



MARIAN COLLEGE KUTTIKANAM
(AUTONOMOUS)

CURRICULUM DEVELOPMENT EFFORTS OF B A COMMUNICATIVE ENGLISH



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



List of institutions visited in connection with curriculum development

No	Name of the institution	Major activities during the visit	Outcome of the visit
1	St Joseph's College Trichy	Curriculum Development	Gave an overall understanding and idea on how to frame literature-based courses.
2	University of Kerala, Thiruvananthapuram	Library visit and an overall discussion about curriculum structure	Designed the Creative Writing syllabus
3	Institute of English Trivandrum, Director- Centre for Cultural Studies)	To know more details regarding framing theoretical papers in literature.	Helped in designing courses like Indian Writing in English, Phonetics and Applied Linguistics
4	C-DIT	To know about the techniques of TV programme production	Helped in framing the course structure of advertising, Development Communication and Broadcast Journalism.
5	Christ University Bangalore	To learn how the practical sessions are scheduled and also to get in touch with the industry experts who had handled class in this institution.	Designed the syllabus of the A Mosaic of prose, literary Studies: A Methodology and Fiction
6	St. Berchmans College (Autonomous) Changanassery	To get an overall idea about the syllabus	Helped in designing syllabus of History of English Literature (Part I & II) and English for Formal occasions.



List of Academic experts consulted

No	Name & official address of the expert	Area of consultation	Courses designed through this consultation
1	Ms Anima Susan HR Manager Wipro Solutions, Bangalore	New Media	New Media Science & Environmental Communication Digital Media and Society
2	Ms Zeba Nazar and Ms Divya Raj ResPublica PR and Advertising firm Kochi	Advertising & PR	Practical: News Reporting, Editing and Designing Advertising: Concepts & Practice
3	Mr. S R Sanjeev Asst. Professor, Department of Journalism and Mass Communication, Mar Ivanios College Thiruvananthapuram, Kerala	Video Production	Broadcast Journalism (Elective) Photography
5	Mr Jayarajan V HR Manager, CIAL	English usage Communication technologies	Research Methodology Media Laws & Ethics Media Theories & Practice
6	Ms Pinky Baby Malayala Manorama Ernakulam	Print Media & Communication Theories	Print Media Journalism Introduction to Communication



8	Mr Sojimon Chacko Deepika Sub-Editor Calicut	Reporting, Magazine Journalism & Science Communication	Magazine Journalism Science & Environmental Communication News Reporting, Editing & Designing
9	Dr Vimal Mohan John Assistant Professor Department of English Saint Berchmans Autonomous college	Advertising Film studies MoJo	Film Studies Introduction to Designing on Computers Gender Perspectives

List of reports referred for curriculum development

No	Details of reports	Link to reports if any	Courses designed with reference to these reports
1	Syllabus of Christ University , Bangalore	https://christuniversity.in/humanities-and-social-sciences/media-studies/ma-(media-and-communication-studies)	Photography, Designing Principles & Film Studies
2	Syllabus of University of Kerala , Thiruvananthapuram	https://www.keralauniversity.ac.in/dept/deptHome.php?deptID=31&mID=1	Creative & technical writing
3	Syllabus of University of Calicut , Thenjipalam, Malappuram	http://www.universityofcalicut.info/index.php?option=com_content&task=view&id=2362&Itemid=318	MOOC course, Media Management, Public Relations, Digital Media and Society
4	C-DIT , Thiruvananthapuram	http://www.cdit.in/courses.aspx	New Media & Video production
5	Sharda University	https://www.sharda.ac.in/programmes/ba-english	History of English literature Indian Writing in English
6	Christ university Bangalore	https://christuniversity.in/humanities-and-social-sciences/english/cep/syllabus/64/2017	Drama Comparative Literature Academic writing Prose



7	Madras Christian College Chennai	https://mcc.edu.in/wp-content/uploads/2021/06/1.1.1_English_aided_2019-20.pdf	Poetry Post-colonial writing Creative Writing
8	St Joseph's College Trichy	https://www.sjctni.edu/Department/en/2014%20BA%20-%20English.pdf	Literary Criticism Gender Perspectives Dalit Writing
9	Delhi University	http://du.ac.in/uploads/RevisedSyllabi/03092019/03092019-ENG-Final%20Draft%20%20-%20Syllabus%20of%20English%20for%20B.A.%20B.pdf	Literary Studies Public Relations Advertising

List of industries consulted for curriculum development

No	Name and official address of the Expert from industry	Area of consultation	Courses designed through this consultation
1	Invis Multimedia, Thiruvananthapuram	Content writing & TV production	Creative technical writing & Video production
2	Neo film school, Kochi	Photography & Film studies	Photography, World Cinema & Indian Cinema
3	Don Bosco IMAGE, Kochi	Designing & Editing	Designing Principles and Visual Culture News Reporting, Editing and Designing
4	Doordarshan, Trivandrum Bureau	Media Management Broadcast Journalism	Broadcast Journalism and Writing for broadcast
6	C-DIT	Sound designing, Editing Video production	Designing Principles and Visual Culture , Development Communication and Research Methodology

Interaction with Head of the Department Dr Pappu Benjamin (St Joseph's College Trichy)



Interaction with IQAC Coordinator of St Joseph's College Trichy





Syllabus designing and preparation meeting.

Members present are:

- Professor M Vijayakumar(Former HoD Kerala University, Course Director CDiT)
- Dr N S kannan(Professor Christ University Bangalore)
- Dr S Vinaya Kumar (Formerly HoD Government Arts College Trivandrum)
- Dr K Gopala Krishnan(Director- Amrita Civil Service Academy)
- Mr Beryl Thomas (District Project Manager- Alappuzha, IT Mission Kerala)
- Mr Josey Joseph (Saint Berchmans College Changanacherry Autonomous)

