

MAR AUGUSTHINOSE COLLEGE RAMAPURAM

Department of English

POs, PSOs and COs of Under Graduate BA English Literature and Communication Studies
(Double Main) Programme

PROGRAMME OUTCOMES (POs)

Upon completion of the BA English Literature and Communication Studies (Double Main)
Degree Programme, the Undergraduate will be able to

PO1	The students should be familiar with representative literary and cultural texts within a significant number of historical, geographical, and cultural contexts.
PO2	The students should be able to apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres.
PO3	The students should be able to understand the process of communicating and interpreting human experiences through literary representation using historical contexts and disciplinary methodologies.
PO4	The students should be able to ethically gather, understand, evaluate and synthesize information from a variety of written and electronic sources.
PO5	The students should be able to develop intellectual, personal and professional abilities through effective communicative skill
PO6	The students will have employability by developing their linguistic competence and communicative skills
PO7	The students will be provided with a foundation in Journalism and Mass Communication, Public Relations and Office Administration.
PO8	The students will have cultivated and developed physical, intellectual, emotional, aesthetic, ethical and spiritual values to meet global competency.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1	The students will be able to communicate effectively orally and in writing
PSO2	The students will have learned to comprehend various forms of literature like prose, poetry, drama and fiction
PSO3	The students will have developed perspectives of literary movements that existed in different ages.
PSO4	The students will have developed the knowledge of the grammatical system of English language, literary theory and terms in criticism.
PSO5	The students will have gained employability in the field of Media and Journalism, Public Relations, Human Resource, Civil Service, Creative Writing etc.
PSO6	The students will have developed an understanding of key communication skills necessary for leadership and participation in diverse communication settings.
PSO7	The students will have been motivated to be entrepreneurs.
PSO8	The students will have developed increased competence by identifying, explaining, and applying effective communication skills in a variety of contexts.

Semester : 1

Course Code : EN1CCT01

Title of the course: **Fine-tune Your English** (Common Course)

AIM OF THE COURSE

The course is intended to introduce the students to the basics of grammar, usage and effective communication.

Course Outcome

On completion of the course, the student should be able to:

1. Enable students to speak English confidently and effectively in a wide variety of situations
2. Use English for formal communication effectively.
3. Confidently use English in both written and spoken forms.

Semester : 1

Course Code : EN1CRT01

Title of the course: **Methodology of Literary Studies** (Core Course)

AIM OF THE COURSE

The course seeks to introduce the student to the major signposts in the historical evolution of literary studies from its inception to the current postcolonial realm.

Course Outcome

On completion of the course, the student should be able to discern the following:

1. The emergence of literature as a specific discipline within the humanities.
2. The tenets of what is now known as 'traditional' approaches and also that of 'formalism'.
3. The shift towards contextual-political critiques of literary studies.
4. The questions raised by Cultural Studies and Feminism(s)
5. The issues of subalternity and regionality in the literary domain.

Semester : 1

Course Code : EN1CRT03

Title of the course: **Conversational Skills** (Core Course)

- To perceive the different sounds in English R.P.
- To represent and reproduce phonetic realization.
- To identify the basic concepts of Linguistics.
- To comprehend the contextual existence of conversational etiquette.

Semester : 1

Course Code : EN1CRT05

Title of the course: **English in Informal Situations** (Core Course)

Course Outcome

Upon completion of this course, the students will be able to:

1. Use English with a much confidence, accuracy and fluency
2. Make conversations in essential practical situations
3. Answer questions of a conversational nature and to have a charge of a range of questions to generate information from other people with an awareness of contextual appropriateness.
4. Take part in conversations confidently, to initiate, sustain and close a conversation.

Semester : 1

Course Code : SO1CMT01

Title of the course: **INTRODUCTION TO SOCIOLOGY (Complementary Course I)**

Course Outcome

1. Introduce Sociology as science of society by tracing out its historical outline
2. Make students familiar with the basic concepts and realities to be studied in the discipline
3. To understand the Micro sociological foundation
4. To analyse the mechanism of Social Dynamics

Semester : 2

Course Code : EN2CCT03

Title of the course: **Issues that Matter** (Common Course)

Aim of the Course:

To sensitize the learners about contemporary issues of concern; to enhance their linguistic skills in English language.

