



**KG COLLEGE OF ARTS AND SCIENCE**  
 Autonomous Institution | Affiliated to Bharathiar University  
 Accredited with A++ Grade by NAAC  
 ISO 9001:2015 Certified Institution  
 KGiSL Campus, Saravanampatti, Coimbatore – 641 035

## Regulations 2025-26 for Undergraduate Programme

**Learning Outcomes Based Curriculum Framework (LOCF) model  
 with Choice Based Credit System (CBCS)**

**Programme: B.Sc. Visual Communication  
 Programme Code: BVC**

**(Applicable for the Students admitted during the Academic Year 2025 - 26 onwards)**

### Eligibility

Candidates for admission to the first year of the **Bachelor of Science in Visual Communication** Degree Programme shall be required any of the following:

- Students should have passed his HSC (10+2) examination from a recognized board in India.
- Students should have passed the Higher Secondary Examination (12<sup>th</sup> Standard) conducted by the Government of Tamil Nadu from any group or an examination accepted equivalent by the Academic Council of India.
- A pass in SSLC with a Diploma (10 + 3) from a recognized board by the Government of Tamil Nadu.

(As per the eligibility condition given Ref. BU/R/B3-B4/Eligibility Condition/7960/2025 dated 08/05/2025).

### Program Learning Outcomes (PLOs)

The successful completion of the B.Sc. Visual Communication Programme shall enable the students to:

PLO1	Mastering oral, written, graphical, and technical communication to gain competency in Graphic Design, Digital Filmmaking, and AR & VR production.
PLO2	Ability to generate innovative and impactful visual solutions for evolving Information Technology and Visual Communication needs.
PLO3	Apply critical, analytical, and creative thinking in UI & UX Design, Web & Game Design, and Animation.
PLO4	Determine and adapt production procedures in modern Print and Digital Media, adhering to professional ethics and social responsibility to meet industry demands.
PLO5	Foster industry-ready professionals and entrepreneurs equipped with AI tools, Creative thinking, and Digital imaging skills, driven by a passion for lifelong learning.

**B.Sc. Visual Communication**  
**Distribution of Credits and Hours for all the Semesters**

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
I	Language -I	4	4 X 4	16	4 X 3	12	12	1 - 4
II	Language –II	4	4 X 4	16	4 X 3	12	12	1 - 4
III	Core Theory (5 hrs /Week)	7	7 X 5	35	7 X 4	28	100	1 - 6
	Core Theory (4 hrs /Week)	1	1 X 4	4	1 X 3	3		4
	Core Lab (5 hrs / Week)	10	10 X 5	50	10X 3	30		1 - 6
	Core Lab (4 hrs / Week)	3	3X 4	12	3 X 3	9		3 & 6
	Allied Lab (4 hrs / Week)	1	1 X 4	4	1 X 3	3		3
	Allied Lab (4 hrs / Week)	1	1 X 4	4	1 X 2	2		4
	Allied Lab (3 hrs / Week)	2	2 X 3	6	2 X 3	6		1 , 2
	Electives	2	2 X 5	10	2 X 3	6		5, 6
	Project	1	1 X 5	5	1 X 5	5		6
	Internship	1	-	-	1 X 2	2		5
	Skill Enhancement (SEC)	1	1X 4	4	1 X 2	2		3
	Skill Enhancement (SEC)	2	2 X 2	4	2X 2	4		4 & 6
IV	Foundation Course (FC)	2	2 X 2	4	2 X 2	4	14	1,2
	Foundation Course (FC)	1	-	-	1 X 2	2		3
	Ability Enhancement Compulsory Course(AECC)	3	3 X 2	6	3 X 2	6		1,2,4
	Ability Enhancement Compulsory Course (AECC) - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts-(Extra-Curricular & Co-Curricular)	-	-	-	2	2	2	4
<b>Total</b>		<b>46</b>		<b>180</b>		<b>140</b>	<b>140</b>	

**Consolidated Semester wise and Component wise**  
**Hours and Credits Distribution**

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits
1	4	3	4	3	18	14	4	4	-	-	30	24
2	4	3	4	3	18	13	4	4	-	-	30	23
3	4	3	4	3	22	16	-	4	-	-	30	26
4	4	3	4	3	20	15	2	2	-	2	30	25
5	-	-	-	-	30	22	-	-	-	-	30	22
6	-	-	-	-	30	20	-	-	-	-	30	20
<b>Total</b>	<b>16</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>138</b>	<b>100</b>	<b>10</b>	<b>14</b>	<b>-</b>	<b>2</b>	<b>180</b>	<b>140</b>

## Curriculum

### B.Sc. Visual Communication

Semester – 1									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
25TAM11L	I	Language - I	Tamil – I	4	3	25	75	100	3
25HIN11L	I		Hindi – I						
25MAL11L	I		Malayalam – I						
25FRE11L	I		French – I						
25ENG12L	II	Language - II	English – I	4	3	25	75	100	3
25BVC13C	III	Core - I	Introduction to Visual Communication	5	3	25	75	100	4
25BVC14C	III	Core - II	Design Thinking	5	3	25	75	100	4
25BVC15P	III	Core Lab - I	Visual Arts Lab	5	6	40	60	100	3
25BVC16P	III	Allied – I Lab	Digital Drawing and Painting Lab	3	3	40	60	100	3
25ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
25SOF1AE	IV	AECC - I	Soft Skills	2	2	-	50	50	2
Total				30				700	24

Semester – 2									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
25TAM21L	I	Language - I	Tamil – II	4	3	25	75	100	3
25HIN21L	I		Hindi – II						
25MAL21L	I		Malayalam – II						
25FRE21L	I		French – II						
25ENG22L	II	Language - II	English – II	4	3	25	75	100	3
25BVC23C	III	Core III	Advertising & Branding	5	3	25	75	100	4
25BVC24P	III	Core Lab - II	2D Animation Techniques Lab	5	6	40	60	100	3
25BVC25P	III	Core Lab - III	Photography and Image Editing Lab	5	3	40	60	100	3
25BVC26P	III	Allied Lab II	Living with People Lab	3	3	40	60	100	3
25HUM2FC	IV	FC – II	Human Rights	2	2	50	-	50	2
25DIM2FC			Disaster Management						
25IDT2AE	IV	AECC – IV	Innovation & Design Thinking	2	2	-	50	50	2
25IPR2AE			Intellectual Property Rights						
25END2AE			Entrepreneurship Development						
Total				30				700	23

Semester – 3									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
	I	Language - I	Tamil – III	4	3	25	75	100	3
	I		Hindi – III						
	I		Malayalam – III						
	I		French – III						
	II	Language - II	English – III	4	3	25	75	100	3
	III	Core - IV	Media Laws, Society and Culture	5	3	25	75	100	4
	III	Core Lab - IV	3D Animation Techniques Lab	5	3	40	60	100	3
	III	Core Lab -V	Digital Graphics and Type Design Lab	4	3	40	60	100	3
	III	Allied III - Lab	Compositing & Visual Effects Lab	4	3	40	60	100	3
	III	SEC I - Lab	Articulation Techniques Lab	4	3	40	60	100	2
	IV	FC - III	IKS	-	-	50	-	50	2
			Advance Tamil						
			Basic Tamil						
	IV	AECC - III	Online Course - MOOC	-	-	50	-	50	2
Total				30				800	25

Semester – 4									
Course Code	Part	Course Category	Course Name	Hours /Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
	I	Language - I	Tamil – IV	4	3	25	75	100	3
	I		Hindi – IV						
	I		Malayalam – IV						
	I		French – IV						
	II	Language - II	English – IV	4	3	25	75	100	3
	III	Core V	UI, UX & Web Development	5	3	25	75	100	4
	III	Core VI	Visual Process through Artificial Intelligence	4	3	25	75	100	3
	III	Core Lab -VI	UI & UX Design Lab	5	3	40	60	100	3
	III	Allied IV - Lab	IKS - Indian Town Planning & Architecture Lab	4	3	40	60	100	2
	III	SEC II - Lab	AI Tools for Design Lab	2	3	40	60	100	2
	IV	AECC - IV	Quantitative Aptitude	2	-	-	50	50	2
	V	Extra-curricular and Co-curricular	Liberal Arts	-	-	50	-	50	2
Total				30				800	24

Semester – 5									
Course Code	Part	Course category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
	III	Core VII	Virtual Reality, Augmented Reality and Mixed Reality	5	3	25	75	100	4
	III	Core Lab - VII	Digital Film Making Lab	5	3	40	60	100	3
	III	Core Lab - VIII	AI for VFX and Animation Lab	5	6	40	60	100	3
	III	Core Lab - IX	Sound Design Lab	5	3	40	60	100	3
	III	Core Lab - X	AR / VR Production Design Lab	5	6	40	60	100	3
	III	Elective - I	Digital Marketing	5	3	25	75	100	3
			Media Psychology						
			Introduction to Folkloristic						
	III	SEC-III	Internship	-	-	50	-	50	2
Total				30				650	21

