

DHANALAKSHMI SRINIVASAN INSTITUTE OF RESEARCH AND TECHNOLOGY

(Deemed to be University under section 3 of UGC Act, 1956.)
PERAMBALUR – 621 212, TAMIL NADU, INDIA.

SCHOOL OF ARTS AND SCIENCE

CURRICULUM AND SYLLABUS

BA ENGLISH

REGULATION 2026

PROGRAMME:

Vision:

To empower critical thinkers and globally competent communicators through immersive, diverse literary and linguistic studies.

Mission:

- To cultivate deep reading proficiency, literary interpretation skills and nuanced cross-cultural text analysis.
- To foster advanced creative writing, elite public speaking, and professional corporate communication competencies.
- To instill empathetic humanistic values, ethical awareness and gender-inclusive social perspectives through literature.
- To introduce foundational digital media writing, content creation mechanics and academic publishing paths.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO	PROGRAM EDUCATIONAL OBJECTIVES
PEO1	Core Knowledge & Design: Graduates will apply language and literary knowledge in diverse academic and professional contexts.
PEO2	Adaptation to New Technologies: Graduates will adapt to emerging communication technologies and global knowledge systems.
PEO3	Technical Excellence & Ethics: Graduates will demonstrate professional competence, ethical values and effective communication.
PEO4	Higher Studies, Start-ups & Contribution: Graduates will pursue higher studies; build freelance writing, corporate publishing or media agencies.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO	PROGRAM SPECIFIC OUTCOMES
PSO1	Core Competency & Solution Design: Apply diverse critical theory lenses and stylistic frameworks to analyze complex socio-cultural literary texts.
PSO2	Modern Tool Usage: Apply modern digital tools and research resources for language and literary analysis.

PROGRAM OUTCOMES (PO's)

PO	PROGRAM OUTCOMES
PO1	Disciplinary Knowledge Demonstrate comprehensive knowledge and understanding of the fundamental concepts, theories, principles, and applications in the chosen discipline and allied fields.
PO2	Critical Thinking and Problem Solving Identify, analyze, and solve complex academic, professional, and societal problems using logical reasoning, analytical skills, and evidence-based approaches.
PO3	Research and Inquiry Apply scientific methods, research techniques, and investigative skills to conduct studies, analyze data, interpret results, and draw meaningful conclusions.
PO4	Creativity and Innovation Develop innovative ideas, creative solutions, and entrepreneurial approaches to address contemporary challenges in academic, professional, and social contexts.
PO5	Digital and Technological Competence Utilize appropriate digital technologies, software tools, and information resources effectively and ethically for learning, research, communication, and problem-solving.
PO6	Environment and Sustainability Understand environmental issues and sustainable development goals and apply this knowledge to promote ecological balance and responsible resource utilization.
PO7	Ethics and Social Responsibility Demonstrate ethical values, integrity, inclusiveness, and social responsibility while contributing positively to society and professional environments.
PO8	Teamwork and Leadership Work effectively as an individual and as a member or leader of diverse and multidisciplinary teams, demonstrating leadership, collaboration, and interpersonal skills.
PO9	Communication Skills Communicate effectively through oral, written, visual, and digital means with diverse audiences in academic, professional, and societal settings.
PO10	Employability and Entrepreneurship Develop professional competencies, managerial abilities, and entrepreneurial skills required for employment, higher education, and self-employment opportunities.
PO11	Lifelong Learning Recognize the need for continuous learning, adaptability, and self-development to meet evolving personal, professional, and societal demands in a dynamic global environment.

SEMESTER-I

Semester	Part	Course Category	Title of the Course	Course Code	L	T	P	Credits	Marks		
									CA T	ESE	Total
I	I	AEC	Tamil/Hindi/French-I	TA26C01/ HA26C01/ FA26C01	3	-	-	3	40	60	100
	II	AEC	English for Professional Communication - I	EN26C01	3	-	-	3	40	60	100
	III	Core	Social History of England - I	UEN26101	3	-	-	3	40	60	100
		Core	History of English Literature-I	UEN26102	3	-	-	3	40	60	100
		Core	British Literature -I	UEN26103	3	1	-	4	40	60	100
		MDC	Multi Disciplinary Course -I		3	-	-	3	40	60	100
	IV	VAC	Human Values	VAC26001	2			2	40	60	100
								21			700

SEMESTER-II

Semester	Part	Course Category	Title of the Course	Course Code	L	T	P	Credits	Marks		
									CA T	ESE	Total
II	I	AEC	Tamil/Hindi/French-II	TA26C02/HA26C02 / FA26C02	3	-	-	3	40	60	100
	II	AEC	English for Professional Communication – II	EN26C02	3	-	-	3	40	60	100
	III	Core	Social History of England - II	UEN26104	3	-	-	3	40	60	100
		Core	History of English Literature - II	UEN26105	3	-	-	3	40	60	100
		Core	British Literature - II	UEN26106	3	1	-	4	40	60	100
		MDC	Multi Disciplinary Course -II	-	3	-	-	3	40	60	100
	IV	VAC	Environmental Studies	VAC26002	2	-	-	2	40	60	100
								21			700

SEMESTER-III

Semester	Part	Course Category	Title of the Course	Course Code	L	T	P	Credits	Marks		
									CAT	ESE	Total
III	I	AEC	Tamil/Hindi/French-III	TA26C03/HA26C03/FA26C03	3	-	-	3	40	60	100
	II	AEC	English for Professional Communication – III	EN26C03	3	-	-	3	40	60	100
	III	Core	Literary Terms and Forms	UEN26107	3	1	-	4	40	60	100
		Core	American Literature – I	UEN26108	3	-	-	3	40	60	100
		MDC	Multi Disciplinary Course - III	-	3	-	-	3	40	60	100
		DEC	Introduction to English Language Teaching	UEN26001	3	-	-	3	40	60	100
			Academic Writing	UEN26002							
			Creative Writing	UEN26003							
		DEC	English for Competitive Examinations	UEN26004	3	-	-	3	40	60	100
			Gothic Literature	UEN26005							
			World Short Stories	UEN26006							
	IV	VAC	Indian Knowledge System	VAC26003	3	-	-	3	40	60	100
								25			800

