

DEPARTMENT OF COMMUNICATIVE ENGLISH

SEMESTER 1

DSC 1: 4 CREDITS- Th-3+1Tu)

READING AND WRITING COMPETENCE

**CO1: Identifying patterns of grammatical usage:** This includes identifying the functions of parts of speech, figures of speech, sentence construction, and so on.

**CO2: Engaging in reading to absorb knowledge and expressing through writing:** Learning to read critically and using the information to express oneself.

**CO3: Learning to process and retain information effectively:** Reading for specific information, being able to conduct situational conversations and learning fluency are the key aspects.

**CO3: Building up a repository of good vocabulary:** Learning important words for clarity and accuracy of information is taught in the course.

**CO4: Interpretation of different type of texts:** Learning to analyse texts based on genre, purpose and essence is part of critical reading.

**CO5: Using effective reading and writing strategies:** Students are familiarised with unity and coherence. It enhances their thinking skills as well as their ability for in-depth evaluation and expression.

COURSE OUTCOME-PROGRAMME OUTCOME MAPPING MATRIX

|                              | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|------------------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code:<br><b>DSC 1</b> | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
|                              |                         |                   |            |                      |                               |                                  |                                    |                                    |  |                                |  |  |  |
| CO1                          | M                       | H                 | H          | H                    | M                             | M                                | M                                  | L                                  | H  | M                              | M  | L  | L  |
| CO2                          | M                       | H                 | H          | H                    | M                             | M                                | M                                  | L                                  | H  | M                              | M  | L  | L  |
| CO3                          | M                       | H                 | H          | H                    | M                             | M                                | M                                  | L                                  | H  | M                              | M  | L  | L  |
| CO4                          | M                       | H                 | H          | H                    | M                             | M                                | M                                  | L                                  | H  | M                              | M  | L  | L  |
| CO5                          | M                       | H                 | H          | H                    | M                             | M                                | M                                  | L                                  | H  | M                              | M  | L  | L  |

|             |      |   |
|-------------|------|---|
| Co-relation | HIGH | H |
|-------------|------|---|

|     |                    |
|-----|--------------------|
| PO: | PROGRAMME OUTCOMES |
|-----|--------------------|



|     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | M | M | M | H | M | H | M | L | M | H | M | M | L |
| CO2 | M | M | M | H | M | H | M | L | M | H | M | M | L |
| CO3 | M | M | M | H | M | H | M | L | M | H | M | M | L |
| CO4 | M | M | M | H | M | H | M | L | M | H | M | M | L |
| CO5 | M | M | M | H | M | H | M | L | M | H | M | M | L |

SEMESTER—3

DSC—3 (4 CREDITS – TH 3+1TU)

INTRODUCTION TO ENGLISH PHONETICS AND PHONOLOGY

- CO1: Understand, analyse and describe speech sounds:** It is important to learn the various types of speech sounds.
- CO2: Transcribing sounds using the International Phonetic Alphabet:** Students learn how to transcribe words with speech sounds.
- CO3: Application to language-learning:** Students will understand how phonetics and phonological knowledge can be applied to improve pronunciation and comprehension in learning English.
- CO4: Introduction to theoretical frameworks:** Students are introduced to the various theoretical aspects of phonology.
- CO5: Critical thinking and Problem-solving:** Students will develop skills in analysing data and solving problems related to speech sounds and sound systems.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1                               | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|------------------------------------|--------------------------------|--|--|--|
| Course Code: DSC3 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, | Using communication strategies | Creative conceptualisation and management of media | Innovative thinking, employability, marketing analysis and | Research, writing and multicultural perspectives |

|     |   |   |   |   |   |   |   |   |  |   |                                  |                            |   |
|-----|---|---|---|---|---|---|---|---|--|---|----------------------------------|----------------------------|---|
|     |   |   |   |   |   |   |   |   | speaking,<br>writing<br>and<br>reading |   | literacy, projects<br>and ethics | opportunity<br>recognition |   |
| CO1 | M | M | L | H | M | M | M | M | M                                      | H | H                                | M                          | M |
| CO2 | M | M | L | H | M | M | M | M | M                                      | H | H                                | M                          | M |
| CO3 | M | M | L | H | M | M | M | M | M                                      | H | H                                | M                          | M |
| CO4 | M | M | L | H | M | M | M | M | M                                      | H | H                                | M                          | M |
| CO5 | M | M | L | H | M | M | M | M | M                                      | H | H                                | M                          | M |