Course Outcome

By the end of the course, the learner is able to

- Identify major issues of contemporary significance
- Respond rationally and positively to the issues raised
- Internalise the values imparted through the excerpts
- Re-orient himself/ herself as conscious, cautious, concerned, conscientious and concerned human being
- Articulate these values in error free English⁴

Semester : 2

Course Code : EN2CRT02

Title of the course: **Introducing Language and Literature** (Core Course)

AIM OF THE COURSE

The course seeks to introduce the student to the basics of English language and literature.

Course Outcome

On completion of the course, the student should be able to discern the following:

1. The evolution and the differential traits of the English language till the present time.
2. The evolution of literature from antiquity to postmodern times.
3. The diversity of genres and techniques of representation and narration
4. The links between literature and film as narrative expressions.
5. The emergence of British and American Literature through diverse periods

Semester : 2

Course Code : EN2CRT05

Title of the course: **Introduction to Communication** (Core Course)

Course Outcome

Upon completion of this course, the students will be able to:

1. Understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
2. Understand and evaluate key theoretical approaches used in the interdisciplinary field of communication. i.e., students will be able to explain major theoretical frameworks, constructs, and concepts for the study of communication and language, summarize the work of central thinkers associated with particular approaches, and begin to evaluate the strengths and weaknesses of their approaches.
3. Come across different theories of communication.
4. Identify relations between communication and culture.
5. Understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
6. Communicate effectively orally and in writing.

Semester : 2

Course Code : EN2CRT06

Title of the course: **Business Communication** (Core Course)

Course Outcome

Upon successful completion of this course students will be able to;

1. Demonstrate verbal and non-verbal communication ability through presentations.
2. Draft effective business correspondence with brevity and clarity.
3. Follow the importance of being an effective business communicator in today's changing workplace.
4. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

Semester : 2

Course Code : SO2CMT02

Title of the course: **DEVELOPMENT OF SOCIOLOGICAL THEORIES (Complementary Course II)**

Course Outcome

1. The course aims at comprehending the origin of sociology and its significance in relation with their major discipline.
2. Students are expected to familiarize themselves with the development of Sociology as a theoretical discipline and to understand the contribution of classical sociology in conceptualizing society
3. Familiarize the students with the works of classical sociologists and their contributions to the development of sociology as an academic discipline and the origin of sociology in Western Europe.

Semester : 3

Course Code : EN3CRT03

Title of the Course : **Harmony of Prose** (Core Course)

AIM OF THE COURSE

The student is given space to mature in the presence of glorious essays, both Western and Non-Western.

Course Outcome

1. Identify the essayists of the different ages.
2. Locate the difference between a personal essay and an impersonal essays.
3. Familiarise with the writing styles of the various writers
4. comprehend the style- satire
5. Identify the importance of brevity in writing.

Semester : 3

Course Code : EN3CRT04

Title of the Course : **Symphony of Verse** (Core Course)

AIM OF THE COURSE

To acquaint the student with the rich texture of poetry in English.

Course Outcome

On completion of the course the students shall have:

1. An understanding of the representation of poetry in various periods of the English tradition.
2. An awareness of the emerging cultural and aesthetic expressions that poetry makes possible.

Semester : 3

Course Code : EN3CRT05

Title of the Course : **Indian Writing in English** (Core Course)

AIM OF THE COURSE

The course is intended to sensitise students to the various ways in which literature written in English, in the Indian sub-continent serves as a platform for forming, consolidating, critiquing and re-working the issue of national 'identity' at various levels.

Course Outcome

On completion of the course, the student should be aware of the following:

- 1.The subtle flavours that distinguish the 'Indian' quotient in English writings from India.
- 2.The different concerns that Indian English writers share, cutting across sub-nationalities and regionalities.
3. The *locus standi* of diasporic 'Indian' writers.