SEMESTER-IV

Semester	Part	Course Category	Title of the Course	Course Code	L	T	P	Credits	Marks		
									CAT	ESE	Total
IV	I	AEC	Tamil/Hindi/French-IV	TA26C04/HA26C04/FA26C04	3	-	-	3	40	60	100
	II	AEC	English for Professional Communication – IV	EN26C04	3	-	-	3	40	60	100
	III	Core	Indian Literature	UEN26109	3	1	-	4	40	60	100
		Core	American Literature – II	UEN26110	3	-	-	3	40	60	100

		MDC	Multi Disciplinary Course -IV	-	3	-	-	3	40	60	100
		DEC	Literature and Environment	UEN26007	3	1	-	4	40	60	100
			Writing for Digital Media	UEN26008							
			Australian Literature	UEN26009							
		DEC	Twentieth Century British Biographies and Autobiographies	UEN26010	3	-	-	3	40	60	100
			Comparative Literature	UEN26011							
			The World of Jane Austen	UEN26012							
	IV	VAC	Ethics in AI	VAC26004	3	-	-	3	40	60	100
	V	EAA	Extra Academic Activity(NSS,NCC,YRC.....)		1*			1*			
									26		800

SEMESTER-V

Semester	Part	Course Category	Title of the Course	Course Code	L	T	P	Credits	Marks		
									CAT	ESE	Total
V	III	Core	Language and Linguistics	UEN26111	3	1	-	4	40	60	100
		Core	Literary Criticism	UEN26112	3	1	-	4	40	60	100
		Core	Women's Writing in English	UEN26113	3	-	-	3	40	60	100
		DEC	Diasporic Literature	UEN26013	3	-	-	3	40	60	100
			Anti-War Literature	UEN26014							
			Children's Literature	UEN26015							
		SEC	English for Empowerment	UEN26S01	3	-	-	3	40	60	100
			Oral Presentation Skill	UEN26S02	3	1	-	4	40	60	100
	IV	EE	Experiential Elective (Internship)	UENEE01	2	-	-	2	*	*	100
								23			700

SEMESTER-VI

Semester	Part	Course Category	Title of the Course	Course Code	L	T	P	Credits	Marks		
									CAT	ESE	Total
VI	III	Core	Postcolonial Literature	UEN26114	3	-	-	3	40	60	100
		Core	Asian Literature	UEN26115	3	-	-	3	40	60	100
		Core	Project	UEN26116	-	-	12	6	40	60	100
		DEC	Shakespeare: Selected Plays and Sonnets	UEN26016	3	1	-	4	40	60	100
			Canadian Literature	UEN26017							
			Indian Literatures in Translation	UEN26018							
		SEC	Theatre Studies	UEN26S03	3	-	-	3	40	60	100
			Translation Studies	UEN26S04	3	1	-	4	40	60	100
	IV	VAC	Gender Studies	VAC26005	2	-	-	2	40	60	100
								25			700

MDC Offered by the Department

S.No	Title of the Course	Course Code
1.	Digital Communication and New Media	UEN26901
2.	Creative Content and New Media Practices	UEN26902
3.	Foundations of Medical Humanities	UEN26903
4.	Contemporary Issues in Medical Humanities	UEN26904

DEC Offered by the Department

S.No	Title of the Course	Course Code
1.	Introduction to English Language Teaching	UEN26001
2.	Academic Writing	UEN26002
3.	Creative Writing	UEN26003
4.	English for Competitive Examinations	UEN26004
5.	Gothic Literature	UEN26005
6.	World Short Stories	UEN26006
7.	Literature and Environment	UEN26007
8.	Writing for Digital Media	UEN26008
9.	Australian Literature	UEN26009
10.	Twentieth Century British Biographies and Autobiographies	UEN26010
11.	Comparative Literature	UEN26011
12.	The World of Jane Austen	UEN26012
13.	Diasporic Literature	UEN26013
14.	Anti-War Literature	UEN26014
15.	Children's Literature	UEN26015
16.	Shakespeare: Selected Plays and Sonnets	UEN26016
17.	Canadian Literature	UEN26017
18.	Indian Literatures in Translation	UEN26018

Semester-wise Categorization of Courses

COURSE CATEGORY	Semester						No of Courses	Total Credits
	I	II	III	IV	V	VI		
Ability Enhancement Course	2	2	2	2	-	-	8	24
MSC-Core Courses	3	3	2	2	3	3	16	57
MDC–Multi Disciplinary Course	1	1	1	1	-	-	4	12
DEC–Disciplinary Elective Course	-	-	2	2	1	1	6	20
SEC–Skill Enhancement Course	-	-	-	-	2	2	4	14
VAC–Value Added Course	1	1	1	1	-	1	5	12
EE–Experiential Elective	-	-	-	-	1	-	1	2
EAA–Extra Academic Activity	-	-	-	1	-	-	1	
Total Courses Per Semester	7	7	8	8	7	7	44 (Courses)	
Total Credits	21	21	25	26	23	25	141 (Credits)	

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
I	EN26C01	English for Professional Communication– I	AEC	3	-	-	3
Pre-Requisite: Basic proficiency in English		Co- Requisite: Language Laboratory	Progressive Course English for Professional Communication – II				
Course Objectives:							
1. Remember the fundamentals of English grammar, vocabulary, and sentence structure.							
2. Understand reading strategies and their role in comprehension.							
3. Apply listening, speaking, reading, and writing skills in academic and everyday contexts.							
4. Analyze common language errors and improve communication accuracy.							
5. Apply effective communication skills with ethical and professional values.							
Course Outcomes: Students will be able to:							
CO1: Recall grammatical rules and vocabulary required for communication. (K1)							
CO2: Explain reading passages and literary texts using appropriate language. (K2)							
CO3: Apply communication skills in academic and professional situations. (K3)							
CO4: Analyze language use and correct common grammatical errors. (K4)							
CO5: Demonstrate effective written and oral communication with confidence. (K3)							
Unit-I	Basics of English Usage						9 Hrs.
Parts of Speech, Sentence Structure, Identifying Common Errors							
Unit-II	Vocabulary and Reading skills						9 Hrs
Synonyms and Antonyms, Word formation, Skimming and Scanning, Reading Comprehension							
Unit-III	Listening and Speaking Skills						9 Hrs
Listening for information, Pronunciation Practice, Conversational Skills, Self Introduction							
Unit-IV	Writing for Everyday Communication						9 Hrs
Paragraph writing, Letters, e-mails, Note-making							
Unit-V	Language, Literature and Human Values						9 Hrs
P.B. Shelley – “Ozymandias” Langston Hughes– “Mother to Son” Sudha Murthy– “In India, the Worst of Both Worlds” (Excerpt from <i>Wise and Otherwise</i>) Chetan Bhagat– “Of Ducks and Crocodiles” (Column from <i>What Young India Wants</i>)							

