

Sacred Heart College (Autonomous)

Department of Management

Bachelor of Business Administration [Integrated Marketing and New Media]

Course plan

Academic Year: 2018-19

Semester I

PROGRAMME	UG COMMON COURSE 1	SEMESTER	1
COURSE CODE AND TITLE	15U1CCENG01: HOMO LOQUENS: A COURSE IN EFFECTIVE LISTENING AND SPEAKING	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	SARA DAVID & SIMON PETER		

Programme Outcome	
At the end of the programme, the student should be able to:	
PO 1	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
PO 3	Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.
PO 4	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
PO5	Ethics: Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

	COURSE OUTCOMES	CL	PSO	PO
CO 1	Understand the mechanics of English language and comprehend the meaning of simple narrations, announcements and instructions.	Un*	1,5	1, 2
CO 2	Make inferences about the implications of statements from stress and tone recognize the various registers of speech.	An	1,5	1, 2
CO 3	Listen to formal presentations and prepare lecture notes in the appropriate format.	Ap	1,3,5	1, 2, 3
CO 4	Use English for a variety of speaking contexts including conversations, presentations, speeches, discussions and negotiations.	Cr	1,3,5	1,2,3,4,5
CO 5	Critically evaluate presentations, narrations, speeches and analyse and evaluate their content and respond to them appropriately.	Ev	1,3,5	1,2,5
CO 6	Creatively respond to one's surroundings in the form of drama, poetry, narrations, and songs, and perform them before an audience.	Cr	1,3,5,6	1,2,3,4,5,6

Programme Specific Outcome	
At the end of the programme a student should be able to:	
PSO 1	Demonstrate knowledge about the socio-historical and cultural context of the literary works in English and demonstrate in-depth knowledge about the select texts.
PSO 2	Identify and describe the thematic and literary features of select works in English and align them with the socio-political and cultural milieu.
PSO 3	Articulate knowledge in oral, written or performative means, using appropriate style and register.
PSO 4	Demonstrate an understanding of various critical theories and reading strategies and engage with texts - literary, performance, visual etc. – from the point of view of the various critical approaches and to draw from them the dynamics relationship between nature and culture.
PSO 5	Apply the various reading strategies on various forms of literary and cultural texts.
PSO 6	Conduct independent research in the area of literary and cultural studies and produce new and critical knowledge.

*Un-Understand; An-Analyse; Ap-Apply; Cr- Create; Ev-Evaluate; Cr- Create

CO - PO/PSO Mapping												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	0	0	0	0	0	0	1	0	0	0
CO 2	3	2	0	0	0	0	0	0	2	0	0	0
CO 3	1	3	1	0	0	0	0	0	3	0	0	0
CO 4	1	3	1	0	1	0	0	1	3	0	0	0
CO 5	1	3	1	1	2	1	2	1	3	0	1	2
CO 5	1	3	1	1	1	1	1	2	3	1	1	3

Indicators: 0- No Mapping strength, 1. Low, 2. Medium, 3. High

SESSION	TOPIC	Learning Resources	Activity	Course Outcome
MODULE I				
Unit 1: Simple Comprehension				
1	Introduction to listening skills	Course book	Lecture	CO 1
2	Unit 1: Railway Announcements – 1	Audio	Q & A	CO 1
3	Railway Announcements – 2	Audio	Q & A	CO 1
4	Metro Station Announcements – 1	Audio	Q & A	CO 1
5	Metro Station Announcements – 2	Audio	Q & A	CO 1
6	Passenger safety: Announcements – 3	Audio	Q & A	CO 1
7	Grammar Review – Prepositions	Course book	Exercises	CO 1
8	Airport Announcements – 1	Audio	Q & A	CO 1
9	Airport Announcements – 2	Audio	Q & A	CO 1
10	Airport Announcements – 3	Audio	Q & A	CO 1
11	Grammar Review – Articles	Course book	Exercises	CO 1,2

12	Usages: Little, A Little, Few, A few	Course book	Exercises	CO 1,2
13	College Announcements	Audio	Q & A	CO 1
14	Public Announcements	Audio	Q & A	CO 1
15	Grammar Review: Prepositions	Course book	Exercises	CO 1, 2
16	Vocabulary work	Course book	Exercises	CO 1, 2
17	Public Announcements 1	Audio	Q & A	CO 1
18	Public Announcements 2	Audio	Q & A	CO 1
19	Grammar Review: Passive Voice	Lecture		CO 1, 2
Unit II: Drawing Inferences				
20	How to draw inferences: Lecture	Course Book	Lecture	CO 2
21	Pre-Show Announcement 1	Audio	Q& A	CO 2
22	Pre-Show Announcement 2	Audio	Q& A	CO 2
23	Grammar Review: Clauses & Relative Pronouns	Lecture	Exercises	CO 2
24	Narration – 1	Audio	Q & A	CO 2
25	Narration - 2 & Grammar Review – Tenses	Audio & Lecture	Exercises	CO 2
26	Narration - 3 & Grammar Review - Order of Adj.	Lecture	Exercises	CO 2
27	Vocabulary work – Phrasal Verbs	Lecture	Exercises	CO 2
28	Listening Passage: History, Conversation	Audio	Q & A	CO2
Internal Assessment Test 1				
30	Listening to Performances	Video	Q & A	CO 2
31	Listening to Speeches	Audio/Video	Q & A	
32	Listening to Documentaries	Audio/Video	Q & A	CO 2
MODULE II				
Unit 1: Academic Listening				
33	Academic Listening: Introduction	Course Book	Lecture	CO 2,3
34	How to Listen to Lectures: Task 1 & 2	Audio	Discussion	CO 2,3
35	Discourse Markers and Semantic Markers	Audio	Discussion	CO 2,3
36	Semantic Markers	Audio	Exercises	CO 2,3
37	Structural Orientation of Lectures	Course Book	Discussion	CO 2,3
38	Analytical Approach	Audio	Discussion	CO 2,3
39	Chronological Approach	Audio	Discussion	CO 2,3
40	Cause and Effect Approach	Audio	Discussion	CO 2,3
Unit II: Academic Listening & Note-taking				
41	Introduction to Note taking	Course Book	Lecture	CO 3
42	Skills involved in Note-taking & Tips for Note-taking	Course book	Exercises	CO 3
43	The Mind-mapping Method	Audio	Exercises	CO 3
44	Exercise Session 1	Audio	Exercises	CO 2,3
45	Outlining Method	Audio	Exercises	CO 2,3
46	Exercise Session 2	Audio	Exercises	CO 2,3
47	Flow chart	Audio	Exercises	CO 2,3
48	Exercise Session 3	Audio	Exercises	CO 2,3
MODULE III				
Unit 1 – Art of Small Talk				

