

A.D.M College For Women (Autonomous) Nationally Accredited with 'A' Grade by NAAC (Cycle-III)

TamilNadu.

Nagapattinam -611 001



B.A., English

Employability

Entrepreneurship



Skill Development

Name of the	Course	Title of the Course	Employability	Entrepreneurship	Skill
Programme	Code				development
B.A., English	NUD	Grammar and Usage			✓
	NUE1	Spoken English	√		
	NUE2	English for Competence	√		
	NUS1	Writing Skills in English			√
	NUE3	Translation: Theory and Practice I			√
	NUS2	Study Skills			√
	NUS3	Business Communication		√	
	SSD	Soft Skills Development			✓
	NUO	English Language Teaching	√		
	NUE4	Translation: Theory and Practice II	√		
	NUE5	Journalism	✓		

Employability course syllabus 2021-22

Semester-III / Non Major Elective I	Spoken English	Course Code: NUE1
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember							
Cognitiv	K-2 Understand							
eLevel	K-3 Apply							
	K-4 Analyze							
	K – 5 Evaluate							
	K-6 Create							
Course	The Course aims							
Objectives	To improve the communicative ability of the strength	udents.						
	To enhance the knowledge of English grammar	, and fluency in Spoken						
	English.							
	To enable the learners to converse in simple an	d short sentences.						
	To make the students to communicate confidence	ently and effectively in						
	everyday situations.	everyday situations.						
	To enhance the vocabulary and right pronut	nciation of the second						
	language.							
**		N CY						
Unit	Content	No.of Hours						
IIi4 I	Characterist Consequentian	06 Hrs						
Unit I	Structural Conversation	U6 Hrs						
	Noun Vs Question Infinitive Va Corond							
	Infinitive Vs Gerund Verb. Object. Proposition							
	Verb, Object, Preposition Adjusting a preposition							
	 Adjective + preposition 							

Unit II	 Structural Conversation Simple Question & Negative Short Answer Comparison Tag question Active Vs Passive Verbs Word Forms 	06 Hrs
Unit III	Situational Conversation – Item No: 1 to 10	06 Hrs
Unit IV	Situational Conversation – Item No: 11 to 20	06 Hrs
Unit V	Situational Conversation – Item No: 21 to 30	06 Hrs

1. Taylor, Grant. English Conversation Practice, Tata McGraw-Hill Publishing Company Limited, New Delhi, 1975.

Reference Book:

1. Sadanand, Kamlesh and Punitha, Susheela. Spoken English- A Foundation Course (Part 1) Orient Longman Private Limited, Hyderabad, 2008.

Web Resources:

https://webapps.towson.edu/ows/activepass.htm

Course Outcomes:

On completion of the course the learner will be able

CO1: To understand how English can be used formally and informally.

CO2: To improve the listening and speaking skills.

CO3: To communicate confidently and effectively.

CO4: To acquire the basic English skills that are needed in an academic environment

CO5: To become proficient in English.

CO/PO		PO						PSO		
	1	2	3	4	5	1	2	3	4	5
CO1	M	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	M	M	M	M	М
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	M	M	M	M	S	M	S	M	S
CO5	S	S	S	M	S	S	S	S	M	M

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Semester-IV / Non Major Elective II	English for Competence	Course Code: NUE2
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember	
Compiting Land	K-2 Understand	
CognitiveLevel	K-3 Apply	
	K – 4 Analyze	
	K – 5 Evaluate	
	K-6 Create	
Course	The Course aims	
Objectives	 To enable the students to prepare for competitive Exam 	ninations.
	 To enhance the comprehensive ability of the learners. 	,
	 To concentrate on the essential language skills. 	
	To make the learners familiar with great writers a	and their master
	pieces.	
	 To equip the students with the nuances of the Engli 	sh language this
	includes proficiency in grammar.	sii laliguage, tiiis
	merades pronerency in grammar.	
Unit	Content	No.of
		Hours
Unit I	Vocabulary-Prefixes, Suffixes	06 Hrs
	Error Correction	
	Synonyms and Antonyms	
Unit II	Idioms and Phrases	06 Hrs
	Comprehension	
Unit III	Note-Making and Summarizing	06 Hrs
	Precis writing	
		i