Semester – 6									
Course Code	Part	Course category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
	III	Core VIII	Game Design and Development	5	3	25	75	100	4
	III	Core Lab - XI	Interior and Space Design Lab	5	6	40	60	100	3
	III	Core Lab –XII	Portfolio Design Lab	4	3	40	60	100	3
	III	Core Lab - XIII	Information Design and Data Visualization Lab	4	3	40	60	100	3
	III	Elective -II	Google Analytics	5	3	25	75	100	3
			Event Management						
			Media Entrepreneurship						
	III	SEC - III	Art Direction & Dramatic Performance	2	3	25	75	100	2
	III	Core	Project Work	5	3	40	60	100	5
Total				30				700	23
Grand Total				180				4350	140



# Semester 1

Semester – 1									
Course Code	Part	Course Category	Course Name	Hrs. / week	Examination				Credits
					Duration in Hrs.	Max Marks			
						CIA	ESE	Total	
25TAM11L	I	Language - I	Tamil – I	4	3	25	75	100	3
25HIN11L	I		Hindi – I						
25MAL11L	I		Malayalam – I						
25FRE11L	I		French – I						
25ENG12L	II	Language - II	English – I	4	3	25	75	100	3
25BVC13C	III	Core - I	Introduction to Visual Communication	5	3	25	75	100	4
25BVC14C	III	Core - II	Design Thinking	5	3	25	75	100	4
25BVC15P	III	Core Lab - I	Visual Arts Lab	5	6	40	60	100	3
25BVC16P	III	Allied – I Lab	Digital Drawing and Painting Lab	3	3	40	60	100	3
25ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
25SOF1AE	IV	AECC - I	Soft Skills	2	2	-	50	50	2
Total				30				700	24

Course Code	Course Name	Category	Hours / Week	Credits
25TAM11L	Tamil – I	Language – I	4	3

### Course Objectives

- இலக்கிய வளர்ச்சியை அறிந்து கொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்து கொள்ளுதல்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழியைப் பிழையின்றி பேச எழுத கற்கத் தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி அடைதல்.	K2, K3
K1 - Remember; K2 - Understand; K3 – Apply.		

**Part – I: Tamil – I**

Unit	Content	No. of Hours
I	<b>நாட்டுப்பற்று</b> 1. உலகத்தை நோக்கி வினவுதல் - பாரதியார் 2. பாரதிதாசன் கவிதைகள் - பாரதிதாசன் • தமிழ்ப்பேறு 3. ஒற்றுமையே உயிர்நிலை - நாமக்கல் கவிஞர் 4. தேவதேவன் கவிதைகள் - தேவதேவன் • சாலையும் மரங்களும் செருப்பும் • புதிய வீடு 5. ஆலாபனை - கவிக்கோ அப்துல் ரகுமான் • போட்டி • பாதை 6. புத்தகச் சந்தை - கவிஞர் வாலி	14
II	<b>சமூகம்</b> 1. எட்டாவது சீர்..... - ஈரோடு தமிழன்பன் 2. தொலைந்து போனேன் - கவிஞர் தாமரை 3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன் 4. மரங்களைப் பாடுவேன் - வைரமுத்து 5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி 6. நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்குப் பாடல் , உழவுத்தொழில்)	14
III	<b>சிறுகதை</b> 1. காஞ்சனை - புதுமைப்பித்தன் 2. சுமைதாங்கி - ஜெயகாந்தன் 3. சோற்றுக் கணக்கு - ஜெயமோகன் 4. ஆறு யானைகள் - எஸ்.ராமகிருஷ்ணன் 5. மரத்தைக் கர்ப்பம் சுமந்தவள் - ஆண்டாள் பிரியதர்சினி	12

Unit	Content	No. of Hours
IV	<b>இலக்கிய வரலாறு</b> 1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும் 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	10
V	<b>இலக்கணம்</b> 1. எழுத்துகள் (முதல் எழுத்துகள், சார்பெழுத்துகள்) 2. எழுத்துக்களின் பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்கு மொழிபெயர்த்தல்)	10
<b>Total Hours</b>		<b>60</b>

Reference Books	
1	பேரா. குருசாமி, ம.ரா.போ. (2014), பாரதி பாடல்கள், ஆய்வுப் பாதிப்பு, தமிழ்ப் பல்கலைக் கழகம், தஞ்சாவூர்.
2	அப்துல் ரகுமான்,(2000), ஆலாபனை, கவிக்கோ பதிப்பகம்
3	தாமரை கவிதைகள், (2012), நியூ செஞ்சுரி புக் ஹவுஸ்
4	வரதராசனார் மு, (2021), தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாடமி பதிப்பு.
5	முனைவர் பஞ்சாங்கம் கா, (2017), தமிழ் இலக்கிய வரலாறு, காவ்யா பதிப்பகம்.
6	முனைவர் வேங்கடராமன் கா. கோ (2008), தமிழ் இலக்கிய வரலாறு, கலையக வெளியீடு.
7	பரந்தாமனார் அ.கி. (2002), நல்ல தமிழ் எழுத வேண்டுமா?, அல்லி நிலையம்.
8	ராமகிருஷ்ணன் எஸ் (2006), 100 சிறந்த சிறுகதைகள் ( தொகுதி 1 & 2 ) பதிப்பகம்: தேசாந்திரி பதிப்பகம்
9.	குமரன் கோ (2010), தமிழ் இலக்கணம் எளிய அறிமுகம் , சந்தியா பதிப்பகம்
10	சக்திவேல் சு,(2012), நாட்டுப்புறவியல், மணிவாசகர் பதிப்பகம்

### Question Pattern

காலம் : 3 மணி நேரம்

மொத்த மதிப்பெண்கள் : 75

#### பிரிவு – அ      10x1=10

- சரியான விடையைத் தேர்ந்தெடுத்து எழுதுக.

#### பிரிவு – ஆ      5x5=25

- செய்யுள் - 1 வினா
- செய்யுள் - 1 வினா
- சிறுகதை - 1 வினா
- இலக்கிய வரலாறு - 1 வினா
- இலக்கணம் - 1 வினா

#### பிரிவு – இ      5x8=40

- செய்யுள் - 1 வினா
- செய்யுள் - 1 வினா
- சிறுகதை - 1 வினா
- இலக்கிய வரலாறு - 1 வினா
- மொழிபெயர்ப்பு - 1 வினா

**குறிப்பு :** ஆ, இ பிரிவுகளில் வினாக்கள் "இது" அல்லது "அது" என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைத்தல் வேண்டும்.

Course Code	Course Name	Category	Hours / Week	Credits
25HIN11L	Hindi - I	Language – I	4	3

### Course Objectives

- Improves grammatical knowledge
- Will continue to read and learn about articles and think about them
- It is possible to read and understand short stories and understand the thoughts and life of the people of this state
- Translation knowledge and the ability to read and analyze a message are also available

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements	K1, K2
CLO2	Discuss the content of a reading passage	K2, K3
CLO3	Develop an interest in the appreciation of short stories	K3
CLO4	Comprehend the grammatical structures and sentence making	K1, K3
CLO5	Understand the language and developing English to Hindi translation skill	K2, K3
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply		

**Part – I: Hindi – I**

Unit	Content	No. of Hours
I	<b>Prose : Nuthan Gadya Sangrah</b> Lesson 1 – Bharathiya Sanskurthi - Dr.Rajendra Prasad Lesson 3 – Razia - Ramaviksha Benipuri Lesson 4 – Makreal - Yespal Lesson 5 – Bahtha Pani Nirmala - ‘Ageya’ Lesson 6 – Rashtrapitha Mahathma Gandhi - Mukthibodh Lesson 9 – Ninda Ras - Harishankar Parsayi.	14
II	<b>Non Detailed Text Short Stories: Kahani Kunj</b> Pareksha - Premchand Mamtha - Jayashankar Prasad Apna paraya - Jaynendrakumar Admi ka bachcha - Yespal Bolaram ka jeev - Harishankar Parsayi Vapasi - Mannu Bhandari	14
III	<b>Grammar: Shabdha Vichar Only</b> (Noun, Pronoun, Adjective, Verb, Tense, Case, Endings) Theoretical & Applied.	12
IV	<b>Translation: English – Hindi Only.</b> Anuvadh Abhyas – III (1-15 Lessons Only)	10
V	<b>Comprehension:</b> 1 Passage From Anuvadh Abhyas–III (16-30)	10
<b>Total Hours</b>		<b>60</b>

<b>Text Books</b>	
1	Jayaprakash, (2009), Nuthan Gadya Sangrah, Publisher : Sumitra Prakashan Sumitravas, 16/4, Hastings Road, Allahabad – 211001.
2	Amithab. V.P. (2011), Kahani Kunj, Publisher : Govind Prakashan Sadhar Bagaar, Mathura, Uttar Pradesh, –281 001



Course Code	Course Name	Category	Hours / Week	Credits
25MAL11L	Malayalam - I	Language – I	4	3

### Course Objectives

- Improves grammatical knowledge
- Will continue to read and learn about articles and think about them
- It is possible to read and understand short stories and understand the thoughts and life of the people of this state
- Translation knowledge and the ability to read and analyze a message are also available

