       |             |  |             |
|  | CO6  | H                                      | H                        |                    |                           |                    |                            |                       |             |  |             |
| <b>3</b>   | Category                                   | Humanities &<br>Social Studies<br>(HS) | Basic Sciences<br>(BS)   | Engg Sciences (ES) | Professional Core<br>(PC) | Core Elective (CE) | Non-Major<br>Elective (NE) | Open Elective<br>(OE) | Any other   | Project/Term<br>Paper/ Seminar/<br>Internship (PR) |             |
|  |  | ✓                                      |                          |                    |                           |                    |                            |                       |             |  |             |
| <b>4</b>   | Approval                                   |  | Academic Council Meeting |                    |                           |                    |                            |                       |             |  |             |

### UNIT I Vous plaisantez!

9

Le conditionnel present -expression de l'hypothese-demandes polies-suggestions et conseils

### UNIT II On s'entend bien!

9

Les constructions du discours rapport-Les constructions (faire + verbe)-et (laisser + verbe)

### UNIT III A vos risqué et perils!

9

Le subjonctif Present- La construction passive pour metre en valeur l'object direct de l' action

**UNIT IV C'est tout un programme!**

**9**

Les pronom possessives -Les adjectifs et les pronoms indefinis-Les pronom demonstratifs:

Les constructions --celui+de

**UNIT V C'est la fete !**

**9**

Les formes de l'appréciation : trop/ pas assez –si-Les constructions verbe+verbes

**TEXT BOOKS:**

A2 ECHO- J. GIRARDET, J. PECHEURB CLE PUBLICATION.

**Course Coordinator**

**HOD**

|   |  |            |            |            |            |            |            |            |             |             |             |  |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|--|
| <b>BAL403</b>   | <b>HINDI-IV</b>  |            |            |            |            |            | <b>L</b>   | <b>T</b>   | <b>P</b>    | <b>C</b>    |             |  |
|   | Total Contact Hours – 45                                       |            |            |            |            |            | 3          | 0          | 0           | 3           |             |  |
|   | Prerequisite course – Grade 12                                 |            |            |            |            |            |            |            |             |             |             |  |
|   | Course Coordinator Name & Department:- Mrs Rani Selvan / Hindi |            |            |            |            |            |            |            |             |             |             |  |
| <b>COURSE OBJECTIVES:-</b>  |  |            |            |            |            |            |            |            |             |             |             |  |
| To understand and improve the skills in the Language of Hindi   |  |            |            |            |            |            |            |            |             |             |             |  |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |  |
| <b>CO1</b>  | Remember the skills of the leadership                          |            |            |            |            |            |            |            |             |             |             |  |
| <b>CO2</b>  | Understand and develop the skills to overcome the mistake      |            |            |            |            |            |            |            |             |             |             |  |
| <b>CO3</b>  | Apply the concept of Hindi essay writing                       |            |            |            |            |            |            |            |             |             |             |  |
| <b>CO4</b>  | Analyze and develop the translation skills                     |            |            |            |            |            |            |            |             |             |             |  |
| <b>CO5</b>  | Evaluate the unseen passage skills                             |            |            |            |            |            |            |            |             |             |             |  |
| <b>CO6</b>  | Create and develop the Hindi language skills                   |            |            |            |            |            |            |            |             |             |             |  |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |            |            |            |            |            |            |            |             |             |             |  |
| 1   | <b>COs/<br/>Pos</b>  | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |  |
| 2   | CO1  | H          | H          |            |            |            |            |            | H           |             |             |  |
|   | CO2  | H          | H          |            |            |            |            |            |             |             |             |  |
|   | CO3  | H          | M          |            |            |            |            |            |             |             |             |  |
|   | CO4  | H          | M          |            |            |            |            |            |             |             |             |  |
|   | CO5  | M          | M          |            |            |            |            |            |             |             |             |  |
|   | CO6  | H          | H          |            |            |            |            |            |             |             |             |  |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          | ✓                                |                     |                    |                        |                    |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

**UNIT I** **09**  
 DRAMA – Andher Nagari

**UNIT II** **09**  
 NOVEL - GABAN - Premchand

**UNIT III** **09**  
 GENERAL ESSAY

**UNIT IV** **09**  
 TRANSLATION - HINDI – ENGLISH

**UNIT V** **09**  
 COMPREHENSION

**Text Books:**

By Bharathendu Harischandra, Veerendra Kumar Mishra, Anuvadh Abhyas – III

**Reference Books:**

UNIT 1 - Publisher–Vani Prakashan, New Delhi – 110 002.

UNIT II – Publisher - Rajkamal Prakashan, New Delhi – 110 002

UNIT III – Aadarsh Nibnandh, Vinodh Pustak Mandir, Hospital Road, Agra -282002

UNIT IV - Dakshin Bharath Hindi Prachar Sabha, Chennai- 17

UNIT V - Dakshin Bharath Hindi Prachar Sabha, Chennai- 17

**Course Coordinator**

**HOD**

|  |  |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
|--|--|----------------------------------|---------------------|-------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|----------|
| <b>BEH401</b>  | <b>ENGLISH- IV</b>   |                                  |                     |                   |                        |                    |                         | <b>L</b>           | <b>T</b>  | <b>P</b>                                     | <b>C</b> |
|  | Total Contact Hours – 60                                     |                                  |                     |                   |                        |                    |                         | 4                  | 0         | 0  | 4        |
|  | Prerequisite course – + 2 level English                      |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
|  | Course Coordinator Name & Dept. :Ms.E.REKHA - English        |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>COURSE OBJECTIVES:-</b> To focus on the balanced development of the English language communication skills.            |  |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>COURSE OUTCOMES (COs)</b>   |  |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>CO1</b>   | Remember the basic concepts of English literature            |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>CO2</b>   | Understand the importance of the English language.           |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>CO3</b>   | Apply the themes and values by comprehending the given text. |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>CO4</b>   | Analyse the grammar and the literary texts.                  |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>CO5</b>   | Evaluate the characters and the genre prescribed.            |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| <b>CO6</b>   | Create comprehensive essays efficiently.                     |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |  |                                  |                     |                   |                        |                    |                         |                    |           |  |          |
| 1  | COs/Pos  | PO1                              | PO2                 | PO3               | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3     |
| 2  | CO1  | H                                | L                   |                   |                        |                    |                         |                    | H         |  |          |
|  | CO2  | H                                | L                   |                   |                        |                    |                         |                    |           |  |          |
|  | CO3  | H                                | L                   |                   |                        |                    |                         |                    |           |  |          |
|  | CO4  | H                                | L                   |                   |                        |                    |                         |                    |           |  |          |
|  | CO5  | H                                | L                   |                   |                        |                    |                         |                    |           |  |          |
|  | CO6  | H                                | L                   |                   |                        |                    |                         |                    |           |  |          |
| 3  | Category   | Humanities & Social Studies (HS) | Basic Sciences (BS) | Eng Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |          |
|  |  | ✓                                |                     |                   |                        |                    |                         |                    |           |  |          |

|   |                 |                          |
|---|-----------------|--------------------------|
| 4 | <b>Approval</b> | Academic Council Meeting |
|---|-----------------|--------------------------|

### **UNIT 1 - PROSE**

**12**

**Lalajee** – Jim Corbett – Author Biography – Plot – Theme - Summary - Critical analysis; **Face of Judas** – Bonnie Chamberlin - Author Biography – Plot – Theme - Summary - Critical analysis.

### **UNIT 2 - POETRY**

**12**

**Laugh and Be Merry** – **John Masefield** – Author Biography - Theme – Poetic devices – Annotations - Summary – Critical analysis; **Matilda** - **Hilaire Belloc**- Author Biography - Theme – Poetic devices – Annotations - Summary – Critical analysis.

### **UNIT 3: SHORT STORIES**

**12**

**Hunchback Sundari** – **C.Raja Gopalachari** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis; **The Eyes Are Not There** - **Ruskin Bond**- Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis.

### **UNIT 4: ONE-ACT PLAYS**

**12**

**Macbeth Soliloquy** – **Out, Out, Brief Candle** - **Shakespeare** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis; **Julius Ceasar** - **Anthony’s Funeral Speech** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis.

### **UNIT 5: FUNCTIONAL ENGLISH**

**12**

Wh – Questions - Pattern – Active and Passive voice – usage of passive voice – structure of passive verb; Modal verbs – Tenses.

### **TEXT BOOKS:**

1. Corbett, “My India”, Rupa Publications India Pvt. Ltd., 2018

2. Stories of Innocent by C.Rajagopalachari, Bharathiya Vidya Bhavan, 2009

**REFERENCE BOOKS:**

1. Shakespeare – The Complete Work; Wilco Publishing House, Mumbai, India. 2005.

2. Hilaire Belloc, “Matilda”, Random House UK, 1994, Shakespeare, “Macbeth”, Macmillan Publisher, 2014.

**Course Coordinator**

**HOD**

| CODE No.   | COURSE NAME : ELEMENTS OF FILM STUDIES  | L | T | P | C |
|--|---|---|---|---|---|
| BVC401   | Total Contact Hours – 60  | 3 | 1 | 0 | 4 |
|  | Prerequisite – +2 With any Major  |   |   |   |   |
|  | Course Designed by – Dept of Visual Communication   |   |   |   |   |
| <b>COURSE OBJECTIVES:-</b> Identify and define the formal and stylistic elements of film. Develop an understanding of film language and terminology, and analyze the ways in which that this language constructs meaning and ideology. |   |   |   |   |   |
| <b>COURSE OUTCOMES (COs)</b>   |   |   |   |   |   |
| CO1  | Observe with knowledge and reflect upon the articulation of a film’s content, form and structure.   |   |   |   |   |
| CO2  | Identify and define the formal and stylistic elements of film. Develop an understanding of film language and terminology, and analyze the ways in which that this language constructs meaning and ideology.           |   |   |   |   |
| CO3  | Gain a basic understanding of film theory and global film history, to be able to identify significant movements and articulate key concepts.  |   |   |   |   |
| CO4  | Demonstrate familiarity with diverse forms of the moving image, including, for example, the feature film, experimental and avant-garde cinema, video art and moving image installation, television and digital media. |   |   |   |   |
| CO5  | Understand the relationship between film form and its historical and cultural contexts. Describe how a film offers a set of social, political and cultural ideas and questions through form and content.              |   |   |   |   |
| CO6  | Demonstrate a competency in discussing the ways in which film is influenced and shaped by individuals, movements, institutions and technologies with local, national, transnational and global dimensions.            |   |   |   |   |
| Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low   |   |   |   |   |   |

|   |                 |                                  |                     |                    |                        |                    |                         |                    |           |   |       |
|---|-----------------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|---|-------|
| 1 | COs/Pos         | PO 1                             | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PS O      | PSO2  | PS O3 |
| 2 | CO1             | H                                | M                   |                    |                        |                    |                         |                    | H         | H   | M     |
|   | CO2             | H                                | M                   |                    |                        |                    |                         |                    |           |   |       |
|   | CO3             | H                                | M                   |                    |                        |                    |                         |                    |           |   |       |
|   | CO4             | H                                | M                   |                    |                        |                    |                         |                    |           |   |       |
|   | CO5             | H                                | M                   |                    |                        |                    |                         |                    |           |   |       |
|   | CO6             | H                                | M                   |                    |                        |                    |                         |                    |           |   |       |
| 3 | Category        | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship(PR) |       |
|   |                 |                                  |                     | *                  |                        |                    |                         |                    |           |   |       |
| 4 | <b>Approval</b> | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |   |       |

### UNIT I HISTORY OF FILM

9

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930)

### UNIT II PRODUCTION PROCESS

9

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 MISE-EN-SCENE

9

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene. Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

### UNIT IV THE CONCEPT OF FORM IN FILMS

9

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres.

### UNIT V NARRATIVE TECHNIQUES

9

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

**REFERENCE BOOKS**

1.The Cinema of India – Thoraval, Yves (2000)

**TEXT BOOK**

1.Encyclopedia of Indian Cinema – Baskar, Yves (2000)

**Course Coordinator****HOD**

|                 |   |          |          |          |          |
|-----------------|---|----------|----------|----------|----------|
| <b>CODE No.</b> | <b>COURSE NAME : MEDIA ETHICS</b>                 | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| BVC402          | Total Contact Hours – 60                          | 3        | 1        | 0        | 4        |
|                 | Prerequisite – +2 With any Major                  |          |          |          |          |
|                 | Course Designed by – Dept of Visual Communication |          |          |          |          |

**COURSE OBJECTIVES:-**

To learn about Introduction to Media Ethics

- To learn about Media determinants
- To learn about Media Duties
- To learn about Values and ethics of media personnel

To learn about Power of Media in Development

**COURSE OUTCOMES (COs)**

|     |   |
|-----|---|
| CO1 | Knowledge will be gained about Introduction to Media Ethics         |
| CO2 | Knowledge will be gained about Media determinants                   |
| CO3 | Knowledge will be gained about Media Duties                         |
| CO4 | Knowledge will be gained about Values and ethics of media personnel |
| CO5 | Knowledge will be gained about Power of Media in Development        |
| CO6 | Knowledge will be gained about Introduction to Media Ethics         |

Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

| 1 | COs/Pos | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PS O | PSO2 | PS O3 |
|---|---------|------|-----|-----|-----|-----|-----|-----|------|------|-------|
| 2 | CO1     | H    | M   |     |     |     |     |     | H    | H    | M     |
|   | CO2     | H    | M   |     |     |     |     |     |      |      |       |
|   | CO3     | H    | M   |     |     |     |     |     |      |      |       |
|   | CO4     | H    | M   |     |     |     |     |     |      |      |       |

|   |          |                                  |   |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
|   | CO5      | H                                | M |                     |                    |                        |                    |                         |                    |           |  |
|   | CO6      | H                                | M |                     |                    |                        |                    |                         |                    |           |  |
| 3 | Category | Humanities & Social Studies (HS) |   | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/Seminar/ Internship(PR) |
|   |          |                                  |   |                     | *                  |                        |                    |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |   |                     |                    |                        |                    |                         |                    |           |  |

### UNIT I INTRODUCTION TO MEDIA ETHICS 9

Introduction to Media Ethics. Media – Derived press freedom, Restrictions, limitations; State laws on media control, Contempt of court; defamation- Libel and Slander, Pre independence and post-independence laws (copyright act, press act, RTI, Official secrets act, PrasarBharathi Act, Cable TV ac, Cinematography act, IPC)

### UNIT II MEDIA DETERMINANTS 9

Media determinants, Owners and Controlling companies; State and the law; Advertisers; economic determinants; History of control over media with special reference to Emergency. Social responsibilities of Media.

