

FJ - 01
2018-19

Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS), COIMBATORE 14

DEPARTMENT OF ENGLISH

B.A. English for Global Business Context

Scheme of Examination under CBCS

For the Candidates admitted during the academic year 2018- 2019

Sem	Part	Course	Course Title	CREDITS	MARKS			Hrs/ Week	Exam Duration
					CA	TEE	Total		
I	I	Language	Tamil I/Hindi I/French I/Malayalam I	3	25	75	100	5	
	II	English	English I	3	25	75	100	6	
	III	Core	Social History of England	4	25	75	100	6	
	III	Core	Literary Forms and Terms	5	25	75	100	6	
	III	Allied	Practical: Computers and Applications I	5	40	60	100	4	
	IV	Skill Based Subject	General Awareness	2	25	75	100	4	
II	I	Language	Tamil II/Hindi H/ French II/ Malayalam II	3	25	75	100	5	
	II	English	English II	3	25	75	100	6	
	III	Core	History of English Literature	5	25	75	100	6	
	III	Core	Introduction to English Language	4	25	75	100	6	
	III	Allied	Practical: Computers and Applications - II	5	40	60	100	4	
	III	Skill Based Subject	Journalism and Mass Communication	2	25	75	100	4	
	IV	Environmental Studies	Environmental Awareness	2	25	75	100	4	
	III	I	Language	Tamil III/Hindi III/ French III/ Malayalam III	3	25	75	100	
II		English	English III	3	25	75	100	5	
III		Core	Phonetics and Communicative English	4	25	75	100	5	
III		Core	Drama	4	25	75	100	5	
III		Allied	Practical: Internet and Web Designing	5	40	60	100	4	
IV		Basic Tamil/ Advanced Tamil/ Non Major Elective	Basic Tamil I/Advanced Tamil I*/ Personality Development and Soft skills **	2	100	NA	100	2	
					40	60			
IV		Skill Based Subject	Professional Communication	2	25	75	100	4	
V		Extension Activity	NSS	1	GRADE			-	
IV	I	Language	Tamil IV / Hindi IV / French IV / Malayalam IV	3	25	75	100	5	
	II	English	English IV	3	25	75	100	5	
	III	Core	British Literature	4	25	75	100	5	
	III	Core	Indian Writing in English	4	25	75	100	5	
	III	Allied	Practical: Writing for Corporate Communication	5	40	60	100	4	
	III	Skill Based Subject	Principles of Management	2	25	75	100	4	
	IV	Basic Tamil/ Advanced Tamil/ Non Major Elective	Basic Tamil II/Advanced Tamil II Basics in Business Process Outsourcing	2	100	NA	100	2	
					40	60			
	IV	Value Education	Indian Society , People and Culture	2	25	75	100	4	
V	III	Core	American Literature	4	25	75	100	6	
	III	Core	English Language Teaching	4	25	75	100	6	
	III	Core	Intensive Study of an Author -Rabindranath Tagore	4	25	75	100	6	
	III	Elective I	Business Finance and Modern Banking	5	25	75	100	4	
	III	Elective II	Business Communication	5	25	75	100	4	
	III	Skill Based Subject	Web Journalism	2	25	75	100	4	
	VI	III	Core	Twentieth Century Literature	4	25	75	100	
III		Core	Shakespeare	5	25	75	100	6	
III		Core	Poetry	5	25	75	100	6	
III		Elective III	Practical: Designing for Corporate Communication	5	40	60	100	4	
III		Skill Based Subject	Organizational Behaviour	2	25	75	100	4	
			TOTAL	140	1080	2820	3900	186	

Theory TEE : 3 Hrs ; Practical TEE : 3Hrs

*Basic Tamil/Advanced Tamil -100 Marks CA only

**Personality Development & Soft Skills 40 Marks CA, 60 Marks Tee

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FI-02
2018-19

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Dr. G.R. Damodaran College of Science, (Autonomous), Coimbatore-14

B.A. ENGLISH FOR GLOBAL BUSINESS CONTEXT

Effective from the academic Year 2018-2019

First Semester

CORE: SOCIAL HISTORY OF ENGLAND

Objective of the Subject:

To introduce and make them understand the Social History of England.

