

**MEENAKSHI ACADEMY OF HIGHER EDUCATION  
AND RESEARCH**

**(Deemed To Be University U/S 3 OF UGC ACT, 1956), CHENNAI.  
12, Vembuliamman Koil Street, West K.K. Nagar, Chennai – 600 078**


**FACULTY OF HUMANITIES AND SCIENCE  
DEPARTMENT OF VISUAL COMMUNICATION**



**REGULATIONS AND SYLLABUS**

**(REGULATIONS – 2018)**

**Effective from the Academic Year 2018 – 2019**

  
PRINCIPAL  
FACULTY OF HUMANITIES & SCIENCE  
MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH  
(Deemed to be University)  
No: 12, Vembuliamman Koil Street,  
West K.K. Nagar, Chennai-600 078.

# MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

REGULATIONS -2018

## Vision

- To be a world-class institution, transforming society through value-based diverse programs and healthcare advancements, leading to the all-around development of human resources, knowledge, innovation, entrepreneurship, and research.

## Mission

- To become an institute of eminence by developing world-class professionals in the field of healthcare, science, liberal arts, technology and research with a focus on the societal good.
- To create an enabling state-of-the-art infrastructure, intellectual capital and provide best-in-class learning experience with a freedom to innovate and invent.
- To foster values and ethics so as to develop students and learners into responsible citizens of the Nation and the world.



*V. S. Senthil*  
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# MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

FACULTY OF HUMANITIES AND SCIENCE  
REGULATIONS -2018

## VISION

- Provide quality education which would make learning effective and expand the frontiers of knowledge to serve the society

## MISSION

- To be a world class institution committed to develop individuals to meet global challenges.
- To instil a sense of confidence and leadership qualities in the minds of students for the wholesome personality development



*V. S. canth*  
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## LIST OF PROGRAMS:

### STREAMS IN ARTS

- B.A (Bachelor in English)
- B. Com (Bachelor in Commerce)
- B. Com (CA) (Bachelor in Commerce with Computer Applications)
- B. Com (CS) (Bachelor in Commerce with Corporate Secretary ship)

### STREAMS IN SCIENCE

- B.C.A (Bachelor in Computer Applications)
- B.Sc. (Bachelor in Computer Science)
- B.Sc. (Bachelor in Mathematics)
- B.Sc. (Bachelor in Visual Communication)

### STREAMS IN PROFESSIONAL PROGRAM

- B.B.A (Bachelor in Business Administration)



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**MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH**

**FACULTY OF HUMANITIES AND SCIENCE**

**REVISED REGULATIONS -2018**

In exercise of the powers conferred by the Board of Management, Meenakshi Academy of Higher Education and Research, Chennai here by makes the following Regulations:

**1. SHORT TITLE**

These Regulations shall be called “THE REGULATIONS FOR B.A., B.Sc., B.C.A., B.Com., AND B.B.A DEGREE PROGRAMS UNDER FACULTY OF HUMANITIES AND SCIENCE OF MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH”.

**2. COMMENCEMENT**

They shall come into force from the academic year 2018 –2019 onwards.

The Revised Regulations and the Syllabus are subject to modification by the Standing Academic Council of MAHER from time to time.


**3. TITLE OF THE PROGRAM**

It shall be called as Bachelor of Arts (English), Bachelor of Science (Computer Science / Mathematics / Visual Communication), Bachelor of Computer Applications, Bachelor of Commerce (General / Computer Applications / Corporate Secretaryship) and Bachelor of Business Administration.

**4. ELIGIBILITY FOR ADMISSION**

Candidates should have passed in the Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Academic Council of MAHER and the subjects specified below:



  
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**For all B.A., B.Sc., B.C.A., B.Com and B.B.A Degree Programs - Under**

**Faculty of Humanities and Science**

S.No.	Program and Branch	Major Subjects Of Study In HSE (+2)
1	B.A English	A Pass in the Higher Secondary Examinations (Academic or Vocational Stream)
2	B.Sc Mathematics	Mathematics or Statistics or Business Mathematics
3	B.Sc Visual Communication	A Pass in the Higher Secondary Examinations (Academic or Vocational Stream)
4	B.Sc Computer Science	Computer Science or Mathematics or Statistics or Business Mathematics
5	B.C.A	Computer Science or Mathematics or Statistics or Business Mathematics
6	B.Com (General)	Accountancy and Commerce
7	B.Com (Computer Applications)	Accountancy, Commerce and Computer Science



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8	B.Com (Corporate Secretaryship)	Accountancy and Commerce
9	B.B.A	A Pass in the Higher Secondary Examinations (Academic or Vocational Stream)

## 5. CRITERIA FOR SELECTION

Students for all Degree Programs shall be admitted based on performance at the Qualifying Examination conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Academic Council of MAHER.

## 6. AGE LIMIT FOR ADMISSION

Candidate should have completed the age of 17 years at the time of admission or would complete the age of 17 years on or before 31st December of the year of admission to the first year Degree Program.

## 7. ELIGIBILITY CERTIFICATE

No candidate from other states shall be admitted to the Degree Program unless the candidate has obtained and produced Eligibility Certificate issued by this University. The candidate has to make an application to MAHER with the Original and Xerox copies of the following documents along with the prescribed fee.

- 1) Higher Secondary or equivalent Examination Mark Sheet and
- 2) Transfer Certificate Candidate should obtain Eligibility Certificate before the last date for admission as notified by MAHER.



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## 8. REGISTRATION

A candidate admitted to the Degree Program of MAHER shall register by remitting the prescribed fees along with the application form for registration duly filled in and forwarded to this MAHER through the Head of the Institution within the stipulated date.

## 9. DURATION OF THE PROGRAM

The Duration of the program is for a period of three years (Six semesters). Each academic year shall comprise of two semester's viz. Odd and Even semesters. Odd semesters shall be from June / July to October / November and Even Semesters shall be from November / December to April / May. There shall be not less than 90 working days for each semester (Exclusive of the days for the conduct of University end-semester examinations).


## 10. CUT OFF DATES FOR ADMISSION TO EXAMINATIONS

The candidates admitted from 1st June to 31st July of the academic year be registered to take up their of November of the academic year. There will not be any admission after 31st July for the academic year.

## 11. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study under the Faculty of Humanities and Science of MAHER for a period of not less than three academic years and passed the examinations of all the Six Semesters prescribed earning a minimum of 140 credits as per the distribution given in Regulation 12 for Part I, II, III, IV & V and also fulfilled such other conditions as have been prescribed thereof.



  
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## 12. PROGRAM OF STUDY, CREDITS AND SCHEME OF EXAMINATION.

12.1 The Program Components and Credit Distribution shall consist of the following: (Minimum Number of Credits to be obtained)

Program Component	Name of the Course	Credits allotted for Four Semester Language Papers (B.A & B.Sc Courses)	Credits allotted for Two Semester Language Paper (B.Com, B.B.A & B.C.A Courses)
<b>PART I</b>	Tamil or Other Languages	12	6
<b>PART II</b>	English	12	6
<b>PART III</b>	Core Courses	60	76
	Allied Courses	20	16
	Project/ Three Elective Courses	15	15
<b>PART IV</b>	i. Basic Tamil/ Advanced Tamil/ NME (Non Major Elective)	4	4
	ii. Soft Skill Courses	12	12
	iii. Environmental Studies	2	2
	iv. Value Education	2	2
<b>PART V</b>	Extension Activities	1	1
<b>Total Credits</b>		140	140



  
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## 12.2 DETAILS OF PROGRAM OF STUDY OF PARTS I – V

12.2.1 **PART I:** Tamil: According to the syllabus and text-books prescribed from time to time

12.2.2 **PART II:** English: According to the syllabus and text-books prescribed from time to time


12.2.3 **PART III :** Core, Allied and Project/Three Elective Courses: As prescribed by the Board of Studies.

12.2.4 **PART IV:** I Non Major Elective (NME). II. Soft Skill Courses.III. Environmental Studies. IV. Value Education

12.2.5 **PART V:** Extension Activities: Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red Cross or any other Service Organizations in the Faculty of Humanities and Science and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the Faculty of Humanities and Science before 31st March in a year. If a student lacks 40 hours attendance in the first year, he or she shall have to compensate the same during the subsequent years. Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

12.2.6 Scheme of Examinations and syllabus of each programme given separately in Annexure –I



  
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### 13 INSTRUCTIONAL (TEACHING) HOURS

13.1 For First, Second, Third and Fourth semesters:

Course	BA, BBA and B. Com	B. Sc without Practical	B. Sc and BCA with Practical
Language	4+2hours*	4+2hours*	4+2hours*
English	4+2hours@	4+2hours@	4+2hours@
Core course I	5 hours	5 hours	5 hours Theory 3 hours Practical
Core course II	5 hours	5 hours	-
Allied course	6 hours	6 hours	5 hours Theory 3 hours Practical
Non-Major Elective Course	2 hours	2 hours	2 hours
<b>Total</b>	<b>30 hours</b>	<b>30 hours</b>	<b>30 hours</b>

\*2 hours for Part IV Environmental Studies/ Value Education

@2 hours for Soft Skills Courses.


13.2 For Fifth and Six Semesters:

Program	BA,BBAandB.Com	B.Scand BCA
CoreCourse(each)	6hours	6hours
ElectiveCourse(each)	5hours	5hours

### 14. EXAMINATION AND EVALUATION

14.1 Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose, Students shall register for all the arrear



  
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subjects of earlier semesters along with the current (subsequent) Semester Subjects.

#### 14.2 Marks for Internal and End Semester Examinations for PART I, II, III, and IV

Category	Th eor y	Prac tical
InternalAssessment	25	40
End-Semester(University)Examin ation	75	60

#### 14.3 Procedure for Awarding Internal Marks


Course	Particulars	Marks
	<b>Tests (2 out of 3 )</b>	<b>10</b>
<b>Theory Papers</b>	Attendance	5
	Seminars	5
	Assignments	5
	Total	25
	Attendance	5
<b>Practical Papers</b>	Test best 2 out of 3	30
	Record	5
	Total	40
	Internal Marks (best 2 out of	20
<b>Project</b>	3 presentations)	
	Viva-Voce	20
	Project Report	60
<b>Total</b>		<b>100</b>

#### 14.4 (i) Awarding Marks for Attendance (out of 5)

Attendance below 60% = 0 marks, 61 % to 75% = 3 marks,

76 % to 90% = 4 marks and above 91%= 5 marks



  
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(ii) Conducting Practical and Project Viva-voce Examination: By Internal and External Examiners

#### 14.5. Question Paper Pattern for End Semester (University) Examination

##### SECTION – A

(30 words) 10 questions out of 12 questions

10 X 2 marks = 20 marks

##### SECTION – B

(200 words) 5 questions out of 7 questions

5 X 5 marks = 25 marks

##### SECTION – C

(500 words) 3 questions out of 5 questions

3 X 10 marks = 30 marks


TOTAL = 75 marks

#### 14.6. PASSING MINIMUM

14.6.1 The passing minimum for Internal Assessment shall be 40% out of 25 Marks (i.e. 10 Marks). Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing tests and by submitting Assignments.

14.6.2 For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper / Practical / Project and Viva-Voce.



  
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14.6.3 In the aggregate [External/Internal] the passing minimum shall be of 40%.

14.6.4. He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree.

#### 14.7. RETOTALLING OF THE ANSWER SCRIPTS:

There shall be no revaluation of for UG Students. However, all UG Students who appeared for their Semester Examinations are eligible for applying for re totalling of their answer scripts.

#### 15. CONDONATION


15.1. Students must have 75% of attendance in each course for appearing the examination.

15.2. Students who have 74% to 70% of attendance shall apply for Condonation in the prescribed form with the prescribed fee of Rs.500/- (Rupees Five Hundred only).

15.3. Students who have 69% to 60% of attendance shall apply for Condonation in prescribed form with prescribed fee of Rs.500/- (Rupees Five Hundred only) along with the Medical Certificate.

15.4. Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.



  
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## 16. CLASSIFICATION OF SUCCESSFUL STUDENTS

16.1. PART I TAMIL / OTHER LANGUAGES;

PART II ENGLISH AND

PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT:

16.1.1 For each of the three parts, there shall be separate classification on the basis of CGPA as indicated in regulation 18.2.

