



MARIAN COLLEGE KUTTIKKANAM  
( AUTONOMOUS )

# BACE

POs, PSOs & COs



Submitted to  
THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)  
FOURTH CYCLE OF ASSESSMENT



Criterion II - Teaching-Learning and Evaluation

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## **BACHELOR OF COMMUNICATIVE ENGLISH**

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

**PSO1:** Demonstrate global competencies in listening, speaking, reading, writing and thinking skills in English.

**PSO2:** Analyze the literary merits of the works of major authors of every literary period.

**PSO3:** Apply communication skills relevant to professions like Journalism, Public Relations and Visual Media.

**PSO4:** Apply Information and Communication Technology in Media to enhance their verbal, written and digital communication skills.

**PSO5:** Evaluate socio-cultural realities around them through the literature and theory they have learned.



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## COURSE OUTCOMES (CO)

### UEN2001 : History of English Literature

**CO1:** Demonstrate a basic historical knowledge ranging over time, space, and cultures that includes an understanding of change and continuity over time.

**CO2:** Exemplify how literature influences the social and political history of each period.

**CO3:** Compare English Literature of one period with that of another.

**CO4:** Describe how the religious, social and political history of England influences the English writers from 6th to 18th centuries.

**CO5:** Understand salient literary trends and movements from Anglo Saxon period to 18<sup>th</sup> century.

### UEN2002: A Mosaic of Prose

**CO1:** Differentiate and relate different varieties of prose.

**CO2:** Create a prose composition employing the strategies of a specified genre.

**CO3:** Evaluate the various political, environmental, social, historical and cultural aspects associated with the literary texts.



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**CO4:** Analyse literary prose texts critically.

**CO5:** Demonstrate an independent appreciation of the given prose text.

**UEN2003 : Literary Studies: A Methodology**

**CO1:** Sketch the emergence of literature as a specific discipline within the humanities.

**CO2:** Apply the tenets of literary theory in the analysis of texts.

**CO3:** Explain the shift towards contextual-political critiques of literary studies.

**CO4:** Identify the questions raised by Cultural Studies and Feminism.

**CO5:** Analyse the issues of subalternity and regionality in the literary domain.

**UEN2004: introduction To Journalism and Communication**

**CO1:** Understand the advancement of journalistic practices.

**CO2:** Understand the basic concepts and terminologies in journalism.

**CO3:** Analyse traditional and modern journalism practices.

**CO4:** Understand the evolution and development of human communication.

**CO5:** Analyse types of communication.



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**UEN2005 : Public Relations**

**CO1:** Evaluate and manage perceptions of the public regarding an organization.

**CO2:** Develop public relation strategies.

**CO3:** Apply crisis communication methods.

**CO4:** Analyse public relation campaigns in different fields.

**CO5:** Understand the theoretical aspects of public relations.

**UEN2006: Remedial English Grammar**

**CO1:** Use grammatically acceptable English in speech and writing.

**CO2:** Identify and rectify the common errors in speech and writing.

**CO3:** Understand various sentence structures and punctuation rules.

**UEN2007: introduction To the Study of Literature**

**CO1:** Identify different types of poetry and analyze stanza forms.

**CO2:** Differentiate between different types of drama and identify the dramatic devices in a given play.



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**CO3:** Understand the characteristics of different types of prose and explain the significance of each.

**UEN2008: Basic Skills in Communication**

**CO1:** Demonstrate knowledge of the International Phonetic Alphabet and be able to perform phonetic experiments.

**CO2:** Analyze the key aspects of English phonetics, including prosodic features.

**CO3:** Demonstrate listening strategies appropriate to various situations.

**CO4:** Apply effective oral communication skills in academic, social and professional situations.

**CO5:** Apply the critical skills and strategies of a successful reader.

**UEN2009: History of English Literature**

**CO1:** Delineate major writers and their works in chronological order.

**CO2:** Analyse how the religious, social and political history of England influences the English writers from the 19<sup>th</sup> to the 21<sup>st</sup> centuries.

**CO3:** Discuss how literature influences the social and political history of each period.







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**CO4:** Classify all major literary genres.

