Holy Cross College (Autonomous), Nagercoil
Kanyakumari District, Tamil Nadu.
Accredited with A$^+$ by NAAC - IV cycle – CGPA 3.35

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

Semester I & II

POs, PSOs & COs

DEPARTMENT OF ENGLISH LITERATURE WITH MEDIA COMMUNICATION

2024-2027

(With effect from the academic year 2024-2025)

Programme Educational Objectives (PEOs)

PEOs	Upon completion of B.A/B.Sc. Degree Programme, the graduates will be able to	Mapping with Mission
PEO 1	apply appropriate theory and scientific knowledge to participate in activities that support humanity and economic development nationally and globally, developing as leaders in their fields of expertise.	M1 & M2
PEO 2	use practical knowledge for developing professional empowerment and entrepreneurship and societal services.	M2, M3, M4 & M5
PEO 3	pursue lifelong learning and continuous improvement of the knowledge and skills with the highest professional and ethical standards.	M3, M4, M5 & M6

Programme Outcomes (POs)

POs	Upon completion of B.A. Degree Programme, the graduates will be able to:	Mapping with PEOs
PO1	obtain efficiently the knowledge and skills to face life challenges.	PEO1
PO2	implement the contributions of great thinkers/ writers/ activists and transform the society in accordance with local, national and global needs.	PEO1
PO3	enhance leadership qualities, team spirit and communication skills for a better developmental career.	PEO2
PO4	apply the comprehensive learning to attain self-confidence and self-reliance in their chosen career and higher education.	PEO2
PO5	communicate effectively and collaborate successfully with peers to become competent professionals.	PEO2 & PEO3
PO6	prioritize cultural, ethical and moral values through learning experiences for a sustainable development.	PEO2 & PEO3
PO7	participate in learning activities throughout life, through self-paced and self-directed learning to improve knowledge and skills.	PEO1 & PEO3

Programme Specific Outcomes (PSOs)

PSO	Upon completion of B.A. English Literature with Media Communication the graduates will be able to:	Mapping with POs
PSO1	acquire good knowledge and understand the specific discipline of study.	PO2

PSO2	demonstrate a deep understanding of media theories, practices, and technologies, enabling them to critically analyze and evaluate media content and its societal impact.	**PO1, PO2**
PSO3	exhibit a strong sense of ethical responsibility, adhering to professional standards and practices in media communication, and demonstrating respect for diverse perspectives and cultural sensitivity.	**PO3, PO5**
PSO4	prepared for entry-level positions in media-related industries or further academic pursuits, equipped with the knowledge, skills, and portfolio necessary to succeed in the competitive media landscape.	**PO4, PO7**
PSO5	enable a holistic perspective towards the socio-political inequalities and environmental issues.	**PO6**

Mapping of PO'S and PSO'S

POs	PSO1	PSO 2	PSO3	PSO4	PSO5
PO 1	S	S	S	S	S
PO 2	S	M	S	S	M
PO 3	S	M	S	S	S
PO4	S	S	S	S	S
PO5	S	S	S	M	S
PO6	S	M	S	S	S
PO7	S	S	S	M	S

Strong -S (3), Medium – M (2), Low – L (1)

COURSE OUTCOMES
SEMESTER I
CORE COURSE I: INTRODUCTION TO LITERATURE
Course Code: GU241CC1

On the successful completion of the course, student will be able to:		
1	gain knowledge on the different forms and structure of poetry and prose in literature.	**K1**
2	appreciate and analyze the basic elements of poetry, including meter, rhyme, and theme.	**K2**
3	identify the aphoristic style of prose writers	**K3**
4	interpret the elements of short story including style, narrative techniques and character analysis	**K3**

5	analyse and compare the elements of fiction including narrative structure, characters with related texts	**K3**

K1 - Remember; **K2** - Understand; **K3** - Apply

SEMESTER I
CORE COURSE II: INDIAN WRITING IN ENGLISH
Course Code: GU241CC2

On the successful completion of the course, student will be able to:		
1	remember the contributions of major Indian English poets and dramatists.	**K1**
2	understand the historical trajectory of various genres of Indian Writing in English from colonial times to till the present.	**K2**
3	understand the techniques employed by short story writers.	**K2**
4	understand the role of English as a medium for political awakening and the use of English in India for creative writing.	**K2**
5	apply the poetic techniques and the nuances while writing poetry.	**K3**