49	Introduction: Initiating a conversation	Course book	Lecture	CO 1,2,4
50	Small Talk: Reading Exercise	Course book	Exercises	CO 1,2,4
51	Listening to conversation	Audio	Q & A	CO 1,2,4
52	Grammar & Usage Review: While, a while, awhile	Course book	Q & A	CO 4
53	Expressions: Opinions, questions, response to news	Course book	Exercises	CO 4
54	Listening Exercise: Q & A Practice	Audio	Exercises	CO 4
55	Grammar and Usage: Review	Course book	Exercises	CO 4
56	Making Suggestions	Course book	Exercises	CO 1,2,4
57	Grammar Review: Pronouns	Course book	Exercises	CO 4
Unit II: Transactional Conversation				
59	Listening Exercise & Requests and suggestions	Course book	Exercises	CO 1,2,4
60	Listening: Q & A Exercises 1	Course book	Exercises	CO 1,2,4
61	Role play session 1	Course book	Exercises	CO 1,2,4
62	Listening: Q & A Exercises 2	Course book	Exercises	CO 1,2,4
63	Role play session 2	Course book	Exercises	CO 1,2,4
64	Listening: Q & A Exercises 3	Course book	Exercises	CO 1,2,4
65	Role play session 3	Course book	Exercises	CO 1,2,4
66	Listening: Q & A Exercises 4	Course book	Exercises	CO 1,2,4
67	Role play session 4	Course book	Exercises	CO 1,2,4
68	Listening: Q & A Exercises 5	Course book	Exercises	CO 1,2,4
69	Role play session 5	Course book	Exercises	CO 1,2,4
Unit III: Telephone Conversation				
70	Introduction to Telephone Manners	Course book	Lecture	CO 4
71	Useful Expressions	Course book	Exercises	CO 4
72	Telephone: Role plays	Course book	Exercises	CO 1,2,4
Internal Assessment 2				
MODULE IV				
Unit 1: Presentation				
73	Introduction to Public Speaking	Course book	Lecture	CO 4 & 6
74	Public Meetings: Role play	Discussion	Exercises	CO 4 & 6
75	Making Presentations: Introduction	Course book	Lecture	CO 4 & 6
76	Presentations by students 1	Course book	Discussion	CO 4 & 6
77	Presentations by students 2	Course book	Discussion	CO 4 & 6
78	Presentations by students 3	Course book	Discussion	CO 4 & 6
79	Presentations by students 4	Course book	Discussion	CO 4 & 6
Unit II: Group Discussions				
80	Group discussion: Introduction	Course book	Lecture	CO 4 & 6
81	GD Exercise session 1	Course book	Discussion	CO 4 & 6
82	GD Exercise session 2	Course book	Discussion	CO 4 & 6
83	GD Exercise session 3	Course book	Discussion	CO 4 & 6

84	GD Exercise session 4	Course book	Discussion	CO 4 & 6
MODULE V				
Performance				
85	Delivering dialogues: Pitch and intonation	Course book	Lecture	CO 4 & 6
86	Presenting short Dramatic pieces 1	Course book	performance	CO 4 & 6
87	Presenting short Dramatic pieces 2	Course book	performance	CO 4 & 6
88	Presenting short Dramatic pieces 3	Course book	performance	CO 4 & 6
89	Presenting short Dramatic pieces 4	Course book	performance	CO 4 & 6
90	Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Course Outcome
1	4/8/2019	Presentations	CO 2
2	28/8/2019	Roleplays	CO 3

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	12/9/2019	Group Discussions	CO 1,2,4,5
2	20/9/2019	Performances	CO 1,2,,4,5

References

Homo Loquens: A Course in Effective Reading and Writing

– FRENCH

COURSE PLAN

PROGRAMME	BBA	SEMESTER	1
COURSE CODE AND TITLE	15U1CCFRN1A - FRENCH LANGUAGE AND COMMUNICATION SKILLS I	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	MIRA JOSHY		

Programme Outcome

ProgrammeOutcome	
At the end of the programme, the student should be able to:	
PO 1	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in atleastone Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
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PO 4	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
PO5	Ethics: Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

Programme Specific Outcomes (PSOs)

PSO1

Demonstrate a comprehensive understating of integrated marketing communication theories and concept along with being capable of understanding and resolving managerial issues in a successful manner.

PSO2

Process the right aptitude to communicate and negotiate effectively, to achieve individual and business

goals; be able to upgrade their professional and managerial skills in the media management field, and display their talent in a work place.

PSO3

Explore and reflect about challenges, develop opportunities in the media and marketing industry environment; and demonstrate effective communication skills consistent with a professional marketing environment.

PSO4

Understand one's own capability to set achievable targets and complete them; and develop integrated marketing solutions for business by employing appropriate media strategies.

PSO5

Launch a successful business career in a meaningful way, contributing to personnel, professional and social growth; and pursue lifelong learning and achieve holistic development.

PSO6

Take up challenging assignments and work for the nation building in various sectors and industries.