Unit IV	Paragraph Writing	06 Hrs
	Essay Writing	
Unit V	Group Discussions and Interviews	06 Hrs

Ayothi.V. &Vedavalli.R, English for Competitive Examinations, New Century Book House Private Limited, Chennai. 2017

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Reference Book:

Aggarwal, R.S. and AggarwalVikas, *Quick Learning Objective General English*, S.Chand Publishing, 2003.

Web Resources:

- 1. https://www.ef.com/wwen/english-resources/
- 2. https://www.usingenglish.com/

Course Outcomes:

On completion of the course the learner will be able

- CO 1: To appear for various competitive examinations with confidence.
- CO 2: To enhance their comprehensive ability.
- CO 3: To get a glimpse of great writers and their works.
- CO 4: To utilize time management techniques to create a study schedule for effective learning process.
- CO 5: To use English grammar efficiently.

CO/PO			PO					PSO		
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	M	S	S	S	M	M
CO2	S	S	S	S	S	S	S	S	S	S
CO3	M	M	S	S	M	M	M	S	S	S
CO4	S	M	S	S	S	S	S	S	S	M
CO5	S	S	M	M	M	M	M	M	M	M

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Semester-VI / Core Course XV	English Language Teaching	Course Code: NUO
Instruction Hours: 6	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

CognitiveLevel K - 2 Understand K - 3 Apply K - 4 Analyze K - 5 Evaluate K - 6 Create Course Objectives • To introduce the learners to the various aspects of English language teaching. • To use English effectively for study purpose across the curriculum. • To develop and integrate the use of the four language skills. • To enable the learner to communicate effectively and appropriately in real life situation. • To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition Unit III Teaching of Grammar, Vocabulary, Poetry and Prose 18 Hrs		K-1 Acquire/Remember	
K - 3 Apply K - 4 Analyze K - 5 Evaluate K - 6 Create Course Objectives The Course aims To introduce the learners to the various aspects of English language teaching. To use English effectively for study purpose across the curriculum. To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition		• '	
K - 4 Analyze K - 5 Evaluate K - 6 Create Course Objectives • To introduce the learners to the various aspects of English language teaching. • To use English effectively for study purpose across the curriculum. • To develop and integrate the use of the four language skills. • To enable the learner to communicate effectively and appropriately in real life situation. • To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English - Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills - Teaching of Composition	CognitiveLevel	K 2 Apply	
K - 5 Evaluate K - 6 Create Course The Course aims • To introduce the learners to the various aspects of English language teaching. • To use English effectively for study purpose across the curriculum. • To develop and integrate the use of the four language skills. • To enable the learner to communicate effectively and appropriately in real life situation. • To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition			
Course The Course aims To introduce the learners to the various aspects of English language teaching. To use English effectively for study purpose across the curriculum. To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition		K-4 Analyze	
Course Objectives • To introduce the learners to the various aspects of English language teaching. • To use English effectively for study purpose across the curriculum. • To develop and integrate the use of the four language skills. • To enable the learner to communicate effectively and appropriately in real life situation. • To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition		K – 5 Evaluate	
To introduce the learners to the various aspects of English language teaching. To use English effectively for study purpose across the curriculum. To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs		K-6 Create	
language teaching. To use English effectively for study purpose across the curriculum. To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition	Course	The Course aims	
To use English effectively for study purpose across the curriculum. To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs	Objectives	To introduce the learners to the various aspects	s of English
To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs		language teaching.	
To develop and integrate the use of the four language skills. To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs		 To use English effectively for study purpose across the 	curriculum.
To enable the learner to communicate effectively and appropriately in real life situation. To have a command over the language. Unit Content Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs			
appropriately in real life situation. To have a command over the language. Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition			
Unit Content No.of Hours Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs			ectively and
Unit I			
Unit I		To have a command over the language.	
Unit I Issues involved in the Teaching of English – Explanation of Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs	Unit	Content	No.of
Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs			Hours
Curriculum, Syllabus, Course, Methods, Approaches, Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs			
Techniques, Teaching English as a Second language Unit II Teaching of Pronunciation, Reading and Writing Skills – Teaching of Composition 18 Hrs	Unit I	Issues involved in the Teaching of English – Explanation of	18 Hrs
Unit II Teaching of Pronunciation, Reading and Writing Skills – 18 Hrs Teaching of Composition		Curriculum, Syllabus, Course, Methods, Approaches,	
Teaching of Composition		Techniques, Teaching English as a Second language	
	Unit II	Teaching of Pronunciation, Reading and Writing Skills -	18 Hrs
Unit III Teaching of Grammar, Vocabulary, Poetry and Prose 18 Hrs		Teaching of Composition	
	Unit III	Teaching of Grammar, Vocabulary, Poetry and Prose	18 Hrs