UNIT I:

(18hrs)

The Renaissance -The Reformation -The Dissolution of the Monasteries -The Religion of England -The Tudor Navy and the Armada -The Elizabethan Theatre

UNIT II:

(18hrs)

The East India Company -Colonial Expansion -The Civil War and its Social Significance - Puritanism -Restoration England -The Origin and Growth of Political Parties in England

UNIT III:

(18hrs)

Age of Queen Anne -Coffee-house Life in London -The Union of England and Scotland -The Agrarian Revolution -The Industrial Revolution -The Methodist Movement

UNIT IV:

(18hrs)

Other Humanitarian Movements -The War of American Independence -England and Ireland -Effects of the French Revolution -The Reform Bills

UNIT V:

(18hrs)

The Victorian Age -Development of Education in the Victorian England -Means of Transport and Communication -The World Wars and Social Security -Trade Unionism in England.

Total No of Instruction Hours: 90

Text Book

An Introduction to the Social History of England - A.G.Xavier, S. Viswanathan Publication, PVT. Ltd. 2007.

Reference Books :

1. Social History of England by Thailambal.
- 2.A History of English Literature -Michael Alexander, 3rd Edition, Palgrave Macmillan.
- 3.Outline of English Literature - Prof. B.L. Yadav, Edition 2007.
- 4.The Concise History of English Literature -A Critical assessment of literature in English from Anglo-Saxon period to Modern Times - Robert J. Fletcher
- 5.Reassessing British Literature -S.K. Paul and Amar Nath Prasad, Sarup and Sons, New Delhi, India 2008.

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FI-03
2018-19

Subject Code:

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Dr. G. R. Damodaran College of Science, (Autonomous), Coimbatore-14

B.A. ENGLISH FOR GLOBAL BUSINESS CONTEXT

Effective from the academic year: 2018-2019

First Semester

CORE: LITERARY FORMS AND TERMS

Objective of the Subject:

To inculcate in the beginners a proper understanding of all the Literary Terms and Forms and thus enable them to understand each form in isolation and in relation to other forms.

UNIT I: Poetry (18hrs)

Lyric - Definition -Kinds

Ode - Definition (Types- the Pindaric, Horatian & Irregular)

Sonnet- Definition- Kinds (Shakespearean & Petrarchan)

Elegy - Definition -Kinds

The Idyll- Definition -Style

UNIT II: Medieval Poetries (18hrs)

Epic - Definition

Ballad -Definition- Origin-Features-Kinds

Satire-Origin-Meaning

UNIT III: Prose (18hrs)

Prose -Definition

Essay -Definition - Origin- Kinds Biography & Autobiography -Definition-Kinds

UNIT IV: Drama & Fiction (18hrs)

Drama -Definition -Structure-Types-Time-Place- Action-Theme-Prologue -Epilogue Novel -
Definition- Forms-Structure-Plot Construction-Technique-Characterization Short stories -
Definition -Origin-Structure

UNIT V: Literary Devices (18hrs)

Simile, Metaphor, Hyperbole, Alliteration, Soliloquy, Allegory Assonance, Dramatic Monologue, Oxymoron, Epigram, Allusion, Figurative Language, Irony, Narrative and Personification.

Total No of Instruction Hours: 90

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Text Book:

B.Prasad, A Background to the study of English Literature, Macmillan India Ltd, 2000.

Reference Books:

1. Abrams M.H - A Glossary of Literary Terms.
2. Encyclopaedic Dictionary of Literary Terms -D. Washer
3. Literary Theory Basics -Hans Betens
4. A Handbook of Critical Approaches to Literature 5th Edition -Indian Edition —Wilfred L. Guesin
5. Literary form, Trends and Movements -Raghukul Tilak

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Dr. G. R. Damodaran College of Science,(Autonomous), Coimbatore-14

B.A. ENGLISH FOR GLOBAL BUSINESS CONTEXT

Effective from the academic year 2018-2019

First Semester

ALLIED -PRACTICAL COMPUTERS AND APPLICATIONS - I

Objective of the Subject:

This course introduces students to learn the basic of computer and the features of MS-Word and MS-Excel.

UNIT I:

(12 hrs)

Evolution of Computer -Generations of Computers -Classification of Computers -Block Diagram & Function of Computer System -Computer Language: Machine -Assembly -Low Level - & High level programming language.