Text Book(s):

1. Eastwood, John. *Oxford Guide to English Grammar*. Oxford University Press, 2019.
2. Murphy, Raymond. *English Grammar in Use*. 5th ed., Cambridge University Press, 2019.
3. Swan, Michael. *Practical English Usage*. 5th ed., Oxford University Press, 2016.
4. Board of Editors. *Fluency in English: A Course Book for College Students*. Orient BlackSwan, 2016.
5. Wren, P. C., and H. Martin. *High School English Grammar and Composition*. Revised by N. D. V. Prasada Rao, S. Chand Publishing, 2018.

Reference Book(s):

1. Bhagat, Chetan. *What Young India Wants*. Rupa Publications, 2012.
2. Hughes, Langston. *The Collected Poems of Langston Hughes*. Edited by Arnold Rampersad and David Roessel, Vintage Classics, 1995.
3. Murthy, Sudha. *Wise and Otherwise: A Salute to Life*. Penguin Random House India, 2013.
4. Rogers, Carl, and Richard E. Farson. *Active Listening*. Martino Fine Books, 2015.
5. Shelley, Percy Bysshe. *Selected Poems and Prose*. Dover Publications, 2012.
6. Turton, Nigel D. *ABC of Common Grammatical Errors*. Macmillan Education, 2013.

e Resources:

1. <https://learnenglish.britishcouncil.org/>
2. <https://learnenglishteens.britishcouncil.org/>
3. <https://www.bbc.co.uk/learningenglish>
4. <https://www.vocabulary.com/>
5. <https://owl.purdue.edu/>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
I	EN26C01	English for Professional Communication– I										3		3
Course Outcomes (COs)	Programme Outcomes (POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	3	2	1	1	2	–	2	–	3	2	2	2	1	1.85
CO2	3	3	2	2	2	–	2	2	3	2	2	2	2	2.23
CO3	3	3	2	2	3	–	2	2	3	3	2	2	3	2.31
CO4	2	3	3	2	2	–	2	2	3	2	3	3	2	2.23
CO5	3	3	2	2	3	–	3	3	3	3	3	2	3	2.54
Mean Overall Score	2.8	2.8	2.0	1.8	2.4	-	2.2	1.8	3.0	2.4	2.4	2.2	2.2	2.23

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
I	UEN26101	Social History of England - I	Core	3	-	-	3
Pre-Requisite: Basic proficiency in English language		Co- Requisite: History of English Literature - I	Progressive Course: Social History of England – II				
Course Objectives:							
1. Remember the major historical periods, events, and institutions that shaped English society from the medieval to the modern era.							
2. Understand the social, political, economic, and cultural developments that influenced the evolution of England.							
3. Apply historical knowledge to interpret the social background of English literary texts.							
4. Analyze the relationship between historical events, social change, and the development of English literature and culture.							
5. Evaluate the impact of historical transformations on English society and their relevance to contemporary social and cultural contexts.							
Course Outcomes:							
CO1: Recall the major historical periods, events, institutions, and personalities in the social history of England. (K1)							
CO2: Explain the political, economic, religious, and cultural developments that shaped English society across different historical periods. (K2)							
CO3: Apply knowledge of England's social history to interpret the historical background of English literary texts. (K3)							
CO4: Analyze the impact of historical, political, economic, and cultural changes on English society and literature. (K4)							
CO5: Analyze the relationship between social history and the evolution of English literary and cultural traditions. (K4)							
Unit-I	Early England						9 Hrs.
Prehistoric Britain – Celtic Society – Roman Britain – Anglo-Saxon England – Viking Invasions							
Unit-II	Medieval England						9 Hrs.
Norman Conquest – Feudalism and Manorial System – The Church and Monastic Life – Magna Carta – Growth of Towns, Guilds and Universities							
Unit-III	Tudor Age						9 Hrs.
Renaissance and Humanism – Reformation and The Church of England – Elizabethan Society Overseas Exploration and Trade – Education and Everyday Life							

Unit-IV	Stuart Period	9 Hrs.
James I and Charles I – English Civil War – Commonwealth and Protectorate – Restoration Society – The Glorious Revolution		
Unit-V	Age of Queen Anne	9 Hrs.
Queen Anne and Act of Union – Development of Political Parties – Coffee Houses and Print Culture – Scientific Revolution and Enlightenment – Society and Culture of Stuart Age		

Text Book(s):

1. Ackroyd, Peter. *Foundation: The History of England from Its Earliest Beginnings to the Tudors*. Thomas Dunne Books, 2011.
2. Ackroyd, Peter. *Rebellion: The History of England from James I to the Glorious Revolution*. Thomas Dunne Books, 2015.
3. Briggs, Asa. *A Social History of England*. 4th ed., Penguin Books, 2006.
4. Morgan, Kenneth O. *The Oxford History of Britain*. Rev. ed., Oxford University Press, 2021.
5. Royle, Trevor. *The British Civil War: The Wars of the Three Kingdoms, 1638-1660*. Palgrave Macmillan, 2006.