**CO5:** Compare English Literature of one period with that of another.

**UEN2010: Fiction**

**CO1:** Distinguish between different genres of popular fiction.

**CO2:** Identify, interpret, compare and contrast specific character types from various genres.

**CO3:** Analyze the themes and the setting of a fictional work.

**CO4:** Interpret textual meaning and evaluate how the meaning is achieved through the aspects of plot, setting, these, characters, etc.

**CO5:** Examine the historical, political and cultural influences in literature.

**UEN2011: Broadcast Journalism**

**CO1:** Describe the different writing styles and the varieties of technologies used for program production.

**CO2:** Design and create broadcast packages by incorporating elements of sound, interviews and voice-over.





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**CO3:** Write in the broadcast style in compliance with the ethical and practical principles.

**CO4:** Explain and appraise the story structure and the elements of news shows.

**CO5:** Describe the fundamental and advanced concepts and practices of various broadcast media.

**UEN2012: Print Media: Reporting, Writing and Editing**

**CO1:** Create news, copy and feature stories.

**CO2:** Illustrate different styles of news writing.

**CO3:** Differentiate and explain various forms of reporting.

**CO4:** Communicate to mass audience in writing.

**CO5:** Summarize the operations, functions and duties of the editorial department.

**CO6:** Develop interviewing skills, improved listening and observational skills.

**UEN2013: Photography**

**CO1:** Understand the parts of a camera.

**CO2:** Learn how to operate a camera and click photographs.





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**CO3:** Distinguish between different types of lenses.

**CO4:** Identify various types of lights and their applications.

**CO5:** Explain the different rules of photography.

**UEN2014: Life Skills**

**CO1:** Identify the differences between 'education for life' and 'education for living.

**CO2:** Identify the intellectual skills that help earn a living and interpersonal skills/psycho-social competencies.

**CO3:** Distinguish between expressions of emotions and management of emotions.

**CO4:** Analyse the turmoil resulting from entangled relationships and ensuing from media and peer pressure

**CO5:** Review and summarize the implications of psychological maturity and social responsibility.



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**UEN2015: Indian Writing in English**

- CO1:** Classify the major genres in Indian Writing in English.
- CO2:** Analyze and appreciate the unique features of Indian Writing in English.
- CO3:** Evaluate the nationalistic and postcolonial aspects of Indian Writing in English.
- CO4:** Evaluate the major class/caste issues in the context of Indian Literature.
- CO5:** Analyse the use of myth in Indian Writing in English and its contemporary relevance.

**UEN2015: Indian Writing in English**

- CO1:** Classify the major genres in Indian Writing in English.
- CO2:** Analyze and appreciate the unique features of Indian Writing in English.
- CO3:** Evaluate the nationalistic and postcolonial aspects of Indian Writing in English.
- CO4:** Evaluate the major class/caste issues in the context of Indian Literature.
- CO5:** Analyse the use of myth in Indian Writing in English and its contemporary relevance.

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**UEN2016: Poetry**

**CO1:** Differentiate the various elements and types of poetry.

**CO2:** Specify and interpret the figurative language used in poems.

**CO3:** Examine the prosody employed by poets.

**CO4:** Develop an understanding of the representation of poetry in various historic periods and cultures.

**CO5:** Appreciate and critique poetry as a literary art form.

**UEN2017 : Language and Linguistics**

**CO1:** Explain the functions of the major organs involved in speech production and demonstrate how they are involved in articulating phonemes.

**CO2:** Distinguish between phonetic and phonemic transcriptions and apply their knowledge of the phonemes to speak globally intelligible English in a neutral accent.

**CO3:** Analyze and examine the growth, change and development process of English language.

**CO4:** Formulate the basic ideas of English Language Teaching and recognize the relationship between Second Language Acquisition and learning.