UNIT II:

(12 hrs)

Getting Started with Word : Exploring -Menus -Saving a Document -Close -Standard Toolbar -Text Formatting :Font Style -Size -Alignment of Text -Border -Headers and Footers -Page Setup ,Page Margins , Page break -Using the Ruler to set and clear tab stops- Spell check.

UNIT III:

(12 hrs)

Drawing Toolbar -Inserting vertical lines between columns. Tables: Cells in a table -Merging table cells - Inserting and deleting columns and Rows -Modifying tables and borders .Mail merge. Case Studies: Collect the article from newspapers and perform different manipulations on the appearance, style alignment, setting headers and footers spell check. Creating and inserting tables in a document - Performing mail merge in MS-Word.

UNIT IV:

(12 hrs)

Learning Worksheet fundamentals: Creating Workbooks and Understanding Microsoft Excel Window Elements -Selecting Cells and Range of cells -Entering Data and Range of Data. Editing and Formatting Worksheets -Formatting numbers -Formatting Text- Merging Cells. Inserting and Deleting Cells, Rows and Columns

UNIT V:

(12 hrs)

Basic Calculations: Sum and Autosum Function -Using Date Functions. Working with Charts: Creating charts using chart wizard. Getting starting with Macros -Assigning Macros to Tool bar, Buttons and Short cut keys -Modifying Macros. Case Studies: Performing simple and mathematical calculations using built-in functions -Usage of Graphs and Auto Formatting -Generate Electricity Bill and Pay Bill.

Total No of Instruction Hours: 60

Reference Books:

- 1.MS-Office 2007 Training Guide by S.Jain, Fifth Edition, 2010.
- 2.Step by Step 2007 Microsoft Office System by Curtis Frye, Joyce Cox, Steve Lambert, 2010.
- 3.Ashok N.Kanithane, "Computer Programming", IITL Education Solutions Ltd, Pearson Education, Paperback 1 Jan 2012.

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Dr. G. R. Damodaran College of Science, (Autonomous) Coimbatore-14
B.A. English for Global Business Context

Effective from the academic year 2018-2019

Second Semester

CORE - HISTORY OF ENGLISH LITERATURE

Objective of the Subject:

To enable the students to understand English thought, culture and History reflected in Literature to through the major writers and their works in a chronological order.

UNIT -I: Medieval Age (17hrs)

English Literature before Chaucer -The age of Chaucer

UNIT -II: Elizabethan Age (17hrs)

The age of Shakespeare -The age of Milton

UNIT -III : Restoration Period (17hrs)

The age of Dryden -The age of Pope

UNIT -IV: Romantic Era (17hrs)

The age of Johnson -The age of Wordsworth and the younger poets

UNIT -V: Victorian Age (17hrs)

The age of Tennyson -The age of Hardy and the present age

Total No of Instruction Hours: 85

Text Book

An Outline History of English Literature -W.H.Hudson, B.I Publications 2006

Reference Books:

- 1.History of English Literature -Edward Albert, Oxford University Press 2004.
- 2.The Cambridge history of English literature. Ed. A. W. Ward, A. R. Waller. New York; London: Putnam, 1907-33.
- 3.A Student's History of English Literature - W E Simonds 1860 -1947 Boston Houghton Mifflin & Co Cambridge Riverside Press.
- 4.A History of English literature - Arthur Compton-Rickett.
Published 1912 T.C. & E.C. Jack, Dodge publishing co. in London, New York .
- 5.An Outline History of English Literature -W.H.Hudson, B.I Publications 2006.
- 6.History of English Literature -Edward Albert, Oxford University Press 2004

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Dr. G.R.DAMODARAN COLLEGE OF SCIENCE (Autonomous), Coimbatore —14

**B.A. English for Global Business Context
Second Semester**

Effective from the Academic Year 2018-2019

CORE: INTRODUCTION TO ENGLISH LANGUAGE

Objectives of the subject:

- To serve as an introduction to History of English language.
- To seek important aspects of the subjects- Vocabulary, Grammar, Syntax, Pronunciation, Sound Change and Etymology.