### UNIT III MEDIA DUTIES 9

Media Duties, Self Control and regulations, Official bodies such as Press Council, TRAI, BRAI, IBF, CBFC, their constitution and power.

### UNIT IV VALUES AND ETHICS OF MEDIA PERSONNE 9

Values and ethics of media personnel (journalists, advertisers, media organizations), Ethical dilemmas, Right to privacy, String Journalism, Yellow Journalism, Misinformation, Disinformation, Paid news, vested interests.

### UNIT V POWER OF MEDIA 9

Power of Media in Development; Development and participatory communication; History of Development Communication, investigative journalism and infringement of personal liberty.

#### REFERENCE BOOKS :

1. The Press - Rao , M. C. National Book Trust (1974).

#### TEXT BOOK

Journalism Ethics – Basu, Random Publications.

Course Coordinator

HOD

|   |   | BASIC TAMIL – II   |                          |                    |                        | L                  | T                       | P                  | C         |  |      |
|---|---|--|--------------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| BAL003  |   | Total Contact Hours – 45                                     |                          |                    |                        | 2                  | 0                       | 0                  | 2         |  |      |
|   |   | Prerequisite course – Basic Tamil – I                        |                          |                    |                        |                    |                         |                    |           |  |      |
|   |   | Course Coordinator Name & Department :- ஸ்ரீதேவி&தமிழ்த்துறை |                          |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OBJECTIVES :-</b><br>தமிழ்மொழியின் அடிப்படைக்கூறுகள் பற்றி அறியச் செய்தல்   |   |  |                          |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OUTCOMES (COs)</b>  |   |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO1   | தமிழ் மொழியின் சொல் வகை, திணை, பால் பாகுபாடு பற்றி அறிவார்        |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO2   | அடுக்குத்தொடர், இரட்டைக்கிளவி, ண,ன,ர,ற,ள,ழ வேறுபாடு பற்றி அறிவார் |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO3   | பத்திகளைச் சூக்கியும், விரிவாக்கி எழுதும் அறிவைப்பெறுவார்         |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO4   | சொற்களை கையாண்டு உரையாடுவது பற்றி பெறுவார்                        |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO5   | கட்டுரை, கடிதம் எழுதும் அறிவைப்பெறுவார்                           |  |                          |                    |                        |                    |                         |                    |           |  |      |
| CO6   | தமிழ் மொழியில் சரளமாக பேசும் எழுதும் திறனைப்பெறுவார்              |  |                          |                    |                        |                    |                         |                    |           |  |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |  |                          |                    |                        |                    |                         |                    |           |  |      |
| 1   | COs/Pos   | PO1  | PO2                      | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
| 2   | CO1   | M  | H                        |                    |                        |                    |                         |                    | M         | H  | M    |
|   | CO2   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO3   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO4   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO5   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
|   | CO6   | M  | H                        |                    |                        |                    |                         |                    |           |  |      |
| 3   | Category  | Humanities & Social Studies (HS)                             | Basic Sciences (BS)      | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|   |   |  |                          |                    |                        |                    | ✓                       |                    |           |  |      |
| 4   | Approval  |  | Academic Council Meeting |                    |                        |                    |                         |                    |           |  |      |

## அலகு -1

9

- 1.1 தமிழ் மொழி அறிமுகம்
- 1.2 சொல் வகைகள்
- 1.3 திணை, பால் பாகுபாடு

## அலகு - 2

9

- 2.1 அடுக்குத் தொடர், இரட்டைக் கிளவி
- 2.2 ஒரு ஓர் வேறுபாடு
- 2.3 ண,ன,ர,ற,ள,ழ வேறுபாடு

## அலகு - 3

9

- 3.1 பத்தியிலிருந்து வினாக்களுக்குரிய விடைகளை கண்டறியும் பயிற்சி
- 3.2 சுருக்கி வரைதல்
- 3.3 விரிவாக்கி எழுதுதல்

## அலகு - 4

9

- 4.1 உரையாடல்
- 4.2 கட்டுரை
- 4.3 மடல் வரைதல்

## பாட நூல்கள்

1. மருதூர் அரங்கராசன், "தவறின்றித் தமிழ் எழுத", ஐந்திணைப்பதிப்பகம், 2012
2. ஞா.தேவநேயப்பாவாணர், "உயர்தரக் கட்டுரை இலக்கணம்", கௌராபதிப்பகம், 2013
3. க. கயிலாயநாதன், "தமிழ் மொழி விளக்கம்", முல்லை நிலையம், 2006

## பார்வை நூல்கள்

1. பாரதிதாசன், "தவறின்றித்தமிழ்எழுத", நாம்தமிழர் பதிப்பகம், 2013
2. ஆசிரியர்குழு, "கடிதம்வரைதல்", லியோபப்ளிகேஷன்ஸ், 2013
3. பாவாணர், "கட்டுரைவரைவதுஎப்படி?", தமிழ்மண்பதிப்பகம், 2012

Course Coordinator

HOD

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>BAL004</b>   | <b>SPECIAL TAMIL – II</b>  |            |            |            |            | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>    |             |             |
|   | <b>Total Contact Hours –</b>   |            |            |            |            | 2          | 0          | 0          | 2           |             |             |
|   | Prerequisite course – <b>SPECIAL TAMIL – I</b>                             |            |            |            |            |            |            |            |             |             |             |
|   | Course Coordinator Name & Department : முனைவர்.ம.சித்ராகண்ணு & தமிழ்த்துறை |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES :-</b> நாட்டுப்புற வாழ்வியலை பற்றி அறியச்செய்தல்   |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| CO1   | தாலாட்டு மற்றும் குழந்தைப்பாடல்கள் பற்றி அறிவர்                            |            |            |            |            |            |            |            |             |             |             |
| CO2   | தொழிற்பாடல், காதல்பாடல், கொண்டாட்டப்பாடல்கள் பற்றி அறிவர்                  |            |            |            |            |            |            |            |             |             |             |
| CO3   | சங்ககால மக்களின் விடுகதை, நம்பிக்கை, சடங்குகள் பற்றி அறிவர்                |            |            |            |            |            |            |            |             |             |             |
| CO4   | பழமொழிகள், நாட்டுப்புறமருத்துவம், சமயவழிபாடுகள் பற்றி அறிவர்               |            |            |            |            |            |            |            |             |             |             |
| CO5   | நாட்டுப்புற இலக்கிய வரலாறு பற்றி அறிவர்                                    |            |            |            |            |            |            |            |             |             |             |
| CO6   | வாய்மொழி இலக்கியம் மூலம் சங்க கால மக்களின் வாழ்வியலை அறிவர்                |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | M          |            |            |            |            |            | H           | M           | M           |
|   | CO2  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO3  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO4  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO5  | H          | M          |            |            |            |            |            |             |             |             |
|   | CO6  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                             |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|-----------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          | ✓                           |                     |                    |                        |                    | ✓                       |                    |           |  |
| 4 | Approval | Academic Council Meeting    |                     |                    |                        |                    |                         |                    |           |  |

**அலகு 1**

9

தாலாட்டுப்பாடல்- குழந்தைப்பாடல்- விளையாட்டுப்பாடல்

**அலகு 2**

தொழிற்பாடல்கள் - காதல்பாடல்கள்-  
கொண்டாட்டப்பாடல்கள்

**அலகு 3**

9

விடுகதைகள் - நம்பிக்கைகள் -சடங்குகள்

**அலகு 4**

9

பழமொழிகள் -நாட்டுப்புறமருத்துவம் - சமயவழிபாடுகள்

**அலகு 5**

9

நாட்டுப்புற இலக்கிய வரலாறு

**பாட நூல்கள்**

1. சு.சக்திவேல், "நாட்டுப்புறஇயல்ஆய்வு", மணிவாசகர்பதிப்பகம், 2015
2. சு.சண்முகசுந்தரம், "நாட்டுப்புறஇலக்கியவரலாறு", காவ்யாபதிப்பகம், 2017
3. நா. வானமாமலை, "தமிழர்நாட்டுப்பாடல்கள்", நியூசெஞ்சுரிபுக்ஹவுஸ், 2014

**பார்வை நூல்கள்**

1. ஆறு.இராமநாதன், "நாட்டுப்புற பாடல் வகைகள்", புலமை வெளியீடு, 1982
2. சரசுவதி வேணுகோபால், "தமிழக நாட்டுப்புறவியல்", தாமரை வெளியீடு, 1981
3. கழனிபூரன், "நாட்டுப்புறவியல் கட்டுரைகள்", காவ்யா பதிப்பகம், 2014

Course Coordinator

HOD

|   |   |     |     |     |     |     |     |          |          |          |          |
|---|---|-----|-----|-----|-----|-----|-----|----------|----------|----------|----------|
| BVC4L1  | <b>WEB PUBLISHING</b>   |     |     |     |     |     |     | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|   | Total Contact Hours – 45  |     |     |     |     |     |     | 0        | 0        | 4        | 2        |
|   | Prerequisite – Higher Secondary Level   |     |     |     |     |     |     |          |          |          |          |
| Course Designed by – Dept of Visual Communication   |   |     |     |     |     |     |     |          |          |          |          |
| <b>COURSE OBJECTIVES</b>  |   |     |     |     |     |     |     |          |          |          |          |
| UNIT – 1 : To learn about Web Publishing Tool   |   |     |     |     |     |     |     |          |          |          |          |
| UNIT – 2 : To learn about FrontPage or Dream weaver   |   |     |     |     |     |     |     |          |          |          |          |
| UNIT – 3 : To learn about MM Flash HTML and XML Programming   |   |     |     |     |     |     |     |          |          |          |          |
| UNIT – 4 : To learn about Creation of the Home Page of a Website with proper links  |   |     |     |     |     |     |     |          |          |          |          |
| UNIT – 5 : To learn about Creation of a dynamic web page  |   |     |     |     |     |     |     |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>  |   |     |     |     |     |     |     |          |          |          |          |
| CO1   | Knowledge will be gained about Web Publishing Tool                                      |     |     |     |     |     |     |          |          |          |          |
| CO2   | Knowledge will be gained about FrontPage or Dream weaver                                |     |     |     |     |     |     |          |          |          |          |
| CO3   | Knowledge will be gained about MM Flash HTML and XML Programming                        |     |     |     |     |     |     |          |          |          |          |
| CO4   | Knowledge will be gained about Creation of the Home Page of a Website with proper links |     |     |     |     |     |     |          |          |          |          |
| CO5   | Knowledge will be gained about Creation of a dynamic web page                           |     |     |     |     |     |     |          |          |          |          |
| Category  | OE  |     |     |     |     |     |     |          |          |          |          |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |     |     |     |     |     |     |          |          |          |          |
| 1   | COs/Pos   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7      | PSO1     | PSO2     | PS O3    |
| 2   | CO1   | H   | L   |     |     |     |     |          | H        |          |          |
|   | CO2   | H   | L   |     |     |     |     |          |          |          |          |
|   | CO3   | H   | L   |     |     |     |     |          |          |          |          |
|   | CO4   | H   | L   |     |     |     |     |          |          |          |          |
|   | CO5   | H   | L   |     |     |     |     |          |          |          |          |
|   |   |     |     |     |     |     |     |          |          |          |          |

|   |          |   |                     |                    |                        |                    |                         |                    |   |
|---|----------|---|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|---|
| 3 | Category | Humanities & Social Studies (HS)          | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Project/Term Paper/Seminar/Internship(PR) |
|   |          |   |                     |                    |                        |                    |                         | ✓                  |   |
| 4 | Approval | 47 <sup>th</sup> Academic Council Meeting |                     |                    |                        |                    |                         |                    |   |

|                 |  |          |
|-----------------|--|----------|
| <b>UNIT I</b>   | <b>WEB PUBLISHING TOOL</b>                     | <b>9</b> |
| <b>UNIT II</b>  | <b>FRONT PAGE OR DREAM WEAVER</b>              | <b>9</b> |
| <b>UNIT III</b> | <b>MM FLASH HTML AND XML PROGRAMMING</b>       | <b>9</b> |
| <b>UNIT IV</b>  | <b>CREATION OF HOME PAGE WITH PROPER LINKS</b> | <b>9</b> |
| <b>UNIT V</b>   | <b>CREATION OF DYNAMIC WEB PAGE</b>            | <b>9</b> |