Reference Book(s):

1. Kishlansky, Mark A. *A Monarchy Transformed: Britain, 1603-1714*. Penguin Books, 2008.
2. Lacey, Robert. *Great Tales from English History*. Vol. 1, Back Bay Books, 2004.
3. Mingay, G. E. *The Social History of England*. Routledge, 2000.
4. Schama, Simon. *A History of Britain: At the Edge of the World? 3000 BC-AD 1603*. BBC Books, 2003.
5. Schama, Simon. *A History of Britain: The British Wars 1603-1776*. BBC Books, 2003.
6. Strong, Roy. *The Story of Britain: From the Romans to the Present*. Pimlico, 2005.
7. Williams, Hywel. *The Penguin Book of English History*. Penguin Books, 2006.

e Resources:

1. <https://www.english-heritage.org.uk>
2. <https://www.historic-uk.com>
3. <https://www.royal.uk>
4. <https://www.britannica.com>
5. <https://www.nationalarchives.gov.uk>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
I	UEN26101	Social History of England– I										3		3
Course Outcome s (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	3	2	1	1	1	2	2	–	2	1	2	3	1	1.62
CO2	3	3	2	2	1	2	2	1	2	2	2	3	2	2.08
CO3	3	3	3	2	2	2	2	1	2	2	2	3	2	2.23
CO4	3	3	3	3	2	2	2	2	2	2	3	3	2	2.46
CO5	3	3	2	3	2	3	3	2	2	2	3	3	2	2.54
Mean Overall Score	3.0	2.8	2.2	2.2	1.6	2.2	2.2	1.2	2.0	1.8	2.4	3.0	1.8	2.19

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
I	UEN26102	History of English Literature – I	Core	3	-	-	3
Pre-Requisite: Basic proficiency in English literature and literary history		Co- Requisite: Social History of England - I		Progressive Course : History of English Literature – II			
Course Objectives:							
1. Remember the major literary periods from Chaucer to the Neoclassical Age.							
2. Understand the historical and cultural background of English literature.							
3. Apply literary terminology while studying representative writers.							
4. Analyze the characteristics of different literary ages and genres.							
5. Apply historical knowledge to interpret literary developments.							
Course Outcomes:							
CO1: Recall important authors, texts, and literary movements. (K1)							
CO2: Explain the features of each literary period. (K2)							
CO3: Apply literary concepts while discussing prescribed texts. (K3)							
CO4: Analyze the evolution of English literature across different ages. (K4)							
CO5: Relate literary developments to their historical and cultural contexts. (K3)							
Unit-I	Age of Chaucer						09 Hrs.
Geoffrey Chaucer Tottel's Miscellany The Development of Drama							
Unit-II	Age of Shakespeare						09 Hrs.
Poetry Drama Prose							
Unit-III	Age of Milton						09 Hrs.
John Milton Other Poets Prose Writers							
Unit-IV	Age of Dryden						09 Hrs.
Verse Prose Drama							

Unit-V	Age of Pope	09 Hrs.
Revival of Classical thoughts Alexander Pope Prose and Prose Fictions		

Text Book(s):

1. Albert, Edward. *History of English Literature*. 5th ed., Oxford University Press, 1979.
2. Daiches, David. *A Critical History of English Literature, Vol. I*. Allied Publishers. 2010.
3. Carter, Ronald & McRae, John. *The Routledge History of Literature in English*. Routledge. 2021.
4. Hudson, William Henry. *An Outline History of English Literature*. Maple Press, 2015.
5. Alexander, Michael. *A History of English Literature*. 3rd ed., Red Globe Press, 2017.

Reference Book(s):

1. Peck, John, and Martin Coyle. *A Brief History of English Literature*. 3rd ed., Bloomsbury Academic, 2013.
2. Sanders, Andrew. *The Short Oxford History of English Literature*. 4th ed., Oxford University Press, 2004.
3. Legouis, Émile, and Louis Cazamian. *A History of English Literature*. Macmillan India, 2017.
4. Ford, Boris, editor. *The New Pelican Guide to English Literature*. Penguin Books, 1982.
5. Evans, Ifor. *A Short History of English Literature*. Penguin Books India, 2013.

e Resources:

1. <http://www.gutenberg.org>
2. <http://www.archive.org>
3. <http://www.poetryfoundation.org>
4. <http://www.bl.uk>
5. <http://shakespeare.mit.edu>

Relationship Matrix for COs, POs and PSOs

Semester	Course code		Title of the course									Hours		Credit
I	UEN26102		History of English Literature - I									3		3
Course Outcomes (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS 11	PSO1	PSO2	
CO1	3	2	1	1	1	—	1	—	2	1	2	3	1	1.46
CO2	3	3	2	2	1	—	2	1	2	2	2	3	2	1.92
CO3	3	3	3	2	2	—	2	1	2	2	2	3	2	2.08
CO4	3	3	3	3	2	—	2	2	2	2	3	3	2	2.31
CO5	3	3	2	2	2	—	2	2	3	2	3	3	2	2.23
Mean Overall Score	3.0	2.8	2.2	2.0	1.6	0.0	1.8	1.2	2.2	1.8	2.4	3.0	1.8	2.16

[illegible]

Text Book(s):

1. Chaucer, Geoffrey. *The Canterbury Tales*. Edited by Jill Mann, Penguin Classics, 2005.
2. Bacon, Francis. *The Essays*. Penguin Classics, 1985.
3. Dryden, John. *Selected Poems*. Edited by Keith Walker, Penguin Classics, 1998.
4. Johnson, Samuel. *Lives of the Most Eminent English Poets*. Oxford University Press, 2009.
5. Marlowe, Christopher. *Doctor Faustus*. Edited by David Bevington and Eric Rasmussen, Oxford University Press, 1998.
6. Milton, John. *Paradise Lost*. Edited by Alastair Fowler, 2nd ed., Routledge, 2007.

Reference Book(s):

1. Abrams, M. H., and Geoffrey Galt Harpham. *A Glossary of Literary Terms*. 11th ed., Cengage Learning, 2015.
2. Albert, Edward. *History of English Literature*. 5th ed., Oxford University Press, 1979.
3. Baldick, Chris. *The Oxford Dictionary of Literary Terms*. 4th ed., Oxford University Press, 2015.
4. Daiches, David. *A Critical History of English Literature*. Vols. 1-2, Allied Publishers, 2010.
5. Hudson, W. H. *An Outline History of English Literature*. Atlantic Publishers, 2008.
6. Peck, John, and Martin Coyle. *A Brief History of English Literature*. 3rd ed., Palgrave Macmillan, 2013.

e Resources:

1. <https://www.bl.uk>
2. <https://www.poetryfoundation.org>
3. <https://www.britannica.com>
4. <https://globalshakespeares.mit.edu>
5. <https://www.folger.edu>
6. <https://www.gutenberg.org>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course											Hours	Credit
I	UEN26103	British Literature - I											4	4
Course Outcomes (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	3	2	1	1	1	–	1	–	2	1	2	3	1	1.46
CO2	3	3	2	2	1	–	2	1	2	2	2	3	2	1.92
CO3	3	3	3	2	2	–	2	2	3	2	2	3	2	2.23
CO4	3	3	3	3	2	–	2	2	3	2	3	3	2	2.38
CO5	3	3	2	3	2	–	2	2	3	2	3	3	2	2.31
Mean Overall Score	3.0	2.8	2.2	2.2	1.6	0.0	1.8	1.4	2.6	1.8	2.4	3.0	1.8	2.22