16.1.2 A successful candidate who secures 75% and above of the marks in his / her first appearance in all the subjects in Part III within the prescribed period will be declared to have passed in first class with Distinction.

16.1.3 Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks (a) 60 percent and above and (b) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively; all other successful candidates shall be declared to have passed the examination in the THIRD Class.

17. **MARKS AND GRADES:** The following table shows the marks, grade points and letter grades to indicate the performance of the Student:

MARKS	GRADEPOINTS	LETTERGRADE
96 and above	10	S+
90- 95	9.5	S
86-90	9	D++
81-85	8.5	D+
76-80	8	D
71-75	7.5	A++



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66-70	7	A+
61-65	6.5	A
56-60	6	B+
51-55	5.5	B
46-50	5	C+
40-45	4.5	C
Below 40	0	F

### 18.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

$$\text{GPA for a Semester:} = \frac{\sum i C_i G_i}{\sum i C_i}$$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

$$\text{CGPA for the entire programme:} = \frac{\sum n \sum i C_{ni} G_{ni}}{\sum n \sum i C_{ni}}$$

That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme Where,

$C_i$  = Credits earned for course  $i$  in any semester,


$G_i$  = Grade Points obtained for course  $i$  in any semester

$n_i$  = Semester in which such courses were credited.

### 18.2. Letter Grade and Class

CGPA	<b>GRADE CLASSIFICATION OF FINAL RESULT</b>
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9.51 and above	S+	First Class Exemplary *
9.01-9.50	S	
8.51-9.00	D++	
8.01-8.50	D+	First Class with Distinction *
7.51-8.00	D	
7.01-7.50	A++	
6.51-7.00	A+	First Class
6.01-6.50	A	
5.51-6.00	B+	
5.01-5.50	B	Second Class
4.51-5.00	C+	Third Class
4.00 - 4.50	C	
Below 4.00	F	Fail

\*The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses only) are eligible.


## 19. RANKING

Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction.

## 20. RE-ADMISSION AFTER BREAK OF STUDY

a) The calculation of the break of study of the candidate for readmission shall calculate from the date of first discontinuance of the Course instead of from the date of admission.



  
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- b) Candidates having break of study shall be considered for re admission provided, they are not subjected to any disciplinary action and no charges pending or contemplated against them.
- c) All readmissions of candidates are subject to the approval of the Vice-Chancellor.
- d) A candidate having a break of study upto 3 years from the date of discontinuation shall apply for the readmission for condonation to the Academic Officer of this University. The candidates may be readmitted in the corresponding course of study. The candidate has to fulfill the attendance requirements of the University and shall be granted exemption in the subjects he/she has already passed.
- e) Candidates having a break of study of 4 years and above from the date of discontinuance and more than two spells of break will not be considered for readmission.

## **21. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE**


**21.1** The candidate has to successfully complete the program in 6 years i.e., double the duration of the program from the date of joining.

**21.2** Students qualifying during the extended period (after normal period of 3 years), shall not be eligible for RANKING.

## **22. Grievance Redressal Committee**

The College shall form a Grievance Redressal Committee for each course in each department with the Course Teacher and the HOD as the members. This



  
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Committee shall solve all grievances relating to the Internal Assessment marks of the students.

### SUMMARY OF CREDIT ALLOCATION

Course Component	Name of the Course	Credits allotted for Four Semester Language Papers (B.A & B.Sc Courses)
PART I	Tamil or Other Languages	12
PART II	English	12
PART III	Core Courses	60
	Allied Courses	20
	Project/ Three Elective Courses	15
PART IV	i. Basic Tamil/ Advanced Tamil/ NME (Non Major Elective)	4
	ii. Soft Skill Courses	12
	iii. Environmental Studies	2
	iv. Value Education	2
PART V	Extension Activities	1
	<b>Total Credits</b>	<b>140</b>

Course Component	Name of the Course	Credits allotted for Two Semester Language Paper (B.Com, B.B.A & B.C.A Courses)
PART I	Tamil or Other Languages	6
PART II	English	6
PART III	Core Courses	76
	Allied Courses	16
	Project/ Three Elective Courses	15
PART IV	i. Basic Tamil/ Advanced Tamil/ NME (Non Major Elective)	4
	ii. Soft Skill Courses	12
	iii. Environmental Studies	2
	iv. Value Education	2
PART V	Extension Activities	1
	<b>Total Credits</b>	<b>140</b>



  
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## PROGRAM AND PROGRAM SPECIFIC OUTCOME

### PROGRAMS BACHELOR OF SCIENCE VISUAL COMMUNICATION

#### PROGRAM OUTCOMES (PO's)

PO1: To illustratesuccessfultalking, viablecomposing and tuning inaptitudes for communication in individual, open, and media areas.

PO2- Identify, analyze and define novel thoughts to surrendersignificantcomes aboutwithin the field of media and communication research.

PO3- Relate key media and communication concepts and standards to different socio socialmarvel and their applications in day-to-day life

PO4: To illustrate the capacity to recognize the control of influence and moral duties of communicators in communication at all levels.

PO5: To illustrate an understanding of the parts of communication in cultivating interaction and interdependencyoversexual orientation, race, and culture.

#### PROGRAM SPECIFIC OUTCOMES (PSO's)


PSO1: Get in-depth information on pre-production, generation and post-production prepare in Film Making.

PSO2: Acclimatizespecializedaptitudes on photography, cinematography, soundaltering and video Altering, 2D &3D Liveliness and Naming.

#### SEMESTER I

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
I	I	Language Course - I (LC); Tamil	LT 2101	Tamil - I	3	0	0	3	25	75	100
	II	English Language Course - I (ELC); English	LE 2102	English I	3	0	0	3	25	75	100
	III	Core Course CC - I	VC 2101	Introduction to Visual Communication	3	1	0	4	25	75	100



  
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		CORE PRACTICAL (CP) - I	VC 2741	Drawing (PRACTICAL)	1	0	2	3	40	60	100
		ALLIED PRACTICAL (AP) - I	VC 2742	Graphic Design - I (PRACTICAL)	1	1	2	4	40	60	100
		Non Major Elective - I		Non Major Elective - I	2	0	0	2	25	75	100
	IV	Career Development Course - I	CD 2801	Soft Skills - I; Essentials of Language and Communication	2	0	1	3	40	60	100

## SEMESTER II

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks	
			Code	Title	L	T	P		CI A	External		
II	I	Language Course - II (LC); Tamil	LT 2201	Tamil - II	3	0	0	3	25	75	100	
	II	English Language Course - II (ELC); English	LE 2202	English II	3	0	0	3	25	75	100	
	III		Core Course CC - II	VC 2702	Communication Theories	3	1	0	4	25	75	100
			CORE PRACTICAL (CP) - II	VC 2743	Computer Graphics - I (PRACTICAL)	1	1	2	4	25	75	100
			ALLIED PRACTICAL (AP) - II	VC 2744	Graphic Design - II (PRACTICAL)	1	1	2	4	25	75	100
	IV		Non Major Elective - II		Non Major Elective - II	2	0	0	3	25	75	100



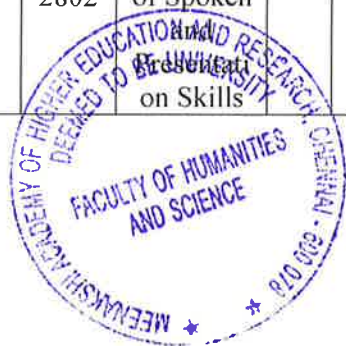
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		Career Development Course - II	CD 2802	Soft Skills - II : Essentials of Spoken and Presentation Skills	2	0	0	2	40	60	100
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### SEMESTER III

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks	
			Code	Title	L	T	P		CI A	External		
II	I	Language Course - III (LC); Tamil	LT 2301	Tamil - III	3	0	0	3	25	75	100	
	II	English Language Course - III (ELC); English	LE 2302	English III	3	0	0	3	25	75	100	
	III		Core Course CC - III	VC 2703	Advertising and Public relations	3	1	0	4	25	75	100
			CORE PRACTICAL (CP) - III	VC 2745	Photography (PRACTICAL)	1	0	2	3	40	60	100
			ALLIED PRACTICAL (AP) - III	VC 2746	Computer Graphics - II (PRACTICAL)	1	1	2	4	40	60	100
	IV		Career Development Course - III	ES 2981	Environmental Studies	2	0	0	2	25	75	100
			Career Development Course - IV	CD 2802	Soft Skills - II : Essentials of Spoken and Presentation Skills	2	1	0	3	40	60	100



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### SEMESTER IV

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks	
			Code	Title	L	T	P		CI A	External		
IV	I	Language Course - IV (LC); Tamil	LT 2401	Tamil - IV	3	0	0	3	25	75	100	
	II	English Language Course - IV (ELC); English	LE 2402	English IV	3	0	0	3	25	75	100	
	III		Core Course CC - IV	VC 2704	Film Studies	3	1	0	4	25	75	100
			CORE PRACTICAL (CP) - IV	VC 2747	Advanced Photography (PRACTICAL)	1	0	2	3	40	60	100
			ALLIED PRACTICAL (AP) - IV	VC 2748	Script Writing (PRACTICAL)	1	1	2	4	40	60	100
	IV		Career Development Course - VI	VE 2001	Value Education	2	0	0	2	25	75	100
		Career Development Course - V	CD 2804	Soft Skills - IV: Computing Skills	2	0	1	3	40	60	100	

### SEMESTER V

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
V	III	Core Course CC - VI	VC 2706	Media, Culture and Society.	3	1	0	4	25	75	100
		Core Course CC - VII	VC 2707	Television Producti			0	4	25	75	100




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			on								
		CORE PRACTICAL (CP) - V	VC 2749	Television Production (PRACTICAL)	1	0	2	4	40	60	100
		CORE PRACTICAL (CP) - VI	VC 2750	2D Animation (PRACTICAL)	3	1	0	5	40	60	100
		CORE ELECTIVE (CE)- I (PRACTICAL)		Editing - Audio and Video (PRACTICAL)	2	0	3	5	25	75	100

### SEMESTER VI

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
VI	III	Core Course CC - VII	VC2708	Media Organization	3	1	0	4	25	75	100
		CORE PRACTICAL (CP) - VII	VC 2752	3D Animation (PRACTICAL)	3	1	0	4	40	60	100
		Core Elective II		Core Elective II	3	1	0	10	25	75	100
		Core Elective III		Core Elective III	3	2	0	10	25	75	100
	V	Extension Activities		NSS/NC/C/CSS	1	0	0	1			



  
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### NON-MAJOR –SEMESTER I

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CIA	External	
I	IV	Non Major Elective - I	NE 2971	Creative Writing	2	0	0	2	25	75	100
			NE 2972	Media History	2	0	0	1	25	75	100
			NE 2974	Web Designing	1	0	1	2	25	75	100


\*students will be provided an option to choose any one course from above electives

### NON-MAJOR –SEMESTER II

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CIA	External	
II	IV	Non Major Elective - II	NE 2975	Theatre Studies	2	0	0	2	40	60	100
			NE 2973	Basics of Journalism	1	0	1	2	25	75	100
			NE 2976	Creative Advertising	2	0	0	2	25	75	100

\*students will be provided an option to choose any one course from above electives



  
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### CORE ELECTIVES- SEMESTER V

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
V	I	CORE ELECTIVE (CE)- I (PRACTICAL)	VC 27 51	Editing - Audio and Video (PRACTICAL)	2	0	3	5	25	75	100
			VC 27 52	Ad Creation	3	0	2	5	25	75	100
			VC 27 53	Radio Spot	2	0	3	5	25	75	100

\*students will be provided an option to choose any one course from above electives

### CORE ELECTIVES- SEMESTER VI

Semester	Part	Course Components	Course		Teaching Per Week			Course Credits	University Examination		Total Marks
			Code	Title	L	T	P		CI A	External	
VI	II	Core Elective II	VC 2790	Internship	5	3	2	10	25	75	100
			VC 2792	India Media History	5	2	3	10	25	75	100
			VC 2793	Advanced Journalism	5	3	2	10	25	75	100
		Core Elective III	VC 2791	International media History	6	2	2	10	25	75	100
			VC 2794	Project Specialization	5	4	1	10	25	75	100
			VC 2795	History of Indian Art	5	5	0	10	25	75	100