**CO5:** Identify the different methodologies and various approaches used in Teaching English to Speakers of Other Languages , Teaching English as a



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Foreign Language and Teaching English as a Second Language

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**UEN2018 : Research Methodology, Academic and Professional Writing**

**CO1:** Understand the basic framework of the process of research and develop an aptitude for research.

**CO2:** Analyse and synthesise information from authentic academic sources.

**CO3:** Write book reviews, abstracts and short conference papers.

**CO4:** Apply the techniques of academic and professional writing in their articles.

**CO5:** Use MLA format in documenting sources and preparing works cited list.

**UEN2019: Advertising**

**CO1:** Critically evaluate different types of advertisements.

**CO2:** Examine the role of various media in the marketing process.

**CO3:** Examine the social and ethical issues surrounding an advertisement.

**CO4:** Develop their writing skills and produce various copy texts.

**CO5:** Describe the current developments and problems in the field of advertising.





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**UEN2020: introduction To Designing on Computers**

**CO1:** Edit and design images.

**CO2:** Understand and explain the tools in a designing software.

**CO3:** Judge and classify designs on the basis of technical quality.

**CO4:** Design a newsletter on a computer.

**CO5:** Understand and explain the differences between raster and vector.

**UEN2021: Comparative Literature**

**CO1:** Develop strategies and methodologies in the study of literatures in comparison.

**CO2:** Demonstrate knowledge in the major components of Comparative Literature.

**CO3:** Undertake a methodological investigation of problems involving more than one literature so that he/she may acquire a broader sense of literary history and tradition.

**CO4:** Critically analyse literary texts in the broader perspective of World Literature.

**CO5:** Compare literary texts from different historical and literary backgrounds.



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**UEN2022: Drama**

**CO1:** Analyze the history of theatre, with particular attention to the evolution of stylistic and aesthetic trends.

**CO2:** Compare and contrast various schools and forms of drama.

**CO3:** Examine the use of theatrical devices

**CO4:** Represent and enact a play, or part of it, written by a native or foreign dramatist

**CO5:** Assess the verbal and visual language of drama.

**UEN2023: Creative and Technical Writing**

**CO1:** Recognize imagination as the shaping force of creative writing.

**CO2:** Analyze and select Geoff Petty's six-phase model, called ICEDIP, as the best strategy for successful creative writing.

**CO3:** Practise their creative voice in nonfiction such as biographical and autobiographical essays, feature articles, travel writing and diaries.

**CO4:** Create fictional writing in the form of short stories, short crime fiction and novelettes, as well as short lyrics and sonnets, script writing for one-act plays, radio plays and sitcoms



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**CO5:** Create digital and technical writings such as content writing, blogging and script writing.

**UEN2024 : Digital Media and Society**

**CO1:** Analyze and evaluate the impact of digital media on society.

**CO2:** Use digital media effectively when campaigning for a social cause.

**CO3:** Distinguish between positive and negative uses of digital media.

**CO4:** Arrange digital media uprisings chronologically.

**CO5:** Deconstruct and explain internet metaphors.

**UEN2025 : Ict For Communicative English**

**CO1:** Prepare an MS word document based on formatting guidelines.

**CO2:** Create a blog, customize it and publish posts based on a theme of their choice.

**CO3:** Use various Google Drive Apps to collaborate online.

**CO4:** Design a poster with an image editing tool.

**CO5:** Create a short video and publish it on YouTube.



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**UEN2026 : Know the People Around You and Their Lives**

**CO1:** Illustrate different ways in which social responsibility can be undertaken.

**CO2:** Develop skills to break an issue into various modules and resolve them effectively.

**CO3:** Conduct independent research and generate relevant reports.

**UEN2027 : Literary Criticism and Theory**

**CO1:** Explain the nature of literary criticism based on classical Greek paradigms.

**CO2:** Analyze the historical development of criticism.

**CO3:** Define literary theory and criticism.

**CO4:** Develop an aptitude for critical analysis of literary works.

**CO5:** Produce interpretations of literary works in the light of various critical approaches.

**CO6:** Compare and contrast the major trends in literary theory in the 20th century.



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## **UEN2028 : Postcolonial Literature**