Unit IV	Testing – Characteristics – Types of Questions	18 Hrs
Unit V	Use of Audio-Visual Aids in the Teaching of Language	18 Hrs
Unit VI	Bilingual Method of teaching and the use of the mother	
	tongue. Study Aids	

1. Krishnaswamy N. and LalithaKrishnaswamy. *Teaching English: Approaches, Methods and Techniques*, Trinity Press, Chennai. 2016.

Reference Books:

- 1. Nagaraj, Geetha. *English Language Teaching: Approaches, Methods, Techniques*, 2nd Edition, Orient Longman (Pvt) Ltd., Hyderabad, 2008.
- 2. Krishnaswamy N. and LalithaKrishnaswamy. *Methods of Teaching English,* Macmillan Publishers India Ltd., Chennai, 2009
- 3. Arora, Navita. *English Language Teaching: Approaches and Methodologies*, Tata McGraw-Hill Education (Pvt) Ltd., New Delhi, 2012.

Web Resources:

- 1. https://www.essex.ac.uk/subjects/
- 2. https://www.gradesaver.com

Course Outcomes:

On completion of the course, the students will be able

- CO 1: To understand the various aspects of English language teaching.
- CO 2: To use English effectively for study purpose across the curriculum.
- CO 3: To use the language skills effectively.
- CO 4: To gain the knowledge and skills to design and produce materials for language Teaching.
- CO 5: To acquire the needed linguistic competence.

CO/PO		PO					PSO PSO			
	1	2	3	4	5	1	2	3	4	5
CO1	M	S	S	M	M	S	S	S	S	M
CO2	M	S	S	S	M	M	S	S	S	M
CO3	S	S	S	M	M	M	S	S	S	M
CO4	M	S	S	M	M	S	S	S	S	S
CO5	M	M	S	M	M	S	S	S	S	S

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Semester-V / Major Based Elective I	Translation: Theory and Practice I	Course Code: NUE3
Instruction Hours: 4	Credits: 3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember	
CognitiveLevel	K-2 Understand	
dogmenterer	K-3 Apply	
	K-4 Analyze	
	K - 5 Evaluate	
	K-6 Create	
Course	TheCourse aims	
Objectives	To introduce the learners to the techniques involved in Transl	ation.
	To enable the learners to know about other cultures and civilis	zation.
	To acquire the skills needed for a professional translator.	
	To expose the students to the history of translation and	the problems
	involved in it.	
	 To familiarise the students with the concepts and theories of t 	ranslation.
Unit	Content	No.of
Unit	Content	No.of Hours
Unit Unit I	Content Translation - Definition -Types- Principles of Translation -	
		Hours
	Translation – Definition –Types- Principles of Translation –	Hours
	Translation – Definition –Types- Principles of Translation – Decoding and Recoding – Problems of Equivalence –	Hours
	Translation – Definition –Types- Principles of Translation – Decoding and Recoding – Problems of Equivalence –	Hours
Unit I	Translation – Definition –Types- Principles of Translation – Decoding and Recoding – Problems of Equivalence – Untranslatability	Hours 12Hrs
Unit I	Translation – Definition –Types- Principles of Translation – Decoding and Recoding – Problems of Equivalence – Untranslatability History of Translation – Theory – Period study – The Romans –	Hours 12Hrs
Unit I Unit II	Translation – Definition –Types- Principles of Translation – Decoding and Recoding – Problems of Equivalence – Untranslatability History of Translation – Theory – Period study – The Romans – Bible Translations	Hours 12Hrs 12Hrs
Unit I Unit II	Translation – Definition –Types- Principles of Translation – Decoding and Recoding – Problems of Equivalence – Untranslatability History of Translation – Theory – Period study – The Romans – Bible Translations Early Theorists – The Renaissance – 17th Century - 18th Century	Hours 12Hrs 12Hrs