UNIT I : Immigration of Germanic Tribes (17hrs)

Origin of Language- Significance of Spoken Communication- Theories- Descent of the English Language- Diversity of tongues- Indo-European family of languages- Grimm's law and Verner's law

UNIT II : Anglo-Saxon Era (17hrs)

Old English Period- Norman invasion- Dialects- Anglo-Saxon period- Grammar-Characteristics- Gradation- Mutation- Latin Elements- Norse or Danish Element

UNIT III: The Scandinavian Settlements (17hrs)

Middle English Period- Norman invasion- Norman-French- Characteristics and Dialects-Four aspects for the evolution of our language- Surnames

UNIT IV: Great Vowel Shift (17hrs)

Renaissance and after- Biblical contribution and Shakespeare- Effect of printing press-Synonyms- Pronunciation and conflict- Grammatical changes

UNIT V : Phonological Changes (17hrs)

Growth of Vocabulary- Types- Change of Meaning- Evolution of standard English-Idioms and Metaphor- Foreign contribution

Total number of instruction hrs: 85

Text Book

1. Wood, Fredrick T. *An Outline History of the English Language*. Madras: The Macmillan Company of India Limited, 1978.

Reference Books:

- 1 Bradley, H. *The Making of English*, Macmillan & Co, 1927
2. Baugh, A.C. *A History of English Language*, Allied Publishers, 1997
3. Jespersen, Otto. *Growth and Structure of the English Language*, B. G. Teubner, 1926
4. Potter, Simeon. *Our Language*, Penguin Books, 1957
5. Pyles, Thomas *The Origins and Development of English Language*, Harcourt Brace Jovanovich College, 1993
6. Williams, Joseph M: *Origins of the English Language*, Free Press, 1986.

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Dr .G. R. Damodaran College of Science,(Autonomous) Coimbatore-14
B.A. ENGLISH FOR GLOBAL BUSINESS CONTEXT
Effective from the academic year: 2018-2019
Second Semester
ALLIED –PRACTICAL COMPUTERS AND APPLICATIONS - II

Objective of the Subject:

This course introduces the students to learn the feature of MS -Access and MS —Power Point.

UNIT I:**(11 Hrs)**

Understanding Databases: Starting Access and Opening existing Databases -Moving Around in Access - Understanding Datasheet View and Design View. Creating tables: Creating a Database -Creating and Modifying a Table in Design view -Adding Fields to table -Adding and Editing Records- Printing Tables - Moving and Deleting fields -Deleting records. Case Study: Creating database and tables.

UNIT II:**(11 Hrs)**

Creating forms -Placing controls in forms -Entering and editing data - Finding, Sorting and displaying data - GUI -Form Creating & printing reports. Creating Queries: SQL statements -Setting relationship -Using wizards.

UNIT III:**(11 Hrs)**

Creating a Presentation: Creating a Presentation Using a Wizard -Changing Text in the Outline Pane - Reversing One or More Actions -Changing and Adding text in the Slide Pane -Changing Presentation Views -Previewing Slides in Slide Sorter View -Changing Presentation Properties.

UNIT IV:**(11 Hrs)**

Working with Presentation -Creating a new Presentation -Using a Design Template -Entering text in a Slide Pane -Creating a New Slide -Entering Text in the Outline Pane - Editing Text in Normal View - Entering text in Notes Pane -Entering speaker notes in Notes Page View.

UNIT V:**(11 Hrs)**

Rearranging Slides in Slide Sorter View -Showing Slides in Slide Show View -Customizing PowerPoint Setting time & Transitions: Setting Slide Show timings -Adding transitions -Slide Show Control .Case Studies : Drawing an Organization chart - Prepare a Presentation on Input devices. Prepare a presentation on types of Computer Languages- Marketing a Product.

Total No of Instruction Hours: 55**Text Books:**

1. MS-Office 2007 Training Guide by S.Jain, Fifth Edition, 2010.
2. Step by Step 2007 Microsoft Office System by Curtis Frye, Joyce Cox, Steve Lambert, 2010.