Semester : 3

Course Code : EN3CRT09

Title of the Course : **Print Media and Journalism I** (Core Course)

Course Outcome

Upon completion of this course, the students will be able to:

- *To introduce students, the basics of Print Media and Journalism
- *Analyse different types of Print Media and different forms of writing
- *Recognise and develop ethical practices for print Journalism
- *Describe the invention of the printing press
- *Describe the evolution of printing
- *Evaluate different printing and publishing processes
- *Review the history of newspapers in India and other countries
- *Identify the major local, national and international newspapers

Semester : 3

Course Code : EN3CMT03

Title of the Course : **The Evolution of Literary Movements: The Shapers of Destiny**
(Complementary Course)

AIM OF THE COURSE

To make the learner aware of the way in which history shapes the life and literature of a people

Course Outcome

- To give the learner a comprehensive overview of the history of Britain and its impact upon the rest of the world
- To enable him to understand English literature in the light of historical events
- To analyse the manner in which a person is moulded by the historical events of his personal and communal life

Semester : 4

Course Code : EN4CRT05

Title of the Course : **Modes of Fiction** (Core Course)

AIM OF THE COURSE

To acquaint students with various modes of fiction.

Course Outcome

- Recognise the elements of fiction.
- Appreciate how genre generates expectations and generate meanings.
- Comprehend literal and figurative use of language
- Practice writing as a process of motivated inquiry
- Formulate a knowledge on the stylistic strategies employed by different writers.

Semester : 4

Course Code : EN4CRT06

Title of the Course : **Language and Linguistics** (Core Course)

AIM OF THE COURSE

This course is an introduction to the science of linguistics. It seeks to give an overview of the basic concepts of linguistics and linguistic analysis to the students.

Course Outcome

This course seeks to achieve the following:

1. To show the various organs and processes involved in the production of speech, the types and typology of speech sounds, segmental & supra segmental features of the English language, and transcription using IPA.
2. To describe and explain morphological processes and phenomena.
3. To show the various processes involved in the generation of meaning.
4. To enhance students' awareness that natural language is structure dependent and generative and to develop their ability to observe, describe and explain grammatical processes and phenomena.

Semester : 4

Course Code : EN4CRT07

Title of the Course : **Acts on the Stage** (Core Course)

AIM OF THE COURSE

The course seeks to introduce the student to select theatre texts that form the canon of English drama.

Course Outcome

On completion of the course, the student shall be:

1. Familiar with the works of the playwrights included in the course.
2. Informed about the broad genre-based nuances in the realm of drama.
3. Able to appreciate and critique drama as an art form.

Semester : 4

Course Code : EN4CRT12

Title of the Course : **Print Media and Journalism II** (Core Course)

Course Outcome

Upon completion of this course, the students will be able to:

- *To enable the students, understand news values and qualities of reporters.
- *To introduce students to basics of reporting and writing for print media.
- *To introduce to different types of reporting and their importance
- *To enable students to understand newspaper organization structure and editorial department.
- *Discuss ethical issues in print journalism
- *To enable students to understand different forms of journalistic writing
- *To provide them basic understanding on various media laws and ethics
- *Review the history of magazines in India and other countries
- *Write reviews for art and culture

Semester : 4

Course Code : EN4CMT04

Title of the Course : **Evolution of Literary Movements: The Cross Currents of Change**
(Complementary Course)

AIM OF THE COURSE

To enable students to have a notion of the evolution of literature and to help them perceive the interplay of social processes and literature

Course Outcome

By the end of the course it is hoped that:

1. Students will be competent to understand literature against the backdrop of history.
2. Students will be inspired to contribute dynamically to historical and literary processes.

Semester : 5

Course Code :EN5CRT01

Title of the course : **Environmental Studies and Human Rights**
(Core Course)

Course Outcome

*Environmental Education encourages students to research, investigate how and why things happen, and make their own decisions about complex environmental issues by developing and enhancing critical and creative thinking skills. It helps to foster a new generation of informed consumers, workers, as well as policy or decision makers.

*Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future. It encourages character building, and develops positive attitudes and values.

*To develop the sense of awareness among the students about the environment and its various problems and to help the students in realizing the inter-relationship between man and environment and helps to protect the nature and natural resources.

*To help the students in acquiring the basic knowledge about environment and the social norms that provide unity with environmental characteristics and create positive attitude about the environment.

Semester : 5

Course Code : EN5CRT02

Title of the Course : **Creative Writing and Translation Studies** (Core Course)

Course Outcome

1. Identify the skills required to become a translator.
2. Explain the problems faced by a translator.
3. Evaluate the language skills.
4. Differentiate between linguistic competence and translation competence.
5. Recognize the concepts that lead to creative writing.
6. Categorize one's writing against tradition.