DSC 4(4 CREDITS- Th-3+1Tu)

INTRODUCTION TO LANGUAGE IN SOCIETY

**CO1: Understanding the link between language and society:** This includes understanding the connection between languages and social factors such as age, gender, social class, economic groups, ethnicity, etc.

**CO2: Understanding the core aspects of linguistics:** This includes a basic but detailed understanding of language variation, language change, dialects, pidgins, creoles, etc.

**CO3: Analysing language usage in social settings:** Students learn to identify the factors that influence language choices.

**CO4: Critically evaluate sociolinguistic research:** This includes understanding the theoretical and methodological aspects of sociolinguistics.

**CO5: Develop communication skills and apply practical knowledge to real-life situations:** Students learn to present arguments and analysing language data.

|                   |                         |                   |            |                      |                               |                                  |                                    |                                    |  |                                |  |  |  |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
| Course Code: DSC4 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
|                   |                         |                   |            |                      |                               |                                  |                                    |                                    |  |                                |  |  |  |
| CO1               | M                       | H                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | H  | L  | H  |
| CO2               | M                       | H                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | H  | L  | H  |
| CO3               | M                       | H                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | H  | L  | H  |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO4 | M | H | M | H | M | H | M | M | H | H | H | L | H |
| CO5 | M | H | M | H | M | H | M | M | H | H | H | L | H |

SEMESESTER-- 4 DSC 5

(4 CREDITS- Th-3+1P)

LISTENING AND SPEAKING COMPETENCE

**CO1: Improved comprehension, clear articulation and effective communication:** This course teaches fluency, proper articulation and promptness of speech in social settings. This also includes proper comprehension and expression.

**CO2: Development of critical thinking skills:** Listening and speaking activities can help students develop their ability to analyse information and express their arguments effectively.

**CO3: Developing confidence: Students should feel comfortable expressing themselves:** For that, just developing confidence is not enough, knowledge is most important.

**CO4: Collaborating effectively:** Participating in group discussions and activities require strong listening and speaking skills.

**CO5: Adapting to different communication styles:** Students should be able to adapt to different ways of speaking based on setting, purpose and context.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC5 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
|                   |                         |                   |            |                      |                               |                                  |                                    |                                    |  |                                |  |  |  |
| CO1               | H                       | M                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | M  | H  | M  |
| CO2               | H                       | M                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | M  | H  | M  |
| CO3               | H                       | M                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | M  | H  | M  |
| CO4               | H                       | M                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | M  | H  | M  |
| CO5               | H                       | M                 | M          | H                    | M                             | H                                | M                                  | M                                  | H  | H                              | M  | H  | M  |

DSC 6

(4 CREDITS- Th-3+1Tu)

INTRODUCTION TO COMMUNICATION THEORY

**CO1: Categorising various types of communications:** Students should be able to differentiate between different types of communication.

**CO2: Analysing models of communication:** Students should be able to describe and evaluate various models of communication and their applications.

**CO3: Analyse human communication patterns:** Students can analyse theories for application to self, mass media and other organisations for information and insight.

**CO4: Understanding inter-personal relationships and developing communication skills:** Students also learn relationship building and ways to effectively influence readers/speakers/listeners.

**CO5: Demonstrate ability to communicate professionally:** Enhance communication skills and use it in professional presentations.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC6 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1               | H                       | H                 | M          | H                    | M                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO2               | H                       | H                 | M          | H                    | M                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO3               | H                       | H                 | M          | H                    | M                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO4               | H                       | H                 | M          | H                    | M                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO5               | H                       | H                 | M          | H                    | M                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |

DSC 7

(4 CREDITS- Th-3+1P)

FUNDAMENTALS OF ENGLISH LANGUAGE TEACHING

**CO1: Grasping teaching techniques:** Teaching LSWR (Listening, Speaking, writing, Reading) to students is taught. Patterns vary depending on age-group of students.