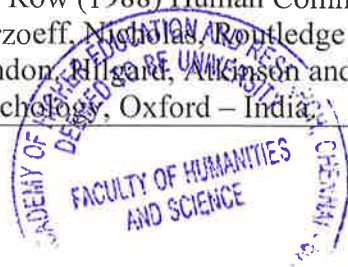
\*students will be provided an option to choose any one course from above electives



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## COURSES

<b>Title of the Course</b>	<b>Introduction To Visual Communication</b>	<b>Code</b>	<b>VC2701</b>
<b>Core</b>	First Year & First Semester	<b>Credit</b>	4
<b>Course Objectives</b>	1.To provide an understanding around the concept of “Communication” and to think about the key elements in a communication process. Through various communication hypotheses under studies will be able to get it how innovation impacts communication and the major characteristics of media.		
<b>Course Outline</b>	Unit I Need and Importance of Human and Visual Communication, Barriers to Communication, Communication as expression, skill and process, Understanding Communication: SMCR - Model, Aristotle's Communication Model, Osgood - Schramm Model of Communication, Lasswell' s Model, Shannon and Weaver Model, New Combs ABX Model.		
	Unit II Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. Types of communication, Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation.		
	Unit III Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements / Elements of Design: Line, Shape, Space, Color, Texture, Form Etc. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass / Scale etc. Design and Designers - Qualities (Need, role, process, methodologies etc.)		
	Unit IV Principles of Visual and other Sensory Perceptions. Gestalt Theory of Visual Perception, Minimalism. Color psychology and theory, Definition - Optical / Visual Illusions, Visual Aids, Gaze motion, Etc., Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.		
	Unit V Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.		
<b>REFERENCE</b>	<p>1. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning Schildgen, T (1998). Pocket Guide to color with digital applications. Thomsom Learning Picture this: Media Representation of Visual Arts and artists. University of Luton Press Palmer, Frederic: Visual Elements of Art and Design, 1989,</p> <p>2. Manual of Graphic Technique 2: Longman Porter, Tom and Goodman, Sue: For Architects, Graphic Designers, and Artists, 1982, Astragal Books, London.</p> <p>3. Palmer. F: Visual Awareness (Batsford, 1972) Joseph Devito, Harper and Row (1988) Human Communication, A basic course, New York Mirzoeff, Nicholas Routledge (1999) An Introduction to Visual Culture, London. Hilgard, Eric R. and Atkinson (1998) Introduction to Psychology, Oxford – India.</p>		



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### Course Outcomes

**VC2701.1:** understand the different sorts of communication and the different variables that influence the communication system.


**VC2701.2:** Gain knowledge almost different communication models.

**VC2701.3:** know Media impact theories and it gives total information approximately the impact of Media on society.

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2701.1	3	3	3	1	3	2	1
VC2701.2	3	2	1	2	1	1	3
VC2701.3	1	3	1	1	3	2	2
Average	2.33	2.66	1.66	1.33	2.33	1.67	2



  
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<b>Title of the Course</b>	<b>Drawing – [Practical]</b>	<b>Code</b>	VC2741
<b>Core</b>	<b>First Year &amp; First Semester</b>	<b>Credit</b>	<b>3</b>
<b>Course Objectives</b>	The students will gain a control of representational drawing skills, understand and control the corresponding connections from real objects, controlling the formal components and standards to attain superior plan arrangements, Significance and control of great craftsmanship and introduction aptitudes		
<b>Course outline</b>	The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. All exercises must be in Pencil, Pen (Black) and in different medium - charcoal, water color, pastels, oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawing		
<b>Exercises</b>	Geometrical shapes. · Patterns, Surface textures etc. · Perspectives. · Fantasy Art. · Light and shade. · 2D Concept Art – Character and Landscape. · Forms-humans. · Live models. · Landscapes. · Environmental Exposure		

### Course Outcomes

**VC2741.1:** Have awfully great information of essentials of drawing and fabricating care of and understanding.

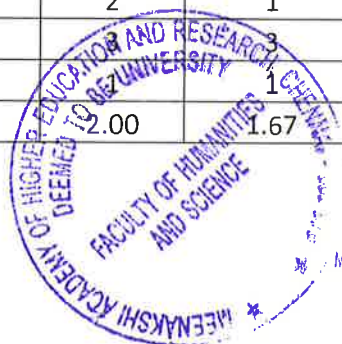
**VC2741.2:** Get it the light and dark and transition of the entire esteem.

**VC2741.3:** Get it the utilization of positive and negative space in a plan composition.

**VC2741.4:** Picking up the composing information of scene and cityscape drawing and portray.

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2741.1	2	2	1	1	1	2	2
VC2741.2	2	3	3	3	2	3	3
VC2741.3	1	1	1	1	2	2	2
Average	1.67	2.00	1.67	1.67	1.67	2.33	2.33



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<b>Title of the Course</b>	Graphic Design I - [ Practical ]	<b>Code</b>	VC2742
<b>Core</b>	<b>First Year &amp; First Semester</b>	<b>Credit</b>	<b>4</b>
<b>Course Objectives</b>	Understand the capabilities in plan standards, plan handle, hypothesis, history and modern plan handle. Understand the creation of plan handle and issue tackling strategies and investigate the impact realistic plan has upon the human environment from social obligation, maintainability and intrigue points of view.		
<b>Course outline</b>	The Record should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for Record .Record : · Lines of different thickness. · Curves of different thickness. · Shapes of different forms. · Patterns-of different kinds. · Distortion-of different kinds. · Lettering(fonts) Alphabets. · Fonts Numbers.		

### Course Outcomes

VC2742.1: CO1:gain information about graphic plan -its history and advancement in conjunction with its innovation, and concepts.

VC2742.2: have aintensive information of making design.

VC2742.3: have detailed understanding of Typography through principle for typography

### Mapping Function of PO's and CO's & PSO's\

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2742.1	2	3	2	2	2	2	3
VC2742.2	3	2	2	2	3	3	2
VC2742.3	2	1	1	1	2	2	1
Average	2.33	2.00	1.67	1.67	2.33	2.33	2.00



*V. S. Sankar*  
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<b>Title of the Course</b>	Media History.	<b>Code</b>	NE2972
<b>Core</b>	First Year & First Semester	<b>Credit</b>	3
<b>Course Objectives</b>	1. To make the students to understand the basic concepts of Management. 2. To prepare the students to know about the significance of the management in business.		
<b>Course Outline</b>	Unit I The Print Medium : Prehistory, International and Indian Origins and Evolution; Development of the press in the U.S. and the U.K. Indian Press during the Colonial, Nationalist and Contemporary Periods.		
	Unit II The Electronic media : An overview of Radio -and its role during World Wars, The beginnings of television. Radio and Television in India. The Arrival of Private / Foreign channels. Television in the satellite era. The Future - Radio and Television.		
	Unit III The Film medium : Birth of Cinema, Role of Films during Freedom Movement and after, Film Censorship, Parallel Cinema and Documentaries in India. The Important film movements at the international level. The Internet: Emergence of Internet as a mass medium - Impact of Internet on the conventional media.		
	Unit IV The Folk Media : Introduction to the Folk Media in Indian Cultures with special reference to folk forms of Tamil Nadu.		
	Unit V Convergence of media: Contemporary trends towards Convergence of Media - Globalization and its impact on media. Central and State Governments - Media Organizations; Contemporary issues related to Indian Media in the Context of Globalization.		
<b>REFERENCE</b>	Kumar, J. Keval (1999): Mass Communication in India. Jaico, Mumbai. Acharya, R.N (1987): Television in India. Manas Publications, New Delhi. Barnouw, E (1974): Documentary - A History of Non-Fiction. Oxford, OUP. Vasudev, Aruna (1986): The New Indian Cinema. Macmillan India, New Delhi.		

### Course Outcomes

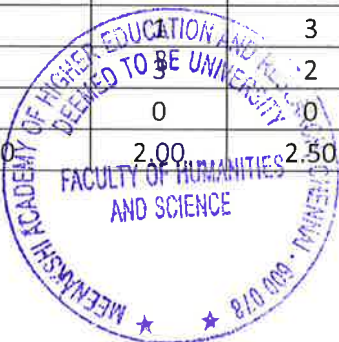
NE2972.1: CO1: gain information about graphic plan -its history and advancement in conjunction with its innovation, and concepts.

NE2972.2: have aintensive information of making design.

NE2972.3: have detailed understanding of Typography through principle for typography

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
NE2972.1	2		3	3	2	1	2
NE2972.2	3		2	2	3	2	2
NE2972.3	1	0	0	1	1	1	2
Average	2.00	2.00	2.50	2.00	2.00	1.33	2.00



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<b>Title of the Course</b>	Communication Theories	<b>Code</b>	VC2702
<b>Core</b>	First Year & Second Semester	<b>Credit</b>	4
<b>Course Objectives</b>	This course will give a brief knowledge about the communication features and about the intrapersonal communication. This will help to understand verbal & non-verbal communication and its role in public communication through various communication theories students will be able to understand how communication skills enhance the life standard.		
<b>Course Outline</b>	Unit I Interpersonal communication: Theories and Models - Transactional analysis, Westley and MacLean's Model of communication, Knapp's Relationship Model, De Fleur Model of communication.		
	Unit II Group communication: Theories and Models - Decision making process, leadership, team work communication patterns in group context, Group Think, Aristotle's Communication Model, The Johari Window Model, Fisher's Model - Small group communication.		
	Unit III Public communication: Gerbner's General model, Lasswell's Model, Magic Bullet / Hypodermic Needle Theory, One - step and Two - step flow of Communication, Rhetoric Model, Persuasion Models, Gate Keeping Theory, Uses and Gratification Theory.		
	Unit IV Non-verbal Communication: Theories and Models, Types of non-verbal behavior Kinesics, Haptics, Paralanguage, etc.,		
	Unit V Case Studies in communications skills, Ideation and Creative Thinking - Lateral Thinking. Designing Messages for different audiences.		
<b>REFERENCE</b>	Wood, Julia T (2001): Communication Mosaics: An Introduction to the Field of Communication, Wadsworth. Larson, Charles U (2001): Persuasion-Reception and Responsibility, Wadsworth. McQuail, Dennis (1998): Mass communication Theory - An Introduction, SAGE Publications, London, New Delhi. McQuail, Dennis & Windhal, Sven (1981): Communication Models, Longman House, UK.		

### Course Outcomes

VC2702.1: Understand the basics of Communication through various communication models.

VC2702.2: Know the usage of Non-Verbal communication in our day to day life.

VC2702.3: Help in decision making, leadership and team work through communication patterns.

VC2702.4: Skilled in Persuasion, political speech, and public communication.

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2702.1	2	1	3	3	2	1	2
VC2702.2	3	1	2	2	3	2	2
VC2702.3	1	0	0	1	1	1	2
Average	2.00	2.00	2.50	2.00	2.00	1.33	2.00



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<b>Title of the Course</b>	Graphic Design II - [Practical]	<b>Code</b>	VC2743
<b>Core</b>	<b>First Year &amp; Second Semester</b>	<b>Credit</b>	4
<b>Course Objectives</b>	The aim of this course is to provide an understanding of the basic objectives, principles, and methods used in graphic design. The projects described here are designed to provide a range of opportunities for creative problem solving within practical constraints		
<b>Course outline</b>	The Practical will include 1. Editing and manipulation of image/pictures using Photoshop (latest Versions) Exercises Photoshop Designing : · Magazine Designing . · Logo Designing . · Matte Painting . · Photo Manipulation . · Face Morphing . · Environment Creation . · Business Card Designing . In-Design : · Magazine Designing . · Pattern Creation .		