	COURSE OUTCOMES	PO	PSO	CL
CO 1	Identify the culture, history, mannerisms and traditions of France and Francophone countries to develop inter cultural communication.	PO1,PO2, PO6,	PSO1	Un
CO 2	Use words and expressions in a simple and structured grammatical manner for communication purpose in business and in our daily life.	PO1,PO4	PSO1,PSO2	Ap
CO 3	Co-relate specific features of France including gastronomy, social institutions, politics and present french scenario to one's own country	PO1, PO2	PSO1,PSO3	An
CO 4	Analyse an issue of concern including topics related to environment society and health; to enumerate its causes and consequences and suggest solutions.	PO1, PO2	PSO4,PSO2,PSO3	An
CO 5	Communicate effectively in french.	PO1, PO2, PO3,PO5	PSO2,PSO3	Ap

CO - PO/PSO Mapping												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	0	0	0	3	2	0	0	0	0	0
CO 2	3	1	0	2	0	0	1	3	0	0	0	0
CO 3	2	3	1	0	0	0	1	0	1	0	0	0
CO 4	2	3	1	0	1	0	0	1	1	3	0	0
CO 5	1	3	1	0	2	0	0	1	2	0	0	0

Session	Topic	Method of Teaching	Value Additions and activity	CO
MODULE I				
1	Introducing French Basics	role play, Discussion	french basic communication	1,2,3
2	French basics -alphabets	chalk n talk, audio	Exercice	1,2,3
3	french basics	audio ppt, discussion	Exercice	1,2,3
4	Introduce oneself during a conference	chalk n talk	Exercice	1,2,3
5	numbers 1-20	role play,audioppt	Exercice	1,2,3
6	verbs introduction	chalk n talk	Exercice	1,2,3
7	conjugation introduction	chalk n talk,ppt audio	audio	1,2,5
8	Greetings	role play,audioppt	Know a new culture	1,2,6
9	Basic useful sentences in French	role play, audio ppt	Exercice	1,2,3
10	spell in French	role play,audioppt	presentation	1,2,
11	Indefinite articles	chalk n talk,audioppt	Exercice	1,2
12	pronunciation of vowels	role play,audioppt	Exercice	1,2
13	French culture	Discussion, audio,ICT	Exercice	6,7,8
14	Revision			
MODULE II				
15	introducing a third person	game,audioppt	Exercice	2,3
16	Asking personal information in french	role play,audioppt	Exercice	2,3

17	Asking questions to acquaint with others	role play,audioppt	Interaction	2,3
18	Asking for something	chalk n talk	Exercice	2,3
19	ER verbs,negation	chalk n talk, audio ppt	Exercice	2,3
20	adjectives of nationalities	role play, conversation	Exercice	2,3
21	grammar articles	role play, listening	Ppt	2,3
22	CIA 1			2,3
23	Profession	cross words,chalk n talk	Exercice	2,3
24	interests and tastes	role play,audio	Exercice	2,3,4
25	speak about the weather	exercices ,chalk n talk,audio	Q and A	1,2,4,5
26	French business sector and mannerisms	roleplay,audio	knowing culture	5,6,7,8
27	talk about likings	Discussion, ICT,audio	Exercice	5,6,7,8

28 Revision

MODULE III

29	describe a locality	oral, description	Q and A	2,3,
30	Express in quacity	role play,chalk n talk	Exercice	2,3
31	telephone conversation	audio,chalk n talk	Q and A	2,3
32	places vocabulary	games,music,audio	Video	2,3,5
33	Fix an appointment	audio, chalk n talk	daily needed vocabs	2,3
34	sending SMS	chalk n talk,audioppt	Q and A	2,3
35	Adjectives	role play,audioppt	Exercice	2,3
36	Prepositions	role play ,audio ppt	Exercice	2,3,4
37	express cause and	chalk n talk/roleplay	Exercice	2,3

	consequence			
38	know how to telephone in France	chalk n talk ,audio ppt	Exercice	2,3
39	Describing ur ideal locality	role play/presentation	Exercice	2,3
40	writing a business mail	audio ppt	Exercice	1,2,3
41	French culture-express preference for city or village	Discussion	knowing culture	5,6,7,8

42 CIA REVISION

43 CIA 2

44	Corresponding with a friend expressing one's likings	chalk n talk/Role plays	Exercice	2,3
45	speak about a persons character	role play ,GD	know each other	5,6,7
46	adjectifpossessif part 1	chalk n talk,audio ppt	Exercice	1,2,3
47	adjectifpossessif part 2	chalk n talk, audio ppt	Exercice	2,4,5
48	speak about the surroundings	discussion	Exercice	2,3
49	introduce and describe someone	role play	Exercice	2,3,4
50	activities - vocabulary	lecture,audio	Exercice	1,2,5
51	sports vocabulary	speaking/role play	general knowledge	1,2,3
52	Vocabulary - relations	chalk n talk,audio ppt	Exercice	2,5,6
53	famous french personality	discussion/comprehension	Exercice	5,6,7,8
54	lexique des liens de parente	chalk n talk,audio ppt	Exercice	2,3,4
	Express ones likings	Audio ppt,discussion	Exercice	2,3
55	lexiques des loisirs	Audio ppt,discussion	Video	2,3
56	forme negation	Audio ppt,discussion	Exercice	2,3
57	pronunciation of verbs	Audio ppt,discussion	Exercice	2,3
58	form filling	Audio ppt,discussion	Exercice	2,3
59	french artists	Audio ppt,discussion	GK	2,3

60	french music	Audio ppt,discussion	Video	2,3
61	one's own musical preferences	Audio ppt,discussion		
62	french music and comparison to one's own musical preference	discussion	knowing the culture	5,6,7,8
63	module 1 -revision			
64	module 1 -revision			
65	module 2- revision			
66	module 2-revision			
67	module 2-revision			
68	module 3-revision			
69	module 3-revision			
70	module 3-revision			
71	PYQs discussion			
72	PYQs discussion			

ASSIGNMENTS/SEMINAR – Details & Guidelines

	MODULE	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	1,2,3	preparing a presentation of regions in france and its important features (project)	CO 1,2,3
2	1,2,3	Role plays on various situations Based on daily life (seminar)	CO 3,5

TEXT BOOKS AND REFERENCES

OBJECTIF EXPRESS, CHAMPION
LE POINT DU FLE
TV5 MONDE.ORG

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	1
COURSE CODE AND TITLE	PRINCIPLES AND METHODOLOGY OF MANAGEMENT, 15U1CRBBA1	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	Dr. Jisna N		

Programme Outcome

	Programme Outcome
PO 1	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
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PO 6	Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

PROGRAM SPECIFIC OUTCOMES	
PSO 1	Demonstrate a comprehensive understanding of integrated marketing communication theories and concepts along with being capable of understanding and resolving managerial issues in a successful manner
PSO 2	Possess the right aptitude to communicate and negotiate effectively, to achieve individual and business goals; be able to upgrade their professional and managerial skills in the media management field, and display their talent in workplace
PSO 3	Explore and reflect about challenges, develop opportunities in the media and marketing industry environment; and demonstrate effective communication skills consistent with a professional marketing environment

PSO 4	Understand one's own capability to set achievable targets and complete them; and develop integrated marketing solutions for businesses by employing appropriate media strategies.
PSO 5	Launch a successful business career in a meaningful way, contributing to personal, Professional and societal growth; and pursue lifelong learning and achieve holistic development.
PSO 6	Take up challenging assignments and work for nation building in various sectors and industries.