#### REFERENCE BOOK

1. Web Design, - Thomas, Powell (2000)

#### TEXT BOOK

1. The Principles of Interactive Design – Grahm, L, Thomson Learning (1999)

**Course Coordinator**

**HOD**

|  |   |          |          |          |          |
|--|---|----------|----------|----------|----------|
| <b>CODE No.</b>  | <b>COURSE NAME : Writing for Media</b>            | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>BVC4L2</b>  | Total Contact Hours – 60                          | 0        | 1        | 3        | 2        |
|  | Prerequisite – +2 With any Major                  |          |          |          |          |
|  | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>   |   |          |          |          |          |
| UNIT – 1 : To learn about concepts of writing for Print Medium           |   |          |          |          |          |
| UNIT – 2 : To learn about concepts of writing for Posters                |   |          |          |          |          |
| UNIT – 3 : <b>To learn about concepts of writing for Pamphlet</b>        |   |          |          |          |          |
| UNIT – 4 : To learn about concepts of writing for Catalogues             |   |          |          |          |          |
| UNIT – 5 : To learn about concepts of writing for Advertising & Journals |   |          |          |          |          |

| COURSE OUTCOMES (COs)  |   |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
|--|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|-------|
| CO1  | Knowledge will be gained about writing for Print Medium     |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO2  | Knowledge will be gained about writing for Posters          |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO3  | Knowledge will be gained about writing for Pamphlet         |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO4  | Knowledge will be gained about writing for Catalogues       |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO5  | Knowledge will be gained about Advertising & Journals       |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| 1  | COs/Pos   | PO 1                             | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PS O      | PSO2                                       | PS O3 |
| 2  | CO1   | H                                | M                   |                    |                        |                    |                         |                    | H         | H  | M     |
|  | CO2   | H                                | M                   |                    |                        |                    |                         |                    |           |  |       |
|  | CO3   | H                                | M                   |                    |                        |                    |                         |                    |           |  |       |
|  | CO4   | H                                | M                   |                    |                        |                    |                         |                    |           |  |       |
|  | CO5   | H                                | M                   |                    |                        |                    |                         |                    |           |  |       |
|  | CO6   | H                                | M                   |                    |                        |                    |                         |                    |           |  |       |
| 3  | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/Seminar/ Internship(PR) |       |
|  |   |                                  |                     |                    | *                      |                    |                         |                    |           |  |       |
| 4  | <b>Approval</b>   | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |       |
| CO6  | Knowledge will be gained about Introduction to Media Ethics |                                  |                     |                    |                        |                    |                         |                    |           |  |       |

|                 |   |          |
|-----------------|---|----------|
| <b>UNIT I</b>   | <b>WRITING FOR PRINT MEDIUM</b>               | <b>9</b> |
| <b>UNIT II</b>  | <b>WRITING FOR POSTERS</b>                    | <b>9</b> |
| <b>UNIT III</b> | <b>WRITING FOR PAMPHLET</b>                   | <b>9</b> |
| <b>UNIT IV</b>  | <b>WRITING FOR CATALOGUES</b>                 | <b>9</b> |
| <b>UNIT V</b>   | <b>WRITING FOR ADVERTISING &amp; JOURNALS</b> | <b>9</b> |

Course Coordinator

HOD

## V SEMESTER

|   |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
|---|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-------------|--|-------------|
| <b>BVC501</b>   | <b>TELEVISION PRODUCTION</b>  |                                  |                     |                    |                        | <b>L</b>           | <b>T</b>                | <b>P</b>           | <b>C</b>    |  |             |
|   | <b>Total Contact Hours – 60</b>   |                                  |                     |                    |                        | 3                  | 1                       | 0                  | 4           |  |             |
|   | Prerequisite course – Visual Communication / Media Organization Studied in Semester III |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
|   | Course Coordinator Name & Department :- Mr. P. Nagarajan/VISCOM                         |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>COURSE OBJECTIVES:-</b>  |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| Learners having knowledge in basics of Television Production Skill can understand the functions of Media production skills. The purpose of this course is providing a clear understanding of the concepts that Television Production. |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <b>COURSE OUTCOMES (COs)</b>  |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| CO1   | To learn about Introduction of Television Production & visualization                    |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| CO2   | To learn about Principles of script writing   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| CO3   | To learn about Camera techniques & operation  |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| CO4   | To learn about Video recording format   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| CO5   | To learn about Editing procedure  |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| <p>Mapping of Course Outcomes with Program outcomes (POs)</p> <p>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low</p>  |   |                                  |                     |                    |                        |                    |                         |                    |             |  |             |
| 1   | <b>COs/Pos</b>  | <b>PO1</b>                       | <b>PO2</b>          | <b>PO3</b>         | <b>PO4</b>             | <b>PO5</b>         | <b>PO6</b>              | <b>PO7</b>         | <b>PSO1</b> | <b>PSO2</b>                                  | <b>PSO3</b> |
| 2   | CO1   | H                                |                     |                    | H                      |                    |                         |                    | H           | H  | H           |
|   | CO2   | H                                |                     |                    | L                      |                    |                         |                    |             |  |             |
|   | CO3   | H                                |                     |                    | H                      |                    |                         |                    |             |  |             |
|   | CO4   | H                                |                     |                    | H                      |                    |                         |                    |             |  |             |
|   | CO5   | H                                |                     |                    | H                      |                    |                         |                    |             |  |             |
| 3   | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other   | Project/Term Paper/ Seminar/ Internship (PR) |             |
|   |   |                                  |                     |                    | ✓                      |                    |                         |                    |             |  |             |
| 4   | Approval  | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |             |  |             |

## **UNIT I INTRODUCTION OF TELEVISION PRODUCTION 9**

Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

## **UNIT II PRINCIPLES OF SCRIPT WRITING 9**

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design, Research. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,

## **UNIT III CAMERA TECHNIQUES & OPERATION9**

Camera techniques & operation, Types of camera, Video formats, framing, shots & movements, usage of various types of camera lenses, usages of various filters, objectives TV lighting, various types of Lights ,colour temperature, lighting for different situations, types of lighting.

## **UNIT IV VIDEO RECORDING FORMAT 9**

Video recording format - Audio on line or off line .Usage of various kinds of mics. Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).

## **UNIT III EDITING PROCEDURE 9**

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing .Television graphics& titling and specials effects.

## **REFERENCE BOOKS**

1. Effective W.Production – Millerson, Focal Press Holland (1993)

## **TEXT BOOK**

1. The Television Handbook - Millerson, Focal Press Holland (1998)

**Course Coordinator**

**HOD**

|   |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
|---|--|--|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| BVC502  | <b>MEDIA CULTURE AND SOCIETY</b>                               |  |                     |                    |                        |                    |                         | L                  | T         | P  | C    |
|   | Total Contact Hours – 45                                       |  |                     |                    |                        |                    |                         | 4                  | 2         | 0  | 5    |
|   |  | Prerequisite course – Visual Communication / Communication Skill Studied in Semester I |                     |                    |                        |                    |                         |                    |           |  |      |
|   |  | Course Coordinator Name & Department :- Mr. P. Nagarajan/VISCOM                        |                     |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OBJECTIVES</b>  |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| UNIT – 1 : To learn about Why study media?  |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| UNIT – 2 : To learn about Media Audience analysis   |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| UNIT – 3 : To learn about Approaches to media analysis  |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| UNIT – 4 : To learn about : Media as consciousness Industry   |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| UNIT – 5 : To learn about Media and Popular culture   |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| <b>COURSE OUTCOMES (COs)</b>  |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO1   | Knowledge will be gained about Why study media?                |  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO2   | Knowledge will be gained about Media Audience analysis         |  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO3   | Knowledge will be gained about Approaches to media analysis    |  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO4   | Knowledge will be gained about Media as consciousness Industry |  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO5   | Knowledge will be gained about Media and Popular culture       |  |                     |                    |                        |                    |                         |                    |           |  |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |  |  |                     |                    |                        |                    |                         |                    |           |  |      |
| 1   | COs/Pos  | PO1  | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
| 2   | CO1  | H  |                     |                    | H                      |                    |                         |                    | H         | H  | H    |
|   | CO2  | H  |                     |                    | H                      |                    |                         |                    |           |  |      |
|   | CO3  | H  |                     |                    | H                      |                    |                         |                    |           |  |      |
|   | CO4  | H  |                     |                    | H                      |                    |                         |                    |           |  |      |
|   | CO5  | H  |                     |                    | H                      |                    |                         |                    |           |  |      |
| 3   | Category   | Humanities & Social Studies (HS)   | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|   |  |  |                     |                    | ✓                      |                    |                         |                    |           |  |      |
| 4   | Approval   | Academic Council Meeting   |                     |                    |                        |                    |                         |                    |           |  |      |

**UNIT I UNDERSTANDING MASSMEDIA 9**  
 Why study media? Understanding mass media.Characteristics of mass media.Effects of mass media on individual, society and culture-basic issues.Power of mass media.Media in Indian society.Definition, nature and scope. **Function of mass media.**

**UNIT II MEDIA AUDIENCE ANALYSIS 9**  
 Media Audience analysis Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

**UNIT III MEDIA AS TEXT 9**  
 Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

**UNIT IV MEDIA AS CONSCIOUS INDUSTRY 9**  
 Media as consciousness Industry.Social construction of reality by media.Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, **audience positioning, establishing critical autonomy.**

**UNIT V MEDIA AND POPULAR CULTURE 9**  
 Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. **Acquisition and transformation of popular culture.**

**REFERENCE BOOKS**

1. Media Literacy – Potter, James W (1998)

**TEXT BOOK**

1. Media Making – Grasberg, Sage Publication (1998)

|   |   |          |          |          |          |
|---|---|----------|----------|----------|----------|
| BVC503  | <b>BASICS OF SCRIPT WRITING</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|   | <b>Total Contact Hours – 60</b>   | 3        | 1        | 0        | 4        |
|   | Prerequisite course – Visual Communication / Introduction to Visual Communication Studied in Semester I |          |          |          |          |
|   | Course Coordinator Name & Department :- Mr. P. Nagarajan/VISCOM   |          |          |          |          |
| <b>COURSE OBJECTIVES:-</b>  |   |          |          |          |          |
| Learners having knowledge in basics of Communication Skill can understand the functions of Script Writing. The purpose of this course is providing a clear understanding of the concepts that Basic Script Writing. |   |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>  |   |          |          |          |          |
| CO1   | To learn about Introduction to Script writing   |          |          |          |          |
| CO2   | To learn about Writing Script for Television  |          |          |          |          |

|     |   |
|-----|---|
| CO3 | To learn about Creating Story Board             |
| CO4 | To learn about Writing script for Documentaries |
| CO5 | To learn about Writing Script for Films         |

**UNIT I INTRODUCTION TO SCRIPT WRITING** **9**  
Introduction to Scrip Writing.List of films which received various awards for script writing.

**UNIT II WRITING SCRIPT FOR TELEVISION** **9**  
Writing Script for Television - TV Commercial, Talk Shows and Serials.

**UNIT III CREATING STORY BOARD** **9**  
Creating Story Board. Writing Fully scripted Story Board for any AD Film

**UNIT IV WRITING SCRIPT FOR DOCUMENTARIES** **9**  
Writing script for Documentaries.Fully scripted Documentary on any issue.

**UNIT V WRITING SCRIPT FOR FILMS** **9**  
Writing Script for Films.Fully scripted Feature Film on any genre.

**REFERENCE BOOKS:**

1. Media Analysis Technique – Berger, Sage (1998)

**Course Coordinator**

**HOD**

|                 |   |          |          |          |          |
|-----------------|---|----------|----------|----------|----------|
| <b>CODE No.</b> | <b>COURSE NAME : 3D MODELING</b>                  | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|                 | Total Contact Hours – 45                          | 0        | 0        | 6        | 3        |
| BVC5L1          | Prerequisite – +2With any Major                   |          |          |          |          |
|                 | Course Designed by – Dept of Visual Communication |          |          |          |          |

**COURSE OBJECTIVES**

UNIT – 1 : To learn about the introduction of 3 D Modeling

UNIT – 2 : To learn about advanced Texturing

UNIT – 3 : To learn about Lighting

UNIT – 4 : To learn about UV Mapping

UNIT – 5 : To learn about Rendering

**UNIT I** Introduction of 3 D Modeling **9**

|                 |                           |          |
|-----------------|---------------------------|----------|
| <b>UNIT II</b>  | <b>Advanced Texturing</b> | <b>9</b> |
| <b>UNIT III</b> | <b>Lighting</b>           | <b>9</b> |
| <b>UNIT IV</b>  | <b>UV Mapping</b>         | <b>9</b> |
| <b>UNIT V</b>   | <b>Rendering</b>          | <b>9</b> |

| <b>COURSE OUTCOMES (COs)</b> |   |
|------------------------------|---|
| CO1                          | Knowledge will be gained about the introduction of 3 D Modeling |
| CO2                          | Knowledge will be gained about advanced Texturing               |
| CO3                          | Knowledge will be gained about Lighting                         |
| CO4                          | Knowledge will be gained about UV Mapping                       |
| CO5                          | Knowledge will be gained about Rendering                        |
| Category                     | NC  |
| Approval                     | 47 <sup>th</sup> Academic Council Meeting                       |

| <b>CODE No.</b> | <b>COURSE NAME : SCRIPT WRITING</b>               | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|-----------------|---|----------|----------|----------|----------|
| BVC5L2          | Total Contact Hours – 45                          | 0        | 0        | 6        | 3        |
|                 | Prerequisite – +2 With any major                  |          |          |          |          |
|                 | Course Designed by – Dept of Visual Communication |          |          |          |          |

**COURSE OBJECTIVES**

- UNIT – 1 : To learn about. Fully scripted Running order for any TV Commercial.
- UNIT – 2 : To learn about Fully scripted Story Board for any AD Film.
- UNIT – 3 : To learn about Fully scripted Documentary.
- UNIT – 4 : To learn about . Fully scripted Short Film on any topic.
- UNIT – 5 : To learn about Fully scripted Feature Film on any genre.

|               |  |          |
|---------------|--|----------|
| <b>UNIT I</b> | <b>FULLY SCRIPTED RUNNINGORDER FOR TV AD</b> | <b>9</b> |
|---------------|--|----------|

|                 |   |          |
|-----------------|---|----------|
| <b>UNIT II</b>  | <b>FULLY SCRIPTED STORY BOARD FOR AD FILM</b> | <b>9</b> |
| <b>UNIT III</b> | <b>FULLY SCRIPTED DOCUMENTARY</b>             | <b>9</b> |
| <b>UNIT IV</b>  | <b>FULLY SCRIPTED SHORT FILM</b>              | <b>9</b> |
| <b>UNIT V</b>   | <b>FULLY SCRIPTED FEATURE FILM</b>            | <b>9</b> |

| <b>COURSE OUTCOMES (COs)</b> |  |
|------------------------------|--|
| CO1                          | Knowledge will be gained about Fully scripted Running order for any TV Commercial. |
| CO2                          | Knowledge will be gained about Fully scripted Story Board for any AD Film.         |
| CO3                          | Knowledge will be gained about Fully scripted Documentary.                         |
| CO4                          | Knowledge will be gained about Fully scripted Short Film on any topic.             |
| CO5                          | Knowledge will be gained about Fully scripted Feature Film on any genre.           |
| Category                     | MC   |
| Approval                     | 47 <sup>th</sup> Academic Council Meeting  |