[illegible]

Unit-V	Culture, Literature and Communication	9 Hrs
Rabindranath Tagore – "Where the Mind is Without Fear" A. K. Ramanujan – "Small-Scale Reflections on a Great House" A G Gardiner – "On Saying Please" E M Forster – "Tolerance"		

Text Book(s):

1. Murphy, Raymond. *English Grammar in Use*. 5th ed., Cambridge University Press, 2019.
2. Seely, John. *Oxford Guide to Effective Writing and Speaking*. Oxford University Press, 2013.
3. Kumar, Sanjay, and Pushp Lata. *Communication Skills*. 2nd ed., Oxford University Press, 2018.
4. Gardiner, A. G. "On Saying Please." *The Best of A. G. Gardiner*, edited by A. S. Collins, Jaico Publishing House, 2157, pp. 45–50.
5. *Selected Poems of Rabindranath Tagore*. Penguin Books India, 2011.
6. *The Collected Poems of A. K. Ramanujan*. Oxford UP, 1995.

Reference Book(s):

1. Anderson, Paul V. *Technical Communication: A Reader-Centered Approach*. 10th ed., Cengage Learning, 2021.
2. Lucas, Stephen E. *The Art of Public Speaking*. 13th ed., McGraw-Hill Education, 2020.
3. Guffey, Mary Ellen, and Dana Loewy. *Essentials of Business Communication*. 15th ed., Cengage Learning, 2023.
4. Lester, James D., and James D. Lester Jr. *Writing Research Papers: A Complete Guide*. 16th ed., Pearson, 2021.
5. Board of Editors. *Fluency in English: A Course Book for Engineering and Technology*. Orient Black Swan, 2016.
6. *Written Communication in English*. Orient Black Swan, 2008.

e Resources:

1. <https://owl.purdue.edu>
2. <https://learnenglish.britishcouncil.org>
3. <https://www.bbc.co.uk/learningenglish>
4. <https://www.toastmasters.org>
5. <https://www.grammarly.com/blog>

Relationship Matrix for COs, POs and PSOs

Semester	Course code		Title of the course									Hours		Credit
I	EN26C02		English for Professional Communication– II									3		3
Course Outcome s (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PS O2	
CO1	3	2	1	1	2	1	2	1	3	2	2	2	2	1.85
CO2	3	3	2	2	2	1	2	2	3	2	2	2	2	2.15
CO3	3	3	2	3	3	1	2	2	3	3	2	2	3	2.46
CO4	3	3	3	3	2	1	2	2	3	2	3	3	2	2.46
CO5	3	3	2	3	3	2	3	2	3	3	3	2	3	2.69
Mean Overall Score	3.0	2.8	2.0	2.4	2.4	1.2	2.2	1.8	3.0	2.4	2.4	2.2	2.4	2.32

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
I	UEN26104	Social History of England - II	Core	3	-	-	3
Pre-Requisite: Pass in Social History of England- I		Co- Requisite: Reading and research of other authors	Progressive Course: History of English Literature - II				
Course Objectives:							
1. Remember the major historical events, social developments, and political changes that shaped modern England.							
2. Understand the impact of industrialization, urbanization, reforms, and imperial expansion on British society.							
3. Apply knowledge of social history to interpret the cultural, literary, and political contexts of modern Britain.							
4. Analyze the relationship between historical transformations and changing social structures in England from the eighteenth century to the contemporary period.							
5. Evaluate the significance of globalization, multiculturalism, and modern identity in shaping contemporary British society.							
Course Outcomes:							
CO1: Recall major historical events, social changes, and developments in modern England from the eighteenth century onwards. (K1)							
CO2: Explain the social, economic, political, and cultural transformations that influenced British society across different periods. (K2)							
CO3: Apply historical perspectives to understand the relationship between British society, culture, and literary developments. (K3)							
CO4: Analyze the impact of industrialization, wars, imperialism, reforms, and globalization on the evolution of modern Britain. (K4)							
CO5: Analyze contemporary British issues such as multiculturalism, media influence, and national identity through a social-historical perspective. (K4)							
Unit-I	The Eighteenth Century						9 Hrs.
Hanoverian England – Agricultural Revolution – Industrial Revolution – Urbanization – Rise of Middle Class							
Unit-II	The Victorian Age						9 Hrs.
Victorian Society – Education Reforms – Public Health and Sanitation – Women Status – Reform Movements – British Empire and Imperialism							

Unit-III	The Twentieth Century England	9 Hrs.
First World War – Interwar Society – Second World War – Welfare States – Decolonization and Immigration		
Unit-IV	Contemporary Britain	9 Hrs.
Higher Education - Cold War – NATO – Multicultural Britain		
Unit-V	Twenty First Century	9 Hrs.
Globalization – Media and Popular Culture – Contemporary British Identity		

Textbook:

1. Ackroyd, Peter. *Foundation: The History of England from Its Earliest Beginnings to the Tudors*. Thomas Dunne Books, 2011.
2. Ackroyd, Peter. *Rebellion: The History of England from James I to the Glorious Revolution*. Thomas Dunne Books, 2015.
3. Briggs, Asa. *A Social History of England*. 4th ed., Penguin Books, 2006.
4. Morgan, Kenneth O. *The Oxford History of Britain*. Rev. ed., Oxford University Press, 2021.
5. Royle, Trevor. *The British Civil War: The Wars of the Three Kingdoms, 1638-1660*. Palgrave Macmillan, 2006.