### Course Outcomes

**VC2743.1:** Create personally significant works of design applying basic design/color concepts and techniques.

**VC2743.2:** Have a thorough knowledge about Create logo design.


**VC2743.3:** Have a very good knowledge about create Visiting card & Letter Head.

**VC2743.4:** Understand the basic principles of Poster design. creating individual poster designs.

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2743.1	2	1	2	2	2	2	1
VC2743.2	2	2	1	2	1	2	2
VC2743.3	3	3	3	1	3	2	3
Average	2.33	2.00	2.00	1.67	2.00	2.00	2.00



  
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<b>Title of the Course</b>	NON MAJOR ELECTIVE - II	<b>Code</b>	NE2973
<b>Elective</b>	First Year & Second Semester	<b>Credit</b>	3
<b>Course Objectives</b>	1.The paper intends to introduce the students the basic concepts, history and scope of print journalism. 2.It also enhances the students in editing the text of print & electronic media.		
<b>Course Outline</b>	Unit I Journalism - Introduction, A Short History of Journalism in India, Principles of Journalism, Press Codes and Ethics of Journalism, The Role played by Journalism as part of the Mass Media.		
	Unit II Freedom of Press, Threats to Press Freedom, Government and the Press, The Press Laws - Defamation, Libel, Contempt of Court, Copyright Laws, Press Regulation Act, Press Registration Act, Law of Privileges.		
	Unit III The Role, Qualities and Responsibilities of the Reporter, Sub - Editor, Editor; News - Definition, Structure, News Reports; Lead - Types, Types of Reporting - Straight, Interpretive, Investigative, Scoop, Sting; Reporting, Headlines, Editorial, Feature Writing, Personal Column, Reviews, Interviews, Press Conference; Reporting - News Values, Human Interest, Story Angle, Obituaries.		
	Unit IV Layout - Aims - Designing -Types - Advertising and Social Responsibility Editing, Proof Reading, Photo Journalism, Cartoon; News Agencies, Press Council of India. Headlines - Types of Headlines, Layout; Photographs - Placement of Photos, Photo Cropping, Caption Writing.		
	Exercises - Editing, Feature Writing, News Reporting, Planning Interviews and Reviews.		
<b>REFERENCE</b>	Kumar, Keval : Mass Communication in India. Kamath, M.V.: The Professional Journalist. Rao, Chalapathi: The Press Sengupta - Journalism as a Career		


### Course Outcomes

**NE2973.1:** get complete information about basics like the History of journalism, objectives and news functions of Journalism and the ethics and standards of a journalist.

**NE2973.2:** have significant knowledge about the structure of the news room and its role with the news values and functions of news, concept of news and types of news.

**NE2973.3:** an in-depth understanding of how to conduct interviews and the various forms of reporting for News.




  
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NE2973.4: gain knowledge on concepts related to Print Media like editorials, political cartoons and Anatomy of a newspaper.

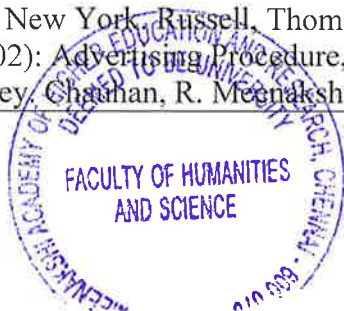
**Mapping Function of PO's and CO's & PSO's**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
NE2973.1	2	1	2	2	1	3	3
NE2973.2	2	2	1	3	2	1	2
NE2973.3	1	3	1	2	1	2	1
Average	1.67	2.00	1.33	2.33	1.33	2.00	2



  
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<b>Title of the Course</b>	Advertising and Public Relations.	<b>Code</b>	VC 2703
<b>Core</b>	Third Year & Third Semester	<b>Credit</b>	4
<b>Course Objectives</b>	<p>1. Define the evolution of advertising, the classification and application of advertising.</p> <p>2. Explain the basic concept of branding and analyzing marketing.</p> <p>3. Apply creativity in formulating the Big Idea and to create an Ad Copy.</p> <p>4. Identify the parameters and processes of the Ad industry.</p> <p>5. Explain the tools of PR, laws and emerging issues in advertising</p>		
<b>Course Outline</b>	Unit I Advertising - Definition, Nature and Scope of Advertising. Roles of Advertising: Societal, Communication, Marketing and Economic. The functions of advertising. Types of Advertising - Based on Target Audience, Geographical Area, Media & Purpose.		
	Unit II Types of Advertising - Corporate and Promotional Advertising, Online Advertising. Appeals used in Advertising. Marketing, Integrated Marketing Communication. Audience analysis - Buying behavior, segmentation, targeting and positioning.		
	Unit III 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. Brand Management - Positioning, Brand Personality, Brand Image, Brand Equity		
	Unit IV Public Relations - Definition, Nature and Scope. PR as a communication function, History and Evolution of PR, Public Relations Functions - Propaganda, Publicity and Public Opinion. Public Relations as a Management Concept, Elements of PR, PR and Advertising.		
	Unit V Stages of PR - Planning, Implementation, Research and Evaluation. PR Tools - Media Relations, ICT, Press Conference, Press Release, Press Kits, Exhibitions, Outdoor Media, House Journal, Special Events, Advertising and others.		
<b>REFERENCE</b>	<p>Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers. Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition.</p> <p>Advertising Handbook: A Reference Annuaikon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications.</p> <p>Mohan: Advertising Management: Concepts and Cases. Tata McGraw-Hill. Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning. Jefkins, Lank (1992): Advertising Made Simple, Rupa &amp; Co., New Delhi. Bovee, L. Coutland; Thill, V. John; Dovel, P. George &amp; Wood, Marian Burk (1995): Advertising Excellence, McGraw Hill, Inc. New York. Russell, Thomas; Lane, J. Ronald &amp; Kleppner, W (2002): Advertising Procedure, Prentice Hall International, Inc., New Jersey. Chaman, R. Meenakshi (1995): Advertising – The Social ad</p>		



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### Course Outcomes

**2703.1:** Understand the process of advertising tools and need for advertising

**2703.2:** interpret and classify advertisements in terms of target audience and marketing

**2703.3:** Understand the structure of an ad agency and Outline the tools of PR and to infer the laws of advertising

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
2703.1	2	1	2	2	1	3	3
2703.2	2	2	1	3	2	1	2
2703.3	1	3	1	2	1	2	1
Average	1.67	2.00	1.33	2.33	1.33	2.00	2



  
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<b>Title of the Course</b>	Photography - [ Practical ]	<b>Code</b>	VC2745
<b>Core</b>	<b>First Year &amp; Third Semester</b>	<b>Credit</b>	<b>3</b>
<b>Course Objectives</b>	To understand the process of making pictures more effectively by understanding the elements of camera and techniques. Students will have the orientation over taking different types of photographs with the understanding of internal elements, and external elements.		
<b>Course outline</b>	1. Restate history of photography and printing process 2. Demonstrate basic operation of camera 3. Illustrate different types of lighting 4. Identify and apply different rules of Photography 5. Paraphrase digital photography and distinguish file formats		
	Exercises: 1. Landscape (scenic, people, birds/animals, monuments) 2. Portraits 3. Photo story. 4. Photo language. 5. Environmental exposure – wildlife photography 6. Silhouette 7. Texture 8. One - Side Lighting 9. Bulb - Mode. 10. Freezing movement. 11. Panorama. 12. Montage. 13. Indoor photography – Still life, etc., 14. Special effects .		

### Course Outcomes

VC2745.1: Recalling history of Photography

VC2745.2: Interpret different types of lighting and design according to photos

VC2745.3: Applying digital photography techniques

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2745.1	2	2	3	1	2	2	2
VC2745.2	3	3	2	2	1	1	1
VC2745.3	1	3	1	3	3	3	3
Average	2.00	2.67	2.00	2.00	2.00	2.00	2.00



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<b>Title of the Course</b>	Computer Graphics - I [ Practical ]	<b>Code</b>	VC2746
<b>Core</b>	<b>First Year &amp; Third Semester</b>	<b>Credit</b>	<b>4</b>
<b>Course Objectives</b>	<p>1.creative, conceptually appropriate design solutions using industry-standard production software and hardware.</p> <p>2.Develop a personal, research-based design process that applies graphic design theory in the creation</p>		
<b>Course outline</b>	<p>The Practical will include 1. DTP for Publication Design: PageMaker (latest version) 2. Editing and manipulation of image/pictures using Illustrator (latest Versions)</p> <p>Exercises Adobe Illustrator: · Background Creation. · 3D Logo Creation. · Abstract Background. · Logo Creation. · Comic Book Designing. · Image Tracing. · Cartoon Character Creation. Page Maker: · Magazine Designing. · Newspaper Designing. · Booklet Designing. · Newsletter Designing.</p>		
<b>Reference</b>	<p>Lester (1996): Desktop Computing Workbook. Thomson Learning. Coburn. Corel Draw 8: The Official Guide. Tata McGraw- Hill. Cooper, Alan(1995)Essentials of User Interface Design. Greenberg.Fundamental Photoshop.Tata McGraw-Hill.Greenberg. Digital Images: A Practical Guide. Tata McGraw- Hill. Milbum. Photoshop 5.5: Get Professional Results. Tata McGraw- Hill.</p>		

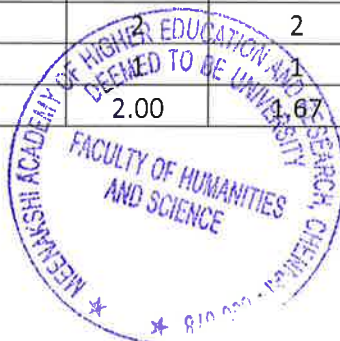
### Course Outcomes


**VC2746.1** The core concepts of computer graphics, including viewing, projection, perspective, modelling and transformation in two and three dimensions.

**VC2746.2.**To identify a typical graphics pipeline and apply graphics programming techniques to design and create computer graphics.

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2746.1	2	3	2	2	2	2	3
VC2746.2	1	2	2	3	3	2	2
VC2746.3	2	1	1	1	2	2	1
Average	1.67	2.00	1.67	2.00	2.33	2.00	2.00



  
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<b>Title of the Course</b>	Film Studies	<b>Code</b>	VC2704
<b>Core</b>	Second Year & Fourth Semester	<b>Credit</b>	4
<b>Course Objectives</b>	1.This course provides an overview of film history and exposes students to the various film movements in cinema.		
<b>Course Outline</b>	2. Students will learn about film and its narrative structure. It covers the core concepts of production design and the various phases of production such as concept to script.		
	Unit II Documentaries - History (International and National), Role of Films division – India, Types of documentaries - Biographical, Poetic, Expository, Participatory, Observational, Reflexive, Performative. Docu - drama approach and style.		
	Unit III 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, ideology and style of form in films, Principles of Film, Forms - narrative and Non - narrative. Non-classical approach to narrative films, narrative unity, ambiguity, dividing a film into parts and Genres, Space and Time, disunity (language, style, grammar, syntax.)		
	Unit V Planning, pre-production - Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production - Shooting, Direction & Cinematography. Post production - Editing, Sound recording, Acoustics Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.		
<b>REFEREN CE</b>	Thoraval, Yves(2000) The Cinema of India(1896-2000) Roberge, Gaston : the Subject of Cinema Roberge, Gaston (1977) : Films for an ecology of Mind Halliwell : The Filmgoers Companion 6th Edition Arora : Encyclopedia of Indian Cinema		

### Course Outcomes

VC2704.1 Know about our Indian Film History and contemporary trends in filmmaking.

VC2704.2 Acquire the significant knowledge about the various film movements.




  
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**VC2704.3** Differentiate narrative and non-narrative form in films.CO4: Understand the production process in detail.