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B.A. English for Global Business Context

Effective from the academic year 2018-2019

Second Semester

SKILL BASED SUBJECT: JOURNALISM AND MASS COMMUNICATION

Objectives of the subject:

To introduce the basic concepts of Journalism and Mass Communication

UNIT I:

(11hrs)

Introduction- Indian dailies and weeklies- inside a newspaper- characteristics of news-Role and characteristics of: Reporter, Sub-editor, News Editor, Editor -Basic reasons for interviewing a person- Kinds of interviews

UNIT II:

(11hrs)

Responsibilities of: Reporter, News Editor -Significance of newsdesk- Do's and Don'ts of a Sub-editor -Guidelines to write a news story, Running story, crime story -Grammar

UNIT III:

(11hrs)

Language and style to be followed- Headlines -characteristics- right usage of vocabulary and confusing terms and jargons.

UNIT IV:

(11hrs)

Basic Communication concepts and methods- Mass communication: definition- nature and types- Print Media- Newspaper- Role and characteristics- Publication time and content- Production: content and clarity- Trends: Magazines and periodicals

UNIT V:

(11hrs)

Electronic Media: Major broadcasting media- Radio and television broadcast-characteristics- structure- news, interviews, talk shows, documentaries, entertainment-New Media: Definition, characteristics- Social Media Networks- Basics of Web writing-Technical writing and Documentation

Total number of instruction hrs: 55

Text Book

1. Parthasarathy, Rangaswami. Basic Journalism, Macmillan Ltd.1984.

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Reference Books:

2. Aired, Gerald J. Handbook of Technical Writing, Sage, New Delhi
3. Arlington, VA, The First Amendment Handbook.: The Reporters Committee for Freedom of the Press, 2003.
4. Campell, Richard : Media and Culture, An Introduction to Mass Communication, 2nd Edition, Bedford/St. martine's, Boston.
5. Dominick, Joseph R: The Dynamics of Mass Communication, Harper and Row, New York
6. Lister, Martine: New Media: A Critical Introduction, MIT Press
7. Mamer, Bruce : Film Production Techniques, Thomson Warsworth, Singapore.
8. McQuil, Denis: McQuil's Mass Communication Theory, Vistaar Publications, New Delhi.
9. Turow, Joseph: Media Today: An Introduction to Mass Communication, 3rd Edition, Routledge, London, 2010
10. Vivian, John: The Media of Mass Communication, 5th Edition, Allyn and Bacon, Singapore, 2008

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Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE-14

B.A. English for Global Business Context

Effective from the academic year: 2018-2019

Third Semester

CORE: PHONETICS AND COMMUNICATIVE ENGLISH

Objective of the Subject:

To enable the students to acquire a theoretical background of the Sound System in English and to equip them in Written and Spoken skills.

UNIT I: PHONETICS

(15hrs)

Introduction to speech organs- Classification of sounds- Consonants, Vowels- identifying pure vowels- identifying diphthongs- identifying nasal sounds

UNIT II: PHONETIC TRANSCRIPTION

(15hrs)

Phonetic transcription of words- Stress- Intonation- Syllable- Rhythm- Phonetic transcription of a given paragraph (from the prescribed passages)

UNIT III: ORAL & WRITTEN

(15hrs)

Picture description- Spelling test- Word building activities (Prefix - Suffix) - One word substitution- Comprehension

UNIT IV: READING AND LISTENING

(15hrs)

Listening Comprehension- Listening and repetition (Imitation) - Primary and Secondary articulation- Reading Practice

UNIT V: PHONETIC ACTIVITY

(15hrs)

Situational Conversation /Information Gap- Speaking on a general topic- Face- to-Face.

Total number of instruction hrs: 75

Text Book

1. A Textbook of English Phonetics for Indian Students- T.Balasubramanian (Unit -I & II)

Reference Books:

2. Better English Pronunciation - J. D. O'Connor (general reference)
3. English for Competitive Examinations - Dr.V.Ayothi & Dr.R.Vedavalli
4. Developing Communication Skills - Krishna Mohan & Meera Banerji
5. The study of language (second edition) - George Yule.
6. English Phonology and Phonetics -Peter Roach, Cambridge University Press.
7. English Pronunciation in Use- Elementary, Intermediate, Upper Intermediate, Advanced, Upper Advanced- Cambridge University Press.