**CO2: Developing communication skills:** It is very important to communicate effectively and develop immense patience to deal with all kinds of learners.

**CO3: Learning teaching methodologies:** Students will learn different approaches and methodologies to English-language teaching.

**CO4: Curriculum and Assessment:** Since this course also has a 15-day internship period, students will gain firsthand knowledge of teaching the prescribed curriculum of schools and learn methods of assessment and evaluation.

**CO5: Classroom management, lesson planning and direct feedback:** As part of the internship, students learn how to plan lectures, how to handle students of different attention-span and cognitive-capacity levels. They also get immediate feedback after their demo classes.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC7 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1               | H                       | M                 | H          | H                    | H                             | H                                | H                                  | M                                  | H  | H                              | L  | M  | M  |
| CO2               | H                       | M                 | H          | H                    | H                             | H                                | H                                  | M                                  | H  | H                              | L  | M  | M  |
| CO3               | H                       | M                 | H          | H                    | H                             | H                                | H                                  | M                                  | H  | H                              | L  | M  | M  |
| CO4               | H                       | M                 | H          | H                    | H                             | H                                | H                                  | M                                  | H  | H                              | L  | M  | M  |
| CO5               | H                       | M                 | H          | H                    | H                             | H                                | H                                  | M                                  | H  | H                              | L  | M  | M  |

DSC 8

(4 CREDITS- Th-3+1Tu)

CREATIVE WRITING

- CO1: Developing creative and technical skills:** developing the skills required to conceive and execute one’s own original writing without plagiarising.
- CO2: Demonstrate awareness of language and style on both artistic and technical/academic levels:** Students should be aware f and sensitive to the accuracy of writing techniques, patterns and styles. They should also develop a personalised voice.
- CO3: Study and practice:** It is very important for students to develop pedagogical skills for writing and engaging in both writing and teaching/discussing/collaborating.
- CO4: Ethical conduct:** If you can’t write, do something else instead, simple as that. Students should be true to their limitations and not try to claim AI-generated creative content as their own. Ethics and honesty, above all!!
- CO5: Demonstrate proficient use of genre elements:** Students should know all the conventions and patterns for honestly producing a complete piece of work (novel, poem, short stories, etc.)

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC8 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1               | H                       | H                 | H          | H                    | H                             | H                                | M                                  | M                                  | H  | H                              | M  | L  | M  |

|     |   |   |  |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|--|---|---|---|---|---|---|---|---|---|---|
| CO2 | H | H |  | H | H | H | M | M | H | H | M | L | M |
| CO3 | H | H |  | H | H | H | M | M | H | H | M | L | M |
| CO4 | H | H |  | H | H | H | M | M | H | H | M | L | M |
| CO5 | H | H |  | H | H | H | M | M | H | H | M | L | M |

SEMESTER 5

DSC 9

(4 CREDITS- Th-3+1Tu)

MASS MEDIA: HISTORY, CONTEMPORARY DEVELOPMENTS AND IMPACT

**CO1: Understanding communication processes and media functions:** Students learn about the core concepts of communication, processes types and barriers.

**CO2: Understanding the evolution of media:** Students understand the historical development of different forms of media and analyse the role of media in society.

**CO3: Understanding media theories, functions and roles:** Students analyse the core functions based on different types of media alongside media theories.

**CO4: Media production:** Students learn the hands-on aspects of media like scriptwriting, ideating, storyboards, anchoring, etc.

**CO5: Critical analysis and evaluation:** Students learn to critically analyse media content.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: Dsc9 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1               | M                       | H                 | H          | H                    | H                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO2               | M                       | H                 | H          | H                    | H                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO3               | M                       | H                 | H          | H                    | H                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO4               | M                       | H                 | H          | H                    | H                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |
| CO5               | M                       | H                 | H          | H                    | H                             | M                                | M                                  | M                                  | H  | H                              | H  | H  | H  |

DSC 10



(4 CREDITS- Th-3+1Tu)

NEWSPAPER REPORT AND FEATURE WRITING

**CO1: Understanding how to write newspaper reports:** The reporting style will vary based on relevance, story-value and news type.