K1 - Remember; **K2** - Understand; **K3** - Apply

SEMESTER I
ELECTIVE COURSE I: FUNDAMENTALS OF MASS MEDIA COMMUNICATION
Course Code: GU241EC1

On the successful completion of the course, students will be able to:		
1.	identify the basic principles of communication. understand the concepts, strategies and impact of mass media in today's world	**K1**
2.	apply the principles of journalistic ethics in various journalistic platforms	**K2**
3.	comprehend the dynamic media landscape	**K2**
4.	apply the theory of Theoretical perspectives on Mass Media Communication	**K3**
5.	analyze the various types of communication	**K4**

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

NON MAJOR ELECTIVE NME I: CREATIVE WRITING
Course Code:GU241NM1

On the successful completion of the course, student will be able to:		
1	distinguish between the literary genres.	**K1**
2	critically appreciate various forms of literature.	**K2**
3	write for various literary and social media.	**K3**
4	make innovative use of their creative and critical faculties	**K3**
5	seek employment in various creative fields.	**K3**

K2 -Understand;**K3** –Apply

SEMESTER I
FOUNDATION COURSE: MAJOR LITERARY MOVEMENTS
Course Code: GU231FC1

On the successful completion of the course, student will be able to:		
1	familiarize themselves with major literary works of the movements	**K1**
2	gain extensive insight into the major literary movements that was witnessed by England	**K2**
3	develop a nuanced appreciation of the literary stalwarts of those times.	**K2**
4	gain in-depth understanding on the growth of the English language under the influence of the literary movements.	**K2**
5	assess critically about the impact of various schools of thought on cultural and art	**K3**

K1 - Remember; **K2** - Understand; **K3** – Apply
SEMESTER I
SPECIFIC VALUE ADDED COURSE I:
ENGLISH FOR BUSINESS AND ENTREPRENEURSHIP
Course Code: GU241V01

On the successful completion of the course, students will be able to:		
1	illustrate the importance of professional conduct in business interactions and develop etiquette skills for various situations, including meetings, interviews, and networking events.	**K2**

2	explain skills in customer relationship management and sales communication, including understanding customer needs, handling objections, and closing deals.	**K2**
3	build strategies for building and maintaining professional networks, including utilizing online platforms and social media effectively for business purposes.	**K3**
4	develop ethical considerations in business communication, including honesty, transparency, and respect for stakeholders, and learn to navigate ethical dilemmas in business contexts.	**K3**
5	explain how to craft and deliver compelling pitches for entrepreneurial ventures, including articulating the value proposition, market analysis, and revenue model effectively.	**K4**

K2 - Understand; **K3** – Apply **K4**- Analyze

SEMESTER I
SPECIFIC VALUE ADDED COURSE II: INTRODUCTION TO VISUAL MEDIA
Course Code: GU241V02

On the successful completion of the course, student will be able to:		
1.	develop a critical understanding of the cultural, social, and historical contexts that shape visual media production and consumption, informing ethical decision-making and content creation.	**K1**
2.	understand the purpose, importance and applications of Visual Media	**K2**
3.	apply technical skills related to visual media	**K3**
4.	demonstrate proficiency in using industry-standard software tools and techniques for visual media production, including graphic design, photo editing, and video editing.	**K3**
5.	utilize multimedia integration strategies to combine various elements such as text, graphics, audio, and video to create rich and immersive visual experiences.	**K3**

K1 - Remember; **K2** - Understand; **K3** - Apply

SEMESTER I
SPECIFIC VALUE ADDED COURSE III
WRITING FOR 21ST CENTURY MEDIA

Course Code: GU241V03

On the successful completion of the course, student will be able to:		
1.	use these skills to pursue higher education in other allied fields	**K1**
2	understand the purpose, importance of digital Media	**K2**
3	understand how to modify writing styles based on the media employed	**K3**
4	comprehend how to write with clarity, purpose and precision	**K3**
5	use the knowledge to take up freelance writing assignments/projects and other related employment.	**K3**