	COURSE OUTCOMES	PO/ PSO	CL
CO 1	Explain the evolution, management theories and practices, and specifically the nature, functions, roles and competencies of management.	PO1,PO2, PO6, PSO2, PSO3	U
CO 2	Understand the crucial role of organizational planning and decision making in increasing managerial efficiency.	PO1, PSO2, PSO3	A
CO 3	Differentiate between the various types of organizational structures and patterns.	PO1, PO2, PSO1	U
CO 4	Explain the importance of institutional delegation in organizations and describe the relationship between authority, responsibility and accountability	PO1, PO2, PSO1, PSO2,PSO4	An
CO 5	Identify the appropriate type of communication to address diverse business issues	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	U

CL* Cognitive Level

CO - PO/PSO Mapping												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	0	0	3	1	2	0	0	0	3	0
CO 2	2	3	0	0	1	0	2	0	0	1	3	0
CO 3	1	3	2	0	1	0	1	3	0	0	2	0
CO 4	2	1	0	0	0	0	1	0	0	0	1	0
CO 5	3	2	0	0	0	0	2	0	0	0	1	0

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1	Introduction to Management	PPT	Video	CO 1, co2
2	Definitions of Management	PPT/Lecture		CO 1, co2
3	Nature of Management	PPT/Lecture		CO 1, co2
4	Features/ Characteristics of Management	PPT/Lecture		CO 1, co2
5	Functions of Management	PPT/Lecture		CO 1, co2

6	Importance of Management	PPT/Lecture		CO 1, co2
7	Introduction to administration	Lecture		CO 1, co2
8	Difference between administration and Management	Lecture		CO 1, co2
9	Management as an Art	Lecture		CO 1, co2
10	Management as Science	Lecture		CO 1, co2
11	Management as an Profession	PPT/Lecture		CO 1, co2
MODULE II				
12	Evolution of Management	PPT/Lecture		CO 1, Co3
13	Introduction to Management Thought	Lecture		CO 1, Co3
14	Pre Scientific Era	Lecture		CO 1, Co3
15	Scientific Era	Lecture		CO1, Co3
16	Contribution of FW Taylor	Lecture		CO1, Co3
17	Process Management	PPT/Lecture		CO1, Co3
18	Contribution of Henry Fayol	PPT/Lecture		CO1, Co3
19	Abraham Maslow-Need Hierarchy Theory	PPT/Lecture		CO1, Co3
20	Peter Drucker Contibution	PPT/Lecture		CO1, Co3
21	Contribution of Douglas Mc Gregor	Lecture		CO1, Co3
MODULE III				
22	Introduction to Planning	PPT/Lecture		Co2, Co4
23	Definition of Planning	PPT/Lecture		CO2, Co4
24	Nature of Planning	PPT/Lecture		CO2, Co4
25	Importance of Planning	Lecture		CO2, Co4
26	Limitations of Planning	Lecture		CO2, Co4
27	Types of Plan	PPT/Lecture		CO2, Co4
28	Planning Process	PPT/Lecture		CO2, Co4
29	Introduction to Decision Making	PPT/Lecture		CO2, Co4
30	Meaning and Definition	PPT/Lecture		CO2, Co4
31	Steps involved in Decision Making	Lecture		CO2, Co4
32	Types of Decision Making	PPT/Lecture		CO2, Co4
33	Programmed- Non Programmed	PPT/Lecture		CO2, Co4
34	Strategic- tactical	PPT/Lecture		CO2, Co4
35	Individual- Group	PPT/Lecture		CO2, Co4
36	Policy- Operations	PPT/Lecture		CO2, Co4
37	Organizational- Personal	PPT/Lecture		CO2, Co4
Module IV				
38	Meaning of Organizing	Lecture		CO1, CO3,CO 4
39	Definition of Organizing	Lecture		CO1, CO3, CO4
40	Nature of Organizing	Lecture		CO1, CO3, CO4
41	Characteristics of Organizing	Lecture		CO1, CO3, CO4
42	Organizing process	PPT/Lecture		CO1, CO3, CO4

43	Purpose or Importance of Organizing	PPT/Lecture		CO1, CO3, CO4
44	Principles	PPT/Lecture		CO 1
45	Types of Organization- Introduction	Lecture		CO3
46	Line and Staff	Lecture		CO4, CO5
47	Introduction to Departmentation	PPT/Lecture		CO1,CO4
48	Centralisation	PPT/Lecture		CO3, CO4
49	Decentralisation	PPT/Lecture		CO3, CO4
Module V				
50	Meaning of Directing	Lecture		CO4, CO5
51	Importance of Directing	Lecture		CO4, CO5
52	Leadership- Introduction, Definition	Lecture		CO4, CO5
53	Styles of Leadership	Lecture		CO4, CO5
54	Styles of Leadership			
55	Introduction to Motivation	PPT/Lecture		CO4, CO5
56	Importance of Motivation	PPT/Lecture		CO4, CO5
57	Motivational Theories	Lecture		CO4, CO5
58	Maslow Theory	Lecture		CO4, CO5
59	Hersberg Theory	Lecture		CO4, CO5
60	Hersberg Theory	Lecture		Co4, Co5
61	Mc. Gregor Theory of Motivation	Lecture		CO5
62	Introduction to Communication	PPT/Lecture		CO4
63	Objectives of Communication	PPT/Lecture		CO1, CO3
64	Types of Communication	Lecture		CO5
65	Introduction to Coordination	Lecture		CO4, CO5
66	Meaning, Definition of Coordination	Lecture		CO5
67	Techniques of Coordination	Lecture		CO5
68	Techniques of Coordination			
69	Meaning of Controlling	PPT/Lecture		CO5
70	Need of Controlling	Ppt/Lecture		CO4, CO5
71	Steps involved in Controlling	Ppt/ Lecture		CO5
72	Steps involved in Controlling	Ppt/Lecture		Co5