**Mapping Function of PO's and CO's & PSO's**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2704.1	2	2	1	1	1	2	2
VC2704.2	1	2	2	2	2	3	2
VC2704.3	3	1	3	1	2	2	3
Average	2.00	1.67	2.00	1.33	1.67	2.33	2.33



  
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<b>Title of the Course</b>	Advanced Photography - [ Practical ]	<b>Code</b>	VC2747
<b>Core</b>	<b>First Year &amp; Fourth Semester</b>	<b>Credit</b>	<b>3</b>
<b>Course Objectives</b>	1. Describe different types of lens and its uses 2. Demonstrate different types of light and how to handle it 3. Categorizing different rules of composition 4. Explaining professional photography and post production process 5. Interpret different types in the field of photography		
<b>Course outline</b>	Photography record should contain at least 40 Colour Photographs. Each exercise should have at least 3 - 5 Photographs and include all the necessary details (colour, exposure time, lens type etc.,). Final practical examination will test students knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)		
	Exercises: 1. Model Photography · Portrait · Extreme Close - Up. 2. Advertising Photography: Includes Sub - Topics · Visual of the product alone (photograph against plain backdrop) · Visual of the product in a setting where it is used. · Visual in use. · Visual of a benefit from using the product. · Visual showing the loss or disadvantage resulting from not using the advertised product. · Comparison between two brands. 3. Wildlife Photography 4. News Photography 5. Miniature Photography		

### Course Outcomes

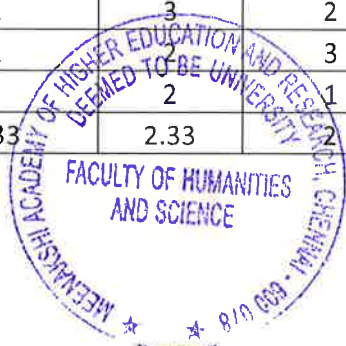
VC2747.1 Choosing the right lens based on the requirement

VC2747.2 Designing different kinds of lighting for producing creative photographic images

VC2747.3 Applying and manipulating the rules of composition

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2747.1	2	3	2	2	2	2	3
VC2747.2	2	3	3	3	3	2	2
VC2747.3	3	2	1	2	1	2	2
Average	2.33	2.33	2	2.33	2	2.00	2.33



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<b>Title of the Course</b>	Allied Practical - IV : Script Writing - [ Practical ]	<b>Code</b>	VC2748
<b>Core</b>	Second Year & Fourth Semester	<b>Credit</b>	4
<b>Course Objectives</b>	1.Demonstrate understanding of techniques, principles, genres and elements of script writing for screen and live performance. 2.Research concepts and process of script writing. 3.Develop story, characters and dialogue for scripts.		
<b>Course Outline</b>	Unit I Idea Vs Media, developing ideas and conceptualization, Presentation – instruction, mood and experience.		
	Unit II Narrative structure, conflict and resolution. Characterization, structure variation, scenes, and sequences, shot breakdown and film genre. Writing, treatment, script and its formats and storyboard. Production problems.		
	Unit III Writing for TV, TV commercials, serials, soap operas, other genres, big idea, TV spot techniques, Idea presentation, treatments, scripting, storyboard, terms used for camera movement and editing.		
	Unit IV Writing for Radio, audio medium, radio commercial spots, steps in writing, Essentials to be considered in Scripting for an audio-visual.		
	Unit V Writing for in-shop media-poster, point of sales, and point of purchase materials.Outdoor and Transit commercials, Hoarding/Billboards- innovations, exhibitions, etc.		
<b>REFEREN CE</b>	Cowgill, Linda J. (2005) : Writing Short Films: Structure and Content for Screenwriters, Kindle Edition. Trottier, David (2005) : The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script. Sandler, Ellen (2007) : The TV Writer's Workbook: A Creative Approach To Television Scripts. Miller, William (1989) : Screen Writing for narrative Film and Television, Columbus Books, London. Swan, Dwight (1976) : Film Script Writing, Hastings House, New York. Swan, Dwight (1976) : Script Writing for Video and Audio Media, Hastings House, New York. Hamps, Barry (1993) : Video Script Writing, Plume, Penguin USA Inc. Field, Syd : Screenplay- The Foundation of Screen Writing, Dell Publishing Co.,		

### Course Outcomes

**VC2748.1:** Create personally significant works of design applying basic design/color concepts and techniques.

**VC2748.2:** Have a thorough knowledge about Create logo design.



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VC2748.3: Have a very good knowledge about create Visiting card & Letter Head.

VC2748.4: Understand the basic principles of Poster design.

**Mapping Function of PO's and CO's & PSO's**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2748.1	2	1	2	2	2	2	3
VC2748.2	1	2	2	2	2	3	2
VC2748.3	3	3	3	3	2	2	2
Average	2.00	2.00	2.33	2.33	2.00	2.33	2.33




  
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<b>Title of the Course</b>	Media, Culture and Society	<b>Code</b>	VC2706
<b>Core</b>	Third Year & Fifth Semester	<b>Credit</b>	4
<b>Course Objectives</b>	<p>1.To understand the dynamics of media culture and society.</p> <p>2.To study the core concepts of critical reading of the media.</p>		
<b>Course Outline</b>	Unit I 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 (mass, segmentation, product, social uses).Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.		
	Unit III 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 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 - commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture.		
<b>REFERENCE</b>	<p>Silverstone, Rogers (1999). Why Study Media? Sage Publications.</p> <p>Potter, James W (1998). Media Literacy.Sage Publications. Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications. Evans, Lewis and hall, Stuart (2000). Visual Culture: The Reader. Sage Publications. Berger, AsaAthur (1998). Media Analysis Techniques. Sage Publications.</p>		

**Course Outcomes**



  
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VC2706.1 Explain the nature and scope of mass media


VC2706.2 Identity mass audience

VC2706.3 Summarize the impact of media

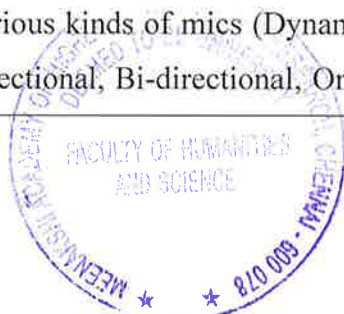
**Mapping Function of PO's and CO's & PSO's**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2706.1	2	1	1	2	2	2	3
VC2706.2	2	3	2	2	3	2	2
VC2706.3	3	2	3	3	1	2	2
Average	2.33	2.00	2.00	2.33	2.00	2.00	2.33



  
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<b>Title of the Course</b>	Television Production	<b>Code</b>	VC2707
<b>Core</b>	Third Year & Fifth Semester	<b>Credit</b>	4
<b>Course Objectives</b>	<p>1. To understand the nuances of Television medium.</p> <p>2. To develop overall creative skills in the production of Television Programmes.</p>		
<b>Course Outline</b>	<p>Unit I 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, Production Process, Planning and Management, Floor management - indoor &amp; outdoor, Studio Management production management, budget preparation.</p>		
	<p>Unit II Pre-production - research, Principles of script writing, creative writing, script formats. planning and organizing production - Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set &amp; design ,Research. Location management: In-door, set, On-sights sets, - Outdoor on-sight sets, blue matte, Outside Broadcast (OB) - Live Telecast.</p>		
	<p>Unit III Camera techniques &amp; operation, Single and Multiple Camera Production, Set Design, Background, etc Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL ), Framing, Shots &amp; Movements - Crane usage, Jimmy zip, (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), Usage of various types of camera lenses (Normal, Tele, Zoom etc.), Usages of various filters (day , night, color correcting filter, diffusion filter), Objectives TV lighting, Various types of Lights - ( Baby, Junior, Senior, etc.,) color temperature, Lighting for different situations - ( interviews, indoor, outdoor), Types of Lighting ( Back, Front, full, semi, etc.,) Video recording format – CD / DVD, Audio on-line or off-line. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, Omni-directional mics, Hand mic, Head set</p>		



  
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	mic, Quadraphonic mic and Wireless mic, lapel etc.,). Knowledge about audio recording (mono, stereo, surround sound, echo, etc.,).
	Unit IV Post-production Process: Video Editing - Linear and Non-linear editing process. Types of editing modes (assemble mode, insert mode, on line mode) computer editing - time code, roll editing, etc., Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting - sound in editing-categories of sound, Postsynchronization, Voice-over or Narration, Music and Dubbing. Television graphics & titling and specials effects, Graphics and animation. Audio - Dubbing, Back ground Music, synchronizing of video and audio, voice over (narration)etc. Presentation skills - News Reading, Anchoring, Recording live programs.
	Unit V Budgeting, Talent management, Auditions, Organizing the production Team, delivering the finished product.
<b>REFERENCE</b>	Millerson, G. H (1993) Effective W. Production. Focal Press Holland, P(1998). The Television Handbook. Routledge

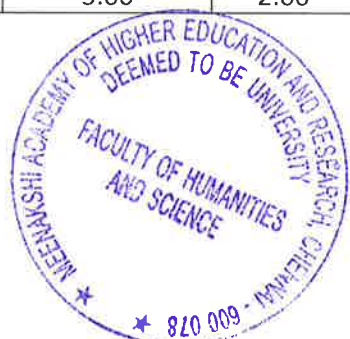
**VC2707.1** Decide the purchase procedure and analyses and execute store management functions.


**VC2707.2** Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.

**VC2707.3** Develop and forecast production and sales and make facility layout decisions

**Mapping Function of PO's and CO's & PSO's**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2707.1	3	2	2	3	3	2	3
VC2707.2	3	3	3	2	1	2	2
VC2707.3	3	1	1	1	2	1	2
Average	3.00	2.00	2.00	2.00	2.00	1.67	2.33



  
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<b>Title of the Course</b>	Television Production - [ Practical ]	<b>Code</b>	VC2749
<b>Core</b>	<b>First Year &amp; Fifth Semester</b>	<b>Credit</b>	<b>3</b>
<b>Course Objectives</b>	<b>Outline the basic lighting Experiment the techniques of video editing Analyse the working of television</b>		
<b>Course outline</b>	The Students should write original Scripts for different formats like Documentary / News Reporting and Television Commercial - Five Exercises. And these should be submitted as a Separate Record. · The Students should shoot a Short Film or Documentary - The duration not to exceed 5 – 10 Minutes. · The Students should also Shoot a Commercial - 15 or 30 second spots · Each student should do individual projects containing the record and the program. · Final practical examination will test students on their ability.		

### Course Outcomes

VC2749.1 Identify and list the Indian media in current scenario

VC2749.2 To identify and demonstrate an understanding of the theoretical foundation of media.

VC2749.3 to understand ethical issues related to media

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2749.1	2	1	3	1	2	2	2
VC2749.2	3	2	2	2	2	3	3
VC2749.3	2	3	1	3	1	1	2
Average	2.33	2.00	2.00	2.00	1.67	2.00	2.33



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<b>Title of the Course</b>	2D Animation - [ Practical ]	<b>Code</b>	VC2750
<b>Core</b>	<b>First Year &amp; Fifth Semester</b>	<b>Credit</b>	4
<b>Course Objectives</b>	<b>Understanding the principles of animation</b> <b>Calculate the timing and key frames</b> <b>Create animation sequence from the development of concept and ideas</b>		
<b>Course outline</b>	The Project work (walk-through, animated logo, etc.) should be recorded in CD – format containing advanced animation works done by the student. · At least FIVE concepts for animations should be included as a part of the Project.		
	Exercises : v Logo Animation v Web Page Designing v E - Banner v Animation Advertisement v Animation Film v Song Sequence v Walk Cycle · Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. · Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects / elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her / his own images using appropriate software like Flash, Dreamweaver, etc., · All exercises should be accompanied by “paper-design” in record form along with the original file containing the exercises.		

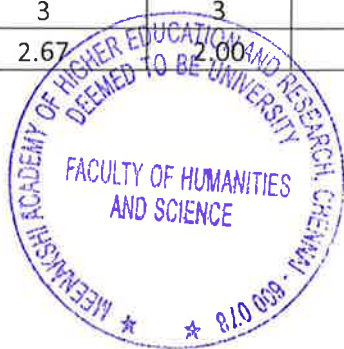
### Course Outcomes


VC2750.1 Develop computer skills

VC2750.2 Imagination, creative thinking and design in computer

VC2750.3 Analyse, synthesize and utilize design process from concept to solution to communication process.

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2750.1	3	2	3	3	3	1	2
VC2750.2	2	1	2	3	2	2	3
VC2750.3	3	3	2	2	2	3	2
Average	2.67	2.00	2.33	2.67	2.33	2.00	2.33



  
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<b>Title of the Course</b>	Editing - Audio and Video - [Practical]	<b>Code</b>	VC2751
<b>Core</b>	<b>First Year &amp; Fifth Semester</b>	<b>Credit</b>	<b>3</b>
<b>Course Objectives</b>	Understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application.		
<b>Course outline</b>	The students will be given 10 Minutes raw Footage. It has to be edited creatively; Proper sound and BGM should be used. Sound Production - Studio and Live. Speech, music, live shows, Interviews etc. Sound Editing, Scripting Sound with Special effects , dubbing, creative usage of sound.		

### Course Outcomes

**VC2751.1** Examine the characteristics of an entrepreneur as well their role in the economic development of the country.