**Course Coordinator**

**HOD**

| <b>CODE No.</b>  | <b>COURSE NAME : EVENT</b>                        | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|--|---|----------|----------|----------|----------|
| BVC5L3   | <b>MANAGEMENT</b>                                 |          |          |          |          |
|  | Total Contact Hours – 45                          | 0        | 0        | 6        | 3        |
|  | Prerequisite – +2 With any major                  |          |          |          |          |
|  | Course Designed by – Dept of Visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES:</b>  |   |          |          |          |          |
| Identifying and determining corresponding control measures and Programming events in such a way that operational information is transferred. |   |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>   |   |          |          |          |          |

|   |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
|---|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| CO1   | To learn a practical knowledge about Planning                     |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO2   | To learn a practical knowledge about analyzing                    |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO3   | To learn a practical knowledge about budgeting                    |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO4   | To learn a practical knowledge about pre-executing                |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO5   | To learn a practical knowledge about Planning                     |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| CO6   | Students communicate clearly and effectively in a written format. |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |                                  |                     |                    |                        |                    |                         |                    |           |  |      |
| 1   | COs/Pos   | PO1                              | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
| 2   | CO1   | H                                | M                   |                    |                        |                    |                         | L                  | H         | L  | L    |
|   | CO2   | H                                | M                   |                    |                        |                    |                         | L                  |           |  |      |
|   | CO3   | H                                | M                   |                    |                        |                    |                         | L                  |           |  |      |
|   | CO4   | H                                | M                   |                    |                        |                    |                         | L                  |           |  |      |
|   | CO5   | H                                | M                   |                    |                        |                    |                         | L                  |           |  |      |
|   | CO6   | H                                | M                   |                    |                        |                    |                         | L                  |           |  |      |
| 3   | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|   |   |                                  |                     |                    | ✓                      |                    |                         |                    |           |  |      |
| 4   | Approval  | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |      |

|                 |                       |          |
|-----------------|-----------------------|----------|
| <b>UNIT I</b>   | <b>PLANNING</b>       | <b>9</b> |
| <b>UNIT II</b>  | <b>ANALYZING</b>      | <b>9</b> |
| <b>UNIT III</b> | <b>BUDGETING</b>      | <b>9</b> |
| <b>UNIT IV</b>  | <b>PRE -EXECUTING</b> | <b>9</b> |
| <b>UNIT V</b>   | <b>EXECUTING</b>      | <b>9</b> |

Course Coordinator

HOD

## SEMESTER VI

|  |  |            |            |            |            |            |            |            |             |             |             |
|--|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>CODE No.</b><br>BVC601  | <b>COURSE NAME -</b><br><b>CORPORATE COMMUNICATION</b> | <b>L</b>   | <b>T</b>   | <b>P</b>   | <b>C</b>   |            |            |            |             |             |             |
|  | Total Contact Hours – 60                               | 3          | 1          | 0          | 4          |            |            |            |             |             |             |
|  | Prerequisite – +2 With any Major                       |            |            |            |            |            |            |            |             |             |             |
|  | Course Designed by – Dept of Visual Communication      |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES:-</b>   |  |            |            |            |            |            |            |            |             |             |             |
| <p>Learners having knowledge in basics of Communication Skill can understand business communication Writing. The purpose of this course is to provide business communication skills such as group discussions, Presentation skills and interaction among the formal group members.</p> |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>   |  |            |            |            |            |            |            |            |             |             |             |
| CO1  | knowledge will be gained about Resume Writing          |            |            |            |            |            |            |            |             |             |             |
| CO2  | knowledge will be gained about Presentation Skills     |            |            |            |            |            |            |            |             |             |             |
| CO3  | knowledge will be gained about How to face Interviews  |            |            |            |            |            |            |            |             |             |             |
| CO4  | knowledge will be gained about Group Discussion        |            |            |            |            |            |            |            |             |             |             |
| CO5  | knowledge will be gained about Designing Portfolio     |            |            |            |            |            |            |            |             |             |             |
| <p>Mapping of Course Outcomes with Program outcomes (POs)</p> <p>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low</p>   |  |            |            |            |            |            |            |            |             |             |             |
| 1  | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2  | CO1  | H          | M          |            |            |            |            |            | H           | M           | M           |
|  | CO2  | H          | M          |            |            |            |            |            |             |             |             |
|  | CO3  | H          | M          |            |            |            |            |            |             |             |             |
|  | CO4  | H          | M          |            |            |            |            |            |             |             |             |
|  | CO5  | H          | M          |            |            |            |            |            |             |             |             |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          |                                  |                     |                    | ✓                      |                    |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

**UNIT I RESUME WRITING 9**

Definition, Strategy and Purpose of Corporation Communication, Definition, Introduction , formats & important layout types of resume, Basic steps in Resume writing, Resume content, Resume objective, Formula to create the resume objective, Adding the work experience and Achievements in the resume, Listing your Education and Technical skills, Languages, Hobbies and interests, **Volunteering experience, Certificates, Publications and Projects.**

**UNIT II PRESENTATION SKILLS 9**

Definition of Presentation, Types of presentation skills, Guidelines to do an effective presentation, Preparing for the presentation, Audience responds (vs) your presentation, Presenting under particular circumstances. Introduction to presentation, How to do an effective presentation? 10/20/30 Rule, 7 Laws of presentation.

**UNIT III FACING INTERVIEWS 9**

Definition of Interview Skills, Qualities/traits of a good successful interviewer. STAR method of interviewing. Guidelines to improve interview facing skills, What to do on the day of interview, what not to do, What to expect in the interview, Making a great impression during the interview.

**UNIT IV GROUP DISCUSSION 9**

**Skills required for Group discussion, Definition, Purpose, importance and important types or categories of Group discussion,** How to improve Discussion skills. Preparing for the Group discussion, The process of GD, GD – Effective performance guidelines, The evaluation criteria in a Group Discussion, GD Evaluation sheet, Background preparation for a Group Discussion, Best time to talk in GD, Common mistakes one should avoid in GD.

**UNIT V DESIGNING PORTFOLIO 9**

Definition of Portfolio, Forms of portfolio, Effective portfolio, Capstone portfolio, skepticism, Various formats of Portfolio designing, **Creating unique work portfolios.**

|   |  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
|---|--|---|----------------------------|---------------------------|-------------------------------|---------------------------|--------------------------------|---------------------------|------------------|---|-------------|
| <b>CODE No.</b>   | <b>COURSE NAME: PRINTING AND PUBLICATION</b>         |   |                            |                           |                               |                           |                                | <b>L</b>                  | <b>T</b>         | <b>P</b>  | <b>C</b>    |
| <b>BVC602</b>   |  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
|   | Total Contact Hours – 60                             |   |                            |                           |                               |                           |                                | 3                         | 1                | 0   | 4           |
|   |  | Prerequisite – +2 With any Major                  |                            |                           |                               |                           |                                |                           |                  |   |             |
|   |  | Course Designed by – Dept of Visual Communication |                            |                           |                               |                           |                                |                           |                  |   |             |
| <b>COURSE OBJECTIVES:-</b>  |  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| Learners having knowledge in basics of communication can understand various forms of print media and the structure, layout and department of print media organisation |  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| CO1   | learn about the Elements of News                     |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| CO2   | learn about the various forms of Print media         |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| CO3   | To learn about Publication Industry                  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| CO4   | To learn about the Illustrations and Layout styles   |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| CO5   | To learn about the various department of Print media |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| <b>Mapping of Course Outcomes with Program outcomes (POs)</b><br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low                                    |  |   |                            |                           |                               |                           |                                |                           |                  |   |             |
| 1   | <b>COs/Pos</b>                                       | <b>PO1</b>  | <b>PO2</b>                 | <b>PO3</b>                | <b>PO4</b>                    | <b>PO5</b>                | <b>PO6</b>                     | <b>PO7</b>                | <b>PSO1</b>      | <b>PSO2</b>   | <b>PSO3</b> |
| 2   | CO1  | H   | M                          |                           |                               |                           |                                |                           | H                | M   | M           |
|   | CO2  | H   | M                          |                           |                               |                           |                                |                           |                  |   |             |
|   | CO3  | H   | M                          |                           |                               |                           |                                |                           |                  |   |             |
|   | CO4  | H   | M                          |                           |                               |                           |                                |                           |                  |   |             |
|   | CO5  | H   | M                          |                           |                               |                           |                                |                           |                  |   |             |
| 3   | <b>Category</b>                                      | <b>Humanities &amp; Social Studies (HS)</b>       | <b>Basic Sciences (BS)</b> | <b>Engg Sciences (ES)</b> | <b>Professional Core (PC)</b> | <b>Core Elective (CE)</b> | <b>Non-Major Elective (NE)</b> | <b>Open Elective (OE)</b> | <b>Any other</b> | <b>Project/Term Paper/ Seminar/ Internship (PR)</b> |             |

|   |          |  |                          |  |   |  |  |  |  |  |
|---|----------|--|--------------------------|--|---|--|--|--|--|--|
|   |          |  |                          |  | ✓ |  |  |  |  |  |
| 4 | Approval |  | Academic Council Meeting |  |   |  |  |  |  |  |

**UNIT 1 INTRODUCTION TO JOURNALISM 9**

Journalism-Definition-Elements of News -News Agencies-Freelancing-Press council-Press meets

**UNIT 2 FORMS OF PRINT MEDIA 9**

Various forms of print media-News paper organizations and management- Structure and functions of Newspaper Organization

**UNIT 3 GRAPHIC COMMUNICATION 9**

Graphic communication – Art of typography- Layout design- Page make up- Various types of page makeup-Page makeup in Newspapers and Magazines

**UNIT 4 ILLUSTRATIONS IN PRINT MEDIA 9**

Illustrations in Print Media- Importance of illustrations in Newspapers and Magazines-News photos- Line drawing-Importance of caricatures and comic strips

**UNIT 5 VARIOUS DEPARTMENTS OF PRESS 9**

Editorial Department-News room-Reporting-Photography section- Business Department- Print Advertising and Marketing

**REFERENCE BOOKS:**

1. Programmed Journalism Editing, James P. Alexander, Iowa State University Press, 1991.

**TEXT BOOKS:**

1. Indian Journalism, NadigKrishnamoorthy Mysore University, 1978.

**Course Coordinator**

**HOD**

|               |  |          |          |          |          |
|---------------|--|----------|----------|----------|----------|
| <b>BVC603</b> | <b>CINEMATOGRAPHY TECHNIQUES</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|               | <b>Total Contact Hours – 45</b>  | <b>3</b> | <b>1</b> | <b>0</b> | <b>4</b> |
|               | Prerequisite course – Visual Communication / Photography Studied in Semester III |          |          |          |          |
|               | Course Designed by – Dept of Visual Communication                                |          |          |          |          |

**COURSE OBJECTIVES:-**

Learners having knowledge in basics of Photography Skill can understand the functions of Cinematography skill. The purpose of this course is providing a clear understanding of the concepts that Cinematography Techniques.

**COURSE OUTCOMES (COs)**

|     |                                  |
|-----|----------------------------------|
| CO1 | To learn about the Camera angles |
| CO2 | To learn about the continuity    |
| CO3 | To learn about cutting           |
| CO4 | To learn about the close - ups   |
| CO5 | To learn about the composition   |

Mapping of Course Outcomes with Program outcomes (POs)

(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

| 1 | COs/Pos  | PO1                              | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PSO2   | PSO3 |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|------|
| 2 | CO1      | H                                |                     |                    | H                      |                    |                         |                    | H         | H  | H    |
|   | CO2      | H                                |                     |                    | H                      |                    |                         |                    |           |  |      |
|   | CO3      | H                                |                     |                    | H                      |                    |                         |                    |           |  |      |
|   | CO4      | H                                |                     |                    | H                      |                    |                         |                    |           |  |      |
|   | CO5      | H                                |                     |                    | H                      |                    |                         |                    |           |  |      |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |      |
|   |          |                                  |                     |                    | ✓                      |                    |                         |                    |           |  |      |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |      |

**CINEMATOGRAPHY TECHNIQUES**

**UNIT- I**

Introduction to Cinematography, Camera angles–High-angle, low-angle, bird’s eye view, worm’s eye view. Point of view shot, Dutch angle

**UNIT II**

Continuity – 180 degree, Break down shots, Punctuations

**UNIT III**

Cutting- Hard cut, Jump cut, L Cut & J Cut

**UNIT IV**

Close –Ups – Importance of close – ups, Extreme close up,

**UNIT – V**

Composition – Definition, Lead room, Rule of third, Film maker’s Insight, Static composition, Dynamic composition.