1. Bassnett, Susan, *Translation Studies*, London: Methuen, 1980.

Reference Books:

- 1. Kumar Das, Bijay. A Handbook of Translation Studies, Atlantic Publishers & Distributors Private Limited, 2011.
- 2. Savory, Theodore.H*The Art of Translation.* The Writer, Boston, 1968.

Web Resources:

https://www.routledge.com

https://backup.pondiuni.edu.in

Course Outcomes:

On the completion of the course the learner will be able

- CO 1: To master the techniques of translation.
- CO 2: To overcome the difficulties faced in translating
- CO 3: To realize the importance of translation as a tool for the spread of knowledge and information
- CO 4: To evaluate personal language skills through translation, theory and practice.
- CO 5: To acquire extensive language skills in both source and target languages.

Mapping of Course outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO		PO					PSO PSO				
	1	2	3	4	5	1	2	3	4	5	
CO1	М	M	M	M	M	S	S	M	M	M	
CO2	М	М	M	M	M	S	M	M	M	M	
CO3	S	М	M	M	M	S	M	S	M	M	
CO4	S	М	M	M	M	S	M	M	M	M	
CO5	S	S	S	M	S	M	M	M	S	М	

S-Strongly Correlating
M-Moderately Correlating
W-Weakly Correlating
N-No Correlation

Semester-VI /	Translation: Theory and Practice II	Course Code: NUE4
Major Based Elective II		
Instruction Hours: 5	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember	
CognitiveLevel	K – 2 Understand	
	K-3 Apply	
	K-4 Analyze	
	K – 5 Evaluate	
	K - 6 Create	
Course	The Course aims	
Objectives	To introduce the learners to the techniques involved in Transl	ation.
	To enable the learners to know about other cultures and civili	zation.
	To acquire the skills needed for a professional translator.	
	To expose the students to the history of translation and	the problems
	involved in it.	
	To familiarise the students with the concepts and theories of t	ranslation.
Unit	Content	No.of
		Hours
Unit I	Early Theorists - Romanticism - Victorians – 20 th Century	15 Hrs
Unit II	Droblems of Literary Translation Ctrustures Destry and Dross	15 Hrs
	Problems of Literary Translation – Structures - Poetry and Prose	
Unit III	Translation Translating Prose constraints imposed by socio -	15 Hrs
	cultural contexts – Translating Dramatic Texts	
Unit IV	Translation Practice	15 Hrs
Unit V	Translation Practice	15 Hrs

1. Bassnett, Susan, *Translation Studies*, London: Methuen, 1980.

Reference Books:

- 1. Kumar Das, Bijay. A Handbook of Translation Studies, Atlantic Publishers & Distributors Private Limited, 2011.
- 2. Savory, Theodore.H*The Art of Translation.* The Writer, Boston, 1968.

Web-Resources:

- 1. https://en:m.wikipedia.org
- 2. https://ijoc.org

Course Outcomes:

On the completion of the course the learner will be able

- CO 1: To master the techniques of translation.
- CO 2: To overcome the difficulties faced in translating
- CO 3: To realize the importance of translation as a tool for the spread of knowledge and information
- CO 4: To evaluate personal language skills through translation, theory and practice.
- CO 5: To acquire extensive language skills in both source and target languages.