Reference Book(s):

1. Kish Lansky, Mark A. *A Monarchy Transformed: Britain, 1603-1714*. Penguin Books, 2008.
2. Lacey, Robert. *Great Tales from English History*. Vol. 1, Back Bay Books, 2004.
3. Mingay, G. E. *The Social History of England*. Routledge, 2000.
4. Schama, Simon. *A History of Britain: At the Edge of the World? 3000 BC-AD 1603*. BBC Books, 2003.
5. Schama, Simon. *A History of Britain: The British Wars 1603-1776*. BBC Books, 2003.
6. Strong, Roy. *The Story of Britain: From the Romans to the Present*. Pimlico, 2005.
7. Williams, Hywel. *The Penguin Book of English History*. Penguin Books, 2006.

e Resources:

1. <https://www.english-heritage.org.uk>
2. <https://www.historic-uk.com>
3. <https://www.royal.uk>
4. <https://www.britannica.com>
5. <https://www.nationalarchives.gov.uk>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
I	UEN26104	Social History of England - II										3		3
Course Outcomes (COs)	Programme Outcomes (POs)										Programme Specific Outcomes (PSOs)		Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	3	2	1	1	1	2	2	1	2	1	2	3	1	1.77
CO2	3	3	2	2	2	2	2	1	2	2	2	3	2	2.15
CO3	3	3	3	2	2	2	2	2	2	2	2	3	2	2.31
CO4	3	3	3	3	2	2	2	2	2	2	3	3	2	2.46
CO5	3	3	3	3	2	3	3	2	2	2	3	3	2	2.62
Mean Overall Score	3.0	2.8	2.4	2.2	1.8	2.2	2.2	1.6	2.0	1.8	2.4	3.0	1.8	2.26

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
II	UEN26105	History of English Literature - II	Core	3	-	-	3
Pre-Requisite: Pass in History of English Literature- I		Co- Requisite: Reading and research of other authors		Progressive Course: British Literature - II			
Course Objectives:							
1. Remember the major writers, literary movements, and historical developments from the Age of Johnson to the Postmodern Period.							
2. Understand the relationship between literary texts and their historical, social, and cultural contexts.							
3. Apply literary concepts while studying representative authors and genres.							
4. Analyze the evolution of English literature across different literary periods.							
5. Apply historical and literary knowledge to interpret texts critically.							
Course Outcomes:							
CO1: Recall important authors, texts, and literary movements from the eighteenth century to the contemporary period. (K1)							
CO2: Explain the distinctive characteristics of Romantic, Victorian, Modern, and Postmodern literature. (K2)							
CO3: Apply literary terminology and historical knowledge in textual interpretation. (K3)							
CO4: Analyze literary trends, genres, and socio-cultural influences across periods. (K4)							
CO5: Demonstrate an informed understanding of the development of English literature. (K3)							
Unit-I	Age of Johnson						9 Hrs.
General Prose , Rise of Novel and Verse.							
Unit-II	Age of Wordsworth						9 Hrs.
Early Romantics Later Romantics							
Unit-III	Age of Tennyson						9 Hrs.
Verse, Prose, Novel.							
Unit-IV	Age of Hardy						9 Hrs.
Verse ,Novel, Drama and Rise of Social Problem Plays							
Unit-V	Modern Age						9 Hrs.
Modern Poetry Modern Prose Modern Novels							

Text Book(s):

1. Wroth, Lady Mary. Pamphilia to Amphilanthus and Other Poems. Edited by Josephine A. Roberts, Oxford University Press, 1983.
2. Burton, Robert. The Anatomy of Melancholy. Edited by Holbrook Jackson, New York Review Books, 2151.
3. Marvell, Andrew. The Complete Poems. Edited by Elizabeth Story Donno, Penguin Books, 2155.
4. Herrick, Robert. The Complete Poetry of Robert Herrick. Edited by J. Max Patrick, W. W. Norton, 1968.
5. Johnson, Samuel. Lives of the English Poets. Oxford University Press, 2159.

Reference Book(s):

1. Hunter, J. Paul. Before Novels: The Cultural Contexts of Eighteenth-Century English Fiction. W. W. Norton, 1990.
2. Rogers, Pat. The Augustan Vision. Routledge, 2016.
3. Greenblatt, Stephen, editor. The Norton Anthology of English Literature. Vol. B and C, 11th ed., W. W. Norton, 2018.
4. Baugh, Albert C., and Thomas Cable. A Literary History of England. Routledge, 2013.
5. Daiches, David. A Critical History of English Literature. Vol. 2, Allied Publishers, 2010.

e-Resources

1. <https://www.youtube.com/@YaleCourses>
2. <https://www.youtube.com/@oxforduniversity>
3. <https://www.bbc.co.uk/programmes/b156qykl>
4. <https://nptel.ac.in>
5. <https://www.youtube.com/@crashcourse>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
II	UEN26105	History of English Literature– II										3		3
Course Outcomes (COs)	Programme Outcomes(POs)										Programme Specific Outcomes (PSOs)		Mean Score of COs	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	3	2	1	1	1	1	1	1	2	1	2	3	1	1.54
CO2	3	3	2	2	1	1	2	1	2	2	2	3	2	2.00
CO3	3	3	3	2	2	1	2	2	2	2	2	3	2	2.23
CO4	3	3	3	3	2	1	2	2	2	2	3	3	2	2.38
CO5	3	3	2	3	2	1	2	2	3	2	3	3	2	2.38
Mean Overall Score	3.0	2.8	2.2	2.2	1.6	1.0	1.8	1.6	2.2	1.8	2.4	3.0	1.8	2.11

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
II	UEN26106	British Literature- II	Core	3	1	-	4
Pre-Requisite: A pass in British Literature - I		Co- Requisite: History of English Literature II		Progressive Course Post Modern British Literature in Post Graduation			
Course Objectives:							
1. Remember major American authors, texts, and literary movements of the modern period.							
2. Understand the historical, cultural, and social contexts of modern American literature.							
3. Apply literary concepts to interpret poetry, drama, prose, short stories, and fiction.							
4. Analyze themes, literary techniques, and cultural perspectives in prescribed texts.							
5. Apply critical reading skills to appreciate the diversity of American literature.							
Course Outcomes:							
CO1: Recall major American literary works and authors prescribed in the course. (K1)							
CO2: Explain significant literary themes and movements in twentieth-century American literature. (K2)							
CO3: Apply literary concepts in interpreting prescribed texts. (K3)							
CO4: Analyze literary techniques, characters, and socio-cultural issues presented in the texts. (K4)							
CO5: Demonstrate critical appreciation of modern American literary traditions. (K3)							
Unit-I	Transition Period						12 Hrs.
Thomas Gray – “Elegy Written in a Country Churchyard” William Collins – “Ode to Evening” William Blake – <i>The Marriage of Heaven and Hell</i>							
Unit-II	Early Romantic Period						12 Hrs.
William Wordsworth and S T Coleridge – Preface to <i>Lyrical Ballads</i> Wordsworth – “The Solitary Reaper”, “Daffodils” Coleridge – “The Rime of Ancient Mariner”							
Unit-III	Later Romantic Period						12Hrs.
Lord Byron – “Don Juan” P B Shelley – “Ode to the West Wind” John Keats – “Ode to Psyche” Charles Lamb – “Dream Children: A Reverie”							
Unit-IV	Victorian Period						12 Hrs.
Alfred Tennyson – “Ulysses” Robert Browning – “Andrea del Sarto” Mathew Arnold – “The Study of Poetry” Charles Dickens – <i>A Tale of Two Cities</i>							