**MAJOR ELECTIVE II**

|  |   |      |     |     |     |     |          |          |          |          |       |
|--|---|------|-----|-----|-----|-----|----------|----------|----------|----------|-------|
| Code No<br>BVC604  | <b>REPORTING, WRITING AND EDITING</b>                             |      |     |     |     |     | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |       |
|  | Total Contact Hours – 60  |      |     |     |     |     | 3        | 1        | 0        | 4        |       |
|  | Prerequisite – +2 With any Major                                  |      |     |     |     |     |          |          |          |          |       |
|  | Course Designed by – Dept of Visual Communication                 |      |     |     |     |     |          |          |          |          |       |
| <b>COURSE OBJECTIVES :-</b>  |   |      |     |     |     |     |          |          |          |          |       |
| Learners understand reporting and various types of fundamental of writing and art of editing                             |   |      |     |     |     |     |          |          |          |          |       |
| <b>COURSE OUTCOMES (Cos)</b>   |   |      |     |     |     |     |          |          |          |          |       |
| CO1  | Knowledge will be gained about Introduction of reporting          |      |     |     |     |     |          |          |          |          |       |
| CO2  | Knowledge will be gained about various types of reporting         |      |     |     |     |     |          |          |          |          |       |
| CO3  | Knowledge will be gained about the Fundamentals of writing        |      |     |     |     |     |          |          |          |          |       |
| CO4  | Knowledge will be gained about Editorial structuring              |      |     |     |     |     |          |          |          |          |       |
| CO5  | Knowledge will be gained about the Art of editing                 |      |     |     |     |     |          |          |          |          |       |
| CO6  | Knowledge will be gained about the new different style of editing |      |     |     |     |     |          |          |          |          |       |
| Mapping of Course Outcomes with Program outcomes (Pos) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |      |     |     |     |     |          |          |          |          |       |
| 1  | Cos/Pos   | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6      | PO7      | PS O     | PSO2     | PS O3 |
| 2  | CO1   | H    | H   | M   |     |     |          |          |          |          |       |
|  | CO2   | H    | H   | M   |     |     |          |          |          |          |       |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |  |   |   |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|--|---|---|
|   | CO3      | H                                | H                   | M                  |                        |                    |                         |                    |           |  |  |   |   |
|   | CO4      | H                                | H                   | M                  |                        |                    |                         |                    |           | H  |  | H | M |
|   | CO5      | H                                | H                   | M                  |                        |                    |                         |                    |           |  |  |   |   |
|   | CO6      | H                                | H                   | M                  |                        |                    |                         |                    |           |  |  |   |   |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/Seminar/ Internship(PR) |  |   |   |
|   |          |                                  |                     | *                  |                        |                    |                         |                    |           |  |  |   |   |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |  |   |   |

## REPORTING, WRITING AND EDITING

### UNIT 1 INTRODUCTION TO REPORTING 9

Introduction to Reporting-Art of collecting News- Qualities or Characteristics of Reporters- Nose for News.

### UNIT 2 ART OF INTERVIEWING 9

Art of Interviewing- Various types of reporting - In depth and Interpretative reporting- Investigative reporting

### UNIT 3 FUNDAMENTALS OF WRITING HEADLINES 9

Fundamentals of writing Headlines- Creativity-Types of Headlines-Intro or Lead-Writing body copy- **Importance of translation in Newspapers and Magazines**

### UNIT 4 EDITORIAL STRUCTURING 9

Editorial structuring-Analysis of facts-Variety of Editorials- features form and contents- Types of features-Articles- Forms and Contents-Columns- Letters to the Editor- Reviews-Film, **Book and Art and Literature**

### UNIT 5 ART OF EDITING 9

Art of Editing-Qualities of Editors and Sub-editors-Principles of copy Editing- Structuring the News-Different styles in Editing- **Editing for Space.**

#### **REFERENCE BOOK:**

1. The Complete Reporters, Julius Harris Macmillan, New York, 1981.
2. Professional Journalism, Kamath M.V., Vikas Publications, 1980.

**TEXT BOOK:**

1. Beyond the Facts : A guide to the art of the Feature writing, Louis Alexnde, Gulf Publishing Company, 1982.
2. News Writing: from Lead to, Metz William Prentice Hall Inc., New Jersey, 1979.

**Course Coordinator****HOD**

|                 |   |   |   |   |   |
|-----------------|---|---|---|---|---|
| <b>CODE No.</b> | <b>COURSE NAME : MEDIA RESEARCH METHODS</b>       | L | T | P | C |
| <b>BVC6P1</b>   |   |   |   |   |   |
|                 | Total Contact Hours – 60                          | 3 | 1 | 0 | 4 |
|                 | Prerequisite – +2 With any Major                  |   |   |   |   |
|                 | Course Designed by – Dept of visual Communication |   |   |   |   |

**COURSE OBJECTIVES:**

The main objectives of this course are to make students understand the theoretical concepts of qualitative and quantitative research techniques and enhance their applications of research nuances from the stage of research formulation through to presentation.

**COURSE OUTCOMES (COs)**

|     |  |
|-----|--|
| CO1 | Learn research nuances from the stage of research formulation through to presentation. |
| CO2 | Become familiar with various methods and techniques in research                        |
| CO3 | To learn about the areas of communication research                                     |
| CO4 | To learn about the research design components  |
| CO5 | Implement a research in different media scenarios                                      |
| CO6 | To learn about the sampling and data collection  |

Mapping of Course Outcomes with Program outcomes (POs)

(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

| 1 | COs/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
|---|---------|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| 2 | CO1     | H   | M   |     |     |     |     |     |      |      |      |
|   | CO2     | H   | M   |     |     |     |     |     |      |      |      |
|   | CO3     | H   | M   |     |     |     |     |     |      |      |      |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |   |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|---|
|   | CO4      | H                                | M                   |                    |                        |                    |                         |                    | M         | H  | M |
|   | CO5      | H                                | M                   |                    |                        |                    |                         |                    |           |  |   |
|   | CO6      | H                                | M                   |                    |                        |                    |                         |                    |           |  |   |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |   |
|   |          |                                  |                     |                    |                        | *                  |                         |                    |           |  |   |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |   |

## **MEDIA RESEARCH METHODS**

### **UNIT I THE CONCEPTS IN MEDIA RESEARCH 9**

Concepts in Media Research -definition and elements; basic and applied research.

### **UNIT II AREAS OF COMMUNICATION RESEARCH 9**

Areas of Communication Research-evaluation,feedback,media habits, public opinion surveys, pre-election opinion pools and exit polls.

### **UNIT III RESEARCH DESIGN COMPONENTS 9**

Research design components-experimental, quasi-experimental, bench mark, longitudinal studies-simulation-panel studies-corelational designs Research question, selection of topic, review of literature.

### **UNIT IV RESEARECH METHODS 9**

Research Methods - Census method, survey method, experimental and laboratory research, field studies, case studies, content analysis, discourse analysis

### **UNIT V SAMPLING AND DATA COLLECTION 9**

Sampling and Data Collection Importance and principles of sampling-representativeness of sampling; methods of sampling; tools of data collection,questionnaire focus groups, telephone surveys, Data Analysis and Interpretation Data analysis techniques.

### **REFERENCE BOOK:**

1. Investigating communication, Frey, Lawrence R. Allyn and Bacon Publishers,

(2000).

**TEXT BOOK:**

1. Mass Media Research: an Introduction, Wimmer, Roger D. (1983).

**Course Coordinator**

**HOD**

|   |  |            |            |            |            |            |            |            |             |             |             |
|---|--|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>CODE No.</b>   | <b>COURSE NAME : PSYCHOLOGICAL FOUNDATION</b>  |            | L          | T          | P          | C          |            |            |             |             |             |
| <b>BVC6P2</b>   | Total Contact Hours – 45   |            | 3          | 1          | 0          | 4          |            |            |             |             |             |
| Prerequisite – +2 With any Major  |  |            |            |            |            |            |            |            |             |             |             |
| Course Designed by – Dept. of visual Communication  |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OBJECTIVES:</b>   |  |            |            |            |            |            |            |            |             |             |             |
| The course will demonstrate acquisition of both factual knowledge and the ability to conceptualize and apply this knowledge to their own behavior, to ways of interacting with others, and to their roles in culture and society. |  |            |            |            |            |            |            |            |             |             |             |
| <b>COURSE OUTCOMES (COs)</b>  |  |            |            |            |            |            |            |            |             |             |             |
| CO1   | Students can identify how we become aware of ourselves, how we learn to interact with others, and how we influence others and how they influence us. |            |            |            |            |            |            |            |             |             |             |
| CO2   | Students can identify how psychologists study human behavior and how this knowledge can be used to explain, predict, and influence behavior.         |            |            |            |            |            |            |            |             |             |             |
| CO3   | Students identify and critically evaluate psychological research methods.  |            |            |            |            |            |            |            |             |             |             |
| CO4   | Students analyze empirical data.   |            |            |            |            |            |            |            |             |             |             |
| CO5   | Students assess the significance and importance of research reports.   |            |            |            |            |            |            |            |             |             |             |
| CO6   | Students communicate clearly and effectively in a written format.  |            |            |            |            |            |            |            |             |             |             |
| Mapping of Course Outcomes with Program outcomes (POs)  |  |            |            |            |            |            |            |            |             |             |             |
| (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low   |  |            |            |            |            |            |            |            |             |             |             |
| 1   | <b>COs/Pos</b>   | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
| 2   | CO1  | H          | M          |            |            |            |            | L          | H           | L           | L           |
|   | CO2  | H          | M          |            |            |            |            | L          |             |             |             |
|   | CO3  | H          | M          |            |            |            |            | L          |             |             |             |
|   | CO4  | H          | M          |            |            |            |            | L          |             |             |             |
|   | CO5  | H          | M          |            |            |            |            | L          |             |             |             |

|   |          |                                  |                     |                    |                        |                    |                         |                    |           |  |
|---|----------|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|
|   | CO6      | H                                | M                   |                    |                        |                    |                         | L                  |           |  |
| 3 | Category | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |
|   |          |                                  |                     |                    |                        | *                  |                         |                    |           |  |
| 4 | Approval | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |

**UNIT I INTRODUCTION TO PSYCHOLOGY 9**

Introduction to Psychology. Definition of Psychology. Major milestones in psychology.

**UNIT II MAJOR AREAS OF PSYCHOLOGY 9**

Major areas of psychology. Major methods used in psychology.

**UNIT III THE COUNSELING PSYCHOLOGY 9**

Counseling Psychology. Introduction to Counselling. Types of Counselling. Major **classifications of Counselling.**

**UNIT IV PERCEPTION 9**

Perception – Introduction and major aspects Perception - Introduction and major aspects of Learning.

**UNIT V MEMORY 9**

Memory - Introduction and major aspects of Memory - Emotion 6. **Genetic and Environmental bases of behavior.**

**REFERENCE BOOK:**

1. Introducing Psychology, Kosslyn, Stephen M., Person Group, 2010

**TEXT BOOK:**

1. Introductory psychology test preparation second edition, Don J. Sharpsteen, Cooper Cutting, 2012

**Course Coordinator**

**HOD**

|  |   |          |          |          |          |
|--|---|----------|----------|----------|----------|
| <b>CODE No.</b>                                      | <b>COURSE NAME : PROJECT</b>                      | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>BVC6P1</b>  | Total Contact Hours – 45                          | 0        | 0        | 10       | 5        |
|  | Prerequisite – +2 With any Major                  |          |          |          |          |
|  | Course Designed by – Dept of visual Communication |          |          |          |          |
| <b>COURSE OBJECTIVES</b>                             |   |          |          |          |          |
| UNIT – 1 : To learn about live Television Production |   |          |          |          |          |

|  |  |
|--|--|
| UNIT – 2 : To learn about live AD commercial             |  |
| UNIT – 3 : To learn about live Advertising Photography   |  |
| UNIT – 4 : To learn about live Short Film or Documentary |  |
| UNIT – 5 : To learn about 3D Animation                   |  |
| COURSE OUTCOMES (COs)                                    |  |
| CO1  | knowledge will be gained about Television Production     |
| CO2  | knowledge will be gained about AD commercial             |
| CO3  | knowledge will be gained about Advertising Photography   |
| CO4  | knowledge will be gained about Short Film or Documentary |
| CO5  | knowledge will be gained about 3D Animation              |

|                 |                                  |          |
|-----------------|----------------------------------|----------|
| <b>UNIT I</b>   | <b>TELEVISION PRODUCTION</b>     | <b>9</b> |
| <b>UNIT II</b>  | <b>AD COMMERCIAL</b>             | <b>9</b> |
| <b>UNIT III</b> | <b>ADVERTISING PHOTOGRAPHY</b>   | <b>9</b> |
| <b>UNIT IV</b>  | <b>SHORT FILM OR DOCUMENTARY</b> | <b>9</b> |
| <b>UNIT V</b>   | <b>3D ANIMATION</b>              | <b>9</b> |

**Course Coordinator**

**HOD**

|  |   |   |   |    |   |
|--|---|---|---|----|---|
| <b>CODE No.</b><br><br>BVC6P2                          | <b>COURSE NAME : INTERNSHIP</b>                   | L | T | P  | C |
|  | Total Contact Hours – 45                          | 0 | 0 | 10 | 5 |
|  | Prerequisite – +2 With any Major                  |   |   |    |   |
|  | Course Designed by – Dept of Visual Communication |   |   |    |   |
| <b>COURSE OBJECTIVES</b>                               |   |   |   |    |   |
| UNIT – 1 : To get hands on experience                  |   |   |   |    |   |
| UNIT – 2 : To get guidance from experience professions |   |   |   |    |   |
| UNIT – 3 : To learn about media analysis               |   |   |   |    |   |
| UNIT – 4 : To convey theory to practice                |   |   |   |    |   |
| UNIT – 5 : To learn to complete live project on time   |   |   |   |    |   |

**Students have to do their internship in any media organization for 45 days to get live project experience.**

|                       |  |
|-----------------------|--|
| COURSE OUTCOMES (COs) |  |
| CO1                   | knowledge will be gained about get hands on experience |

|          |   |
|----------|---|
| CO2      | knowledge will be gained about get guidance from experience professions |
| CO3      | knowledge will be gained about media analysis                           |
| CO4      | knowledge will be gained about convey theory to practice                |
| CO5      | knowledge will be gained about learn to complete live project on time   |
| Category | EEC   |
| Approval | 47 <sup>th</sup> Academic Council Meeting                               |

## **BPO MANAGEMENT**

### **Unit I**

Business Process Outsourcing – Basics – Benefits of BPO – Growth Drivers – BPO Models and Types of Vendors – Offshore BPO – Evolution Destinations – Challenges of Off shoring – BPO Companies in India.

### **Unit II**

BPO Industry – Employment Opportunities – Employee Structure – Skill Set Required – Compensation Levels – Contact Centre BPO – Types of Call Centres – Technology – Components and working of a Call center – Issues and Problems – Case Study – Intelenet Global.