Mapping of Course outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	М	M	M	M	M	M	M	M	M	M
CO2	М	S	M	M	M	M	M	M	M	M
CO3	M	M	M	M	M	M	S	S	S	M
CO4	М	M	M	S	M	M	S	S	S	S
CO5	M	M	S	M	M	M	S	S	S	S

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Semester-VI / Major Based Elective III	Journalism	Course Code: NUE5
Instruction Hours: 6	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember	
	K-2 Understand	
CognitiveLevel	K-3 Apply	
	K - 4 Analyze	
	K - 5 Evaluate	
	K-6 Create	
Course	The Course aims	
Objectives	 To introduce the basics of journalism To develop effective business and professional pr 	ogontation -
	through creative tools like photography and cartooning	
	To develop efficiency in blog creation and publication	
	To have a thorough understanding of the laws related to the law r	•
	 To be familiar with the nuances of journalistic skills are effectively 	id use them
Unit	Content	No.of
Unit	Content	No.of Hours
Unit Unit I	Content Definition of Journalism – Role of Journalism – Ethics – Press	
		Hours
	Definition of Journalism – Role of Journalism – Ethics – Press	Hours
Unit I	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council.	Hours 18 Hrs
Unit I	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council. News – Definition – Kinds – Elements – Sources – News	Hours 18 Hrs
Unit I Unit II	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council. News – Definition – Kinds – Elements – Sources – News Agencies.	Hours 18 Hrs 18 Hrs
Unit I Unit II	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council. News – Definition – Kinds – Elements – Sources – News Agencies. Reporting – Quality of Reporters – Beats – Kinds of	Hours 18 Hrs 18 Hrs
Unit I Unit II	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council. News – Definition – Kinds – Elements – Sources – News Agencies. Reporting – Quality of Reporters – Beats – Kinds of Reporting with special reference to court, crime, election –	Hours 18 Hrs 18 Hrs
Unit I Unit II Unit III	Definition of Journalism – Role of Journalism – Ethics – Press Laws – Press Council. News – Definition – Kinds – Elements – Sources – News Agencies. Reporting – Quality of Reporters – Beats – Kinds of Reporting with special reference to court, crime, election – sports – investigative – Reporting.	Hours 18 Hrs 18 Hrs

- 1. Puri, G.K. Journalism, Sudha Publications Private Limited, New Delhi
- 2.Kumar ,Keval K. Mass Communication in India, Jaico, New Delhi . 2000

Reference Books:

- 1. Severin Werner, J and Tankard W James Jr .Communication Theories, Origin, Methods,
- Use. Longman Publication 1988.
- 2. Ahuja .B.N. *Theory and Practice of Journalism*. New Delhi: Surject Publications 2005

Web Resources:

https://libguides.ntu.edu.sg/journalism/eresources

Course Outcomes:

On the completion of the course, the students will be able

- CO1: To recognize the different attributes of communication and apply them in the field of journalism.
- CO2: To identify the different aspects of journalistic styles and apply them to writing.
- CO3: To analyze the different types of news and categories according to the need of media production.
- CO4: To acquire the needed Journalistic skills.
- CO5: To analyze the different types of news.

CO/PO		PO					PSO PSO			
	1	2	3	4	5	1	2	3	4	5
CO1	M	S	S	M	M	S	M	M	M	M
CO2	S	S	S	M	M	S	M	M	M	S
CO3	M	S	S	M	M	M	S	S	S	M
CO4	M	S	S	M	M	M	S	S	S	M
CO5	M	S	S	M	M	M	S	S	S	S