**VC2751.2** Process & develop business plan , foreseeing the entry barriers to the industry

**VC2751.3** Identify stages of growth in entrepreneurial ventures along with changing face of family business in India

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2751.1	2	3	3	2	3	2	2
VC2751.2	2	2	2	2	2	3	3
VC2751.3	3	3	2	2	3	3	3
Average	2.33	2.67	2.33	2.00	2.67	2.67	2.67



  
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<b>Title of the Course</b>	Media Organization	<b>Code</b>	VC2708
<b>Core</b>	Third Year & Fifth Semester	<b>Credit</b>	4
<b>Course Objectives</b>	To enable the students to get Knowledge about the production process Management To Understand the Concept of Inventory, Vendor & Store Management.		
<b>Course Outline</b>	Unit I Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship.		
	Unit II 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 Project Management in Media -Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies. Media Law and Ethics, Social responsibility. Production Process - status Report, Assessment, Negotiation, Completion.		
	Unit IV 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		
<b>REFERENCE</b>	Block et al. Managing in the Media. Focal Press, 2001		

### Course Outcomes

VC2708.1 Identify and list the Indian media in current scenario

VC2708.2 Compare the organizational structures in media and to understand hierarchy



  
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VC2708. 3 Analyse the classify the audience and to interpret programming strategies and management skills.

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2708.1	2	2	3	3	3	3	3
VC2708.2	3	1	2	3	2	2	3
VC2708.3	1	2	3	2	3	3	2
Average	2.00	1.67	2.67	2.67	2.67	2.67	2.67



  
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<b>Title of the Course</b>	3D Animation - [ Practical ]	<b>Code</b>	VC2752
<b>Core</b>	<b>First Year &amp; Second Semester</b>	<b>Credit</b>	<b>4</b>
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To introduce the concept of 3D through software</li> <li>2. To study more on 3D objects and rendering techniques</li> <li>3. To expose them with particle and text animation.</li> </ol>		
<b>Course outline</b>	The Project work (walk-through, animated logo, etc.) should be recorded in CD – format containing advanced animation works done by the student. · At least FIVE concepts for animations should be included as a part of the Project. · Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. · Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects / elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her / his own images using appropriate software like Photoshop, Flash. · All exercises should be accompanied by “paper-design” in record form along with the original file containing the exercises.		

### Course Outcomes

VC2752.1 Demonstrate and apply the principles of animation

VC2752.2 Compose the timing and key framing in animation

VC2752.3 Apply innovate strategies during modelling and animation.

### Mapping Function of PO's and CO's & PSO's

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2752.1	3	1	2	2	2	2	2
VC2752.2	3	3	2	2	2	3	3
VC2752.3	1	2	3	3	3	3	3
Average	2.33	2.00	2.33	2.33	2.33	2.67	2.67



  
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<b>Title of the Course</b>	Internship	<b>Code</b>	VC2790
<b>Core</b>	<b>First Year &amp; Second Semester</b>	<b>Credit</b>	<b>10</b>
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. Gain practical experience within the business environment</li> <li>2. Acquire knowledge of the industry in which the internship is done</li> <li>3. Apply knowledge and skills learned in the classroom in a work setting.</li> <li>4. Develop a greater understanding about career option while more clearly defining personal career goals</li> </ol>		
<b>Course outline</b>	Given the special nature of the Visual Communication course, where Internship is compulsory. The Students, however, could choose any area including advertising agencies, computer graphics, and Television Production House - Short Films, Documentaries, etc., Internship will be done by the students based on their Area of Interest for a period of 15 Days, by the end of the Fifth Semester, (i.e. Nov - Dec), for which the Viva will be Conducted by the end of the Sixth Semester, (i.e. April). After the Internship, students are requested to submit their Observation and the Project Reports along with the Internship certificate and their Attendance certificate from the organization.		

### Course Outcomes

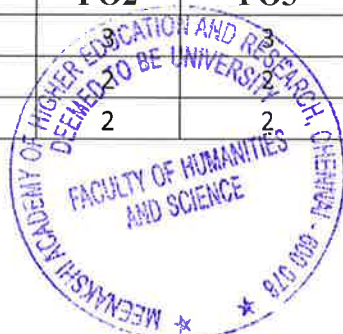
VC2790.1 Able to Know and analysis different business environment.

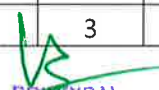
VC2790.2 Able to Evaluate the major factors which affect the business.

VC2790.3 Able to Understand and analyze various political, technological and economic environment in the business

### Mapping Function of PO's and CO's & PSO's


Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VC2790.1	3			2	2	2	2
VC2790.2	1			3	2	2	3
VC2790.3	3	2	2	3	3	3	3



  
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 Date: / / 2023

Average	2.33	2.33	2.33	2.67	2.33	2.33	2.67
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# ANNEXURE I

## MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH FACULTY OF HUMANITIES AND SCIENCE

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### SYLLABUS

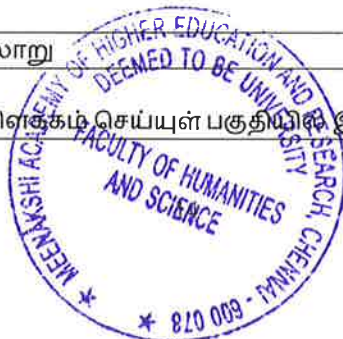
#### PART I-TAMIL

Common for UG students who study PART I - Tamil for four semesters/ two semesters (i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science), B.Sc (Visual Communication),B.C.A/B.Com.(General),B.Com (CS),B.Com (CA) & B.B.A)

#### முதற்பருவம் (First Semester)

##### 1.செய்யுள்:

அ.	மனோன்மணியம்	தமிழ்த் தெய்வ வணக்கம் 'நீராருங் கடலுடுத்த' என்று தொடங்கும் முதற்பாடல் 'கடல்குடித்த...' என்று தொடங்கும் ஆறு கண்ணிகள்.
ஆ.	இராமலிங்க அடிகளார்	ஆறாந்திருமுறையில் இடம் பெற்றுள்ள அருள் விளக்க மாலையில் 'கோடையிலே', 'கதிக்கு வழி, தனித்தனி' எனத் தொடங்கும் மூன்று பாடல்கள் மட்டும்.
இ.	கவிமணி தேசிய விநாயகம் பிள்ளை	மலரும் மாலையும் என்னும் நூலில் இடம் பெற்றுள்ள 'கோவில் வழிபாடு' வாழ்க்கைத் தத்துவங்கள் எனும்; தலைப்பிலுள்ள கவிதை முழுமையும்.
ஈ.	பாரதியார்	'கண்ணன் என் சேவகன்' என்ற தலைப்பில் அமைந்துள்ள கவிதை முழுமையும்.
உ.	பாரதிதாசன்	'அழகின் சிரிப்பு' நூலில் இடம் பெற்றுள்ள 'ஆல்' என்ற தலைப்பில் உள்ள பாடல்கள்.
ஊ.	ஈரோடு தமிழன்பன்	'அந்த நந்தனை எரித்த நெருப்பின் மிச்சம்' என்ற நூலில் இடம் பெற்றுள்ள 'வாக்குச் சீட்டுகளுக்கு ஓர் அர்த்தம் வரட்டும்' என்னும் கவிதை மட்டும்.
எ.	கவிஞர் வைரமுத்து	திருத்தி எழுதிய தீர்ப்புகள் என்னும் நூலில் இடம் பெற்றுள்ள 'நிலத்தை ஜெயித்த விதை கவிதை மட்டும்.
2.	இலக்கணம்	
	இலக்கணக்குறிப்பு	பாடத்திட்டத்தில் இடம் பெற்றுள்ள செய்யுட்களில் அமைந்துள்ள இலக்கணக் குறிப்புகளை எடுத்துக் காட்டுதல்.
3.	மொழித்திறன்	
	1. கலைச் சொல்லாக்கம் 2.நேர் காணல் 3. பொருந்திய சொல் தருதல் 4.மரபுத் தொடர்.	
4.	பாடந்தழுவிய இலக்கிய வரலாறு	
5.	பொதுக்கட்டுரை	
	Note: இடஞ்சுட்டிப் பொருள் விளக்கம் செய்யுள் பகுதியில் இடம் பெற வேண்டும்.	



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இரண்டாம் பருவம் (Second Semester)

1.செய்யுள்:

அ.	திருநாவாவுக்கரசர் தேவாரம்	நான்காம் திருமுறை- நமச்சிவாயத் திருப்பதிகம் 10 பாடல்கள்
ஆ.	குலசேகர ஆழ்வார்	பெருமாள் திருமொழி - 'ஆலைநீள் கரும்பன்னவன் எனத் தொடங்கும் தேவகி புலம்பல் (முழுமையும்)
இ.	நளவெண்பா	கலி நீங்கு காண்டம் தேர்ந்தெடுக்கப் பட்ட 40 பாடல்கள்
ஈ.	சீறாப்புராணம்	மானுக்குப் பிணை நின்றபடலம் தேர்ந்தெடுக்கப்பட்ட 65 பாடல்கள்
உ.	கண்ணதாசன்	ஏசு காவியம்-பாடுகளின் பாதை - தேர்ந்தெடுக்கப் பட்ட பாடல்கள் மட்டும்
2.	இலக்கணம் இலக்கணக் குறிப்பு -செய்யுட் பகுதியில் அமைதல் வேண்டும்.	
3.	உரைநடை டாக்டர் மு.வ.வின் 'நல்வாழ்வு' நூல் முழுமையும் பாரி நிலையம் சென்னை -60 108	
4.	பாடந் தழுவிய இலக்கிய வரலாறு	
5.	மொழி பெயர்ப்பு பொது (ஆங்கிலத்திலிருந்து தமிழ்) இடஞ்சுட்டிப் பொருள் விளக்கம் செய்யுட் பகுதியில் இடம் பெற வேண்டும்.	



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# SYLLABUS

## Part I Tamil

Common for UG/ students who study PART II - Tamil for four semesters

(i.e. B.A.(English)/ B.Sc.(Mathematics), B.Sc(Computer Science), B.Sc (Visual Communication))

### 1.செய்யுள்:

திருக்குறள்	- அன்புடைமை	- அதிகாரம்	8
	கல்வி	- அதிகாரம்	40
	கேள்வி	- அதிகாரம்	42
	அறிவுடைமை	- அதிகாரம்	43
	சிலப்பதிகாரம்	- வழக்குரை காதை	
	மணிமேகலை	- 17. உலக அறவி புக்க காதை	
	சீவக சிந்தாமணி	- விமலையார் இலம்பகம் (42 பாடல்கள்)	
	கம்பராமாயணம்	- குகப்படலம் (46 பாடல்கள்)	
	பெரிய புராணம்	- காரைக்கால் அம்மையார் புராணம்	

### 2. இலக்கணம்:

செய்யுள் பகுதியிலிருந்து அணி இலக்கணம் மட்டும்.

### 3. சிறுகதை:

அறிஞர் அண்ணாவின் சிறுகதைகள்

1. கொக்கரக்கோ
2. சரோஜா ஆறணா
3. பேய் ஓடிப் போச்சு
4. 1938-40 ஒரு வசீகர வரலாறு
5. சாது
6. செவ்வாழை
7. பொங்கல் பரிசு
8. வேலை போச்சு
9. விழுப்புரம் சந்திப்பு
10. காலிழந்தான்

### 4.பாடல் தழுவிய இலக்கிய வரலாறு:

நீதி இலக்கியங்கள், ஐம்பெருங்காப்பியங்கள், சோழர் கால இலக்கியங்கள்.



  
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5. பயன்பாட்டுத் தமிழ்:

1. அகர வரிசைப் படுத்துதல்
2. ஒரு பொருள் குறித்த பல சொற்கள்
3. பல பொருள் குறித்த ஒரு சொல்
4. எழுத்துப் பிழை நீக்கம்
5. ஒற்றுப் பிழைகளை நீக்கி எழுதுதல்
6. தொடர் பிழை நீக்கம்
7. பிறமொழிச் சொற்களை நீக்கி எழுதுதல்.