### **Unit III**

Healthcare BPO – Structure of the American Healthcare Sector – Activity Profile – Future Trends and Threats – Case Study – Cbay Systems. Transaction Processing BPO - Elements of Back – Office Serivces – Financial Services – Insurance – Case Studies – Datamatics – Hinjuja TMT. Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO – HR Outsourcing Trends – Career in HR BPO – Emerging BPO Domains – Media and Entertainment BPO – Publishing BPO.

#### **Text Books:-**

Business Process Outsourcing Sarika Kulkarni Jaico Publishing House, Delhi 2005

#### **Reference Books:-**

BPO DIGEST Deepak Shikapur Ameya (Inspiring Books) 2004.

|   |   | <b>DESKTOP PUBLISHING</b>                   |                            |                           |                               |                           | <b>L</b>                       | <b>T</b>                  | <b>P</b>         | <b>C</b>   |               |
|---|---|---|----------------------------|---------------------------|-------------------------------|---------------------------|--------------------------------|---------------------------|------------------|--|---------------|
| <b>BBE002</b>   | Total Contact Hours – 30  | 2   | 0                          | 0                         | 2                             |                           |                                |                           |                  |  |               |
|   | Prerequisite course – Higher Secondary Level                                      |   |                            |                           |                               |                           |                                |                           |                  |  |               |
|   | Course Coordinator Name & Department :- N.Mathimagal& BCA                         |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| <b>COURSE OBJECTIVES:-</b><br>The learner will have the knowledge about the use of Computer Hardware and basic Software     |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| <b>COURSE OUTCOMES (COs)</b>  |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| CO1   | Gain knowledge of basic concepts of Computer Hardware and basic Software          |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| CO2   | Analyze the use of Netscape to access the Course Home Page and Tips and Tricks. . |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| CO3   | Discussthe basic Principles and development of publishing and printing .          |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| CO4   | Identify the basic Knowledge and operations of a prepress computer system         |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| CO5   | Demonstrate the typography.   |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| CO6   | Test real time application using a basic concept.                                 |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |
| <b>1</b>  | <b>COs/Pos</b>  | <b>PO1</b>                                  | <b>PO2</b>                 | <b>PO3</b>                | <b>PO4</b>                    | <b>PO5</b>                | <b>PO6</b>                     | <b>PO7</b>                | <b>PS O 1</b>    | <b>PS O 2</b>                                      | <b>PS O 3</b> |
| <b>2</b>  | <b>CO1</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           | <b>H</b>         |  |               |
|   | <b>CO2</b>  | <b>M</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |
|   | <b>CO3</b>  | <b>H</b>                                    | <b>-</b>                   |                           |                               |                           |                                |                           |                  |  |               |
|   | <b>CO4</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |
|   | <b>CO5</b>  | <b>M</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |
|   | <b>CO6</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |
| <b>3</b>  | <b>Category</b>   | <b>Humanities &amp; Social Studies (HS)</b> | <b>Basic Sciences (BS)</b> | <b>Engg Sciences (ES)</b> | <b>Professional Core (PC)</b> | <b>Core Elective (CE)</b> | <b>Non-Major Elective (NE)</b> | <b>Open Elective (OE)</b> | <b>Any other</b> | <b>Project/Term Paper/ Seminar/ Internship(PR)</b> |               |
|   |   |   |                            |                           |                               |                           |                                |                           | ✓                |  |               |
| <b>4</b>  | <b>Approval</b>   | <b>Academic Council Meeting</b>             |                            |                           |                               |                           |                                |                           |                  |  |               |

## **DESKTOP PUBLISHING**

### **UNIT-1**

Classification of Computer Hardware and basic Software. Different Hardware and Software with their uses. Types of Software i.e. System, - Application etc. Different types of Input & Output devices. Workshop safety and environmental awareness - Principles and development of publishing and printing - Desktop publishing.

### **UNIT-2**

Knowledge and operations of a prepress computer system – Typography - Image processing.

### **UNIT -3**

Finished art work - Other related processes – Case Study.

### **Reference Books:-**

**G.Dalin. M.Sc software engineering, HSI PUBLICATIONS**

Course Coordinator

HOD

|   |  | COMPUTER APPLICATION             |                     |                    |                         |                    | L                       | T                  | P         | C   |       |
|---|--|----------------------------------|---------------------|--------------------|-------------------------|--------------------|-------------------------|--------------------|-----------|---|-------|
| <b>BCA001</b>   | Total Contact Hours – 30   | 2                                | 0                   | 0                  | 2                       |                    |                         |                    |           |   |       |
|   | Prerequisite course – Higher Secondary Level   |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
|   | Course Coordinator Name & Department :- N.Mathimagal& BCA  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| <b>COURSE OBJECTIVES:-</b><br>The learner will have the knowledge about the basic operations of a computer system, computer applications software, input, and output and storage devices. |  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| <b>COURSE OUTCOMES (COs)</b>  |  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| CO1   | Define the Characteristics, History, Classification, Personal Computers and Applications.  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| CO2   | Demonstrate understanding of the basic operations of a computer system.  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| CO3   | Explain the principles of operations of computer systems used in a particular application, specifically in terms of the systems' hardware and software components. |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| CO4   | Discuss the various types of Processors, Input and Output devices, OS & DOS command.   |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| CO5   | Identify the suitable Storage Devices and Software's to solve the problem.   |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| CO6   | Use computer applications software to solve problems.  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low  |  |                                  |                     |                    |                         |                    |                         |                    |           |   |       |
| 1   | COs/Pos  | PO1                              | PO2                 | PO3                | PO4                     | PO5                | PO6                     | PO7                | PSO 1     | PSO2  | PS O3 |
| 2   | CO1  | H                                | L                   |                    |                         |                    |                         |                    | H         |   |       |
|   | CO2  | H                                | L                   |                    |                         |                    |                         |                    |           |   |       |
|   | CO3  | H                                | -                   |                    |                         |                    |                         |                    |           |   |       |
|   | CO4  | H                                | L                   |                    |                         |                    |                         |                    |           |   |       |
|   | CO5  | M                                | -                   |                    |                         |                    |                         |                    |           |   |       |
|   | CO6  | H                                | L                   |                    |                         |                    |                         |                    |           |   |       |
| 3   | Category   | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professiona 1 Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship(PR) |       |
|   |  |                                  |                     |                    |                         |                    |                         |                    | ✓         |   |       |
| 4   | Approval   | Academic Council Meeting         |                     |                    |                         |                    |                         |                    |           |   |       |

## COMPUTER APPLICATION

### UNIT-I:-

|  |  |          |          |          |          |
|--|--|----------|----------|----------|----------|
|  | <b>GRAPHICAL AND WEB<br/>DESIGNING</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|--|--|----------|----------|----------|----------|

Brief History of Development of Computers ,Computer System Concept, Computer System Characteristics ,Capabilities and Limitations, Types of Computers-.Personal Computer (PCs) - IBM PCs, Types of PCs- Desktop, Laptop, Notebook, Palmtop, etc. Basic Components of a Computer System - Control Unit, ALU, Input/Output semiconductor Memory.Storage fundamentals - Primary Vs Secondary memory.

#### **UNIT-II:-**

Input Devices :Keyboard, Mouse, Joystick, Scanners, Digital Camera, MICR,OCR, OMR, , Light pen, Touch Screen. Output Devices Monitors - Characteristics and types of monitor, Size, Resolution, Refresh Rate, Dot Pitch, Video Standard - VGA, SVGA, XGA etc. Printers - Daisy wheel, Dot Matrix, Inkjet, Laser. Plotter, Sound Card and Speakers.

#### **UNIT-III:-**

Various Storage Devices - Magnetic Disks, Hard Disk Drives, Floppy, Disks, Optical Disks, Computer Software ,Need, Types of Software's - System software, Application software System Software - Operating System, compiler ,Assemblers, Interpreter .

#### **TEXT & REFERENCE BOOKS:-**

- 1. COMPUTERS TODAY BY S.K. BASANDRA, GALGOTIA PUBLICATIONS.**
- 2. FUNDAMENTALS OF INFORMATION TECHNOLOGY BY ALEXIS LEON & MATHEWS LEON, VIKAS PUBLISHING HOUSE, NEW DELHI.**
- 3. DOS QUICK REFERENCE BY RAJEEV MATHUR, GALGOTIA PUBLICATIONS.**

Course Coordinator

HOD

|   |  |                          |            |               |                    |                  |                 |             |           |         |         |
|---|--|--------------------------|------------|---------------|--------------------|------------------|-----------------|-------------|-----------|---------|---------|
|   | <b>Total Contact Hours - 30</b>                                    | 2                        | 0          | 0             | 2                  |                  |                 |             |           |         |         |
|   | Prerequisite course – Nil  |                          |            |               |                    |                  |                 |             |           |         |         |
|   | Course Coordinator Name & Department :- Jennifer P. & CS           |                          |            |               |                    |                  |                 |             |           |         |         |
| <b>COURSE OBJECTIVES :-</b><br>To gain knowledge in basic web designing concepts.   |  |                          |            |               |                    |                  |                 |             |           |         |         |
| <b>COURSE OUTCOMES (COs)</b>  |  |                          |            |               |                    |                  |                 |             |           |         |         |
| CO1   | Remember the web basics and graphic design.                        |                          |            |               |                    |                  |                 |             |           |         |         |
| CO2   | Understand the design principle.                                   |                          |            |               |                    |                  |                 |             |           |         |         |
| CO3   | Analyze the color theory and typography.                           |                          |            |               |                    |                  |                 |             |           |         |         |
| CO4   | Apply the basic principle and drawing design.                      |                          |            |               |                    |                  |                 |             |           |         |         |
| CO5   | Implement the communication design and layout techniques           |                          |            |               |                    |                  |                 |             |           |         |         |
| CO6   | Illustrate a real time application using image processing concept. |                          |            |               |                    |                  |                 |             |           |         |         |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |  |                          |            |               |                    |                  |                 |             |           |         |         |
| 1   | COs/Pos  | P<br>O1                  | P<br>O2    | P<br>O3       | P<br>O4            | P<br>O5          | PO6             | P<br>O7     | P<br>O1   | P<br>O2 | P<br>O3 |
| 2   | CO1  | H                        | L          |               |                    |                  |                 |             |           |         |         |
|   | CO2  | H                        | L          |               |                    |                  |                 |             |           |         |         |
|   | CO3  | H                        | L          |               |                    |                  |                 |             |           |         |         |
|   | CO4  | H                        | -          |               |                    |                  |                 |             |           |         |         |
|   | CO5  | M                        | L          |               |                    |                  |                 |             |           |         |         |
|   | CO6  | H                        | L          |               |                    |                  |                 |             |           |         |         |
| 3   | Category   | Tamil/Linguist           | Linguistic | Part III Core | Part III Substream | Part III Project | Advanced Tamil/ | EVS/VE/SBE/ | Extension |         |         |
|   |  |                          |            |               |                    |                  | ✓               |             |           |         |         |
| 4   | Approval   | Academic Council Meeting |            |               |                    |                  |                 |             |           |         |         |

## GRAPHICAL AND WEB DESIGN

Unit-1:-

Introduction to Graphic Design – Drawing – Design Principle.

Unit -2:-

Color theory – Typography – Idea Generation.

Unit -3:-

Stylisation – Communication Design – Lay outing Techniques – Image Processing – Page Layouting.

**Reference Books:-**

1. **Computer Graphics: Principles and Practice in C, by J. D. Foley, A. Van Dam, S. K. Feiner, J. F. Hughes. Addison-Wesley, 2nd ed**

Course Coordinator

HOD

|  |   |   |                            |                           |                               |                           |                                |                           |                  |   |              |
|--|---|---|----------------------------|---------------------------|-------------------------------|---------------------------|--------------------------------|---------------------------|------------------|---|--------------|
| <b>BCA003</b>  | <b>MULTIMEDIA</b>   |   |                            |                           |                               |                           |                                | <b>L</b>                  | <b>T</b>         | <b>P</b>  | <b>C</b>     |
|  | Total Contact Hours – 30  |   |                            |                           |                               |                           |                                | 2                         | 0                | 0   | 2            |
|  | Prerequisite course – Higher Secondary Level                    |   |                            |                           |                               |                           |                                |                           |                  |   |              |
|  | Course Coordinator Name & Department :- N.Mathimagal& BCA       |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| <b>COURSE OBJECTIVES:-</b>   |   |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| The learner will have the knowledge about the principles of different types of media and able to identify the proper applications of multimedia, how multimedia can be used in various application areas, and evaluate the appropriate multimedia systems and develop effective multimedia applications. |   |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| <b>COURSE OUTCOMES (COs)</b>   |   |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| CO1  | Gain knowledge of basic concepts of multimedia                  |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| CO2  | Analyze the multimedia application problems.                    |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| CO3  | Discuss the Video capturing, Sound capturing, editing concepts. |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| CO4  | Identify the basic multimedia design principles.                |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| CO5  | Demonstrate the multimedia system and Design Process            |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| CO6  | Test real time application using a multimedia concept.          |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low  |   |   |                            |                           |                               |                           |                                |                           |                  |   |              |
| <b>1</b>   | <b>COs/Pos</b>  | <b>PO1</b>                                  | <b>PO2</b>                 | <b>PO3</b>                | <b>PO4</b>                    | <b>PO5</b>                | <b>PO6</b>                     | <b>PO7</b>                | <b>PS O1</b>     | <b>PS O2</b>                                      | <b>PS O3</b> |
| <b>2</b>   | <b>CO1</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           | <b>H</b>         |   |              |
|  | <b>CO2</b>  | <b>M</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |   |              |
|  | <b>CO3</b>  | <b>H</b>                                    | <b>-</b>                   |                           |                               |                           |                                |                           |                  |   |              |
|  | <b>CO4</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |   |              |
|  | <b>CO5</b>  | <b>M</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |   |              |
|  | <b>CO6</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |   |              |
| <b>3</b>   | <b>Category</b>   | <b>Humanities &amp; Social Studies (HS)</b> | <b>Basic Sciences (BS)</b> | <b>Engg Sciences (ES)</b> | <b>Professional Core (PC)</b> | <b>Core Elective (CE)</b> | <b>Non-Major Elective (NE)</b> | <b>Open Elective (OE)</b> | <b>Any other</b> | <b>Project/Term Paper/Seminar/ Internship(PR)</b> |              |
|  |   |   |                            |                           |                               |                           |                                |                           | ✓                |   |              |
| <b>4</b>   | <b>Approval</b>   | <b>Academic Council Meeting</b>             |                            |                           |                               |                           |                                |                           |                  |   |              |

## MULTIMEDIA

### UNIT-1:-

Multimedia Fundamentals: Define the concept of multimedia, fundamental criteria for the design of a multimedia presentation, multimedia application goals & objectives, opportunities in multimedia production, Role of multimedia development team members, avoiding problems in planning a multimedia application.