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Entrepreneurship syllabus

Semester-V / Skill Based Elective III	Business Communication	Course Code: NUS3
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember							
CognitiveLevel	K – 2 Understand	K – 2 Understand						
CognitiveLevel	K – 3 Apply							
	K - 4 Analyze							
	K – 5 Evaluate							
	K – 6 Create							
Course	The Course aims							
Objectives	To understand and demonstrate writing and speaking	g processes through						
	invention, organization, drafting, revision, editing, an	d presentation.						
	To understand and appropriately apply modes	of expression, i.e.,						
	descriptive, expositive, narrative, scientific, and	self-expressive, in						
	written, visual, and oral communication.							
	To participate effectively in groups with emphasis	on listening, critical						
	and reflective thinking, and responding.	and reflective thinking, and responding.						
	To understand and apply basic principles of critical	To understand and apply basic principles of critical thinking, problem						
	solving, and technical proficiency in the development	solving, and technical proficiency in the development of exposition and						
	argument							
	To develop the ability to research and write a docum	nented paper and/or						
	to give an oral presentation.							
Unit	Content No.of Hours							
Unit I	Effective Business Communication	06 Hrs						
ome i	Basic Forms of Communication	001115						
	Internal and External Communication							
	internal and External Communication							

	Communication Barriers	
	Overcoming Communication Barriers	
Unit II	Communicating Information	06 Hrs
	Finding, Evaluating and Processing Information	
	Communication through Visual media	
	Communication through Fax, E-mail and Conferencing	
Unit III	Kinds of Business Letters	06 Hrs
	Informal and Formal Letters	
	Job Applications	
	Business Letters	
	Enquiry Letters	
	Quotation Letters	
	Order Letters	
	Complaint Letters	
Unit IV	Précis Writing - Commercially Important Passages	06 Hrs
	Circulars	
	Memos	
Unit V	Report Writing	06 Hrs
	Evaluation Report	
	Drafting of Minutes for Meetings	

1. Rajendra pal and J.S.Korlahalli, *Essentials of Business Communication* – Sulthan Chand and Sons, New Delhi, 2008.

Reference Book:

1. Priyadharshini.J. Business Communication, Charulatha Publications, Chennai. 2014.

Web Resources:

- 1. https://open.lib.umn.edu
- 2. https://researchgate.net

Course Outcomes:

On completion of the course, the learner will be able

- CO 1: To apply business communication strategies and principles to prepare effective communication for domestic and international business situations
- CO 2: To identify ethical, legal, cultural, and global issues affecting business communication.
- CO 3: To utilize analytical and problem-solving skills appropriate to business communication.
- CO 4: To participate in team activities that lead to the development of collaborative work skills.
- CO 5: To select appropriate organizational formats and channels used in developing and presenting business messages

Mapping of Course outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO		PO						PSO						
	1	2	3	4	5	1	2	3	4	5				
CO1	S	M	M	S	S	M	M	M	M	M				
CO2	M	S	M	M	S	M	M	M	M	M				
CO3	M	M	M	M	M	S	M	M	M	M				
CO4	S	M	M	M	M	M	M	M	M	S				
CO5	S	M	S	M	M	M	M	S	S	S				

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Skill Development Course Syllabus 2021-22

Semester-II/ Core Course-IV	Grammar and Usage	Course Code: NUD
Instruction Hours: 6	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

	K-1 Acquire/Remember									
	K-2 Understand									
Cognitiv	K-3 Apply									
eLevel										
	K-4 Analyze									
	K – 5 Evaluate									
	K-6 Create									
Course	The Course aims									
Objectives	To enable the students to understand the basic rules of	grammar and								
	structure.									
	To enable the students to understand the basic grammatical									
	structures									
	To enable the students to use the language effectively									
	To enable the students to assimilate the basic patterns of	f the language								
	 To enable the learner to communicate effectively and an 									
	real life situation.									
Unit	Content	No.of								
		Hours								
Unit I	Sentence Pattern - Parts of Speech	18 Hrs								
	Nouns - Clauses and Gender, Number and Case.									
	Adjectives, Pronouns, Adverb, Prepositions, Conjunctions,									
	Interjections.									
Unit II	Verbs – Transitive & Intransitive.	18 Hrs								