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements	K1
CLO2	Discuss the content of a reading passage	K1
CLO3	Develop an interest in the appreciation of short stories	K2
CLO4	Comprehend the grammatical structures and sentence making	K3
CLO5	Understand the language and developing English to Malayalam translation skill	K4
<b>K1 - Remember; K2 - Understand; K3 – Apply; K4-Analyse.</b>		

**Part – I: Malayalam – I**

Unit	Content	No. of Hours
I	Novel – Pathummayude Aadu - Vaikam Muhammed Basheer	14
II	Novel- - Pathummayude Aadu - Vaikam Muhammed Basheer	14
III	Short Story - Ente Priyappeta Kadhakal – (Akbar Kakkattil)	12
IV	Short Story - Ente Priyappeta Kadhakal – (Akbar Kakkattil)	10
V	Composition & Translation (English to Malayalam)	10
<b>Total Hours</b>		<b>60</b>

**Text Books**

1	Vaikam Muhammed Basheer, (2012), Novel- Pathummayude Aadu, D.C. Books, Kottayam, Kerala
2	Akbar Kakkattil, (2009), Short Story - Ente Priyappeta Kadhakal

**Reference Books**

1	Tharakan K.M, (2016), Malayala Novel Sahithya Charitram, N.B.S. Kottayam.
2	Achuyuthan M, (2014), Cherukatha Innale Innu-M. Achuyuthan D.C Books, Kottayam.
3	Dr George K.M, (2011) Sahithya Charitram Prasthanangalilude, D.C. Books Kottayam.
4	Sukumar Azheekode, (2015), Malayala Sahithyavimarsam, D.C. Books

Course Code	Course Name	Category	Hours / Week	Credits
25FRE11L	French - I	Language – I	4	3

## Course Objective

To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	Course Outcome	Knowledge Level
CLO1	Comprehend basic vocabulary	K1
CLO2	Understand basic syntax and grammar patterns	K2
CLO3	Converse slowly in known situations	K2
CLO4	Translate small basic sentences	K3
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply		

## Part – I: French – I

Unit	Content	Hours
I	Etape 0	14
	Etape1- (Lecons 1 - 3)	
II	Etape2- (Lecons 1 - 3)	14
III	Etape 3 – (Leçons 1 – 2)	12
IV	Etape 3 – (Leçon 3)	10
	Etape 4 – (Leçon 1)	
V	Etape 4 – (Leçons 2 – 3)	10
Total Hours		60
Text Book		
1	Céline Himber, Corina Brillant, Sophie Erlich, (2008), Adomania 1 – Methode de francais, Publisher - Hachette Fle.	
Reference Book		
1	Yves Loiseau, Régine, (2014), Latitudes 1, Merieux Publisher: French and European Publications Inc.	

Course Code	Course Name	Category	Hours / Week	Credits
25ENG12L	English - I	Language II	4	3

### Course Objectives

The course intends to cover

- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments.	K1
CLO2	Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills.	K2
CLO3	Apply the characters and the narrative techniques in creative writing and content creation ethically.	K3
CLO4	Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions.	K3
CLO5	Enhance overall communication competence. Practicing these skills in combination reinforces learning and provides students with opportunities to use the language in authentic contexts.	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply</b>		

**Part - II: English – I**

Unit	Content	No. of Hours
I	<b>Poetry</b> : Nature 1. I Wandered Lonely as a Cloud - William Wordsworth 2. The Sparrow - Paul Laurence Dunbar 3. Stopping by woods on a snowy Evening – Robert Frost	12
II	<b>Prose</b> : Friendship 1. The Man in Black - Oliver Goldsmith 2. Of Friendship - Francis Bacon 3. The Blessing of Friends - Sir John Lubbock	12
III	<b>Short Stories:</b> Morality 1. The Necklace – Guy de Maupassant 2. The Lottery - Shirley Jackson 3. The Monkey’s Paw - W. W. Jacobs	12
IV	<b>Language Competency</b> 1. Vocabulary : Synonyms, Antonyms, Word Formation 2. Parts of Speech 3. Error correction	12
V	<b>English for Communication</b> 1. Listening for General and Specific Information. 2. Self - Introduction, Introducing others, Greetings. 3. Reading a prose passage, Reading a poem and Reading a short story 4. Descriptive writing – Writing a short descriptive essay of two to three paragraphs.	12
<b>Total Hours</b>		<b>60</b>
<b>Text Books</b>		
1.	Zama, M. (2004). Poetry Down the Ages. Orient Blackswan.	
2.	Goldsmith, O. (1869). The Works of Oliver Goldsmith. J. Dicks	
3.	Bacon, F., & Montagu, B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan.	
<b>Reference Books</b>		
1.	Kumar, V. T. Bhavani, Durga.K. Srinivas.YL. (2018). English in use - A textbook for College Students. (English, Paperback).	
2.	Swan, M. (2005). Practical english usage (Vol. 7). Oxford: Oxford university press.	
<b>Web Resources (Swayam / NPTEL)</b>		
1.	<a href="https://nptel.ac.in/courses/109105205">https://nptel.ac.in/courses/109105205</a>	

Course Code	Course Name	Category	Hours / Week	Credits
25BVC13C	Introduction to Visual Communication	Core I	5	4

## Course Objectives

The Course intends to cover

- The Fundamentals of Visual Communication.
- Different modes of Visual Communication and its process.
- Various levels of Communication and Techniques for analyses.
- The Models of Communication.
- The Theories of Communication, Origins and Evolution.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand various aspects of communication and its respective principles.	K1, K2
CLO2	Apply modes of communication and its process.	K3
CLO3	Interpret signals, languages, and signs of visual communication.	K4
CLO4	Arbitrate appropriate messages by distinguishing multi-level communication flows.	K4
CLO5	Analyze the behavior of information and communication systems in contemporary media.	K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyze</b>		

## CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	-	1	2
CLO2	2	-	2	-	-
CLO3	3	2	3	2	-
CLO4	2	2	-	2	2
CLO5	2	2	-	-	2
3 - Substantial (high)			2 - Moderate (medium)		1 - Slight (low)

### Core I: Introduction to Visual Communication

Unit	Content	No. of Hours
I	<b>Basics of Visual Communication:</b> Fundamentals of Communication - Elements of Communication – Functions & Purpose of Communication - Barriers to Communication – Communication Skills - Role of Communication.	12
II	<b>Modes of Communication:</b> Key Concepts in Nonverbal Communication (NVC) - Proxemics - Digital NVC - Visual Perception – Semiotics - Written Forms of Communication with AI Tools - Aesthetic Experience, Objectivism vs. Subjectivism - Creativity and Expression in Art, Symbolism and Iconography - Virtual Reality and Digital Culture.	15
III	<b>Types of Communication:</b> Intrapersonal Communication - Interpersonal Communication - Group Communication - Mass Communication.	15
IV	<b>Models of Communication:</b> Berlo, Lasswell, Shannon and Weaver Models - Elaboration Likelihood Model - Social Learning Model - Principles of Good Communication and Non-violent Communication - Ethical Communication.	15
V	<b>Theories of Communication:</b> Agenda Setting Theory – Cultivation Theory – Social Learning Theory – Uses and Gratifications Theory - Two Step Flow of Information.	18
<b>Total Hours</b>		<b>75</b>
<b>Text Books</b>		
1.	Denis Mcquail, (2020). Mcquail's Media and Mass Communication Theory. Sage Publications.	
2.	Keval J. Kumar, (2020). Mass Communication in India. 5th edition. CBS Publication and Dist.	
<b>Reference Books</b>		
1.	Uma Narula, (2021). Dynamics Of Mass Communication Theory And Practice. Atlantic.	
2.	Anna Everett, (2022). New Media Theories of Practices. Routledge.	
3.	Uma Narula, (2022). Handbook Of Communication Models, Perspectives, Strategies. Atlantic	
4.	Seema Hasan, (2022). Mass Communication Principles and Concepts. Cbs Publication and Dist.	
5.	Abhay Chawla, (2021). Introduction To Mass Communication. Pearson.	
<b>Web Resources (Swayam / NPTEL)</b>		
1.	<a href="https://onlinecourses.swayam2.ac.in/cec20_ge14/preview">https://onlinecourses.swayam2.ac.in/cec20_ge14/preview</a>	
2.	<a href="https://onlinecourses.nptel.ac.in/noc20_ar15/preview">https://onlinecourses.nptel.ac.in/noc20_ar15/preview</a>	

Course Code	Course Name	Category	Hours / Week	Credits
25BVC14C	Design Thinking	Core - II	5	4

### Course Objectives

The course intends to cover

- The design process and its approaches.
- The fundamental concepts of Design Thinking.
- The stages of Design Thinking for production.
- The problems in design process.
- New concepts based on design values.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand and adopt problem-solving process to reframe design challenges.	K2,K3
CLO2	Analyse and Enumerate appropriate Design Thinking approaches for a specific design problem.	K2 , K4
CLO3	Apply design thinking principles to develop plan of action and wireframe for specific design	K3, K4
CLO4	Develop prototypes for a design using available design tools and applications.	K5
CLO5	Evaluate a good design through the stages of Design Thinking.	K5
<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate;		

### CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	2	3
CLO2	3	3	3	2	3
CLO3	2	3	2	2	3
CLO4	2	2	3	3	3
CLO5	3	3	2	2	3
<b>3</b> - Substantial (high)		<b>2</b> - Moderate (medium)		<b>1</b> - Slight (low)	



### Core II: Design Thinking

Unit	Content	No. of Hours
I	<b>Design Thinking Background:</b> Definition of Design Thinking-Business uses of Design Thinking-Variety within the Design Thinking Discipline. Fundamental Concepts: Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking.	15
II	<b>Design Thinking Tools:</b> "What Wows? What Works? What Is? What If?" Purposeful Use of Tools and Alignment with Process. Visualization-Aesthetics Principles for Designers. Stages of Design Thinking.	15
III	<b>Design Thinking Methods:</b> Journey Mapping, Archetype Mapping Matrix, Archetype Persona. Value Chain Analysis, Concept Development, Mind Mapping-Brainstorming.	15
IV	<b>Design Mechanics and Resources:</b> Assumption Testing-Design Criteria, Curator, Design Brief. Overview of Prototyping-Wire framing. Resources - People, Place, Materials, Organizational Fit. Human-Centered Design, User-Centered Design.	15
V	<b>Design Thinking Practices:</b> Role of Product Management in Design Process-Aids. Minimal Marketable Feature (MMF), Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Napkin Pitch.	15
<b>Total hours</b>		<b>75</b>
<b>Text Books</b>		
1	Christian Mueller-Roterberg, (2018), Handbook of Design Thinking -Tips & Tools for how to design thinking Christian Mueller. Roterberg	
2	Branson, S., (2020). Design Thinking: A Modern Approach For Making Crucial Business Decisions, Create Great Products And Manage Successful Startups And Companies. Independently Published.	
<b>Reference Books</b>		
1	Christian Muller, (2022). Design Thinking Dummies. Wiley Brand.	
2	Balaram, S. (2011). Thinking Design. Sage Publications.	
3	Cure, S., & Seggio, B. (2019). Graphic Design Play Book: An Exploration of Visual Thinking (Logo, Typography, Website, Poster, Web, and Creative Design). Laurence King Publishing.	
4	Curedale, R. (2019). Design Thinking Process & Methods. 5th Edition. Design Community College Incorporated.	
5	Dan O'Hair, H., & O'Hair, M. J., (2020). The Handbook of Applied Communication Research. John Wiley & Sons. den Dekker, T Design Thinking. Routledge.	
6	Hillmann, C. (2021). UX for XR: User Experience Design and Strategies for Immersive Technologies. A Press.	
<b>Web Resources (Swayam / NPTEL)</b>		
1	<a href="https://onlinecourses.nptel.ac.in/noc19_mg60/preview">https://onlinecourses.nptel.ac.in/noc19_mg60/preview</a>	

Course Code	Course Name	Category	Hours / Week	Credits
25BVC15P	Visual Arts Lab	Core Lab I	5	3

### Course Objectives

The course intends to cover

- The concepts of Visual Arts and sketching skills.
- The vital skills of art for Visual design.
- The types of medium and its application.
- The psychology of human perception, light and shadow, portrayed on various forms.
- The techniques of Communication design.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamental of lines and forms in drawing.	K1, K2
CLO2	Acquire skills at various levels in terms of visual elements.	K2, K3
CLO3	Critically analyze and demonstrate various medium and its application.	K4
CLO4	Appraise the color theory principles and aesthetics of visual media.	K3
CLO5	Create visual content using visual language and literacy	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;		

### CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	1	3
CLO2	3	2	3	2	2
CLO3	2	3	2	3	3
CLO4	2	2	3	3	3
CLO5	3	3	3	3	3
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

**Core Lab - I : Visual Arts Lab**

S. No.	Exercises	No. of Hours
	ELEMENTS OF ART	
1	Types of lines Basic geometric and organic shapes, patterns and textures.	5
2	Light and shadow on shapes - shading of forms.	5
	PERSPECTIVES	
3	Sketching using 1- point perspective,	10
4	2- point perspective, and 3- point perspective,	10
5	Linear and atmospheric perspective.	10
	HUMAN PORTRAIT SKETCHING	
6	Profile of human portrait	10
7	Detail study of human portrait	10
	VISUAL PERCEPTION	
8	Creating visuals with Gestalt Principles	5
9	Typography – Type as visual	5
10	Visual as type	5
<b>Total hours</b>		<b>75</b>
<b>Text Books</b>		
1	Susan Owens. 2013.The Art of Drawing. V&A Publishing, South Kenigston London	
2	Stephen C.P Gardner. (2019). Drawing A Complete Guide. Thames & Hudson.	
<b>Reference Books</b>		
1	Kate Wilson. (2015). Drawing And Painting. Thames & Hudson.	
2	Saul Greenberg. (2012). Sketching User Experiences. Elsevier	
3	David Gill. (2018). Designing Art. Vendome	
4	Chrls Campe. (2020). Designing Fonts. Thames & Hudson	
5	Edwards, B. (1997). Drawing on the Right Side of the Brain.	

Course Code	Course Name	Category	Hours / Week	Credits
25BVC16P	Digital Drawing and Painting Lab	Allied I Lab	3	3

## Course Objectives

The course intends to cover

- The concepts of digital drawing and familiarize students with digital tools and software's.
- Practical skills that can be applied in digital art careers or personal artistic pursuits.
- Creativity and experimentation in digital art techniques.
- Compositing and integrating matte paintings with live action or 3D elements.
- Principles of perspective, colour, and lighting.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand digital drawing and painting software, including tools for sketching, colouring, and rendering.	K2
CLO2	Develop their unique artistic style and demonstrate creativity in their digital artwork.	K3
CLO3	Create digital sketches and line art with precision and fluidity.	K3
CLO4	Analyse and evaluate their own work and the work of their peers, fostering a culture of improvement and collaboration.	K4,K5
CLO5	Build a portfolio of digital artwork showcasing their skills and creative vision.	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5- Evaluate;		

## CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	1	1
CLO2	2	2	1	2	2
CLO3	1	2	3	2	3
CLO4	2	3	3	1	2
CLO5	3	1	2	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

### Allied I Lab: Digital Drawing and Painting Lab

S. No.	Exercises	No. of Hours
1	Create non-living objects for a landscape using Shapes and Shades.	4
2	Create Plants & Trees / Infographic elements using brush.	4
3	Create Cartoon figures with multilayer drawing / Isometric Image.	4
4	Create logo for your own interest.	4
5	Create a visiting card / two-page brochure.	4
6	Create Concept Environment using multiple images (layers).	5
7	Day and night of a landscape using Color correction and lighting techniques.	5
8	Create charcoal and pastel style matte paintings using custom brushes.	5
9	Create a photo realistic castle environment for camera projection.	5
10	Create a multi-plane parallax set up for a busy marketplace scene using 2D images.	5
Total Hours		45
Text Books		
1	Armin Niggli. (2022). Adobe Photoshop Cc 2018. Adobe Press.	
2	3D total Publishing. (2020). Beginner’s Guide to Digital Painting in Photoshop 2nd Edition. 3D Total Publishing.	
Reference Books		
1	Bloom, S. R. (2012). Digital Painting in Photoshop. CRC Press.	
2	David Dabner. (2022). Graphic Design School. Thames & Hudson.	
3	Armin. (2021). Graphic Design Manual. Niggli.	
4	Dinur, E. (2021). The Complete Guide to Photorealism for Visual Effects, Visualization and Games. Routledge.	
5	Mattingly, D. B. (2011). The Digital Matte Painting Handbook. John Wiley & amp; Sons.	
6	Whitt, P. (2020). Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open-Source Image Editor. A press.	
7	Kuhlman, G. (2019). GIMP for Beginners: First 12 Skills. Independently Published.	

### Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA						
100	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	5	75	10			

### Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

### Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
100			50	10	60	15	10		

### Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	10	50
Model	3	60	-	15	60
Experiments	-	-	-	10	10
Observation	-	-	-	05	05
Total Marks - CIA				40	40
ESE	3	50	10	-	60

**Components for Internal Assessment and  
Distribution of Marks for CIA (Foundation Course -Theory)**

Max Marks	Marks for		Components for CIA				
50	CIA	ESE	CIA		Model		Total
	50	-	Actual	Weightage	Actual	Weightage	50
			50	25	50	25	

**Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

**Components for and Distribution of Marks for ESE (Theory)  
Ability Enhancement Compulsory Courses (AECC)  
&  
Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50



# Semester 2



Semester – 2									
Course Code	Part	Course category	Course Name	Hours /Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
25TAM21L	I	Language - I	Tamil – II	4	3	25	75	100	3
25HIN21L	I		Hindi – II						
25MAL21L	I		Malayalam – II						
25FRE21L	I		French – II						
25ENG22L	II	Language - II	English – II	4	3	25	75	100	3
25BVC23C	III	Core III	Advertising & Branding	5	3	25	75	100	4
25BVC24P	III	Core Lab - II	2D Animation Techniques Lab	5	6	40	60	100	3
25BVC25P	III	Core Lab - III	Photography and Image Editing Lab	5	3	40	60	100	3
25BVC26P	III	Allied - II Lab	Living with People Lab	3	3	40	60	100	3
25HUM2FC	IV	FC - II	Human Rights	2	2	50	-	50	2
25DIM2FC			Disaster Management						
25IDT2AE	IV	AECC - IV	Innovation & Design Thinking	2	2	-	50	50	2
25IPR2AE			Intellectual Property Rights						
25END2AE			Entrepreneurship Development						
Total				30				700	23

Course Code	Course Name	Category	Hours / Week	Credits
25TAM21L	Tamil – II	Language - I	4	3

## Course Objectives

The Course intends to cover

- தமிழ் இலக்கியம் கற்பதன் மூலம் நாகரிகம் மற்றும் பண்பாட்டைப் புரிந்துகொள்ளுதல்.
- தனிப்பட்ட வளர்ச்சி, படைப்பாற்றல் திறனை வளர்த்தல்.
- வாழ்வியல் அறங்களைக் கற்றல் மற்றும் வாழ்வைச் செழுமையாக்க உதவும் நன்னெறிகளை அறிதல்.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	அற இலக்கியங்கள் வழி வாழ்வியல் ஒழுக்கங்களைப் பின்பற்றுதல்	K1 - K3
CLO2	பக்தி இலக்கியங்கள் வழி பக்தி நெறிகளை உணர்தல்.	K1 - K3
CLO3	உரைநடை இலக்கிய படைப்பாளர்களின் சிந்தனைகளைக் கற்று பின்பற்றுதல்	K1 - K3
CLO4	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தாக்கம் குறித்து அறிதல்	K1- K3
CLO5	இலக்கணங்களைக் கற்று பிழையின்றி எழுதுதல்.	K1 - K3
K1 - Remember; K2 - Understand; K3 – Apply		

Unit	Content	No. of Hours
I	<p>(அறம்)</p> <ol style="list-style-type: none"> <li>திருக்குறள்(மூன்று அதிகாரங்கள்) <ul style="list-style-type: none"> <li>புகழ்</li> <li>வினை செயல்வகை</li> <li>நெஞ்சொடு கிளத்தல்</li> </ul> </li> <li>திரிகடுகம்(10, 16, 19, 26, 42 பாடல்கள் மட்டும்)</li> <li>பழமொழி நானூறு( 2,7,21,54,69,119,130,184,267,375 பாடல்கள் மட்டும்)</li> </ol>	14
II	<p>(பக்தி)</p> <ol style="list-style-type: none"> <li>தாயுமானவர் பாடல்கள்(பராபரக் கண்ணி முதல் 10 பாடல்கள்)</li> <li>உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிகவிநாயகம் பிள்ளை</li> <li>வள்ளலார் பாடல்கள்(திருவருட்பா – வள்ளலார் விண்ணப்பம்)</li> <li>இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன்</li> <li>சித்தர் பாடல் - சிவவாக்கியார் பாடல்</li> </ol>	14
III	<p>(கலை மற்றும் பண்பாடு )</p> <ol style="list-style-type: none"> <li>அறம் எனப்படுவது - அமுதன்</li> <li>எட்டில் எழுதா இலக்கியம் - ஒளவை துரைச்சாமி</li> <li>கீழடி - தொல்லியல் துறை, வெளியீடு</li> <li>மனம் எனும் சொர்க்கவாசல்- டாக்டர் எம்.எஸ்.உதயமூர்த்தி</li> <li>ஆளுமைத் திறன் - அறிவுக்கதிர். அரசுப்பணி சிறப்பிதழ்</li> </ol>	12
IV	<p>(இலக்கிய வரலாறு)</p> <ol style="list-style-type: none"> <li>பதினெண் கீழ்க்கணக்கு நூல்கள்</li> <li>உரைநடையின் தோற்றமும் வளர்ச்சியும்</li> </ol>	10

Unit	Content	No. of Hours
V	<b>(இலக்கணம்)</b> 1. சொல்லின் வகைகள் 2. வேற்றுமைத் தொகைகள் 3. பகுபத உறுப்புகள்	10
<b>Total Hours</b>		<b>60</b>

<b>Reference Books</b>	
1	கவிஞர் கண்ணதாசன், (2006, 6-ஆம் பதிப்பு), இயேசு காவியம், கலைக்காவிரி பதிப்பகம்.
2	நடராசன் தி.சு. (2013, 16-ஆம் பதிப்பு), உரைகளும் உரையாசிரியர்களும், நியூ செஞ்சுரி புக் ஹவுஸ்.
3	முனைவர் சேதுராமன் சி.(2010, முதல் பதிப்பு), அபிராமி அந்தாதி, நியூ செஞ்சுரி புக் ஹவுஸ்.
4	முனைவர் பஞ்சாங்கம் கா. (2017, 4-ஆம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, காவியா பதிப்பகம்.
5	வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு.
6	செல்வநாயகம் வி.(2003, முதல் பதிப்பு), தமிழ் உரைநடை வரலாறு, அடையாளம் பதிப்பகம்.
7	பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக் ஹவுஸ்(பி). லிட்.
8	டாக்டர் உதயமூர்த்தி எம். எஸ்.(2016, முதல் பதிப்பு), எண்ணங்கள், வெளியீடு கங்கை புத்தக நிலையம்.
9	புலவர்.பொன்மணிமாறன், (2011, முதல் பதிப்பு) அடோன் தமிழ் இலக்கணத் தொகுப்பு, அருண் பப்ளிஷிங்.
10	குமரன் கோ (2010, முதல் பதிப்பு), தமிழ் இலக்கணம் எளிய அறிமுகம் , சந்தியா பதிப்பகம்.

Course Code	Course Name	Category	Hours / Week	Credits
25HIN21L	Hindi - II	Language - I	4	3

### Course Objectives

The Course intends to cover :

- A basic understanding of contemporary poetry can be gained and the nature of modern poetry can be realized.
- Realizing the nature of drama and its nature and improving the knowledge of reading and understanding the nature of contemporary plays.
- Understands the benefits of correspondence and can enhance the correspondence you need.
- Translation is especially useful for translating from Hindi to English

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic understanding of renewal poetry and the essence of the poem	K1
CLO2	It is possible to understand the genre of Drama	K2
CLO3	Translating skill improved specially from English to Hindi	K2, K3
CLO4	Knowledge is gained by using phrases and idioms	K3
CLO5	Learners can express opinion in small sentences	K4
<b>K1 - Remember; K2 - Understand; K3 – Apply; K4 - Analyse</b>		

Unit	Content	No. of Hours
I	<b>Modern Poetry :</b> Panchvati By Mythli Sharan Gupta	14
II	<b>One Act Play:</b> Ekaniki Piyush 1. Owrangjeb ki aakirirath– Ramkumar varma 2. Ek din - Lakshminarayan Misra      3. Vapasi - Vishnuprabhakar 4. Badsurath rajkumari – Krishnachandra    5. Aakket – Harijeeth	14
III	<b>Letter Writing :</b> (Leave Letter, Job Application, Ordering Books, Letter to Publisher, Personal Letter)	12
IV	<b>Conversation:</b> (Doctor & Patient, Teacher & Student, Storekeeper & Buyer, Two Friends, Booking Clerk & Passenger at Railway Station, Auto rickshaw driver and Passenger)Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan Vani Prakashan, New Delhi.	10
V	<b>Translation:</b> Hindi-English only Lessons – 1-15 only Anuvadh Aabyas -III	10
<b>Total Hours</b>		<b>60</b>

#### Text Book

1. Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE

#### Reference Books

1. Kavya Parasar, Dr.Bolanath,(2018) Jawahar Pusthakalay, Sadar Bazaar,Mathura-U.P.281001.
2. Sone ki Varsha (2020) Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017

Course Code	Course Name	Category	Hours / Week	Credits
25FRE21L	French - II	Language - I	4	3

## Course Objectives

The course intends to

- Understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of concrete needs.
- Recognize key aspects of Francophone cultures such as greetings, etiquette, daily life, and basic geography of French-speaking countries.
- Write short, simple texts such as postcards, emails, or short descriptions about themselves and their immediate environment.
- Construct simple sentences using correct word order and basic vocabulary.
- Develop sensitivity to cross-cultural differences in communication and social practices.
- Read and understand short, simple texts such as personal messages, advertisements, menus, and schedules.

## Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Improve all the four French language skills (speaking, listening, reading, and writing) (Effective communicators)	K1
CLO2	Comprehend French and other Francophone nations' cultures and civilizations.	K2
CLO3	Comprehend the fundamentals of language structure, vocabulary, grammar, and phonetics (language skill).	K3
CLO4	The French DELF-A1 Certification is appreciated.	K3
CLO5	Developing Communication Skills	K4
<b>K1 - Remember; K2 - Understand; K3 – Apply; K4-Analyse</b>		

Unit	Content	No. of Hours
I	Portraits(pg 50-60) Grammaire: pg(140-144)	14
II	Communication(pg 61-65) Grammaire: pg(145-146)	14
III	Temps Libre(pg 66-68) Grammaire: pg(147)	12
IV	Mots Et Expressions((pg 69-76) Grammaire: pg(148-151)	10
V	Communication(pg 77-81) Grammaire: pg(152-155)	10
	<b>Total Hours</b>	<b>60</b>
<b>Text Book</b>		
1.	Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE.	
<b>Reference Book</b>		
1.	Nathalie Hirschsprung, Tony Tricot, (2017) Cosmopolite, Hachette.	

Course Code	Course Name	Category	Hours /Week	Credits
25ENG22L	English-II	Language - II	4	3

### Course Objectives

The course intends to cover

- The literary elements in poetry.
- The critical contemplation and writing in styles of prose texts.
- The modernist techniques and ethics in the narratives of short stories.
- The interpersonal skills essential in the work environment.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify the common techniques underlying free verse and traditional forms of poetry for crafting poems.	K1
CLO2	Understand humour in prose texts psychologically to master the oratory skills.	K2
CLO3	Employ empathy and morale in diplomatic Day-to-day circumstances.	K3
CLO4	Strengthen the writing skills for documentation.	K3
CLO5	Demonstrate flexibility and mobility in the sequel LSRW Skills.	K3
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply		

Unit	Content	No. of Hours
I	<b>Poetry:</b> Motherhood 1. My Grand Mother’s House – Kamala Das 2. Of mother, among others things – A.K Ramanujam 3. Night of the Scorpion – Nissim Ezekiel	12
II	<b>Prose:</b> Humour 1. With The Photographer – Stephen Leacock 2. Travel by Train – J.B.Priestley 3. On Forgetting – Robert Lynd	12
III	<b>Short Stories:</b> Integrity 1. The taxi driver – K.S. Duggal 2. A Retrieved Reformation- O Henry 3. Kabuliwala - Rabindranath Tagore	12
IV	<b>Language Competency : Vocabulary</b> 1. Homonyms, Homophones, Homographs Portmanteau words 2. Verbs and Tenses, Subject Verb Agreement 3. Error Correction Vocabulary : Synonyms, Antonyms, Word Formation	12
V	<b>English for Communication</b> 1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks 2. Participating in a meeting: face to face and online 3. Reading news and weather reports 4. Preparing first drafts of short assignments .	12
Total Hours		60
Text Books		
1.	Ezekiel Nissim, 1989 .Collected Poems 1952-1988. Oxford University Press.	
2.	Hewings, M. (2000). Advanced English Grammar. Cambridge. University Press.	
Reference Books		
1.	Bakshi, S.P. & Sharma, R. (2019). Descriptive English. Arihant Publications (India) Ltd.	
2.	Cameron S & Dempsey L. (2019). The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing.	
3.	Sherman B. (2014) Skimming and Scanning Techniques. Liberty University Press.	
Web Resources (Swayam / NPTEL)		
1.	<a href="https://nptel.ac.in/courses/109103020">https://nptel.ac.in/courses/109103020</a>	



Course Code	Course Name	Category	Hours / Week	Credits
25BVC23C	Advertising and Branding	Core III	5	4

### Course Objectives

The course intends to cover

- The fundamentals of advertising and brand communication.
- The strategies in the advertising industry.
- The creativity and design values.
- Appropriate budget techniques in branding.
- The regulations in advertising industry.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the nature, role, and importance of brand management.	K1, K2
CLO2	Analyze market standards and its intricate concepts.	K4
CLO3	Understand the functions and appeals of advertising.	K2
CLO4	Apply the ethical challenges in media management.	K3
CLO5	Cognize the regulations in the advertising industry.	K4
<b>K1</b> - Remember : <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze;		

### CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	1	1	2
CLO2	2	3	2	3	3
CLO3	3	2	2	2	2
CLO4	2	1	3	3	3
CLO5	2	2	2	1	3
<b>3</b> - Substantial (high)		<b>2</b> - Moderate (medium)		<b>1</b> - Slight (low)	

### Core– III : Advertising and Branding

Unit	Content	No. of Hours
I	<b>Introduction to Advertising:</b> Definition of Advertising - History of Indian Advertising - Role of Advertising in the Product Life Cycle (PLC). Understanding Ancient marketing strategies in India. <b>Agency &amp; Client Relationship:</b> Creative Pitch - Agency compensation - Agency accreditation. <b>Types of Advertising:</b> Commercial - Non-commercial - Primary demand and Selective Demand-Classified and Display advertising – Comparative advertising – Cooperative advertising-Political Advertising.	15
II	<b>Marketing Concepts and Evolution:</b> Exchange – Production - Product-Selling and Marketing. <b>Fundamental Nature of rural market:</b> Understanding the Rural Mind and buying process. Social Marketing: Definition of social marketing-need - objectives and publics 6 P's of a social marketing program. AI in Social Media Marketing.	15
III	<b>Role of Branding:</b> Determining the message theme / major selling idea- - Introduction to Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals - Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. Copywriting for various media using AI tools. Pre- testing and post-testing of ads.	15
IV	<b>The Creative Brief:</b> Setting communication - Sales Objectives for the Ad campaign - Methods of setting Ad budget - Media planning and buying- Media objectives - Factors to be considered in media planning and media vehicles. Developing media strategy with media mix and media scheduling strategies.	15
V	<b>Regulatory Bodies:</b> Self-Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - Various laws and enactment concerning advertising in India with case studies.	15
Total hours		75
Text Books		
1	Kleppners. (2011). Adverting Procedure 18 <sup>th</sup> Edition. Pearson Education, Inc	
2	Nicholas Holm. (2023). Advertising and Consumer Society A Critical Introduction. Routledge.	
Reference Books		
1	David Ogilvy. (2002). Ogilvy on Advertising. 1 <sup>st</sup> Vintage Books ed. Vintage.	
2	William.F.Arens. (2008). Contemporary Advertising. The MC Graw Hill.	

Reference Books	
3	<b>Kenneth E. Clow.</b> (2019). Integrated Advertising, Promotion and Marketing Communication. Pearson.
4	<b>Sandra Moriarty.</b> (2022). Advertising And Imc Principles And Practice. Pearson.
5	<b>Thomas Clayton O' Guinn.</b> (2015). Advertising And Integrated Brand Promotion With Course Mate. Cengage Learning.
6	<b>Carmen Maye.</b> (2020). Advertising And Public Relations Law. Routledge.

Web Resources (Swayam / NPTEL)	
1	<a href="https://onlinecourses.nptel.ac.in/noc22_mg38/preview">https://onlinecourses.nptel.ac.in/noc22_mg38/preview</a>
2	<a href="https://onlinecourses.nptel.ac.in/noc22_mg38/preview">https://onlinecourses.nptel.ac.in/noc22_mg38/preview</a>

Course Code	Course Name	Category	Hours / Week	Credits
25BVC24P	2D Animation Techniques	Core Lab II	5	3

S. No.	Exercises	No. of Hours
	<b>2D Animation</b>	
1	Animate the object using basic keyframes.	5
2	Shifting shapes with shape tweens.	5
3	Creating a Motion Using Path Animation	5
4	Control the speed of motion using tools.	10
5	Loop Animation using Containers/Symbols.	10
6	Bouncing Ball Animation (Snow Ball, Beach Ball, Foot Ball)	10
7	Creating effects using AI (Smoke/Water/Fire etc.,).	5
8	Parenting the layers for Animation.	5
9	Human Walk Cycle (Onion Skin)	10
10	Creating Animal Walk Cycle using AI.	10
<b>Total hours</b>		<b>75</b>
<b>Text Books</b>		
1	<b>Paul Wells.</b> (1998). Understanding Animation. Routledge.	
2	<b>Richard E. Williams.</b> (2009) Animator's Survival Kit, Faber: Main Revised edition, Europe.	
<b>Reference Books</b>		
1	<b>Amy E. Amtson.</b> (2003). Graphic Design Basics, Wadsworth Cengage Learning.	
2	<b>Roger Burrows.</b> (2018). 3D Thinking in Design and Architecture. Thames & Hudson.	
3	<b>Russell Chun.</b> (2022). Adobe Animate Classroom in a Book. Pearson Education.	
<b>Web Resources (Swayam / NPTEL)</b>		
1	<a href="https://onlinecourses.swayam2.ac.in/ntr24_ed17/preview">https://onlinecourses.swayam2.ac.in/ntr24_ed17/preview</a>	
2	<a href="https://onlinecourses.swayam2.ac.in/ntr24_ed42/preview">https://onlinecourses.swayam2.ac.in/ntr24_ed42/preview</a>	
3	<a href="https://onlinecourses.nptel.ac.in/noc24_ar09/preview">https://onlinecourses.nptel.ac.in/noc24_ar09/preview</a>	