**UNIT-2:-**

Multimedia Building Blocks: Text, Graphics, video capturing, Sound capturing, editing. Basic design principle: proximity, visual hierarchy, Symmetry / Asymmetry, Repetition, unity, Contrast, dynamics, Emphasis, Multimedia Authoring tools.

**UNIT-3 :-**

Design, Development and evaluation of multimedia a system: The development of user interface design, Design Process,

**Reference Books:-**

1. John Villamil-Casanova, Louis Molina, **An introduction to multimedia**
2. Mohammad Dastbaz, **Desgning Interactive Multimedia Systems**
3. Bohdan O. Szuprowicz, **Multimedia Networking**
4. Stephen McGloughlin, **Multimedia on the web**

Course Coordinator

HOD

|  |   |          |          |          |          |
|--|---|----------|----------|----------|----------|
| <b>BCA004</b>  | <b>NETWORKING AND MAINTENANCE</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|  | <b>Total Contact Hours - 30</b>   | 2        | 0        | 0        | 2        |
|  | Prerequisite course – Computer Science / Mathematics Studied in Higher Secondary Studies. |          |          |          |          |
|  | Course Coordinator Name & Department :- E.Srimathi/CS                                     |          |          |          |          |
| <b>COURSE OBJECTIVES :-</b>  |   |          |          |          |          |
| Learners familiar with the basic concepts of Microprosser, Controller, Server and to demonstrate the traditional imperative design of CPUs, cards, PCs and BIOS. |   |          |          |          |          |
| <b>COURSE OUTCOMES (COs)</b>   |   |          |          |          |          |

|   |   |                                     |                               |               |                    |                  |   |                              |       |      |       |
|---|---|-------------------------------------|-------------------------------|---------------|--------------------|------------------|---|------------------------------|-------|------|-------|
| CO1   | Design the structure of Micro Processor and PCs and CPUs                                |                                     |                               |               |                    |                  |   |                              |       |      |       |
| CO2   | Understand the structure of PC architecture and the study of various PCs                |                                     |                               |               |                    |                  |   |                              |       |      |       |
| CO3   | Understand the Basics of Processor  |                                     |                               |               |                    |                  |   |                              |       |      |       |
| CO4   | Study the Computer Organisation& Operating Systems(Windows And Linux) Types Of Computer |                                     |                               |               |                    |                  |   |                              |       |      |       |
| CO5   | Working with Background And Number System   |                                     |                               |               |                    |                  |   |                              |       |      |       |
| CO6   | Used to develop the Backups, Switches Routers, BIOS, Floppy Disk and zip Driver         |                                     |                               |               |                    |                  |   |                              |       |      |       |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(H/M/L indicates strength of correlation) H-High, M-Medium, L-Low |   |                                     |                               |               |                    |                  |   |                              |       |      |       |
| 1   | COs/Pos   | PO1                                 | PO2                           | PO3           | PO4                | PO5              | PO6   | PO7                          | PSO 1 | PSO2 | PSO 3 |
| 2   | CO1   | H                                   | L                             |               |                    |                  |   |                              | H     |      |       |
|   | CO2   | H                                   | L                             |               |                    |                  |   |                              |       |      |       |
|   | CO3   | H                                   | L                             |               |                    |                  |   |                              |       |      |       |
|   | CO4   | M                                   | L                             |               |                    |                  |   |                              |       |      |       |
|   | CO5   | H                                   | -                             |               |                    |                  |   |                              |       |      |       |
|   | CO6   | H                                   | L                             |               |                    |                  |   |                              |       |      |       |
| 3   | Category  | Part I<br>Tamil/Linguistic<br>Study | Part II Linguistic<br>English | Part III Core | Part III Substream | Part III Project | Part IV Basic/<br>Advanced Tamil/<br>EVS/VE/ SBE/ Soft<br>Skill | Part V Extension<br>Activity |       |      |       |
|   |   |                                     |                               |               |                    | ✓                |   |                              |       |      |       |
| 4   | Approval  | Academic Council Meeting            |                               |               |                    |                  |   |                              |       |      |       |

## NETWORKING AND MAINTENANCE

### UNIT -1 :- COMPUTER HARDWARE

Computer Organizations and Operating Systems(Windows and Linux) , Basic Electrical Engineering and Electronics , Microprocessors , Computer Hardware , Internet and Viruses , Principles of Data Communication & Network Maintenance , Digital Fundamentals , Computer Assembling and Software Installations , Hardware Lab , Project

### UNIT -2:- COMPUTER ORGANISATION & OPERATING SYSTEMS(WINDOWS AND LINUX)TYPES OF COMPUTER

Analog, Digital, and Hybrid type, Hardware, Software, System software, Application software, Stored Program Concept and Von Newman Architecture, Firm ware, Human ware, Stored Program Concept, Evolution of computers, Generation of computer.

### **UNIT-3: - BACKGROUND AND NUMBER SYSTEM**

Information Representation and Codes, Data Types, Complements, Addition and Subtraction of Binary Numbers, Fixed Point and Floating Point Representation, Octal and Hexadecimal System , Conversion of Number Systems, Alpha Numeric Codes – ASCII & EBCDIC, Error Detection Codes, Building Blocks of Computers, Combinational Blocks (Gates, Multiplexes, Decoders, Encoders etc.), Sequential Building Blocks (Flip Flops, Registers, Counters, Random Access Memory, etc.)

#### **Reference Books:**

- 1. IBM PC and CLONES, B.Govindrajalu, Tata McGrawhill Publishers, IBM PC and CLONES**
- 2. Computer Installation and Servicing, D.Balasubramanian, Tata McGraw Hill**
- 3. Computer Installation and Servicing**
- 4. The complete PC upgrade and Maintenance, Mark Minasi, BPB Publication, The complete PC upgrade and Maintenance**

Course Coordinator

HOD

| <b>BCA006</b>  |  | <b>WEB DESIGNING</b>                                |                     |                    |                        |                    | <b>L</b>                | <b>T</b>           | <b>P</b>  | <b>C</b>                                    |       |
|--|--|---|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|---|-------|
|  |  | Total Contact Hours – 30                            |                     |                    |                        |                    | 2                       | 0                  | 0         | 2   |       |
|  |  | Prerequisite course – Higher Secondary Level        |                     |                    |                        |                    |                         |                    |           |   |       |
|  |  | Course Coordinator Name & Department:- V.Ramya& BCA |                     |                    |                        |                    |                         |                    |           |   |       |
| <b>COURSE OBJECTIVES: -</b><br>To gain knowledge in basic web designing concepts.  |  |   |                     |                    |                        |                    |                         |                    |           |   |       |
| <b>COURSE OUTCOMES (COs)</b>   |  |   |                     |                    |                        |                    |                         |                    |           |   |       |
| CO1  | Definethe web basics and server side scripting.                  |   |                     |                    |                        |                    |                         |                    |           |   |       |
| CO2  | Execute the HTML coding and linking process.                     |   |                     |                    |                        |                    |                         |                    |           |   |       |
| CO3  | Analyze the hyperlinks and special characters.                   |   |                     |                    |                        |                    |                         |                    |           |   |       |
| CO4  | Relatethe Embedded Style Sheets & Linking External Style Sheets. |   |                     |                    |                        |                    |                         |                    |           |   |       |
| CO5  | Use the backgrounds and user style sheets.                       |   |                     |                    |                        |                    |                         |                    |           |   |       |
| CO6  | Test real time application using web designing concept.          |   |                     |                    |                        |                    |                         |                    |           |   |       |
| Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |  |   |                     |                    |                        |                    |                         |                    |           |   |       |
| 1  | COs/Pos  | PO1   | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PS O1     | PS O2                                       | PS O3 |
| 2  | CO1  | H   | L                   |                    |                        |                    |                         |                    |           | H   |       |
|  | CO2  | M   | L                   |                    |                        |                    |                         |                    |           |   |       |
|  | CO3  | H   | -                   |                    |                        |                    |                         |                    |           |   |       |
|  | CO4  | H   | -                   |                    |                        |                    |                         |                    |           |   |       |
|  | CO5  | H   | -                   |                    |                        |                    |                         |                    |           |   |       |
|  | CO6  | H   | -                   |                    |                        |                    |                         |                    |           |   |       |
| 3  | Category   | Humanities & Social Studies (HS)                    | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship(PR) |       |
|  |  |   |                     |                    |                        |                    |                         |                    | ✓         |   |       |
| 4  | Approval   | Academic Council Meeting                            |                     |                    |                        |                    |                         |                    |           |   |       |

## WEB DESIGNING

UNIT -1

Introduction, Syllabus, Calendar, Terminology, Files and Folders, Purchasing Domain/Hosting, Remote Hosting, FTP, HTML basics, Starting a Website, HTML Coding

#### UNIT-2

Terminology, Starting a Website, HTML Coding

#### UNIT-3

HTML Coding, Wireframe, Website Design/Development, FTP, Basics of CSS Coding, CSS Coding, Internal CSS

#### Reference Books:-\

1. **Blanck, Peter. *eQuality: The Struggle for Web Accessibility by Persons with Cognitive***
2. ***Disabilities*, Cambridge Disability Law and Policy Series, 2015.**
3. **Burgstahle, Sheryl. *Universal Design in Higher Education: From Principles to Practice*, Harvard Education Press, 2008.**
4. **Byrne, Jim. *60 hot to touch Accessible Web Design tips – the tips no web developer can live without!*, Jim Byrne, 2006, (ISBN: 978-1-4116-6729-7).**
5. **Chisholm, and May. *Universal Design for Web Applications: Web Applications That Reach Everyone*, O'Reilly Media, 2008.**
6. **Clark, Joe. *Building Accessible Websites*, New Riders Publishing, 2002.**

Course Coordinator

HOD

|   |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
|---|---|---|----------------------------|---------------------------|-------------------------------|---------------------------|--------------------------------|---------------------------|------------------|--|---------------|--|
| BSC001  | <b>ANIMATION</b>  |   |                            |                           |                               |                           | <b>L</b>                       | <b>T</b>                  | <b>P</b>         | <b>C</b>   |               |  |
|   | Total Contact Hours – 30  |   |                            |                           |                               |                           | 2                              | 0                         | 0                | 2  |               |  |
|   | Prerequisite course – Higher Secondary Level                                      |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
|   | Course Coordinator Name & Department :- N.Mathimagal& BCA                         |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| <b>COURSE OBJECTIVES:-</b><br>The learner will have the knowledge about the use of animation, digitized sound, video control, and scanned images. |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| <b>COURSE OUTCOMES (COs)</b>  |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| CO1   | Gain knowledge of basic concepts of Animations                                    |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| CO2   | Analyze the use of Netscape to access the Course Home Page and Tips and Tricks. . |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| CO3   | Discuss the basic instructional design principles in the development of stacks..  |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| CO4   | Identify the basic Formulate a working definition of interactive multimedia.      |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| CO5   | Demonstrate the competence in using the authoring program Hyper Studio.           |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| CO6   | Test real time application using a basic concept.                                 |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low                       |   |   |                            |                           |                               |                           |                                |                           |                  |  |               |  |
| <b>1</b>  | <b>COs/Pos</b>  | <b>PO1</b>                                  | <b>PO2</b>                 | <b>PO3</b>                | <b>PO4</b>                    | <b>PO5</b>                | <b>PO6</b>                     | <b>PO7</b>                | <b>PS O 1</b>    | <b>PS O 2</b>                                      | <b>PS O 3</b> |  |
| <b>2</b>  | <b>CO1</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           | <b>H</b>         |  |               |  |
|   | <b>CO2</b>  | <b>M</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |  |
|   | <b>CO3</b>  | <b>H</b>                                    | <b>-</b>                   |                           |                               |                           |                                |                           |                  |  |               |  |
|   | <b>CO4</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |  |
|   | <b>CO5</b>  | <b>M</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |  |
|   | <b>CO6</b>  | <b>H</b>                                    | <b>L</b>                   |                           |                               |                           |                                |                           |                  |  |               |  |
| <b>3</b>  | <b>Category</b>   | <b>Humanities &amp; Social Studies (HS)</b> | <b>Basic Sciences (BS)</b> | <b>Engg Sciences (ES)</b> | <b>Professional Core (PC)</b> | <b>Core Elective (CE)</b> | <b>Non-Major Elective (NE)</b> | <b>Open Elective (OE)</b> | <b>Any other</b> | <b>Project/Term Paper/ Seminar/ Internship(PR)</b> |               |  |
|   |   |   |                            |                           |                               |                           |                                |                           | ✓                |  |               |  |
| <b>4</b>  | <b>Approval</b>   | <b>Academic Council Meeting</b>             |                            |                           |                               |                           |                                |                           |                  |  |               |  |

## ANIMATION

### Unit - 1

#### INTRODUCTION:

Elements of Information Technology - Introduction to Programming Languages - Basics of Animation.-Foundation Art. -Computer Based 2D Animation. - Multimedia & Computer Graphics. Introduction to 3D Animation & Modeling- Introduction to Mass Communication & Media Literacy

**Unit - 2**

3-D Animation-I.- Production Process-I. - Multimedia-I. - Composing and Editing. - Color Theory.