**CO2: Understanding the process of gathering and assimilating information:** Students learn how to gather and use facts and information for articles.

**CO3: Understanding feature writing:** Students the types of feature-writing and the different purposes.

**CO4: Learning writing captions:** Students learn how to write captions for photographs in newspapers, magazines and digital portals.

**CO5: Photo-journalism:** Students learn about the importance of photography in journalism.

|                    | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|--------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC10 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1                | M                       | M                 | H          | H                    | H                             | H                                | H                                  | H                                  | H  | H                              | H  | H  | H  |
| CO2                | M                       | M                 | H          | H                    | H                             | H                                | H                                  | H                                  | H  | H                              | H  | H  | H  |
| CO3                | M                       | M                 | H          | H                    | H                             | H                                | H                                  | H                                  | H  | H                              | H  | H  | H  |
| CO4                | M                       | M                 | H          | H                    | H                             | H                                | H                                  | H                                  | H  | H                              | H  | H  | H  |
| CO5                | M                       | M                 | H          | H                    | H                             | H                                | H                                  | H                                  | H  | H                              | H  | H  | H  |

DSC 11

(4 CREDITS- Th-3+1Tu)

PUBLIC RELATIONS AND ADVERTISING

**CO1: Understanding the Fundamentals:** Students will gain a solid understanding of core concepts, principles and theories.

**CO2: Industry knowledge:** Students should learn about the structure and workings of advertising agencies and PR firms.

**CO3: Campaign planning and execution:** Students will gain hands-on experience in planning, creating and implementing PR and advertising campaigns.

**CO4: Digital media and inter-personal skill proficiency:** They will become skilled in using PR tools, digital tools as well as learn to build professional relations.

**CO5: Research and Analysis:** Students will develop skills in conducting market surveys, research, analysing data and evaluating the effectiveness of PR goals.

|                    | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|--------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC11 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1                | L                       | M                 | M          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |
| CO2                | L                       | M                 | M          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |
| CO3                | L                       | M                 | M          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |
| CO4                | L                       | M                 | M          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |
| CO5                | L                       | M                 | M          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |

**DSC 12**

**(4 CREDITS- Th-3+1Tu)**

## SCRIPT WRITING FOR RADIO AND TELEVISION

**CO1: News Values and Ethics:** Students will gain an understanding of news values, ethical considerations, and the importance of accuracy in reporting.

**CO2: Persuasive Writing:** They will learn to write effective commercials and announcements that persuade and motivate audiences.

**CO3: Audience Awareness:** Students will develop an understanding of how to tailor their writing to different audience demographics and preferences.

**CO4: Research and Interviewing:** Students will develop skills in researching information and conducting interviews to gather accurate content for their scripts.

**CO5: Editing and Rewriting:** They will learn to edit and rewrite their scripts for accuracy, clarity, and brevity.

[illegible]

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO3 | M | M | H | H | H | H | H | H | H | H | M | H | M |
| CO4 | M | M | H | H | H | H | H | H | H | H | M | H | M |
| CO5 | M | M | H | H | H | H | H | H | H | H | M | H | M |

SEMESTER 6

DSC 13 (4 CREDITS- Th-3+1P)

SOFT SKILLS

**CO1: Clearer Communication:** Soft skills training helps individuals express themselves more effectively, both verbally and non-verbally, leading to better understanding and fewer misunderstandings.

**CO2: Delegation and Feedback:** Soft skills training equips individuals with the skills to effectively delegate tasks and provide constructive feedback.

**CO3: Adaptability to Change:** Soft skills training helps individuals become more adaptable to change and uncertainty, enabling them to navigate transitions more effectively.

**CO4: Resilience:** Training equips individuals with the skills to bounce back from setbacks and maintain a positive attitude during challenging times.