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Dr. G.R. Damodaran College of Science (Autonomous), Coimbatore-14

B.A. English for Global Business Context

Effective from the academic year: 2018-2019

Third Semester

CORE: DRAMA

Objectives of the Subject:

- To make the students familiarize with the field of drama with special emphasis on social problems and solutions.
- To enable the students to dramatise the plays.

UNIT I: (15hrs)

Marlowe: ————— Dr. Faustus

Oliver Goldsmith: She Stoops to Conquer

UNIT II: (15hrs)

Sheridan: Rivals

John Galsworthy: Justice

UNIT III: (15hrs)

J.M.Synge: Riders to the Sea

T.S. Eliot: Cocktail Party

UNIT IV: (15hrs)

John Osborne: Look Back in Anger

Harold Pinter: The Birthday Party

UNIT V: (15hrs)

Lorraine Hansberry: A Raisin in the Sun

Total number of instruction hrs: 75

Text Books :

1. Harold Pinter, The Birthday Party, Faber and Faber. 2013.
2. Christopher Marlowe, Doctor Faustus, Mathuen and Co.Ltd., 1965.
3. T.S. Eliot, Cocktail's Party, Cambridge University press, 1950.
4. Sheridan, The Rivals, Dover Publications, inc, Edition 1998.
5. John Osborne, Look Back in Anger, Penguin plays, 1982.
6. J.M.Synge. Rider's to the Sea, Oberon books. 1998.
7. John Osborne, Dejavu, Faber and Faber, 1991.
8. Oliver Goldsmith, She Stoops to Conquer, Kessinger Publishing, 2004

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B.A. English for Global Business Context

Effective from the academic year 2018-2019

Third Semester

ALLIED- PRACTICAL INTERNET AND WEB DESIGNING

Objective of the Subject:

This subject mainly focuses on basic concepts of internet and provides knowledge to create a simple web page.

UNIT I:

(12 Hrs)

Evolution of Internet-Internet Applications-Internet Service Provider-Introduction to Modems-Email Networks-Working of Emails-Email Services-Usenet Network. File Transfer Protocol: FTP Servers-FTP Clients-FTP Replies-Usenet-Internet Relay Chat.

UNIT II:

(12 Hrs)

World Wide Web: World Wide Web Introduction-Introduction to HTML-Web application development-Browser-Lynx-Netscape Navigator-Microsoft Internet Explorer. Search Engines: Web Index-Search Functions-Downloading functions-Search basics-Search engines

UNIT III:

(12 Hrs)

E-commerce-benefits of e-commerce- EDI-benefits of EDI - HTML: HTML basics -Document Headings -Text handling -Images -Links - Image Maps -Table options -Document attributes -Text extensions - Miscellaneous.

UNIT IV:

(12 Hrs)

Practical training on creating a personal email-id using Gmail - Sign up for yahoo messenger-creating a discussion forum of your interest - Send an email to your friend with your resume in the Word format as an attachment. Use Google Search engine and do advanced searching to collect information about the works of Shakespeare.

UNIT V:

(12 Hrs)

Creating a sample web page using different html heading styles-Creating a web page to print poetry on a web page using appropriate formatting commands in HTML. Create an ordered list of famous authors in English Literature-Create a definition list highlighting on few English vocabularies-Create a web page with collection of pictures from the plays of William Shakespeare-Create a webpage describing your course, facilities and infrastructure of the institution in which you study. Create a web page to market the product of your choice.

Total number of instruction hrs: 60

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Text Books:

1. Rajkumar Shrivastav, *A Textbook of Internet and Webpage Design*, Dominant Publishers and Distributors, 2014.
2. Lokesh Vats, *Web Designing with HTML, Javascript, VBScript & Introduction to ECom*, Cybertech Publications, 2003.

Reference Books:

1. Internet and Web Design, Ramesh Bangia, Firewall Media Publishers and Distributors, 2008.
2. Learning Web Design, A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, Jennifer Niederst Robbins, 4th Edition, O'Reilly Media Publishers, 2012.

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Subject Code: (For COE use only)

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE
B.A. English for Global Business Context
Effective from the academic year: 2018 -2019
Fourth Semester
CORE: BRITISH LITERATURE

Objective of the Subject:

To pave the foundation for the study of British Literature.
 To introduce the writers of British Literature from Chaucer to Miltonic age.