Semester : 5

Course Code : EN5CRT03

Title of the Course : **Mass Communication and Broadcasting Media: Radio** (Core Course)

Course Outcome

The Mass Communication Programme prepares students to be able to do the following:

1. Demonstrate effective speaking, effective writing, and listening skills for communication in personal, public, and media areas.
2. Experience the ability to observe events, gather information, write news reports and news releases, report on events and edit other people's writings.
3. Enable the students to understand the media critically and recognize how media shapes and is shaped by politics, society, culture, economics, and daily lives.
4. Familiarize the history, development, and practice of electronic media and the new media.

Semester : 5

Course Code : EN5CRT04

Title of the Course : **Public Relations I** (Core Course)

Course Outcome

Upon completion of this course, the students will be able to:

- *Understand the scope of Public Relations in developed and developing countries.
- * Recognize the ethical component involved in responsible Public Relations practices.
- * Utilize persuasion and communication theories when formulating Public Relations tactics.
- *Assess an organization's Public Relations needs and recommend solutions that can be carried out via various media.

Semester : 5

Course Code :EN5OPT03

Title of the course : **English for Careers**

(Open Course)

AIM OF THE COURSE

To make the students competent in their job-seeking, job-getting and job-holding needs. The course shall cater to equipping the students in Comprehensive Language Enhancement.

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Course Outcome

On completion of the course, the students should be able:

1. To develop communicative skills, which will enable them to prepare for a career and function effectively in it.
2. To equip themselves in oral and written communication to enhance their academic and professional use of language.
3. To train themselves in making effective presentations.

Semester : 6

Course Code : EN6CRT02

Title of the Course : **Entrepreneurship Development** (Core Course)

Course Outcome

- To develop entrepreneurial spirit among students
- To empower students with sufficient knowledge to start up their venture with confidence
- To mould young minds to take up challenges and become employer than seeking employment and to make them aware of the opportunities and support for entrepreneurship in India

Semester : 6

Course Code : EN6CRT03

Title of the Course : **Visual Media: Television and Cinema** (Core Course)

Course Outcome

1. The course aims at observing the importance of visual communication.
2. The students are expected to gain knowledge about the basics of Visual Communication.
3. Students become able to analyse the production process of creating and editing content for broadcast.
4. Familiarize the subject of a film and acquire knowledge on Film Genres and Elements.
5. The course seeks to introduce the idea about the elements of script writing.

Semester : 6

Course Code : EN6CRT04

Title of the Course : **Public Relations II** (Core Course)

Course Outcome

Upon completion of this course, the students will be able to:

*Identify the strategic tools of Public Relations such as Publicity, Advertising, Promotion, Exhibition, Trade Fairs, Propaganda, Campaign, Diplomacy, House Journals, Lobbying etc. and the practical applications of each.

*Conduct a communication and Social Audit to achieve client goals and meet the needs of diverse publics.

*Create a Public Relations campaign.

Semester : 6

Course Code : EN6CRT05

Title of the Course : **Office Administration and Human Resource Management**(Core Course)

Course Outcome

1. The course enables the students to understand the basic concepts, functions, and processes of human resource management.

2. The course helps the students to be aware of the role, functions, and functioning of the human resource department of the organizations.

3. The course introduces HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.

4. Gain a strong base in office management techniques to build proficiency in managing future business processes.

5. Manage effectively diverse application programs and integrate their functions in the business document production.

Semester : 6

Course Code : EN6CBTO4

Title of the Course : **Voices from the Margins** (Choice Based Course)

Aim of the course

To introduce—voices from the margins to the students, as an attempt to understand suppressed histories and discourses.

Course Outcome

1. On completion of the course, the student will have critically encountered subaltern voices, Dalitness and indigeneity.
2. The course helps the students to develop a diverse understanding of the cultural evolution that happened in Kerala during the 19th century.
3. The course throws light into the distinctive sections of Dalit writing and helps the students to develop a deeper insight into its uniqueness.
4. Students will become capable of evaluating various writings based on its cultural significance.