**CO5: Conduct effective business correspondence and prepare business reports:** Students learn to prepare business reports which produce results. They become self-confident individuals by mastering interpersonal skills, team management skills, and leadership skills.

|                    |                         |                   |            |                      |                               |                                  |                                    |                                    |  |                                |  |  |  |
|--------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
|                    | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
| Course Code: DSC13 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1                | H                       | H                 | H          | H                    | H                             | M                                | H                                  | M                                  | H  | H                              | M  | H  | M  |
| CO2                | H                       | H                 | H          | H                    | H                             | M                                | H                                  | M                                  | H  | H                              | M  | H  | M  |
| CO3                | H                       | H                 | H          | H                    | H                             | M                                | H                                  | M                                  | H  | H                              | M  | H  | M  |
| CO4                | H                       | H                 | H          | H                    | H                             | M                                | H                                  | M                                  | H  | H                              | M  | H  | M  |
| CO5                | H                       | H                 | H          | H                    | H                             | M                                | H                                  | M                                  | H  | H                              | M  | H  | M  |

DSC 14

(4 CREDITS- Th-3+1Tu)

INTRODUCTION TO LANGUAGE ONLINE

**CO1: Enhanced Digital Literacy:** Students will be able to critically evaluate information found online, understand the nuances of digital communication, and utilize digital tools effectively for language learning.

**CO2: Bridging Communication Gaps:** Students will learn to navigate the potential for miscommunication between different generations due to differing language styles and understand the importance of adapting communication styles for different audiences.

**CO3: Discussions on digital ethics:** Students could participate in discussions about the ethical considerations of using digital language, including issues of privacy, cultural appropriation, and misinformation.

**CO4: Using language learning apps and platforms:** Students can use language learning apps and online platforms that incorporate interactive exercises, gamification, and personalized learning paths to enhance their language skills.

|                    | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|--------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC14 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1                | L                       | M                 | H          | H                    | M                             | H                                | H                                  | M                                  | M  | H                              | M  | H  | L  |
| CO2                | L                       | M                 | H          | H                    | M                             | H                                | H                                  | M                                  | M  | H                              | M  | H  | L  |
| CO3                | L                       | M                 | H          | H                    | M                             | H                                | H                                  | M                                  | M  | H                              | M  | H  | L  |
| CO4                | L                       | M                 | H          | H                    | M                             | H                                | H                                  | M                                  | M  | H                              | M  | H  | L  |

DSC 15

(4 CREDITS- Th-3+1P)

TECHNICAL PROJECT AND REPORT WRITING

**CO1: Organize material:** Materials are to be organised in a professional, logical, and aesthetically pleasing format using concise, clear language.

**CO2: Analyse technical writing:** Students can evaluate and assess documentation and make improvements in form, content, and readability.

|                    | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|--------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: DSC15 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1                | M                       | H                 | M          | H                    | H                             | H                                | M                                  | M                                  | H  | H                              | M  | M  | M  |
| CO2                | M                       | H                 | M          | H                    | H                             | H                                | M                                  | M                                  | H  | H                              | M  | M  | M  |

SEC Papers

**SEC1: FOR SEMESTER 1**

## WRITING FOR BUSINESS COMMUNICATION

**CO1: Identify the purpose and write effectively:** Students will learn to inform, respond or persuade using the correct means of business communication.

**CO2: Write in a more clear, concise and organised manner:** Students should follow context and express with precision.

**CO3: Understand how to edit and proofread:** In order to produce more focused, polished and effective business documents, students should be well-equipped.

**CO4: Convey accurate and relevant information:** The primary goal of business writing is to convey valuable information. Inaccurate or irrelevant content affects the purpose of the document.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: SEC1 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1               | M                       | M                 | M          | H                    | H                             | H                                | M                                  | L                                  | H  | H                              | L  | H  | L  |
| CO2               | M                       | M                 | M          | H                    | H                             | H                                | M                                  | L                                  | H  | H                              | L  | H  | L  |
| CO3               | M                       | M                 | M          | H                    | H                             | H                                | M                                  | L                                  | H  | H                              | L  | H  | L  |
| CO4               | M                       | M                 | M          | H                    | H                             | H                                | M                                  | L                                  | H  | H                              | L  | H  | L  |

**SEC 2: FOR SEMESTER 2**

## TRAVEL WRITING

**CO1: Awareness of different types of tours and travels:** Students are acquainted with the basics of tourism.

**CO2: Reflect on the ideological and ethical issues involved in the representation of other cultures and people:** Students develop a sensitive awareness of global cultures.