Course Code	Course Name	Category	Hours / Week	Credits
25BVC25P	Photography and Image Editing	Core Lab III	5	3

S. No.	Exercises	No. of Hours
1	Environmental exposure	6
2	Portraits	6
3	Photo feature	7
4	Industrial photography	8
5	Street Photography	8
6	News Photography	8
7	Product Photography	8
8	Wild Life Photography	8
9	Special effects photography using AI	6
10	Image Editing a. Photoshop tools and properties b. Working with layers & transformation c. Skin smoothening using AI d. BG removal using AI e. Resizing and Resampling f. Sharpening Techniques g. Camera Raw Fundamentals Opening & Editing Raw Files	10
Total hours		75
Text Books		
1	Michael Langford. (2008). Advanced Photography. Focal Press.	
2	Henry Carroll. (2021). Humans Photographs That Make You Think. ABRAMS.	
Reference Books		
1	Haje Jan Kamps. (2013). The Ilex Introduction to Photography. Octopus.	
2	Judy Glickman Lauder. (2018). Beyond the Shadows The Holocaust and the Danish Exception. Aperture Foundation.	
3	Peter K Burian. (2001). Mastering Digital Photography & Imaging. 1 <sup>st</sup> Edition Sybex, USA.	
4	Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray. (2000). Ninth Edition. The Manual of Photography.	
5	Michael Langford. (2005). Basic Photography. Focal Press.	
Web Resources (Swayam / NPTEL)		
1	https://onlinecourses.swayam2.ac.in/cec19_ge02/preview	

Course Code	Course Name	Category	Hours / Week	Credits
25BVC26P	Living with People	Allied II -Lab	3	3

S. No.	Exercises	No. of Hours
1	Studying / exploring the village Understanding the form and structure of the village – Physical form, psychological form, personal structure, family structure and social structure.	10
2	Study of the village through the following: a. Food culture – style & resources b. Water resources – usage, availability c. Transportation d. Occupation - types and income e. Women – routine activities f. Children – lifestyle, education g. Elderly people - family & social aspects h. Market places – shops & market, mobile vendors i. House structures – style, architecture and products j. Communication influence k. Political influence l. Traditional practices – music, performances, rituals & artists m. Study of indigenous products	35
Total hours		45
Text Books		
1	Knowles, J. G., & Cole, A. L. (2008). Handbook of the Arts in Qualitative Research: Perspectives, Methodologies, Examples, and Issues. Thousand Oaks, CA: Sage.	
2	Kathleen Kuiper. (2010). The Culture of India. Britannica Educational Pub.	
Reference Books		
1	Prosser, J. (2010). Visual ethics. Proceedings from Digital Futures Symposium: Participatory Archives in the Age of AIDS. Howick, South Africa.	
2	Paul Hockings. (1995). Principles of Visual Anthropology, Second edition. Mounon de Gruyter, Berlin, New york.	
3	S.N. Chatterjee. (2008). Water Resources, Conservation and Management. Atlantic Publishers & Distributors.	
4	Padma Charan Mishra, Krushna Singh Padhy. (2000). Factional Politics in Rural India. Discovery Publishing House.	
5	C. Venkatachalam. (2011). Elderly in India. Sankalp Publication.	

Course Code	Course Name	Category	Hours / Week	Credits
25HUM2FC	Human Rights	FC - II	2	2

Unit	Content
I	<p><b>Concept of Human Values, Value Education Towards Personal Development</b>  Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education.</p> <p><b>Personal Development:</b>  Self-analysis and Introspection; Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbors, Co-workers.  Character Formation towards Positive Personality:  Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.</p>
II	<p><b>Value Education Towards National and Global Development</b>  <b>National and International Values:</b>  Constitutional or National Values - Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity.  Social Values - Pity and Probity, Self-Control, Universal Brotherhood.  Professional Values - Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, and Faith.  Religious Values - Tolerance, Wisdom, Character.  Aesthetic Values - Love and Appreciation of Literature and Fine Arts and Respect for the Same.  National Integration and International Understanding.</p>
III	<p><b>Impact of Global Development on Ethics and Values</b>  Conflict of Cross-Cultural Influences, Mass Media, Cross-Border Education, Materialistic Values, Professional Challenges, and Compromise.  Modern Challenges of Adolescent Emotions and Behavior; Sex and Spirituality: Comparison and Competition; Positive and Negative Thoughts.  Adolescent Emotions, Arrogance, Anger, Sexual Instability, Selfishness, Defiance</p>
IV	<p><b>Therapeutic Measures</b>  Control of the Mind through  a. Simplified Physical Exercise  b. Meditation – Objectives, Types, Effect on Body, Mind and Soul  c. Yoga – Objectives, Types, Asanas  d. Activities:  (i) Moralisation of Desires  (ii) Neutralisation of Anger  (iii) Eradication of Worries  (iv) Benefits of Blessings</p>

Unit	Content	
V	<p><b>Human Rights</b></p> <p>1. Concept of Human Rights – Indian and International Perspectives</p> <ul style="list-style-type: none"><li>a. Evolution of Human Rights</li><li>b. Definitions under Indian and International Documents</li></ul> <p>2. Broad Classification of Human Rights and Relevant Constitutional Provisions.</p> <ul style="list-style-type: none"><li>a. Right to Life, Liberty and Dignity</li><li>b. Right to Equality</li><li>c. Right against Exploitation</li><li>d. Cultural and Educational Rights</li><li>e. Economic Rights</li><li>f. Political Rights</li><li>g. Social Rights</li></ul> <p>3. Human Rights of Women and Children</p> <ul style="list-style-type: none"><li>a. Social Practice and Constitutional Safeguards<ul style="list-style-type: none"><li>(i) Female Feticide and Infanticide</li><li>(ii) Physical Assault and harassment</li><li>(iii) Domestic Violence</li><li>(iv) Conditions of Working Women</li></ul></li></ul> <p>4. Institutions for Implementation</p> <ul style="list-style-type: none"><li>a. Human Rights Commission</li><li>b. Judiciary</li></ul> <p>5. Violations and Redressal</p> <ul style="list-style-type: none"><li>a. Violation by State</li><li>b. Violation by Individuals</li><li>c. Nuclear Weapons and terrorism</li><li>d. Safeguards</li></ul>	
Total Hours		30
Web Resources		
1.	<a href="https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf">https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf</a>	



Course Code	Course Name	Category	Hours/Week	Credits
25DIM2FC	Disaster Management	FC-II	2	2

Unit	Content	
I	<b>Unit I: Introduction to Disasters</b> 1.1. Definition of Concepts 1.2. Difference between hazards and vulnerability 1.3. Types of Disasters 1.4. Natural Disasters 1.5. Human - Made Disasters	
II	<b>Unit II: Disasters Management</b> 2.1. Disaster Management 2.2. Disaster Management Cycle 2.3. Key Phases of Disaster Management 2.4. Disaster and Development 2.5. Disaster Impacts on Differential Groups	
III	<b>Unit III: Vulnerability Assessment and Reduction</b> 3.1. Vulnerability 3.2. Vulnerability Assessment 3.3. Early Warning System 3.4. Factors Contributing to Vulnerability 3.5. Vulnerability Reduction 3.6. Impact of Development Projects such as Dams, Embankments, Changes in Land-use etc. 3.7. Climate Change Adaptation	
IV	<b>Unit IV: Disaster Risk Reduction</b> 4.1. Disaster Risk Reduction (DRR), 4.2. Knowledge Management in Disaster Risk Reduction 4.3. The Knowledge Management Cycle 4.4. Role of Information and Knowledge in Disaster Risk Reduction 4.5. Indigenous Knowledge and Disaster Risk Reduction 4.6. Indigenous Knowledge and Early Warning Indicators 4.7. Indigenous Knowledge and Coping Strategies 4.8. Sendai Framework for Disaster Risk Reduction 4.9. Intergovernmental Panel on Climate Change (IPCC) 4.10. IPCC Scenario in the Context of India	
V	<b>Unit V: Institutional Framework for Disaster Management</b> 5.1. National Policy on Disaster Management 2009 5.2. The National Disaster Management Authority (NDMA) 5.3. State Disaster Management Authority (SDMA) 5.4. District Disaster Management Authorities (DDMAs) 5.5. Community-Based Disaster Management (CBDMD) 5.6. NGOs and Disaster Management 5.7. Other Related Policies, Plans, Programmes and Legislation	
Total Hours		30

References	
1.	Agrawal A. (1995), Dismantling the divide between Indigenous Knowledge and Scientific Knowledge. Development Change 26: 413 – 439.
2.	Mrinalini Pandey (2014), Text Book of Disaster Management, Wiley India Pvt Ltd.
3.	Pradeep K Goyal, Anil K Gupta, Disaster Management, All India Council for Technical Education Nelson Mandela Marg, Vasant Kunj, New Delhi, 110070
4.	Sharma S.C (2020), Disaster Management (1 <sup>st</sup> ed.), Khanna Book Publishing Co. (P) Ltd, New Delhi.
5.	Srivastava A.K (2021), Text Book of Disaster Management, Scientific Publishers, Jodhpur.
6.	Subramanian, (2018), Disaster Management, Vikas Publishing House, Noida.
7.	Tushar Bhattacharya (2015), Text Book of Disaster Science and Management, McGraw Hill Education.
8.	United Nation (2015), Sendai Framework for Disaster Risk Reduction. 2015 – 2030. Geneva: UNISDR
9.	<a href="http://www.EasyEngineering.net">www.EasyEngineering.net</a>