**CO1:** Explain the key concepts of Postcolonial theory.

**CO2:** Evaluate the common features that characterize writings from different countries.

**CO3:** Develop the skill to apply postcolonial theories in interpreting a text.

**CO4:** Examine how Postcolonial writers respond to social and ethical issues.

**CO5:** Discuss how a literary text represent various aspects of colonial oppression.

## **UEN2029: English For Formal Occasions**

**CO1:** Deliver a good speech.

**CO2:** Do anchoring, comparing and emceeing for formal programmes.

**CO3:** Demonstrate their good communication skills in a job interview.

**CO4:** Effectively participate in a group discussion.

**CO5:** Organize and conduct a formal meeting.



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**UEN2030 : Media Laws and Ethics**

**CO1:** Evaluate the ethical issues in the field of journalism.

**CO2:** Analyze the relevance and the need for control on media contents in Indian society.

**CO3:** Explain the principles of journalistic ethics and the significance of ethical and responsible journalism.

**CO4:** Explain different media laws and their recent amendments.

**CO5:** Evaluate how media laws differ across platforms and media.

**UEN2031 : Environmental Studies and Human Rights Through Literature**

**CO1:** Recognize that our life-support system is maintained by all the species that make-up the biosphere, so that they are prepared to sustain biodiversity at all costs.

**CO2:** Develop observation skills and critical thinking and apply them to the analysis of a problem-infested environment.

**CO3:** Analyze the principles of ecology and the environmental damage to life-supportive elements such as air, land and water on a global scale.





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**CO4:** Develop a plan to counteract the overall impact of a specific issue, whether local or global, sketching out an effective environment management plan.

**CO5:** Develop empathy and respect for human rights and their application in Indian context.

**UEN2032 : Film Studies**

**CO1:** Define MoJo and shed clarity on the concept.

**CO2:** Conceptualize, shoot and edit mobile videos on socially pressing themes.

**CO3:** Publish mobile video on social media platforms.

**CO4:** Recall viral videos from the past.

**CO5:** Distinguish newsworthy and non-newsworthy occurrences.

**UEN2034 : Culture and Cinema**

**CO1:** Evaluate Culture as a construct and the debates related to it.

**CO2:** Examine the key concepts in culture and cinema and judge how they influence society.

**CO3:** Identify the major genres of film and its basic terminology.

**CO4:** Demonstrate a critical attitude towards reading and understanding aspects of culture.

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**CO5:** Analyze, write and discuss cinema as a cultural artifact and discern the ideological processes at work.

**CO6:** Interpret literature in art/cinema and vice versa through the close study of adaptations.

**UEN2035: Dalit Writing**

**CO1:** Identify the unique features of Dalit writing.

**CO2:** Discuss the development of Dalit Literature.

**CO3:** Analyse common themes occurring in Dalit Literature.

**CO4:** Develop a sensitive and compassionate approach to Dalit life, experiences and issues.

**CO5:** Identify role models belonging to Dalit class who have impacted the world.

**UEN2036: Gender Perspectives in Literature**

**CO1:** Formulate how class, race and gender influence literature.

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**CO2:** Analyze the diverse spectrum of gender and identify the concerns of the same.

**CO3:** Justify the need for feminism and recognize the need to move from women specific issues to gender specific ones.

**CO4:** Examine the biases in the portrayal and construction of gender and patriarchal norms

**CO5:** Evaluate their idea of gender roles and demonstrate an educated sensibility in concepts regarding sex and gender.

**UEN2037 : Development Communication**

**CO1:** Demonstrate competency in human relational interaction.

**CO2:** Assess the impact of culture on communication.

**CO3:** Draft research essays in the discipline.

**CO4:** Apply effective human communication in developmental activities.

**CO5:** Design and develop ICT materials.

**CO6:** Experiment in social marketing and social advertising.

**UEN2038 : Internship**

**CO1:** Draft stories for a newspaper



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**CO2:** Differentiate between features stories and news articles

**CO3:** Summarize events and newsworthy instances

**CO4:** Evaluate the difference between Journalism theory and practice

**CO5:** Create newsletters and magazines.

**UEN2032: Film Studies**

**CO1:** Develop critical and appreciative skills in film viewing.

**CO2:** Write reviews and critiques on films.

**CO3:** Examine the verbal and non-verbal messages in films and how they influence the socio-political-cultural behavior of people.