Unit-V	Modern Period	12 Hrs.
G M Hopkins – “The Windhover” Oscar Wilde – <i>The Important of Being Earnest</i> Joseph Conrad - <i>Heart of Darkness</i>		

Text Book(s):

1. Arnold, Matthew. *Essays in Criticism and The Study of Poetry*. Oxford University Press, 2008.
2. Blake, William. *The Marriage of Heaven and Hell*. Dover Publications, 2014.
3. Coleridge, Samuel Taylor. *The Rime of the Ancient Mariner and Other Poems*. Dover Publications, 2003.
4. Dickens, Charles. *A Tale of Two Cities*. Oxford University Press, 2008.
5. Keats, John. *Selected Poems*. Penguin Classics, 2007.
6. Lamb, Charles. *Essays of Elia and Other Essays*. Oxford University Press, 2009.
7. Wilde, Oscar. *The Importance of Being Earnest and Other Plays*. Oxford University Press, 2008.

Reference Book(s):

1. Abrams, M. H., and Stephen Greenblatt, editors. *The Norton Anthology of English Literature*. Vol. 2, 11th ed., W. W. Norton & Company, 2018.
2. Carter, Ronald, and John McRae. *The Routledge History of Literature in English: Britain and Ireland*. 3rd ed., Routledge, 2016.
3. Daiches, David. *A Critical History of English Literature*. Vols. 3 and 4, Revised Indian ed., Supernova Publishers, 2010.
4. Sanders, Andrew. *The Short Oxford History of English Literature*. 4th ed., Oxford University Press, 2004.
5. Wolfreys, Julian, et al. *The Edinburgh Introduction to Studying English Literature*. 2nd ed., Edinburgh University Press, 2014.

e Resources:

1. <https://www.poets.org>
2. <https://www.victorianweb.org>
3. <https://romantic-circles.org>
4. <https://www.britannica.com>
5. <https://www.poetryfoundation.org>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
II	UEN26106	British Literature– II										4		4
Course Outcomes (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	3	2	1	1	1	1	1	1	2	1	2	3	1	1.54
CO2	3	3	2	2	1	1	2	1	2	2	2	3	2	2.00
CO3	3	3	3	2	2	1	2	2	3	2	2	3	2	2.31
CO4	3	3	3	3	2	1	2	2	3	2	3	3	2	2.46
CO5	3	3	2	3	2	1	2	2	3	2	3	3	2	2.38
Mean Overall Score	3.0	2.8	2.2	2.2	1.6	1.0	1.8	1.6	2.6	1.8	2.4	3.0	1.8	2.14

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
I	UEN26901	Digital Communication and Emerging Media	MDC	3	-	-	3
Pre-Requisite: Knowledge of new trends in communication.		Co-Requisite: Practicing communication with new media practices	Progressive Course: Creative Content and New Media Practices				
Course Objectives:							
1. Remember the concepts and forms of digital communication.							
2. Understand the role of social media and emerging media platforms.							
3. Apply digital tools for content creation and communication.							
4. Analyze media messages, misinformation, and ethical issues in digital spaces.							
5. Apply responsible digital citizenship in personal and professional contexts.							
Course Outcomes:							
CO1: Recall the principles of digital communication and media literacy. (K1)							
CO2: Explain the uses of emerging media and AI in communication. (K2)							
CO3: Apply digital communication skills for academic and professional purposes. (K3)							
CO4: Analyze digital content for credibility, ethics, and social impact. (K4)							
CO5: Practice responsible and ethical digital communication. (K3)							
Unit-I	Introduction to Digital Communication						9 Hrs.
Communication in the Digital Age - Print Media to Digital Media - Characteristics of Digital Communication -Digital Platforms and Their Uses - Impact of Digital Media on Society and Education.							
Unit-II	Social Media and Online Communication						9 Hrs.
Social Media: Meaning and Types - Communication through Facebook, Instagram, X, YouTube and LinkedIn - Digital Etiquette (Netiquette) - Personal and Professional Communication Online - Building a Positive Digital Identity.							
Unit-III	Digital Content Creation						9 Hrs.
Basics of Content Writing - Writing for Blogs and Websites - Script Writing for Podcasts and Short Videos - Visual Communication: Images, Infographics and Memes - Digital Storytelling.							
Unit-IV	New Media and Artificial Intelligence						9 Hrs.
Introduction to New Media - Artificial Intelligence: Meaning and Everyday Applications - AI Tools for Writing, Learning and Communication - Chatbots and Virtual Assistants - Opportunities and Challenges of AI in Communication							
Unit-V	Media Literacy and Digital Ethics						9 Hrs.
Media Literacy: Understanding and Evaluating Information - Fake News and Misinformation - Cyber Safety and Privacy - Copyright and Plagiarism - Responsible Digital Citizenship							

Text Book(s):

1. Creeber, Glen, and Royston Martin, editors. *Digital Communication*. Routledge, 2015.
2. Lipschultz, Jeremy Harris. *Social Media Communication: Concepts, Practices, Data, Law and Ethics*. 3rd ed., Routledge, 2021.
3. Miller, Vincent. *Understanding Digital Culture*. 2nd ed., SAGE Publications, 2020.
4. Schaefer, Mark W. *The Content Code: Six Essential Strategies for Igniting Your Content, Your Marketing, and Your Business*. McGraw-Hill Education, 2015.
5. Ward, Stephen J. A. *Digital Media Ethics*. Polity Press, 2019.