  
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நான்காம் பருவம் ( Fourth Semester)

1. செய்யுள்:

புறநானூறு : 212, 213, 214, 215, 216

- அ. 212 பாடியவர் -பிசிராந்தையார், கோப்பெருஞ்சோழனின் மாண்பைப் பாடியது. திணை -இயன்மொழி "நுங்கோ யாரென வினவின் எங்கோக்..." (10 அடிகள்)
- ஆ. 213 பாடியவர் - புல்லாற்றார் எயிற்றயினார் கோப்பெருஞ்சோழன் தன் மக்கள் மேல் போருக்கு எழுந்த போது பாடியது. வஞ்சித் திணை, துணை வஞ்சித்துறை "மண்டமர் அட்ட மதனுடைய நோன்றாள்" (24 அடிகள்)
- இ. 214 கோப்பெருஞ்சோழன் வடக்கிருந்த போது பாடியது. பொதுவியல் திணை, பொருண்மொழிக்காஞ்சித்துறை "செய்குவம் கொல்லோ நல்வினை எனவே" (13 அடிகள்)
- ஈ. 215 கோப்பெருஞ்சோழன் பிசிராந்தையார் வருவார் எனப் பாடியது. பாடாண் திணை, இயன்மொழித்துறை "கவைக் கதிர் வரகின் அவைப்புறு வாக்கல்..." (9 அடிகள்)
- உ. 216 கோப்பெருஞ்சோழன் பாடல், பாடாண்திணை இயன்மொழித் துறை. "கேட்டல் மாத்திரை அல்லது யாவதும்..." 12 அடிகள்)

குறுந்தொகை : பாடல் எண், 2, 3, 16, 20, 31, 40, 49, 69, 124, 167

பா.எண் 2	- குறிஞ்சித்திணை இறையனார்	- தலைவன் கூற்று "கொங்குதேர் வாழ்க்கை ...."5
பா.எண். 3	- குறிஞ்சித்திணை தேவகுலத்தார்	- தலைவி கூற்று "நிலத்தினும் பெரிதே ..." 4
பா.எண்.16	- பாலைத்திணை பாலை பாடிய பெருங்கடுங்கோ	- தோழி கூற்று "உள்ளார் கொல்லோ தோழி .....5
பா.எண். 20-	பாலைத்திணை கோப்பெருஞ்சோழன்	- தலைவி கூற்று "அருளும் அன்பும் நீக்கித் ..."4
பா.எண். 31-	மருதத்திணை ஆதிமந்தியார்	- தலைவி கூற்று "மள்ளார் குழிகிய விழவினாலும் 6
பா.எண். 40-	குறிஞ்சித் திணை செம்புலப்பெயல் நீரார்	- தலைவன் கூற்று "யாயும் ஞாயும்..." 5
பா.எண். 49-	நெய்தல் திணை அம்முவனார்	- தலைவி கூற்று "அணிற் பல்லன்ன ....5
பா.எண். 69-	குறிஞ்சித்திணை கடுந்தோட் கரவீரனார்	- தோழி கூற்று "கடந்தான் தாக்கலை .... 6



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பா.எண். 69-	குறிஞ்சித்திணை கடுந்தோட் கரவீரனார்	-	தோழி கூற்று "கருங்கண் தாக்கலை .... 6
பா.எண். 124-	பாலைத்திணை பாலை பாடிய பெருங்கடுங்கோ	-	தோழி கூற்று உமணர் சேர்ந்து ....4
பா.எண். 167-	முல்லைத்திணை கூடலூர்கிழார்	-	செவிலித்தாய் கூற்று "முளிதயிர் பிசைந்த ...6
கலித்தொகை:	நெய்தற்கலி 133 பாலைக்கலி 9 பட்டினப்பாலை	-	"மாமலர் முண்ட .... "எறித்தருகதிர்த் .... முழுவதும்

இலக்கணம்: திணை, துறை, விளக்கம்

நாடகம்: "பாண்டியன் பரிசு" - பாரதிதாசன்

இலக்கிய வரலாறு : பாடம் தழுவிய இலக்கிய வரலாறு

சங்க இலக்கியங்கள்: பாட்டும் தொகையும்

மொழிபெயர்ப்பு : அலுவலகக் கடிதம் (ஆங்கிலத்திலிந்து தமிழில்  
மொழிபெயர்த்தல்)  
இடம் சுட்டிப் பொருள் விளக்கம் செய்யுட் பகுதியில்  
அமைதல் வேண்டும்.



  
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# SYLLABUS

## PART II - ENGLISH

Common for UG students who study PART II - English for four semesters/ two semesters (i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science), B.Sc (Visual Communication),B.C.A/B.Com.(General),B.Com (CS),B.Com (CA) & B.B.A)

### First Year - First Semester

#### Unit I Prose :

Textures of English ( Cambridge University Press India Pvt. Limited )

Headache	–	R.K. Narayan
A Little Bit of What You Fancy	–	Desmond Morris
My Early Days	–	Abdul Kalam
How to Escape from Intellectual Rubbish	–	Russell
Town by the Sea	–	Amitav Ghosh
Key To Courage	–	I.A. R Wylie

#### Unit II Poetry :

Verse ( Macmillan Publishers India Limited)

Written in Early Spring	–	Wordsworth
When I have Fears	–	John Keats
Ulysses	–	Tennyson
Obituary	–	Ramanujan
The Unknown Citizen	–	Auden
For Elkana	–	Ezekiel


#### Unit III Short Stories

Vignettes A Collection of Short Stories Ed. Dr.P. N.Ramani

(New Century Book House( P) Limited)

Upper Division Clerk	–	Manohar Malgonkar
The Doll's House	–	Katherine Mansfield
Marriage is a Private Affair	–	Chinua Achebe
The Man Who Knew Too Much	–	Alexander Baron
The Ransom of Red Chief	–	O Henry
The Adventure of the German Student	–	Washington Irving



  
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#### Unit IV

##### Grammar

Tense, Aspect, Auxiliaries ( Primary and Modal), Concord, Negatives, Interrogatives ( Yes or No, Wh) Tag questions, Completing the sentences , Common errors  
Synonym, Antonym, Word class, Use in sentences of words ( Text based)

#### Unit V

Functional English Comprehension, Note Making,  
A Handbook of English Grammar – Dr. H.M. Williams and  
Dr. V. Saraswathi ( Anu Chitra Publications)



  
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**PART II - ENGLISH**  
**Second Semester**

**Unit I Prose :**

Textures of English ( Cambridge University Press India Pvt. Limited )

History of Chess	—	Barbara Mack
To Know When to Say, 'It's None of Your Business'	—	Mc Cormick
The India of My Dreams	—	Indira Gandhi
The Second Crucifixion	—	Collins and Lapiere
How to Avoid Argument	—	Sam Horn
Six Thinking Hats	—	Edward Bono

**Unit II Poetry :**

Verse ( Macmillan Publishers India Limited)

Leave this Chanting	—	Tagore
The Stone	—	Gibson
Mending Wall	—	Frost
The Ballad of Father Gilligan	—	W.B. Yeats
Hawk Roosting	—	Hughes
The Listeners	—	De La Mare

**Unit III Biographical sketches**

Portraits in Prose –An Anthology of Biographical Sketches

Ed: S.Jagadisan (Orient Blackswan Private Limited)

Socrates	—	Sir Richard Livingstone
Sir Issac Newton	—	Nathaniel Hawthorne
Leo Tolstoy	—	Ronald Seth
Alexander Fleming	—	Philip Cane
Mother Teresa	—	John Frazer
Martin Luther King	—	R.N.Roy

**Unit IV Grammar**


Grammar Voice, Articles, Prepositions, Reported Speech,  
Conditional sentence,  
Completing the sentences, Common Errors  
Synonym, Antonym, Word class.  
Use in sentences ( Words as different word classes -Text based))

**Unit V**

Functional English Completing a dialogue , Expansion of hints  
Use in sentences ( Words as different word classes -Text based))

A Handbook of English Grammar – Dr. H.M. Williams and  
Dr. V. Saraswathi ( Ananta Publications)



  
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## Part II English

Common for UG/ students who study PART II - English for four semesters  
(i.e. B.A.(English)/ B.Sc.(Mathematics), B.Sc(Computer Science),  
B.Sc (Visual Communication)

### Second Year - Third Semester

#### Unit I – Prose

Classic Assets ( Emerald Publishers)

My Visions for India	–	Abdul Kalam
On Saying Please	–	A. G. Gardiner
The Lady or the Tiger?	–	Frank Stockton
How to be a Doctor	–	Stephen Leacock
The Sporting Spirit	–	George Orwell
The Portrait of a Lady	–	Kushwant Singh

#### Unit II – Drama

Six One Act Plays Ed; Dr. Nafeesa Kaleem –  
(Anu Chitra Publications)

The Dear Departed	–	Stanley Houghton
The Boy Comes Home	–	A. A. Milne
The Discovery	–	Herman Ould
The Shirt	–	Francis Dillon
The Pie and the Tart	–	Hugh Chesterton
Refund	–	Fritz Karinthy

#### Unit III – Fiction

Stevenson – Dr. Jekyll and Mr. Hyde ( Retold by Kennet) – S. Chand & Company Ltd

#### Unit IV – Grammar

Grammar Clauses, Types of sentences, Linkers, Adjectives and Adverbs, Degree of Comparison, Conjunctions and Sentence Linkers  
Gerunds and infinitives,  
Beginning sentences with It  
Completing the sentences  
Synonym, Antonym, Word class  
Use in sentences ( Phrases - Text based)

#### Unit V

Functional English Letter Writing( Informal),\_Report Writing, Diary writing

A Handbook of English Grammar – Dr. H.M. Williams and Dr. V. Saraswathi (Anu Chitra Publications)



  
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**PART II – ENGLISH**  
**SECOND YEAR - Fourth Semester**

(Effective from the academic year 2009 -2010 for the students admitted from 2008 -09)

**Unit I – Prose**

Classic Assets ( Emerald Publishers)

Tree Speaks	–	C. Rajagopalchari
Nehru - Some Memories	–	Arnold Toynbee
Tolerance	–	E.M.Forster
The Lion and the Lamb	–	Leonard Clark
Professions for Women	–	Virginia Woolf
Little Things	–	Samuel Smiles

**Unit II – Drama**

Selected Scenes from Shakespeare's Plays – Book I  
( Emerald Publishers)

Funeral Oration ( Julius Caesar)  
Trial for a Pound of flesh ( The Merchant of Venice)  
He Kills Sleep ( Macbeth)  
Play out a Play( Henry IV Part I)  
Patterns of Love ( As You Like It)

**Unit III – Fiction**

Arthur Conan Doyle – The Hound of the Baskervilles – Abridged by Aanand Kuma Raju  
(Blackie Books)

**Unit IV**

Grammar - Phrasal Verbs-  
Transformation of Sentences Negatives, voice, direct and  
Indirect , Changing clauses into phrases and phrases into  
Clauses, Common Errors Completing the sentences  
Synonym, Antonym, Word class  
Use in sentences ( Idioms - Popular ones only)

**Unit V**

Functional English Letter Writing( Formal), CV, Paragraph Writing  
Use in sentences ( Idioms - Text based)  
A Handbook of English Education – Dr. H.M. Williams and  
Dr. V. Saraswathi ( Higher Education Publications) Rs.52/-



*V. S. Sarathi*

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**SYLLABUS**  
**SOFT SKILL I, II , III**

Common for UG/ students who study

(i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science), B.Sc (Visual Communication), BCA, BBA, B.COM(GEN),(C.A),(C.S))

**SOFT SKILLS –I**

**ESSENTIALS OF LANGUAGE AND COMMUNICATION**

**OBJECTIVES**

We enable students to build a repertoire of functional vocabulary and to move from the lexical level to the syntactic level. we train students to summon words, phrases relevant to the immediate communication tasks. we enable students to comprehend the concept of communication. v teach students the four basic communication skills Listening, Speaking, Reading and Writing.

**UNIT 1:**

Recap of language skills - vocabulary, phrase, clause, sentence.

**UNIT 2:**

Fluency building

**UNIT 3:**

Principles of Communication

**UNIT 4:**

Types of Communication

**UNIT 5:**


LSRW in Communication.

**REFERENCE:**

**WEBSITES :**

1. [www.shg-india.net](http://www.shg-india.net)
2. [www.tnruralbazaar.com](http://www.tnruralbazaar.com)



  
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## SOFT SKILLS – II

### ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS

#### OBJECTIVES:

We train Students to become aware of their thinking style and to enable them to convert thinking into performance. We prepare students to evolve mental models for intra-personal and inter-personal transactions. We make students reflect and improve their use of body language - Posture, Gesture, Facial expression, Tone.

#### UNIT I:

Thinking and Articulation - Cognitive, Affect, critical, creative aspects of articulation.

#### UNIT II:

Acquisition of Oral and Aural Skills.