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	4/1/2019	PLANS, PLOICIES, PROCEDURES, GOAL	CO 1
2	25/1/2020-30/1/2020	COORDINATION AND CONTROLLING	CO 4

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	2/11/2020	TURN COAT- ACTIVITY CONDUCTED BY THE DEPARTMENT (INTERDEPARTMENT COMPETITION)	CO1, CO3, CO5

References /Text books:

1. L. M. Prasad., “Principles and Practice of Management”, Sultan Chand & Sons, 2015
2. R. Srinivasan and S. A. Chunawalla., “Management: Principles and Practice”, Himalaya Publications, 2014.
3. P. C. Tripathi and P. N. Reddy., “Principles of Management”, Tata McGraw Hill, 2015

PROGRAMME	UG CORE COURSE	SEMESTER	1
COURSE CODE AND TITLE	15U1CRBBA2: Business Accounting	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	BITTY SEBASTIAN& ROSAMMA XAVIER		

Programme Outcome	
At the end of the programme, the student should be able to:	
PO 1	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
PO 3	Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.
PO 4	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
PO5	Ethics: Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

	COURSE OUTCOMES	CL	PSO	PO
CO 1	Apply the accounting principles	Ap*	1,5	1,2,5,6
CO 2	Record transactions in the books of original entry, ledger accounts and preparation of final accounts.	Ap	1,4,5	1,2,5
CO 3	Compute the income statements and interpret Balance Sheet for determining the Financial Position of a business	Ev	1,2,5	1,2,3,5
CO 4	Compute depreciation under different methods of depreciation	Ap	1,5	1,2
CO 5	Determine the results of operations and financial position of a company - Apply the basic accounting transactions using tally software	An	1,5	1,2

Programme Specific Outcome	
At the end of the programme a student should be able to:	
PSO1	Demonstrate a comprehensive understating of integrated marketing communication theories and concept along with being capable of understanding and resolving managerial issues in a successful manner.
PSO 2	Process the right aptitude to communicate and negotiate effectively, to achieve individual and business goals; be able to upgrade their professional and managerial skills in the media management field, and display their talent in a work place.
PSO 3	Explore and reflect about challenges, develop opportunities in the media and marketing industry environment; and demonstrate effective communication skills consistent with a professional marketing environment.
PSO 4	Understand one's own capability to set achievable targets and complete them; and develop integrated marketing solutions for business by employing appropriate media strategies.
PSO 5	Launch a successful business career in a meaningful way, contributing to personnel, professional and social growth; and pursue lifelong learning and achieve holistic development.
PSO 6	Take up challenging assignments and work for the nation building in various sectors and industries.

*Un-Understand; An-Analyse; Ap-Apply; Cr- Create; Ev-Evaluate; Cr- Create

CO - PO/PSO Mapping												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	0	0	3	1	2	0	0	0	3	0
CO 2	2	3	0	0	1	0	2	0	0	1	3	0
CO 3	1	3	2	0	1	0	1	3	0	0	2	0
CO 4	2	1	0	0	0	0	1	0	0	0	1	0
CO 5	3	2	0	0	0	0	2	0	0	0	1	0

Indicators: 0- No Mapping strength, 1. Low, 2. Medium, 3. High

SESSION	TOPIC	Learning Resources	Activity	Course Outcome
MODULE I				
Introduction to Accounts and Accounting Principles				
2	Introduction to Accounts and Accounting Principles	PDF notes and Book (S.P Jain and K.L Narang)	Lecture and PowerPoint	CO 1
2	Accounting Principles - Introduction, Need for Accounting	PDF notes and Book (S.P Jain and K.L Narang)	Lecture	CO 1
3	History and Development of Accounting, Definitions and Functions of Accounting	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	CO 1
3	Book-keeping and Accounting, Is Accounting a Science or an Art?, End Users of Accounting Information	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	CO 1
1	Accounting and Other Disciplines	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	CO 1
1	Objectives of Accounting, Branches of Accounting	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint / Illustrations	CO 1
1	The Institute of Chartered Accountants of India, Accounting Principles and Conventions	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	CO 1
1	International Financial Reporting Standards – Brief Overview only	Book (S.P Jain and K.L Narang)	Lecture / Illustrations	CO 1
Internal Assessment Test 1				
MODULE II				
Journal, Ledger and Trial Balance				
3	Introduction, Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry	PDF notes and Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	CO 1,2
2	Ledger, Posting, Rules Regarding Posting, Use the	PDF	Illustrations	CO 1,2

	Words "To" and "By" Advantages of Ledger			
1	Trial balance	PDF	Illustrations	CO 1,2
3	Errors of Omission, Errors of Principle, Rectification of Errors	PDF	Illustrations	CO 1,2
1	Preparation of Trial Balance	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	CO 1,2
2	Preparation of Final Accounts	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	CO 1,2,3
2	Suspense Account, Methods of Preparing Trial Balance	Book (S.P Jain and K.L Narang)	Lecture / PowerPoint	CO 1,2
MODULE III				
Income Statement/Profit and Loss account, Balance Sheet				
5	Income Statement/Profit and Loss account - Introduction, Trading account- Gross Profit, Non cash expenditures, Expenses	Course book Pdf Notes	Lecture / PowerPoint Illustration	CO 2,3,5
5	Profit and Loss account- Net profit, Bottom line, Accrual accounting	Course book Pdf Notes	Lecture Illustrations	CO 2,3,5
2	Balance Sheet: Introduction, Asset, Liabilities	Course Book Pdf Notes	Lecture Illustrations	CO 2,3,5
1	Profit and Loss Appropriation	Course book Pdf Notes	Lecture / PowerPoint	CO 3
1	Net Worth, Shareholder's Equity	Course book Pdf Notes	Lecture / PowerPoint	CO 3
1	Balance Sheet as an Indicator of Financial Position	Course book Pdf Notes	Lecture / PowerPoint	CO 3
MODULE IV				
Depreciation Methods				
1	Depreciation Methods Introduction, Definition	Course Book Pdf Notes	Lecture PowerPoint	CO 4
4	Methods of Calculation – Written down Value method, Straight Line Methods	Course Book	Lecture PowerPoint	CO 4
1	Block of Assets, and Depreciation rates, Depreciation Tax Shield	Pdf Notes	Lecture	CO 4
2	Bank Reconciliation Statement	Course Book Pdf Notes	Lecture Illustration	CO 1,3
2	Accounts from Incomplete Records, Types of Single Entry, Difference between double entry and single entry	Pdf Notes	Lecture Illustration	CO 1,3
3	Ascertainment of Profit /Loss from incomplete records, Need for Conversion	Pdf Notes	Illustrations PowerPoint Discussion	CO 3
2	Preparation of statement of affairs. Distinction between Statement of Affairs and Balance Sheet	Pdf Notes	Lecture Illustrations	CO 3
Internal Assessment 2				
MODULE V				