Reference Book(s):

1. Mandiberg, Michael, editor. *The Social Media Reader*. New York UP, 2012.
2. Mitchell, Melanie. *Artificial Intelligence: A Guide for Thinking Humans*. Farrar, Straus and Giroux, 2019.
3. Cannell, Sean, and Benji Travis. *YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer*. HarperCollins Leadership, 2018.
4. Ribble, Mike. *Digital Citizenship in Schools*. 3rd ed., International Society for Technology in Education, 2015.
5. Taulli, Tom. *Artificial Intelligence Basics: A Non-Technical Introduction*. Apress, 2019.

e Resources:

1. "Learn Digital with Google." Google Digital Garage, <https://learndigital.withgoogle.com/digitalgarage>
2. "Teaching Digital Citizenship." Common Sense Education, <https://www.commonsense.org/education>. Accessed 3 July 2026.
3. "Canva Design School." Canva, <https://www.canva.com/designschool/>. Accessed 3 July 2026.
4. "International Fact-Checking Network." Poynter Institute, <https://www.poynter.org/ifcn/>. Accessed 3 July 2026.
5. "Cyber Swachhta Kendra." Government of India, <https://www.csk.gov.in/>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
I	UEN26901	Digital Communication and Emerging Media										3		3
Course Outcomes (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	
CO1	2	2	1	2	3	1	2	1	3	2	2	2	3	2.00
CO2	2	3	2	2	3	1	2	2	3	2	2	2	3	2.23
CO3	2	3	3	3	3	1	2	2	3	3	2	2	3	2.46
CO4	2	3	3	3	3	2	3	2	3	2	3	3	3	2.69
CO5	2	3	2	3	3	2	3	2	3	3	3	2	3	2.62
Mean Overall Score	2.0	2.8	2.2	2.6	3.0	1.4	2.4	1.8	3.0	2.4	2.4	2.2	3.0	2.40

Sem	Course Code	Title of the Course	Course Category	L	T	P	Credits
II	UEN26902	Creative Content and New Media Practices	MDC	3	-	-	3
Pre-Requisite: Basic computer proficiency		Co-Requisite: Practical usage of Digital Communication and New Media	Progressive Course: Film Studies in Post Graduation				
Course Objectives:							
1. Remember the concepts, tools, and techniques of creative content development and new media.							
2. Understand the principles of digital writing, storytelling, multimedia communication, and audience engagement.							
3. Apply creative writing and multimedia production skills for digital platforms.							
4. Analyze digital media content for effectiveness, ethics, and audience impact.							
5. Apply responsible media practices in content creation and digital communication.							
Course Outcomes:							
CO1: Recall the concepts and applications of creative content and new media. (K1)							
CO2: Explain the principles of digital storytelling, branding, and audience engagement. (K2)							
CO3: Apply creative writing, multimedia, and communication skills to produce digital content. (K3)							
CO4: Analyze digital media strategies, ethical issues, and emerging trends in content creation. (K4)							
CO5: Demonstrate professional competence in creating ethical and engaging digital content. (K3)							
Unit I	Introduction to Creative Content and New Media						9 Hrs
Concept and scope of creative content - Evolution of new media - Characteristics of digital media – Media literacy and communication- Trends in content creation							
Unit II	Writing for Digital Platforms						9 Hrs
Principles of creative writing - Blog writing and article writing - Social media content and captions – Copywriting and advertising content - Storytelling techniques for digital audiences							
Unit-III	Multimedia Content Creation						9 Hrs.
Visual communication and design principles - Photography and video content basics - Podcasting and audio storytelling - Infographics and digital presentations - Content management and tools							
Unit-IV	Social Media and Audience Engagement						9 Hrs.
Social media platforms and strategies - Branding and influencer culture - Audience analysis and engagement - Ethics and digital citizenship - Cyber security and media Ethics							
Unit-V	Contemporary Trends and Career Opportunities						9 Hrs.
Artificial Intelligence and content creation - Content marketing and digital campaigns - OTT platforms and new media industries - Entrepreneurship in digital media - Career opportunities in creative industries							

Text Book(s):

1. Briggs, Asa, and Peter Burke. *A Social History of the Media: From Gutenberg to the Internet and Beyond*. 3rd ed., Polity Press, 2023.
2. Handley, Ann. *Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content*. 2nd ed., Wiley, 2022.
3. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. *Marketing 5.0: Technology for Humanity*. Wiley, 2021.
4. Miller, Katherine. *Organizational Communication: Approaches and Processes*. 8th ed., Cengage Learning, 2020.
5. Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. 5th ed., Kogan Page, 2020.

Reference Book(s):

1. Jenkins, Henry, Sam Ford, and Joshua Green. *Spreadable Media: Creating Value and Meaning in a Networked Culture*. Updated ed., New York University Press, 2020.
2. Li, Charlene. *The Disruption Mindset: Why Some Organizations Transform While Others Fail*. Ideapress Publishing, 2019.
3. Safko, Lon. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. 4th ed., Wiley, 2021.
4. Tuten, Tracy L., and Michael R. Solomon. *Social Media Marketing*. 4th ed., Sage Publications, 2021.
5. Zarrella, Dan. *The Social Media Marketing Book*. 2nd ed., O'Reilly Media, 2020.
6. Cunningham, Stuart, and David Craig. *Social Media Entertainment: The New Intersection of Hollywood and Silicon Valley*. New York University Press, 2019.

e Resources:

1. <https://blog.hubspot.com>
2. <https://www.mozilla.org/en-US/internet-health>
3. <https://openai.com>
4. <https://www.coursera.org>
5. <https://creators.youtube.com>

Relationship Matrix for COs, POs and PSOs

Semester	Course code	Title of the course										Hours		Credit
II	UEN26902	Creative Content and New Media Practices										3		3
Course Outcomes (COs)	Programme Outcomes(POs)											Programme Specific Outcomes (PSOs)		Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO1	PSO2	
CO1	2	2	1	2	3	1	2	1	3	2	2	2	3	2.00
CO2	2	3	2	2	3	1	2	2	3	2	2	2	3	2.23
CO3	2	3	3	3	3	1	2	2	3	3	2	2	3	2.46
CO4	2	3	3	3	3	2	3	2	3	2	3	3	3	2.69
CO5	2	3	2	3	3	2	3	2	3	3	3	2	3	2.62
Mean Overall Score	2.0	2.8	2.2	2.6	3.0	1.4	2.4	1.8	3.0	2.4	2.4	2.2	3.0	2.40