	Active and Passive Voice.	
	Concord of verbs with the subject.	
	Auxiliaries - Confusion of Adjectives and Adverbs	
Unit III	Transformation of Sentences.	18 Hrs
	Sequence of Tenses	
	Direct and Indirect Sentences.	
	The use of correlatives	
	Tag Questions	
Unit IV	Verb Patterns and Structures.	18 Hrs
	Word Formation – Use of Prefixes& Suffixes	
	Word Formation – Compound Words	
	Use of Prepositions	
Unit V	Paragraph Writing	18 Hrs
	Expansion of Passages	
	Writing Stories from Outlines	
Unit VI	Advanced English Grammar - Common Errors and Modern	
	English Usage	

1. Joseph, K.V. *A Textbook of English Grammar and Usage*, Tata McGraw Hill Education Private Limited, New Delhi, 2010.

Reference Book:

1. Wood.F.T.*A Remedial English Grammar for Foreign Students*.Macmillan India Ltd, Delhi 2010.

Web Resources:

- 1. https://www.grammarinenglish.com
- 2. https://socrates.acadiau.ca

Course Outcomes:

On completion of the course, the students will be able

CO1: To write grammatically correct sentences.

CO2: To understand the nuances of English Grammar.

CO3: To acquire correct usage of English Grammar.

CO4: To enhance their writing skills.

CO5: To communicate effectively and appropriately in real life situation.

Mapping of Course outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO			PO					PSO		
	1	2	3	4	5	1	2	3	4	5
CO1	M	S	M	M	M	S	S	S	S	S
CO2	M	M	S	M	M	S	S	M	M	M
CO3	S	S	M	S	S	S	S	M	M	M
CO4	M	M	M	M	S	M	M	M	S	S
CO5	M	M	S	M	S	S	S	S	S	M

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating

Semester-IV / Skill Based Elective	Writing Skills in English	Course Code: NUS1
I		
Instruction Hours: 2	Credits: 2	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Г	T							
	K-1 Acquire/Remember							
CognitiveLevel	K-2 Understand							
	K-3 Apply							
	K-4 Analyze							
	K - 5 Evaluate							
	K-6 Create							
Course	The Course aims							
Objectives	To inculcate effective skills of presentation in the stud	lents.						
	To enable students to face the audience with confiden	ce.						
	To enable students to prepare presentation material.	To enable students to prepare presentation material.						
	To make the students to prepare effective visual aids by using							
	structured presentation methodology.							
	To make the students to learn, practice and acquire the skills							
	necessary to deliver the presentation with clarity.							
Unit	Content	No.of						
		Hours						
Unit I	Tenses	06 Hrs						
	<u>Articles</u>							
	Reported Speech							
	Modals							
Unit II	Note-Making	06 Hrs						
	Note-Taking							
	Summarizing							
	Descriptive Writing							
	· (1						

Unit III	Describing People	06 Hrs
	Writing a proposal	
	Writing Reports	
	Expanding a statement	
Unit IV	Types of Resumes - Chronological Resume - Functional	06 Hrs
	Resume - Integrative Resume - Online resume.	
Unit V	Types of Letters - Social Letters - Business Letters- Job	06 Hrs
	Application Letter - Official Letters	

- 1. Mahanand, Anand. English for Academic and Professional Skills ,Tata McGraw
 - Hill Education Private Ltd, 2013.

Web Resources:

- 1. https://www.skillsyouneed.com
- 2. https://www.e.grammar.org

Course Outcomes:

On completion of the course the learner will be able

- CO 1: To develop problem-solving skills.
- CO 2: To attract the attention of the audience
- CO 3: To prepare good presentation materials.
- CO 4: To present their views with clarity of expression.
- CO 5: To overcome nervousness.

CO/PO			PO			PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	M	S	S	S	S	S	M	S	M	S
CO2	M	S	M	S	S	M	M	M	M	M
CO3	M	S	S	S	M	M	S	M	S	M
CO4	M	M	S	S	S	S	M	M	S	M
CO5	M	S	S	M	M	S	S	M	M	M

S-Strongly Correlating

M-Moderately Correlating

W-Weakly Correlating