Getting started with tally				
3	Getting started with tally Meaning of tally software, features, advantages	Pdf Notes	Lecture / PowerPoint Discussion	CO 5
5	required hardware, installation of tally software, Tally screen, menu options, creating a new company, basic currency information, company features, Inventory features	Pdf Notes	Lecture and PowerPoint	CO 5
6	Working in Tally: Groups, ledgers, writing vouchers, trial balance, accounts books , cash book , bank books , ledger accounts , group summary , sales register, purchase register , journal register	Pdf Notes	Lecture / PowerPoint Illustration	CO1,2,5

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Course Outcome
1	14/1/2021	Written Assignment – Ledger	CO 2
2	21/1/2021	Written Assignment – Introduction to Financial Accounting	CO 1
3	23/12/2020	Written Assignment– Final Accounts	CO 2,4
4	19/1/2021	Written Assignment – Depreciation	CO 4

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	16/1/2021	Group Discussions – Tally	CO5

References

1. R. L. Gupta and V. K. Gupta. Financial Accounting: Fundamentals, 5th edition, Sultan, Chand Publishers, 2016.
2. Thomas R. Ittelson, Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, 1st edition, New Age International, 2017
3. S. N. Maheshwari and S. K. Maheshwari, Financial Accounting, 5th Edition, Vikas Publishing House, Sixth Edition, 2018.

PROGRAMME	UG CORE COURSE	SEMESTER	1
COURSE CODE AND TITLE	15U1CRBBA3:BUSINESS STATISTICS	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	Dr A M Viswambharan		

Programme Outcome	
At the end of the programme, the student should be able to:	
PO 1	Critical Thinking and Deep Domain Knowledge
PO 2	Effective Communication
PO 3	Contribute to Nation Building
PO 4	Care for the Environment
PO5	Ethical Values
PO 6	Global Perspective

	COURSE OUTCOMES	CL	PSO	PO
CO 1	To identify statistical tools needed to solve various business problems.	Un*	1,2	1,6
CO 2	To compute measures of location and dispersion.	An	1,2,3	1,6
CO 3	To apply discrete and continuous probability distributions to various business problems.	Ap	1,2,3,4	1,3,5
CO 4	To develop the skill of performing the calculations needed for various methods of analysis.	An	1,3,5	1,3,6
CO 5	To provide basic knowledge of quantitative mathematical tools and its application in business and management.	Ev	1,5,6	1,6

Programme Specific Outcome	
At the end of the programme a student should be able to:	
PSO1	Demonstrate a comprehensive understating of integrated marketing communication theories and concept along with being capable of understanding and resolving managerial issues in a successful manner.
PSO 2	Process the right aptitude to communicate and negotiate effectively, to achieve individual and business goals; be able to upgrade their professional and managerial skills in the media management field, and display their talent in a work place.
PSO 3	Explore and reflect about challenges, develop opportunities in the media and marketing industry environment; and demonstrate effective communication skills consistent with a professional marketing environment.
PSO 4	Understand one's own capability to set achievable targets and complete them; and develop integrated marketing solutions for business by employing appropriate media strategies.
PSO 5	Launch a successful business career in a meaningful way, contributing to personnel, professional and social growth; and pursue lifelong learning and achieve holistic development.
PSO 6	Take up challenging assignments and work for the nation building in various sectors and industries.

*Un-Understand; An-Analyse; Ap-Apply; Cr- Create; Ev-Evaluate; Cr- Create

CO - PO/PSO Mapping												
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	0	0	1	3	3	1	1	2	0	1
CO 2	3	2	0	0	1	1	3	1	1	1	0	2
CO 3	3	0	3	1	3	2	1	3	3	3	2	2
CO 4	3	1	1	0	2	2	2	2	3	2	1	1
CO 5	3	0	2	0	2	2	1	2	3	2		1

Indicators: 0- No Mapping strength, 1. Low, 2. Medium, 3. High

SESSION	TOPIC	Learning Resources	Activity	Course Outcome
MODULE I				
Introduction to Business Statistics				
2	Introductory Session on Business Statistics	Course Book	Lecture Notes	CO 1
2	Meaning, Evolution & definition of the word Statistics	Course Book	Lecture Notes	CO 1
2	Stages and growth of Statistics, Functions of Statistics, Limitations of Statistics, Application of Statistics in various fields, Distrust of statistics. Universe, population, sample & unit	Course Book PPT slides	Lecture Notes	CO 1,5

4	Survey, Types & parts of survey, Process in survey, Advantages & disadvantages.	Course Book PPT slides	Lecture Notes	CO 1,5
3	Sampling – Principles- Techniques- advantages- disadvantages	Course Book PPT slides	Lecture Notes, Assignment	CO 1,5
3	Collection of data- Primary data- secondary data- points to remember	Course Book PPT slides	Lecture Notes, Assignment	CO 1,5
2	Classification – types- basis- problems on classification.	Course Book PPT slides	Lecture Notes, Assignment	CO 1,5
2	Tabulation- types – objectives – problems on tabulation	Course Book	Lecture Notes, Assignment	CO 1,5
Internal Assessment Test 1				
MODULE II				
Analysis of univariate Data				
2	Introduction to Central Tendency, Measures of Central Tendency, Concept of Central tendency and its application in different fields	PPT	Lecture Notes, Problem solving	CO 1,2,3,5
3	Mean-Theory& Problems	Interactive Board	Lecture Notes, Problem solving	CO 1,2,3,5
2	Median-Theory & Problems	Interactive Board	Lecture Notes, Problem solving	CO 1,2,3,5
2	Mode - Theory & Problems	Interactive Board	Lecture Notes, Problem solving	CO 1,2,3,5
2	Weighted Mean	PPT	Student presentation	CO 1,2,3,5
MODULE III				
Measures of dispersion				
1	Measures of Dispersion concept - types	Interactive Board, MS- Excel	Lecture	CO 2,3,4,5
1	Absolute and relative measure of dispersion	Interactive Board, MS- Excel	Lecture	CO 2,3,4,5
2	Range - Inter Quartile Range	Interactive Board, MS- Excel	Practicing Problems	CO 2,3,4,5
2	Inter Quartile Range -Quartile Deviation	Interactive Board, MS- Excel	Practicing Problems	CO 2,3,4,5