UNIT I: POETRY (14 hrs)

William Wordsworth: Tintern Abbey
 John Keats: Ode to a Nightingale
 Robert Browning: Rabbi Ben Ezra
 Alfred Tennyson: Lotus Eaters

UNIT II: SHORT STORIES (14 hrs)

Charles Dickens: A Child's Dream of a Star
 Virginia Woolf: A Haunted House
 Graham Greene: The End of the Party

UNIT III: PROSE (14 hrs)

Bacon's Essays: Of Truth, Of Parents and Children, Of Studies.
 Charles Lamb: Essays of Elia - Dream Children Reverie, The Praise of Chimney Sweepers,
 Dissertation upon a Roast Pig.

UNIT IV: DRAMA (14 hrs)

Bernard Shaw: Pygmalion
 Oscar Wilde: Importance of Being Earnest

UNIT V: FICTION (14 hrs)

Emily Bronte: Wuthering Heights
 Sir Arthur Conan Doyle: The Hound of the Baskervilles

Total number of instruction hrs: 70

Text Books

1. Emile Bronte -Wuthering Heights
2. Oscar Wilde -Importance of being Earnest
3. Essays of Elia -Charles Lamb
4. Collection of Essays -Francis Bacon
5. Macmillan College Poetry, Colin Swatridge Macmillan India Ltd, 1998.
6. Macmillan College Prose, T. Shriraman Macmillan India Ltd. 2007.
7. Sons and Lovers- D.H. Lawrence
8. Pygmalion- Bernard Shaw
9. www.classicshorts.com/stories/Endparty.html
10. Ebooks.adelaide.edu.au/w/woolfNirginia/walh/chapter1.html

D.H.C

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Dr. G. R. Damodaran College of Science (Autonomous), Coimbatore-14

**B.A. English for Global Business Context
Effective from the academic year: 2018-2019**

Fourth Semester

CORE: INDIAN WRITING IN ENGLISH

Objective of the Subject:

To introduce the learners to a wide range of critical methods and literature in Indian Writing in English.

To enable the students to use the various critical approaches and advanced literary theories.

To familiarize the learners with the trends and cross-disciplinary nature of literary theories in Indian Writing in English.

UNIT I: POETRY (14hrs)

Aurobindo: Tiger and the Deer

A.K.Ramanujan: Obituary

Gieve Patel: Killing a Tree

UNIT II: PROSE (14hrs)

Vivekananda: Secret of Work

Nirad Chaudhari: On Marriages

R.K.Narayan: A Snake in the Grass

UNIT III: DRAMA (14hrs)

Vijay Tendulkar: Silence! The Court is in Session

UNIT IV: FICTION (14hrs)

Anita Nair: Ladies Coupe

UNIT V: CRITICISM (14hrs)

1. Bharatmuni- On Natya and Rasa: Aesthetic of Dramatic Experience, Rasa- Siddhanta

2. Anandvardhana- Dhavni: Structure of Meaning, Dhavni- Siddhanta

Total number of instruction hrs: 70

Text Books

1. New Indian English Poets and Poetry, DR. Raghugul Tilak, Rama Brothers Pvt. Ltd, 2009.
2. Contemporary Indian Poetry in English, Saleem Preeradina, Macmillan India Ltd, 2007.
3. An Anthology of popular Essays and Poems, A.G.Xavier, Macmillan India Ltd, 2008
4. Collected Stories, Volume 1, Sashi Deshpande, Penguin books, 2003.
5. A New anthology of English Prose, DR. T. Prabakar, Emerald Publications, 2006.
6. Silence! The Court is in session -Vijay Tendulkar
7. Ladies Coupe -Anita Nair, Edition 2001.
8. Indian Literary Criticism in English: Critics, Texts, Issues- Rajan. P. K

Raj. P. K

FI - 17
2018-19

Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), Coimbatore-14
B.A. English for Global Business Context
Effective from the academic year: 2018-2019
Fourth Semester

ALLIED- PRACTICAL WRITING FOR CORPORATE COMMUNICATION

Objective of the Subject:

Students will learn the following:

Introduction to writing and types of writing

Techniques of writing for special groups

To develop writing skill for various groups and media.