**Unit- 3**

Script Writing-I. - Content Development Direction-I. - Gaming Technology - Digital Editing and Motion Graphics-I. - Visual Effects-I. - V.F.X.-I.

**REFERENCE BOOKS :**

1. **Introduction to mass Communication : Medial Literacy & Culture By Stanley Baran The Tata McGraw Hill**
2. **The Media in your life - By Jean Folkerts& Stephen Lacy by Pearson Publications.**

Course Coordinator

HOD

|               |   |          |          |          |          |
|---------------|---|----------|----------|----------|----------|
| <b>BSC002</b> | <b>COMPUTER HARDWARE AND NETWORKING</b>                       | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|               | <b>Total Contact Hours – 30</b>                               | 2        | 0        | 0        | 2        |
|               | Prerequisite course – Higher Secondary Level                  |          |          |          |          |
|               | Course Coordinator Name & Department :- Ms.K.HemaLakshmi / CS |          |          |          |          |

| <b>COURSE OBJECTIVES :-</b><br>Learners familiar with the basic concepts of Microprocessor, Controller, Server and to demonstrate the traditional imperative design of CPUs, cards, PCs and BIOS. |   |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
|---|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-----------|--|-------|
| <b>COURSE OUTCOMES (COs)</b>  |   |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO1   | Define the structure of Micro Processor and PCs and CPUs                    |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO2   | State the structure of PC architecture and the study of various PCs         |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO3   | Describe the basics of Processor  |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO4   | Study the CPU, Chips, Processor and Controllers                             |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO5   | Examine the working of Internal Components cards and Higher Level Processor |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| CO6   | Relate the Backups, Switches Routers, BIOS, Floppy Disk and zip Driver      |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low   |   |                                  |                     |                    |                        |                    |                         |                    |           |  |       |
| 1   | COs/Pos   | PO1                              | PO2                 | PO3                | PO4                    | PO5                | PO6                     | PO7                | PSO1      | PS O2  | PS O3 |
| 2   | CO1   | H                                | -                   |                    |                        |                    |                         |                    | H         |  |       |
|   | CO2   | H                                | L                   |                    |                        |                    |                         |                    |           |  |       |
|   | CO3   | H                                | L                   |                    |                        |                    |                         |                    |           |  |       |
|   | CO4   | M                                | -                   |                    |                        |                    |                         |                    |           |  |       |
|   | CO5   | H                                | L                   |                    |                        |                    |                         |                    |           |  |       |
|   | CO6   | M                                | -                   |                    |                        |                    |                         |                    |           |  |       |
| 3   | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other | Project/Term Paper/ Seminar/ Internship (PR) |       |
|   |   |                                  |                     |                    |                        |                    |                         |                    | ✓         |  |       |
| 4   | Approval  | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |           |  |       |

## COMPUTER HARDWARE AND NETWORKING

### UNIT-1

Microprocessor System Introduction of System overview, Introduction to Processors, Memory Interfacing, Interfacing I/O Devices, Interfacing Data Converters, Display Interface, Serial I/O and Data Communication, Higher level Processors

### UNIT - 2

Introduction to PC Architecture Study of PC-AT/ATX System, Pentium, Core, Core 2 Cord,

Core 2 Duo, I3, I5, I7 Processor Basics of Processor and CPU Block Diagram of Computer and Computer Generation Motherboards, Chipset and Controllers, BIOS and the Boot Process, Computer Memory.

### **UNIT-3**

Internal Components IDE and SATA Devices: Hard Disk Drive and CD/DVDs Drives, SCSI Devices, Floppy Disk, Zip Drive, Backup Drive, Expansion Cards- LAN Card, IDE Card , VGA and SVGA Cards, Sound Card, Interface Cards, I/O cards, Video Cards, USB Card, Fire-Wire Cards, Internal Ports, Cables and Connector Types. Introduction of Network Cable like UTP, STP, Fiber Optics, Hub, Unmanageable Switch, Manageable Switch, Router, Modem, Wi-Fi, Access Point, PCI Wireless Card, USB Wireless Device, Print Server, USB Network Sharer, Backup Device, Server Hardware etc.

#### **Reference Book:**

- (1) Microprocessor Architecture Programming and Application with the 8085 Ramesh Gaonkar Penram International Publication.**
- (2) Electronics and Radio Engineering M.L. Gupta Dhanpatrai & Sons, New Delhi.**
- (3) PC AND CLONES Hardware, Troubleshooting and Maintenance B. Govindarajalu, Tata Mc-graw-Hill Publication.**
- (4) PC Troubleshooting and Repair Stephen J. Bigelow Dream tech Press, New Delhi**

Course Coordinator

HOD

|  |  |                                  |                     |                    |                        |                    |                         |                    |             |  |
|--|--|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-------------|--|
| <b>BSC003</b>  | <b>COMPUTER PROGRAMMING</b>  |                                  |                     |                    |                        | <b>L</b>           | <b>T</b>                | <b>P</b>           | <b>C</b>    |  |
|  | Total Contact Hours – 30   |                                  |                     |                    |                        | 2                  | 0                       | 0                  | 2           |  |
|  | Prerequisite course – Higher Secondary Level   |                                  |                     |                    |                        |                    |                         |                    |             |  |
|  | Course Coordinator Name & Department :- Ms.K.HemaLakshmi/ CS   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| <b>COURSE OBJECTIVES :-</b>  |  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| Learners will be familiar with the programming language C, Algorithm, and Design the flowchart and implement the programs using the concept such as Functions, Pointers and Strings. |  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| <b>COURSE OUTCOMES (COs)</b>   |  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO1  | Apply and Write the clear, structure and Looping of elementary C programs.   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO2  | Explain algorithmic thinking and apply it to programming.  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO3  | Describe problem-solving techniques.   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO4  | Ability to use C with Various operators Expressions and Decision making control.                                   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO5  | Write Code using Arrays with single dimensions, Two dimensions and Multidimensional and Various Strings operations |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO6  | Examine programs using Functions, Pointers, Structures and Union   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low  |  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| 1  | <b>COs/Pos</b>   | <b>PO1</b>                       | <b>PO2</b>          | <b>PO3</b>         | <b>PO4</b>             | <b>PO5</b>         | <b>PO6</b>              | <b>PO7</b>         | <b>PSO1</b> | <b>PSO2</b>                                  |
| 2  | <b>CO1</b>   | H                                | -                   |                    |                        |                    |                         |                    | H           |  |
|  | <b>CO2</b>   | H                                | L                   |                    |                        |                    |                         |                    |             |  |
|  | <b>CO3</b>   | H                                | L                   |                    |                        |                    |                         |                    |             |  |
|  | <b>CO4</b>   | H                                | -                   |                    |                        |                    |                         |                    |             |  |
|  | <b>CO5</b>   | M                                | L                   |                    |                        |                    |                         |                    |             |  |
|  | <b>CO6</b>   | H                                | -                   |                    |                        |                    |                         |                    |             |  |
| 3  | Category   | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other   | Project/Term Paper/ Seminar/ Internship (PR) |
|  |  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| 4  | Approval   | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |             |  |

## COMPUTER PROGRAMMING

### UNIT-1:-

#### INTRODUCTION:-

Generation and Classification of Computers – Basic organization of a Computer – Number

System – Binary – Decimal – Conversion – Problems. Need for logical Analysis and thinking algorithm – Pseudo code – Flow Chart.

#### **UNIT-2:-**

##### **PROGRAMMING BASICS:-**

Problem formulation – Problem solving – introduction to “C” programming – Fundamentals – structure of C Program – compilation and linking processes – Constants, Variables – Data Types – Expressions using operators in C- Managing input and output operations – Decision making and Branching – Looping Statements – Solving simple scientific and statistical problems.

#### **UNIT -3:-**

##### **ARRAYS, STRINGS, FUNCTIONS AND STRUCTUES:-**

Arrays – Initialization – Declaration – One Dimensional and Two Dimensional Arrays – String –String Operations – String Arrays.Simple programs – sorting – searching – matrix operations. Function – definition of function – declaration of function – Recursion – pointers – pointer and arrays – example problems – need for structure data type – structure definition – structure declaration – structure within a structure – union - storage classes, pre-processor directives.

##### **Text Books:-**

1. Anita Goel and Ajay Mittal, “Computer Fundamentals and programming in C”, Dorling Kindersley (India) Pvt Ltd., Pearson Education in South Asia 2011.
2. PradipDey, ManasGhosh, “fundamentals of computing and programming in c”, First edition, Oxford University Press, 2009.
3. Yashavant P. Kanethar, “Let Us C”, BPB Publications, 2011.

##### **Reference Books:-**

1. **Byron S Gottfried, “ Programming with C”, Schaum’s Outlines, Second Edition, Tata McGraw-Hill 2006.**
2. **Dromey R.G., How to Solve it by Computer”, Pearson Education, Fourth Reprint, 2007.**

Course Coordinator

HOD

| <b>BSC004</b>   | <b>COMPUTER TECHNOLOGY</b>  |                                  |                     |                    |                        | <b>L</b>           | <b>T</b>                | <b>P</b>           | <b>C</b>    |  |
|---|---|----------------------------------|---------------------|--------------------|------------------------|--------------------|-------------------------|--------------------|-------------|--|
|   | Total Contact Hours – 30  |                                  |                     |                    |                        | 2                  | 0                       | 0                  | 2           |  |
|   | Prerequisite course – Higher Secondary Level  |                                  |                     |                    |                        |                    |                         |                    |             |  |
|   | Course Coordinator Name & Department :- Ms.K.HemaLakshmi/ CS  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| <b>COURSE OBJECTIVES :-</b>   |   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| Learners will be Explore and demonstrate knowledge of how to maintain computer equipment and solve common hardware problems |   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| <b>COURSE OUTCOMES (COs)</b>  |   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO1   | Design, implement and evaluate computer technologies.   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO2   | Think critically, creatively and analytically in developing technological solutions to simple and complex problems. .     |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO3   | Plan, analyze, design and construct information systems to identified specifications.                                     |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO4   | Ability to efficient code in the relevant programming language(s). .  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO5   | Evaluate, and use computer software. Use software tools for creating, finding, organizing, and communicating information. |                                  |                     |                    |                        |                    |                         |                    |             |  |
| CO6   | Work effectively as a team member to achieve a common stated goal.  |                                  |                     |                    |                        |                    |                         |                    |             |  |
| Mapping of Course Outcomes with Program outcomes (POs)<br>(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low |   |                                  |                     |                    |                        |                    |                         |                    |             |  |
| 1   | <b>COs/Pos</b>  | <b>PO1</b>                       | <b>PO2</b>          | <b>PO3</b>         | <b>PO4</b>             | <b>PO5</b>         | <b>PO6</b>              | <b>PO7</b>         | <b>PSO1</b> | <b>PSO2</b>                                  |
| 2   | <b>CO1</b>  | H                                | -                   |                    |                        |                    |                         |                    | H           |  |
|   | <b>CO2</b>  | H                                | L                   |                    |                        |                    |                         |                    |             |  |
|   | <b>CO3</b>  | H                                | L                   |                    |                        |                    |                         |                    |             |  |
|   | <b>CO4</b>  | H                                | -                   |                    |                        |                    |                         |                    |             |  |
|   | <b>CO5</b>  | M                                | L                   |                    |                        |                    |                         |                    |             |  |
|   | <b>CO6</b>  | H                                | -                   |                    |                        |                    |                         |                    |             |  |
| 3   | Category  | Humanities & Social Studies (HS) | Basic Sciences (BS) | Engg Sciences (ES) | Professional Core (PC) | Core Elective (CE) | Non-Major Elective (NE) | Open Elective (OE) | Any other   | Project/Term Paper/ Seminar/ Internship (PR) |
|   |   |                                  |                     |                    |                        |                    |                         |                    | ✓           |  |
| 4   | Approval  | Academic Council Meeting         |                     |                    |                        |                    |                         |                    |             |  |

## COMPUTER TECHNOLOGY

### UNIT - 1

Digital Logic: Logic functions, Minimization, Design and synthesis of combinational and sequential circuits; Number representation and computer arithmetic (fixed and floating point).

Computer Organization and Architecture: Machine instructions and addressing modes, ALU

and data-path, CPU control design, Memory interface, I/O interface (Interrupt and DMA mode), Instruction pipelining, Cache and main memory, Secondary storage. Programming and Data Structures: Programming in C; Functions, Recursion, Parameter passing, Scope, Binding; Abstract data types, Arrays, Stacks, Queues, Linked Lists, Trees, Binary search trees, Binary heaps

## **UNIT - 2**

Algorithms: Analysis, Asymptotic notation, Notions of space and time complexity, Worst and average case analysis; Design: Greedy approach, Dynamic programming, Divide-and-conquer; Tree and graph traversals, Connected components, Spanning trees, Shortest paths; Hashing, Sorting, Searching. Asymptotic analysis (best, worst, average cases) of time and space, upper and lower bounds, Basic concepts of complexity classes – P, NP, NP-hard, NP-complete.

## **UNIT -3**

Theory of Computation: Regular languages and finite automata, Context free languages and Push-down automata, Recursively enumerable sets and Turing machines, Undecidability. Compiler Design: Lexical analysis, Parsing, Syntax directed translation, Runtime environments, Intermediate and target code generation, Basics of code optimization. Operating System: Processes, Threads, Inter-process communication, Concurrency, Synchronization, Deadlock, CPU scheduling, Memory management and virtual memory, File systems, I/O systems, Protection and security. Databases: ER-model, Relational model (relational algebra, tuple calculus), Database design (integrity constraints, normal forms), Query languages (SQL), File structures (sequential files, indexing, B and B+ trees), Transactions and concurrency control.

### **Reference Books:**

- 1. A First Course in Computers” by Sanjay Sexena**
- 2. Computer Organization and Architecture – Carl Hamcher&SafatZaky**
- 3. Computer Architecture and Organization – J. P. Hayes**

Course Coordinator