K1 - Remember; **K2** - Understand; **K3** - Apply

SEMESTER II
CORE COURSE III: BRITISH LITERATURE
Course Code: GU242CC1

On the successful completion of the course, students will be able to:		
1	demonstrate knowledge of the major social, political, philosophical, and scientific events forming the backdrop for the development of early British Literature.	**K1**
2	understand the historical and cultural contexts in which British literary works are written, allowing for a deeper appreciation of the texts.	**K2**
3	distinguish between the characteristics of British literary movements in discussing and writing about British literature.	**K2**
4	read and discuss the themes, approaches, styles, and contributions to the development of British literature from the Medieval Period to the end of the eighteenth century	**K3**
5	write about literature using standard literary terminology and other literary conventions.	**K3**

K1 - Remember; **K2** - Understand; **K3** – Apply

SEMESTER II
CORE COURSE II: SOCIAL HISTORY OF ENGLAND
Course Code: GU242CC2

On the successful completion of the course, student will be able to:		
1	recall the significance of major historical events and social movements in shaping English society	**K1**

2	understand the intersections of class, gender, race, religion, and political power in English society	K2
3	comprehend and evaluate the social, economic, and cultural factors that have shaped English society	K2
4	demonstrate and articulate complex historical concepts to non-specialist audiences	K2
5	apply historical knowledge and critical analysis to contemporary issues and debates in English society, including debates about identity, nationalism, and social justice.	K3

K1 - Remember; **K2** - Understand; **K3** - Apply

SEMESTER II
ELECTIVE COURSE II: COMPUTERS IN MEDIA COMMUNICATION
Course Code: GU242EC1

On the successful completion of the course, student will be able to:		
1	locate the history of IT in Indian perspective	K1
2	understand the different types of information systems used in organizations, including databases, decision support systems, and enterprise resource planning systems.	K2
3	comprehend the fundamentals of networking and the internet, including how data is transmitted over networks and basic concepts such as IP addresses and domains.	K2
4	enhance the ability to communicate effectively using digital tools, including email, presentations, and collaboration platforms.	K2
5	explore emerging trends and technologies in informatics, such as artificial intelligence, block chain, and Internet of Things, and their potential impact on society and the workplace.	K3

K1-Remember; **K2** -Understand; **K3** –Apply

SEMESTER II
NON MAJOR ELECTIVE NME II: PUBLIC SPEAKING SKILLS
Course Code: GU242NM1

On the successful completion of the course, student will be able to:		
1	demonstrate an understanding of the principles of	K2

	public speaking	
2	recognize barriers to public speaking and identify how to avoid them	**K2**
3	understand how to give effective verbal and non-verbal feedback.	**K2, K3**
4	learn about planning speech organization for the intended audience	**K3**
5	practice effective group delivery and speech in formal context.	**K3**

K1 - Remember; **K2** - Understand; **K3** - Apply

SEMESTER II
SKILL ENHANCEMENT COURSE SEC I: ENGLISH FOR COMPETITIVE EXAMINATIONS
Course Code: GU242SE1

On the successful completion of the course, student will be able to:		
1	recognize the challenges of communication and the parameters of effective communication	K2
2	acquire better knowledge on Vocabulary	K2
3	equip with nuances of the English language, which includes proficiency in grammar and its usage in speaking and writing	K2
4	identify the different types of communication which will facilitate them to become conscious of the purpose of communication	K3
5	develop overall confidence in preparing competitive exams at national and global level	K3

K2 - Understand; **K3** - Apply

SEMESTER I & II

LIFE SKILL TRAINING I: MORAL

Course Code: UG242LM1

Upon completion of this course the students will be able to:	
1	understand the aim and significance of value education	**K1,K2**
2	develop individual skills and act confidently in the society	**K3**

3	learn how to live lovingly through family values	**K3**
4	enhance spiritual values through strong faith in God	**K6**
5	learn good behaviours through social values	**K6**

K1 - Remember **K2**-Understand; **K3**-Apply; **K6**- Create

SEMESTER III & IV
LIFE SKILL TRAINING II: CATECHISM
Course Code:UG234LC1

Upon completion of this course the students will be able to	
1	know and understand the aim and importance of value education	**K1, K2**
2	get rid of inferiority complex and act confidently in the society	**K3**
3	live lovingly by facing loneliness and make decisions on their own	**K3**
4	develop human dignity and able to stand bravely in adversity	**K6**
5	learn unity in diversity and grow in a life of grace	**K6**

K1 - Remember **K2**-Understand; **K3**-Apply; **K6**- Create