2	Mean Deviation	Interactive Board, MS-Excel	Practicing Problems	CO 2,3,4,5
2	Standard Deviation Merits & Demerits	Interactive Board, MS-Excel	Practicing Problems	CO 2,3,4,5
2	Standard Deviation Relevance & Applications in Business	Interactive Board, MS-Excel	Lecture & board	CO 2,3,4,5
2	Co-efficient of variation	Interactive Board, MS-Excel	Practicing Problems	CO 2,3,4,5
3	Revision		Practicing Problems	
Internal Assessment 2				
MODULE IV				
Time Series Analysis				
3	Time Series Analysis-Meaning-definition Components of time	Interactive Board, PPT	Practicing Problems	CO 4,5
2	Methods of determination of trend	Interactive Board, PPT	Practicing Problems	CO 4,5
4	Methods of moving average	Interactive Board, MS-Excel	Practicing Problems	CO 4,5
2	Methods of Least Squares –Scope in business	Interactive Board, MS-Excel	Practicing Problems	CO 4,5
2	Methods of Least Squares–Forecasting	Interactive Board, MS-Excel	Practicing Problems	CO 4,5
3	Revision		Practicing Problems	
MODULE V				
Analysis of Bivariate Data				
2	Correlation - Meaning- types Graphical representations	PPT PDF Notes	Lecturea	CO 1,4,5
2	Spearman’s Rank Correlation	Interactive Board,PPT	Practicing problems	CO 1,4,5
2	Karl Pearson’s Coefficient of correlation	Interactive Board,PPT	Practicing problems	CO 1,4,5
4	Regression- meaning -regression lines	Interactive Board,PPT	Practicing problems	CO 1,4,5
3	Regression coefficients –problems on regression coefficients and regression lines	Interactive Board,PPT	Practicing problems	CO 1,4,5
	Revision		Discussion	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment	Course
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		(Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Outcome
1	9/1/2021	Presentation – Individual	CO 4
2	23/1/2021	Written Assignment (In Moodle) – Time Series Analysis	CO 4
3	16/1/2021	Written Assignment – Practical problems on measures of dispersion	CO 3,5

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	23/1/2021	Group Discussions – Advantages & disadvantages of all modules	CO 5

BOOKS FOR REFERENCES

1. Richard, Levin & Rubin, David, S., Statistics for Management, Prentice Hall of India, New Delhi.
2. Spiegel, M.R., Theory and Problems of Statistics, Schaum’s Outlines Series, McGraw Hill Publishing Co.
3. Kothari, C.R., Research Methodology, New Age Publications, New Delhi.
4. Sharma, J. K., Business Statistics, Pearson Education.
5. Gupta, S.C., Fundamentals of Statistics, Himalaya Publishing House.
6. Gupta, S.P. & Gupta, Archana, Elementary Statistics, Sultan Chand and Sons, New Delhi.
7. Elhance D N, Elhance, Veena and Aggarwal B M Fundamentals of Statistics, Kitab Mahal

8. Gupta, C B and Gupta, Vijay., An Introduction to Statistical Methods, Vikas Publishing House

9. Pillai, R S N and Bagavathi, V, Statistics, S Chand & Co

10. Aggarwal R.S. 'A Modern Approach to Logical Reasoning', S Chand Publishing.

11. Pamela Peterson Drake, Foundations and Applications of the Time Value of Money.

12. Manu Agarwal, Corporate Excellence.

INTRODUCTION TO PHOTOGRAPHY

PROGRAMME	BBA INTEGRATED MARKETING AND NEW MEDIA	SEMESTER	5
COURSE CODE AND TITLE	15U1CPBBA1 - Introduction to Photography	CREDIT	5
HOURS/WEEK	6	HOURS/SEM	90
FACULTY NAME	BONEY VARGHESE P TITUS		

Programme Outcome

	Programme Outcome
PO 1	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.

PO 3	Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.
PO 4	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
PO5	Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	Global Perspective: Understand the economic, social and ecological connections that link the world's nations and people.

PROGRAM SPECIFIC OUTCOMES	
PSO 1	Apply the theoretical foundations of computer science in modelling and developing solutions to the complex and real-world problems.
PSO 2	Comprehend, explore and build up computer programs, applications in the allied areas like Algorithms, Multimedia, Web Design and android applications for efficient design of computer-based systems that meet the needs of industry and society.
PSO 3	Develop skills in android and cloud technology development so as to enable the graduates to take up employment/self-employment in global technical market.
PSO 4	Apply knowledge of layered network models, protocols, technologies, topologies and security policies for building network and internet-based applications.