#### UNIT III:

Communication Boosters - Body language.

#### UNIT IV:

Function of Cultural Codes in Presentation - Etiquette.

#### UNIT V:

Models of Presentation.

#### REFERENCES

#### RECOMMENDED TEXTS:

1. Powell 1998. MacMillan Company
2. Cotton, et al. Market Leader. Longman.
3. Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi.
4. Gardner, Howard. 1993. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.
5. De Bono, Edward. 2000. Six Thinking Hats. 2nd Edition. Penguin Books.



  
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## SOFT SKILL III

### PERSONALITY ENRICHMENT

#### OBJECTIVES

To make students understand the concepts and components of personality, thereby to apply the acquired knowledge to themselves and to march towards excellence in their respective academic careers. 2. To enable students to keep themselves abreast of general knowledge and current information. 3. To bring out creativity and other latent talents with proper goal setting so that self-esteem gets enhanced. 4. To sharpen memory skills and other study skills which are vital for academic excellence. 5. To give training for positive thinking which will keep the students in a good stead at the time of crisis.

#### UNIT I: INTRODUCTION

Definition of Personality Components of Personality - structural and functional aspects. Determinants of Personality- biological, psychological and socio-cultural factors. Assessment of Personality - observation, interview and psychological tests. Misconceptions and Classifications. Need for personality development.

#### UNIT II: SELF-AWARENESS AND SELF MOTIVATION

1. Self analysis through SWOT and Johari window. 2. Elements of motivation. 3. Seven rules of motivation. 4. Techniques and strategies for self motivation. 5. Motivation checklist and Goal setting based on the principle of SMART. 6. Self motivation and life.

#### UNIT III: GENERAL KNOWLEDGE AND CURRENT AFFAIRS

1. Regional, National and International events. 2. Geographical, political and historical facts. 3. Information on sports and other recreational activities. 4. Basic knowledge with regard to health and health promotion.

#### UNIT IV: MEMORY, DECISION MAKING AND STUDY SKILLS

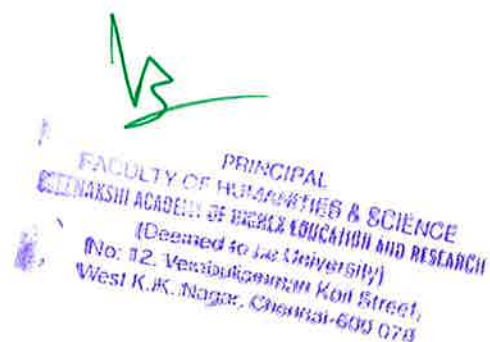
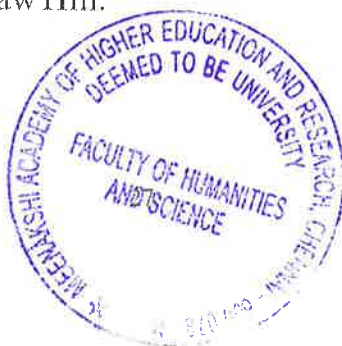
1. Definition and importance of memory. 2. Causes of forgetting. 3. How to forget (thought stopping), how to remember (techniques for improving memory) 4. The technique of passing exams. 5. The rational decision making process. 6. Improving creativity in decision making and components of creativity.

#### UNIT V: POWER OF POSITIVE THINKING

1. Thinking power- seven steps for dealing with doubt. 2. Traits of positive thinkers and high achievers, 3. Goals and techniques for positive thinking. 4. Enhancement of concentration through positive thinking. 5. Practicing a positive life style.

#### REFERENCES

1. Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company. 2. Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House. 3. Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press. Thomas publishing Group Ltd. 4. Lorayne, H. (2004). How to develop a super power memory. Delhi: Konark Press. Thomas publishing Group Ltd. 5. Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata Mc Graw Hill.





**SYLLABUS**  
**SOFT SKILL IV**

Common for UG/ students who study (i.e. B.A.(English)/ B.Sc.(Mathematics), BBA, B.COM(GEN),(C.A),(C.S))

**SOFT SKILL – IV**  
**COMPUTING SKILLS**

**OBJECTIVE:**

The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel, MS Access, Power point etc., at two levels based on their knowledge and exposure. It provides essential skills for the user to get adapted to any work environment, as most of the systems in any6 work place have MS Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching. Pre-requisite : NIL.

**UNIT I:**

Introduction to Computers - Classification of Computers; Role of Computers in society; Inside the Computers - Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming - Overview, need for languages, skills; Networking Basics; Virus; Hacking.

**UNIT II:**

Word Processing - Open, Save and close word document; Editing text - tools, formatting, bullets; Spell Checker; Navigating in word - keyword, Mouse; document formatting - paragraph alignment, indentation, headers and footers, numbering; printing - preview, options.

**UNIT III:**

File Management - Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders - editing, retrieving, deleting, renaming, subfolders - manipulate windows - maximize, minimize; Power point basics - terminology, templates, viewing.

**UNIT IV:**

Spreadsheets - MS Excel - opening, entering text and data, formatting, navigating; Formulas - entering, handling and copying; Charts - creating, formatting and printing, header and footer, centering data, printing.


**UNIT V:**

Networks - Internet Explorer - components; www - working, browsing, searching, saving - Bookmark - favorite, create, delete - Printing a web page; email - creating, receiving, reading and sending messages. Note: Unit II to Unit V needs exposure thru practicals.

**REFERENCES:**

1. Introduction to Computers - Peter Norton, Tata McGrawHill. 2. Microsoft 2003 - Jennifer Ackerman Kettel, Guy HatDavis, Curt S. Tata McGraw-Hill. EXAMINATION:  
1. Internal assessment could be based on theory or practicals. 2. End semester is based on practicals.



  
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**SYLLABUS**  
**III SEMESTER**  
**ENVIRONMENTAL STUDIES**

**Common for UG/ students who study**

**(i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science),B.Sc(Visual Communication) BCA, BBA, B.COM(GEN),(C.A),(C.S))**

**Objective:** This course is designed

1. To enable students understand interrelationships of living organisms and their environments.
2. To enhance the knowledge and attitudes towards environment.
3. To understand the growing concern for conservation of biodiversity, prudent use of natural resources, effects of population and pollution on environment.
4. To create an awareness on the laws and ethics in environmental issues.

**Unit 1 – Introduction & Natural Resources (6 Hours)**

The multi-disciplinary nature of environmental studies – Definition, Scope and importance, Need for public awareness. Natural Resources: Renewable and non – renewable resource Used and over - exploitation of forest, water and food resources

**Unit 2 – Ecosystems (4 Hours)**

Concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – Energy flow in the ecosystem and ecological pyramids

**Unit 3 – Biodiversity and its conservation (6 Hours)**

Introduction – definition: genetic, species and ecosystem diversity – Value of biodiversity – consumptive use, productive use, social, ethical, aesthetic and optional Values – India as a mega – diversity nation – Hot spot of bio-diversity – Threats to bio-diversity, habitat loss, poaching of wildlife, man wildlife conflicts.

**Unit 4 – Environmental Pollution (6 Hours)**


Definition – Causes, effects and control measures of – Air pollution, water pollution, soil pollution – solid waste management – causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution.

**Unit 5 – Social Issues and the Environment (8 Hours)**

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, water shed management – Disaster management floods, earthquake, cyclone and landslides.

Environment ethics – issues and possible solutions – climate change, global warming, nuclear accidents and holocaust.



  
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**SYLLABUS**  
**VALUE EDUCATION - IV**

**Common for UG/ students who study**

(i.e. B.A.(English)/ B.Sc.(Mathematics),B.Sc(Computer Science),  
B.Sc (Visual Communication), BCA, BBA, B.COM (GEN),(C.A),(C.S))

**UNIT-I Introduction**

Value education – Education and institution culture-cultural values. Fivefold moral culture & nonviolence personality development: submission purpose and philosophy of life (perfection).

**UNIT-II Structure in life:**

Physical structure of human body-Five factors to balance in life-Four structure in life-Introspection-Thought process.

**UNIT-III Desire and Anger:**

Moralization of desire-Neutralizations of Anger.


**UNIT-IV Human resource development:**

Eradication of worries-greatness of blessings/friendship-peace-family-peace of mind.

**UNIT-V Laws of nature:**

Unified force-cause and effect system-purity of thought and deed-genetic centre.



  
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**I SEMESTER**  
**ALLIED MATHEMATICS-I**  
**(For B.Sc., Computer Science, BCA)**

**UNIT-I**

Theory of equations -Relation between roots and coefficients – Transformation of equations-Increasing and decreasing the roots of an equation-Reciprocal equation –Horner's method-Newton's method of finding roots.

**UNIT-II**

Matrices: Characteristics roots and characteristic vectors- Properties (Statements only) Cayley Hamilton theorem (Statements only) verification-To find the inverse using the above theorem –Diagonalization of a matrix and using it to find the powers of a matrix.

**UNIT-III**

Trigonometry- Expansions of  $\cos n\phi$ ,  $\sin n\phi$ ,  $\tan n\phi$ , in powers of  $\phi$ - hyperbolic functions- Inverse hyperbolic function- Real and Imaginary parts of  $\sin(\alpha + i\beta)$ ,  $\cos(\alpha + i\beta)$ ,  $\tan^{-1}(\alpha + i\beta)$

**UNIT-IV**

Multiple integrals- Application of double integral- Integral in evaluating area between curves- Evaluation of triple integrals – Jacobian of two and three variables- Beta and Gamma functions-Relation- Evaluation of double and triple integrals using Beta and Gamma functions.

**UNIT-V**

Fourier Series- Definition- Finding Fourier coefficients for a given periodic function with period  $2\pi$  - Odd and Even function- Half Range series.

**Books for Reference:**

1. S. Narayanan and T.K. Manickavachagam Pillai – Ancillary Mathematics, S. Viswanathan Printers, 1986, Chennai.
2. P. Kandasamy and K.Thilagavathi , Allied Mathematics Volume I and II-2004, S.Chand and Co., New Delhi.
3. Ancillary Mathematics Volume I and II by P. Balasubramanian & K.G.Subramanian.



  
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**II SEMESTER**  
**ALLIED- MATHEMATICS-II**  
**(For B.Sc., Computer Science and BCA)**

**UNIT-I**

Differential equation of the form  $(aD^2+bD+C)y = e^{ax} \phi(x)$  where a, b, c are constants,  $\phi(x) = \sin mx$  (or)  $\cos mx$  (or)  $x^m$ . Solution of homogeneous linear differential equations of the form  $(ax^2D^2+bxD+C)y = X$ , where x is a function of x – variation of parameters.

**UNIT II**

Formation of Partial differential equations by eliminating arbitrary constants and arbitrary function – Solutions of standard types of first order equations –  $f(p,q) = 0$ ;  $p(x,p,q) = 0$ ,  $f(y,p,q) = 0$ ,  $f(z,p,q) = 0$ ,  $z = px+qy+f(p,q)$  – Charpit's method (Problem Only) Lagrange method of solving linear partial differential equation  $Pp+Qq+R$ .

**UNIT III**

Vector Calculus – Scalar and Vector point function, Differentiation of Vectors, Differential operators, Directional Derivative, gradient, Divergence and curl.

**UNIT IV**

Integration of Vectors : Line, Surface and Volume Integrals. Theorems of Gauss, Green, Stokes theorems (Statement Only) Verification Simple Problems.


**UNIT V**

Laplace transformation : Definition – Laplace Transform of  $e^{at}$ ,  $\cos at$ ,  $\sin at$ ,  $\cosh at$ ,  $\sinh at$ ,  $t^n$ , n-a Positive integer –  $e^{-at} f(t)$ ,  $tn f(t)$ ,  $f'(t)$ ,  $f''(t)$  – Inverse Laplace Transform – Solving differential equation of second order with constant coefficients using Laplace Transform – Solving simultaneous equations using Laplace Transform.

**Books for Reference :**

1. S. Narayanan and T.K. Manickavasgam Pillai – Ancillary Mathematics, S. Viswanathan Printers, 1986, Chennai.
2. P. Kandasamy and K. Thilagavathi, Allied Mathematics Volume I and Volume II – 2004, S. Chand and Co., New Delhi.
3. Ancillary mathematics Volume 1 and 2 by P. Balasubramanian & K. G. Subramanian.



  
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