**CO4:** Observe the operation of sound and color in films.

**CO5:** Outline the processes of film production, including pre-production, production, and post production.

**CO6:** Draft research essays in the discipline.

**UBM2038A: Capital Market and investment Management**

**CO1:** Explain the components of Indian Financial System



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**CO2:** Appreciate the significance of SEBI as a regulatory mechanism in the Indian Capital Market

**CO3:** Develop an ability to start micro scale investment in stock market

**CO4:** Familiarize with different dimensions of derivative trading

**CO5:** Explain the functioning of new issue market and identify the major intermediaries

**CO6:** Identify the major stock exchanges of India and appreciate the role played by them in terms of capital raised

**UBM2038B: Fundamentals of Accounting**

**CO1:** Describe accounting concepts and conventions required for the business enterprise

**CO2:** Pass journal entries by understanding the rules of double entry system of accounting

**CO3:** Prepare ledgers which include different types of cash book and balancing of the accounts

**CO4:** Prepare trial balance by understanding the format in order to ensure the arithmetical accuracy



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**CO5:** Create final accounts of the sole proprietorship by understanding the nature of accounts

**UEC2027 : Fundamentals of Economics**

**CO1:**Apply basic concepts of economics of demand and supply

**CO2:**Analyze and demonstrate the expenditure pattern of a country

**CO3:**Critically evaluate the functioning of financial system

**CO4:**Evaluate the planning system and strategies

**CO5:**Apply basic concepts of economics of demand and supply

**UBC2030 : internet and Digital Marketing**

**CO1:**Understand the basic concepts of Internet and Cyber laws.

**CO2:**Develop web pages using HTML.

**CO3:**Acquire basics of digital marketing concepts.

**CO4:**Discuss about the various business drivers in the digital world

**CO5:**Familiarize with E-commerce and online tools for marketing.

**UMA2030: Applicable Mathematics**





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**CO1:**Solve quadratic equations.

**CO2:**Plot points and draw graphs of straight lines.

**CO3:**Use problem solving techniques for aptitude problems

**CO4:**Find the derivatives and integration of functions

**CO5:**Define outcomes, sample space and events

**UBB2024: Brand Management**

**CO1:**Demonstrate a fair understanding about key principles of branding

**CO2:**Discuss and apply different strategies for promoting brands and types of branding.

**CO4:**Design and implement brand strategies that consider brand naming, logo and its Types

**CO5:**Cognize and apply brand positioning strategies

**CO6:**Demonstrate and apply knowledge of different brand extension strategies.

**USW2021: Development Communication**

**CO1:**Explain basic concepts in development communication





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**CO2:** Demonstrate understanding on theoretical frameworks of development communication

**CO3:** Apply various communication strategies in practice

**CO4:** Use various communication techniques for development programmes

**CO5:** Demonstrate skills in public speaking and organizing conferences and seminars

**UPE2001: Physical Health and Life Skills Education**

**CO1:** Ability to search appropriate sources of information about physical fitness and its components.

**CO2:** Suggest set of exercises or activities to maintain or improve efficiency of different body systems.

**CO3:** Ability to suggest combination of nutrients and its various sources for balanced diet.

**CO4:** Application of first aid and its procedure for common injuries.

**CO5:** Capable to demonstrate and suggest exercises for the prevention and management of hypo-kinetic diseases.





MARIAN COLLEGE  
KUTTIKANAM  
(AUTONOMOUS)

MAKING COMPLETE

"College with Potential for Excellence", NIRF 84 (2018)  
'A' Grade with CGPA 3.52 (2014)

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**CO6:** Habit of Engage in sports and games activities including yoga for better life skills.

### **UPY2043: Renewable Energy Sources**

**CO1:** Describe the details of Solar Thermal energy

**CO2:** Describe the solar photovoltaic and wind energy

**CO3:** Describe the geothermal energy and energy from biomass

**CO4:** Describe the energy from oceans and chemical energy resources