**CO3: Incorporate their critical awareness of the genre of travel writing:** Students develop their own flair for writing about travel experiences and include it into their own creative practice.

[illegible]

SEC 3:  
FOR SEMESTER 3

ENTREPRENEURIAL THINKING

- CO1: Entrepreneurial Mindset:** Cultivating a mindset characterized by creativity, risk-taking, resilience, and a proactive approach to problem-solving.
- CO2: Opportunity Recognition:** Identifying and evaluating potential business opportunities.
- CO3: Financial Management:** Understanding basic financial principles and making informed financial decisions.

|                   | PO1                     | PO2               | PO3        | PO4                  | PO5                           | PO6                              | PO7                                | PO8                                | PSO1   | PSO2                           | PSO3   | PSO4   | PSO5   |
|-------------------|-------------------------|-------------------|------------|----------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|--|--------------------------------|--|--|--|
| Course Code: SEC3 | Complex problem-solving | Critical thinking | Creativity | Communication Skills | Analytical reasoning/thinking | Digital and technological skills | Value inculcation (Ethical values) | Environmental awareness and action | Fluency and accuracy in listening, speaking, writing and reading | Using communication strategies | Creative conceptualisation and management of media literacy, projects and ethics | Innovative thinking, employability, marketing analysis and opportunity recognition | Research, writing and multicultural perspectives |
| CO1               | M                       | H                 | H          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |
| CO2               | M                       | H                 | H          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |
| CO3               | M                       | H                 | H          | H                    | H                             | H                                | M                                  | H                                  | H  | H                              | L  | H  | L  |

Programme-specific outcomes

- PSO1: Fluency and accuracy in listening, speaking, writing and reading:** Fluency and accuracy are both crucial for effective communication in listening, speaking, writing, and reading. Fluency refers to the ability to communicate smoothly and effortlessly, while accuracy focuses on the correctness of language use. Balancing both is key to becoming a proficient language user. Encouraging accuracy in fluency allows students to express themselves confidently and correctly in various contexts, so it's important to balance these goals appropriately. At the end of the course students are able to achieve fluency and accuracy.
- PSO2: Using communication strategies:** Effective communication strategies in learning environments lead to improved comprehension, increased motivation, development of social skills, enhanced problem-solving, and the formation of positive attitudes and values. These strategies, when implemented by educators, foster a more conducive learning environment, and at the end of the course, it helps in boosting student understanding and overall academic success.
- PSO3: Creative conceptualisation and management of media literacy, projects and ethics:** Creative conceptualization and management of media literacy, projects, and ethics learning outcomes focus on equipping individuals with the critical thinking skills and practical abilities to navigate the complex media landscape effectively and responsibly. This involves understanding how media messages are constructed, disseminated, and interpreted, as well as developing the ability to create and share media responsibly. Key learning outcomes include enhanced critical analysis, responsible media creation, ethical decision-making, and a deeper understanding of the media's role in society.
- PSO4: Innovative thinking, employability, marketing analysis and opportunity recognition:** Focus on innovative thinking, employability, marketing analysis, and opportunity recognition aims to equip students with the skills to identify, evaluate, and capitalize on business opportunities, while also enhancing their career prospects. This involves developing skills in critical thinking, problem-solving, creativity, and strategic planning, alongside practical knowledge of marketing principles and business acumen.
- PSO5: Research, writing and multicultural perspectives:** The focus is on developing students' abilities to critically analyse information, communicate effectively, and understand diverse cultural contexts. This includes skills in conducting research, formulating arguments, and appreciating different viewpoints, all while fostering a more inclusive and equitable understanding of the world. Students will learn to identify relevant sources, assess their credibility, and synthesize information from various perspectives. They will be able to develop clear and focused research questions that guide their inquiry.