COURSE OUTCOMES		PO/ PSO	CL
At the end of the course, students will be able to:			
CO 1	Understand the lighting elements of photography.	PO1, PO2, PSO1,2	U
CO 2	Explain the types of camera, lenses and other devices used in Photography	PO1, PO2, PSO1,2,3	A
CO 3	Discuss the significance of photographic aesthetics and photography types that can be used for commercial purposes	PO2, PO3, PSO2,3,4	C
CO 4	Analyze various photo editing techniques	PO2, PO3, PSO2,3,4	U
CO 5	Analyze the study of Photography/ Cinematic frames and compositions, the study and practice of production enhance their work as film scholars.	PO2,3,4, PSO2,3,4	E

CL* Cognitive Level

R- Remember

U- Understand

A- Apply

An- Analyze

E- Evaluate

Cr- Create

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	0	2	0	0	0	0	1	0	0	0
CO 2	0	2	0	0	0	0	1	0	0	0
CO 3	0	2	0	0	0	0	1	0	0	0
CO 4	0	2	0	0	0	0	1	0	0	0
CO 5	0	2	0	0	0	0	1	0	0	0

Mapping Strength

- 1- No Mapping strength
- 2- Low
- 3- Medium
- 4- High

SESSI ON	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1	Introduction	Lecture/ Interaction	PPT Screening	CO 1, CO2, CO3, CO4. CO5
2	Basics of Camera	Lecture/ Interaction	PPT Screening	CO 1
3	Basics of Camera	Lecture/ Interaction	PPT Screening	CO 1
4	Aperture, Shutter speed, Focal Length, F-stop, Depth of field	Lecture/Practical	PPT Screening	CO 1
5	Aperture, Shutter speed, Focal Length, F-stop, Depth of field	Lecture/Practical	PPT Screening	CO 1
6	Camera Operations	Lecture/Practical	PPT Screening	CO 1
7	Camera Operations	Lecture/Practical	PPT Screening	CO 1
8	Types of Camera	Lecture/Practical	PPT Screening	CO 1
9	Types of Camera	Lecture/Practical	PPT	CO 1

			Screening	
10	Visual Perception	Lecture/Practical	PPT Screening	CO 1
11	Visual Perception	Lecture/Practical	PPT Screening	CO 1
12	Different types of cameras, lenses, filters, bellows, converters	Lecture/Practical	PPT Screening	CO 1
13	Different types of cameras, lenses, filters, bellows, converters	Lecture/Practical	PPT Screening	CO 1
MODULE II				
15	Understanding lighting-indoor and outdoor	Lecture/Practical	PPT Screening	CO2
16	Understanding lighting-indoor and outdoor	Lecture/Practical	PPT Screening	CO2
17	Exposing and Focusing	Lecture/Practical	PPT Screening	CO2
18	Exposing and Focusing	Lecture/Practical	PPT Screening	CO2
19	Types of lighting	Lecture/Practical	PPT Screening	CO2
20	Natural and Artificial Lights of lighting	Lecture/Practical	PPT Screening	CO2
21	Natural and Artificial Lights	Lecture/Practical	PPT Screening	CO2
22	Controlling lights, Exposure Meters, Differential focus	Lecture/Practical	PPT Screening	CO2
23	Filters, Flashes - Designing with light	Lecture/Practical	PPT Screening	CO2
CIA-1				
MODULE III				
27	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	CO3
28	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	CO3
29	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	CO3
30	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	CO3
31	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	CO3
32	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	CO3
33	Special effects techniques-motion	Lecture/Practical	PPT	CO3

	pictures etc.		Screening	
34	Special effects techniques-motion pictures etc	Lecture/Practical	PPT Screening	CO3
35	Special effects techniques-motion pictures etc	Lecture/Practical	PPT Screening	CO3
36	Manipulation of image	Lecture/Practical	PPT Screening	CO3
37	Manipulation of image	Lecture/Practical	PPT Screening	CO3
38	Manipulation of image	Lecture/Practical	PPT Screening	CO3
39	Manipulation of image	Lecture/Practical	PPT Screening	CO3
40	Framing & Trimming	Lecture/Practical	PPT Screening	CO3
41	Framing & Trimming	Lecture/Practical	PPT Screening	CO3
42	Framing & Trimming	Lecture/Practical	PPT Screening	CO3
43	Framing & Trimming	Lecture/Practical	PPT Screening	CO3
MODULE 4				
45	Photo-features	Lecture/Practical	PPT Screening	CO4
46	Photo-features	Lecture/Practical	PPT Screening	CO4
47	Photo-features	Lecture/Practical	PPT Screening	CO4
48	Photo-features	Lecture/Practical	PPT Screening	CO4
49	Photo-features	Lecture/Practical	PPT Screening	CO4
50	Photo-features	Lecture/Practical	PPT Screening	CO4
51	Photo-features	Lecture/Practical	PPT Screening	CO4
52	Photo - essays	Lecture/Practical	PPT Screening	CO4
53	Photo - essays	Lecture/Practical	PPT Screening	CO4
54	Photo - essays	Lecture/Practical	PPT Screening	CO4
55	Photo - essays	Lecture/Practical	PPT	CO4

			Screening	
56	Photo - essays	Lecture/Practical	PPT Screening	CO4
57	Photo - essays	Lecture/Practical	PPT Screening	CO4
58		Lecture/Practical	PPT Screening	CO4
59	Writing captions	Lecture/Practical	PPT Screening	CO4
60	Writing captions	Lecture/Practical	PPT Screening	CO4
61	Writing captions	Lecture/Practical	PPT Screening	CO4
62	Writing captions	Lecture/Practical	PPT Screening	CO4
63	Writing captions	Lecture/Practical	PPT Screening	CO4
64	Writing captions	Lecture/Practical	PPT Screening	CO4
65	Visual story telling	Lecture/Practical	PPT Screening	CO4
66	Visual story telling	Lecture/Practical	PPT Screening	CO4
67	Visual story telling	Lecture/Practical	PPT Screening	CO4
68	Visual story telling	Lecture/Practical	PPT Screening	CO4
69	Visual story telling	Lecture/Practical	PPT Screening	CO4
CIA 2				
MODULE 5				
70	Candid Street	Lecture/Practical	PPT Screening	CO5
71	Candid Street	Lecture/Practical	PPT Screening	CO5
72	Candid Street	Lecture/Practical	PPT Screening	CO5
73	Candid Street	Lecture/Practical	PPT Screening	CO5
74	Candid Street	Lecture/Practical	PPT Screening	CO5
75	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	CO5

76	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	CO5
77	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	CO5
78	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	CO5
79	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	CO5
80	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	CO5
81	Documentary Photography, Subminiature Photography	Lecture/Practical	PPT Screening	CO5
82	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	CO5
83	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	CO5
84	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	CO5
85	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	CO5
86	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	CO5
87	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	CO5
88	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	CO5
89	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	CO5
90	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	CO5

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Course Outcome
1	4/8/2018	Black & White Photography	CO 1 ,2

2	28/9/2018	Photo story	CO 3&4
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