Course Code	Course Name	Category	Hours / Week	Credits
25IDT2AE	Innovation & Design Thinking	AECC - II	2	2

### Course Objectives

The Course intends to cover

- The principles and practices of innovation and design thinking.
- Creative problem-solving skills, and impactful solutions across diverse contexts.
- The user-centered research techniques, and practical tools to generate, prototype.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the design thinking methodology for solving real-world problems.	K2
CLO2	Generate, prototype, and test innovative ideas.	K3
CLO3	Frame human-centered solutions and present them effectively.	K3
CLO4	Enhance their confidence in collaborative approaches to problem solving.	K3
CLO5	Integrate innovation strategies into business, social, and creative contexts to drive sustainable impact.	K4
<b>K2</b> - Understand; <b>K3</b> – Apply ; <b>K4</b> - Evaluate		

**Ability Enhancement Compulsory Courses (AECC)-II:**  
**Innovation & Design Thinking**

Unit	Content	No. of Hours
I	<b>Principles of Design Thinking:</b> Usability, Human-centeredness, Empathy, Iteration. <b>Types of Innovation:</b> Product, Process, Business Model, Social Innovation.	6
II	<b>Empathy &amp; Defining The Problem:</b> Understanding users - observation - ethnographic research - interviews - Empathy maps and personas - Identifying user pain points - Problem framing vs. problem solving.	6
III	<b>Ideation &amp; Creativity Tools:</b> Divergent vs. Convergent Thinking - Brainstorming and mind mapping techniques – SCAMPER. Idea selection and prioritization frameworks.	6
IV	<b>Prototyping &amp; Experimentation:</b> Low-fidelity vs. High-fidelity prototyping - Storyboarding, sketching, mock-ups, and role-playing - Rapid prototyping with simple materials.	6
V	<b>Testing &amp; Feedback:</b> Testing prototypes with users - Iteration and learning from feedback. <b>Innovation Strategy &amp; Implementation :</b> Scaling ideas into innovations - Measuring innovation impact - Barriers - Design Thinking for social change and sustainability.	6
Total Hours		30
Text Books		
1	Kelley, T., & Kelley, D. (2013). Creative confidence: Unleashing the creative potential within us all. Crown Business.	
2	Dan Saffer, Designing for Interaction, New Riders Publications, 2010.	
Reference Books		
1	Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2018). Design thinking research: Making distinctions: Collaboration versus cooperation. Springer.	
2	Liedtka, J., & Ogilvie, T. (2011). Designing for growth: A design thinking tool kit for managers. Columbia University Press.	
3	Martin, R. (2009). The design of business: Why design thinking is the next competitive advantage. Harvard Business Press.	
Web Resources (Swayam / NPTEL)		
1	<a href="https://onlinecourses.nptel.ac.in/noc22_mg32/preview">https://onlinecourses.nptel.ac.in/noc22_mg32/preview</a>	
2	<a href="https://onlinecourses.swayam2.ac.in/imb23_mg65/preview">https://onlinecourses.swayam2.ac.in/imb23_mg65/preview</a>	
3	<a href="https://onlinecourses.nptel.ac.in/noc20_hs08/preview">https://onlinecourses.nptel.ac.in/noc20_hs08/preview</a>	

Course Code	Course Name	Category	Hours/Week	Credits
25IPR2AE	Intellectual Property Rights	AECC - II	2	2

### Course Objectives

This course intends to cover

- Identify the objectives, forms, duration, and scope of protection for different types of intellectual property.
- Understand the global IP framework and India's compliance challenges.
- Recognize the role of IP as a policy tool for national, economic, social, and cultural growth.
- Gain knowledge of substantive laws and procedural mechanisms of IP in India.
- Analyze recent national and global trends in intellectual property rights.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the core principles of intellectual property protection.	K2
CLO2	Identify the key concepts and principles of trademarks.	K2
CLO3	Comprehend the legal implications and rights under copyright law.	K3
CLO4	Understand the legal consequences of patents and trade secrets.	K2
CLO5	Comprehend IP rights for plant varieties and farmers, along with their legal and social aspects.	K4
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> – Apply; <b>K4</b> – Analyze		

**Ability Enhancement Compulsory Courses (AECC)-II: Intellectual Property Rights**

Unit	Content	No. of Hours
I	<b>Introduction to Intellectual Property:</b> Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	6
II	<b>Trade Marks:</b> Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes.	6
III	<b>Law of Copy Rights:</b> Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law.	6
IV	<b>Law of Patents, Trade Secrets:</b> Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation.	6
V	<b>Protection of Plant Varieties and Farmers’ Rights:</b> Introduction -Meaning and Definition - Registrable Varieties of Plants - Procedure for Registration - Plant Varieties Protection.	6
Total Hours		30
Text Books		
1	V K Ahuja - Law Relating To Intellectual Property Rights - Lexis Nexis; Third edition , 2017.	
2	Elizabeth Verkey - Intellectual Property Law and Practice – Eastern Book Company – 2018.	
3	S R Myneni - Law of Intellectual Property - Asia Law House – 2021.	
Reference Books		
1	B.L. Wadehra - Law Relating To Intellectual Property – Universal Law Publishing House, New Delhi, 2011.	
2	Avtar Singh - Intellectual Property Law - Eastern Book Company – 2015.	
Web Resources (Swayam/NPTEL)		
1	<a href="https://onlinecourses.nptel.ac.in/noc22_hs59/preview">https://onlinecourses.nptel.ac.in/noc22_hs59/preview</a>	

Course Code	Course Name	Category	Hours / Week	Credits
25END2AE	Entrepreneurship Development	AECC - II	2	2

### Course Objectives

This course intends to cover

- Basics of starting and managing entrepreneurial ventures.
- Tools for planning, funding, and entrepreneurial growth.

### Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the concept of entrepreneurship.	K2
CLO2	Gain knowledge on entrepreneurial motivation	K2
CLO3	Apply business idea evaluation	K3
CLO4	Create systematic Business plan	K3
CLO5	Analyse business finance and support	K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse</b>		

### Ability Enhancement Compulsory Course - II Entrepreneurship Development

Unit	Content	No. of Hours
I	<b>Entrepreneurship:</b> Meaning of Entrepreneurship - Characteristics, Functions and Types of entrepreneurs - Intrapreneur vs. Entrepreneur - Need for Entrepreneurship in economic development - Contribution to GDP, Employment, Innovation.	5
II	<b>Entrepreneurial Motivation:</b> Meaning - Need for Achievement Theory - Risk-taking Behaviour - Innovation and Entrepreneur – Economic & non-economic factors affecting entrepreneurial growth.	5
III	<b>Business Ideas:</b> Sources of Business Ideas & Opportunity Identification – Idea generation techniques (Brainstorming, Design Thinking). Business incubation - Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation	7
IV	<b>Business Plan:</b> Meaning and importance of Business Plan – Structure and components – Market Study.	7
V	<b>Entrepreneurial finance:</b> Sources of finance (Bank, Angel investors, Venture Capital, Crowdfunding, Mudra Loans) - Institutional support to entrepreneurs (DIC, KVIC, EDII and MSME).	6
<b>Total Hours</b>		<b>30</b>

<b>Text Books</b>	
1	C.B. Gupta and N.P. Srinivasan (2020), Entrepreneurship Development, Sultan Chand and Sons.
2	Dr. Vasant Desai and Dr. Kulveer Kaur (2021), Entrepreneurship Development and Management, Himalaya Publications.
<b>Reference Books</b>	
1	Dr. Jayashree Suresh (2021), Entrepreneurial publications, Margham Publications
2	S S Khanka (2020), Entrepreneurial Development, Sultan Chand and Sons, New Delhi.
<b>Web Resources (SWAYAM/NPTEL)</b>	
1	<a href="https://onlinecourses.nptel.ac.in/noc25_mg95/preview">https://onlinecourses.nptel.ac.in/noc25_mg95/preview</a>



### Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA						
100	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	5	75	10			

### Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

### Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
100			50	10	60	15	10		

### Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	10	50
Model	3	60	-	15	60
Experiments	-	-	-	10	10
Observation	-	-	-	05	05
Total Marks - CIA				40	40
ESE	3	50	10	-	60

**Components for Internal Assessment and  
Distribution of Marks for CIA (Foundation Course -Theory)**

Max Marks	Marks for		Components for CIA				
50	CIA	ESE	CIA		Model		Total
	50	-	Actual	Weightage	Actual	Weightage	50
			50	25	50	25	

**Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

**Components for and Distribution of Marks for ESE (Theory)  
Ability Enhancement Compulsory Courses (AECC)  
&  
Question Paper Pattern**

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50