UNIT I:

(11Hrs)

Writing for Print media - Principles and Methods, Definition of News - News writing -Lead -types, Headline - types.

UNIT II:

(11Hrs)

Writing for advertising -Characteristics - Copy writing concept - development, advertising copy -visualization - advertising layout.

UNIT III:

(11Hrs)

PR writing, press release, press kit, organization, press conference -articles, rewriting, speeches, planning the publicity program, media relations.

UNIT IV:

(11Hrs)

House journals - advantages & limitations, Periodicals - types of PR periodical. Designing house journal -principles of design, typography, pictures, graphics & illustration.

UNIT V:

(11Hrs)

Assignment & Practical exercises

1. News writing -(Lead & Headline)
2. Inverted pyramid style.
3. Copy platform.
4. Writing copy for corporate advertisement.
5. Writing copy product advertisement.
6. Writing copy social service advertisement.
7. Organizing press conference for a product launch.
8. Writing press release for an annual day celebration.
9. Preparing press kit for social awareness campaign and exhibition.
10. Writing content for house journal.

Total number of instruction hrs: 55

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2018-19

Subject Code:

(For COE use only)

Text Books:

1. Journalism in Modern India - R E Welseley.

Reference Books

1. Reporting for Print Media -Fred Fedler, OUP USA; 8 Edition (2 Sep. 2004).
2. Reporting: Theory and practice -M. Babaprasad.
3. Hand book of public relation and communication -Philip Lesley, Jaico Publishing House.
4. Advertising Excellence -Court Land L Bovee, John. V. Thill, George P Dovel, Marriam Burk Wood Publisher - Mc Graw. Hill. Inc. 1995 (First Edition).
5. A Textbook of PR & Corporate Communications -Parvati Mahalanobis, Dominant Publishers and Distributors 2005 Edition.
6. Corporate Advertising- Thomas F Cardes.
7. Fundamentals of advertising- John Wills Hurst, second edition, 1992.
8. Public Relations Writing -form and Style -Doug Newson: Bob Carrell- 6th Edition, Wadsworth Publications

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Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous) Coimbatore-14

B.A English for Global Business Context

Effective from the academic year: 2018-2019

Fourth Semester

SKILL BASED SUBJECT: PRINCIPLES OF MANAGEMENT

Objective of the subject:

To learn about the different concepts and principles of management.

UNIT I: (11 hours)

Management -Definition, Nature, scope and process of Management, Role of manager, Qualities of a Manager, Management as an art, science and profession .Contribution by Henry Fayol, F.W.Taylor, Peter.F. Drucker.

UNIT II: (11 hours)

Planning -meaning-nature-importance- limitations, forecasting, steps in planning -kinds of planning Essentials of good planning, planning premises

UNIT III: (11 hours)

MBO-meaning-process, decision making meaning -process-factors involved in decision making Organising- nature-steps-significance, Formal & informal organization, Span of management- factors governing span of management.

UNIT IV: (11 hours)

Delegation-principles-advantages- departmentation, bases of departmentation, centralisation & de-centralisation-factors, advantages and disadvantages. Staffing-sources of recruitment, selection & training methods.

UNIT V: (11 hours)

Directing -nature and purpose of directing, coordination-techniques to achieve coordination, controlling -concept-nature- process-factors-significance, traditional & modern techniques of controlling.

Total number of instruction hrs: 55

Text Book

1. Principles of Management-Dinkar Pagare & Sultan Chand & Sons, 2008 Edition

Reference Books:

- 1.Principles & practice of Management-L.M.Prasad, Sultan Chand & Sons, New Delhi.
2. Principles of Management- T.Ramasamy, Himalaya Publishing House, 4th Edition revised 2010.
3. Principles of Management-P C Tripathy & P N Reddy, Tata McGraw Hill Publishing Company Ltd,Second Edition,Eleventh Reprint 1998
4. Essentials of Management, Herald Koontz & Heinz Weihrich, Tata McGraw Hill Publishing Company Ltd, Fifth Edition, Twentieth Reprint, 2003

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Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous), Coimbatore-14

B.A English for Global Business Context

Effective from the academic year 2018-2019

Fifth Semester

CORE: AMERICAN LITERATURE

Objective of the subject:

To familiarize the Students with the various genres of American writing by introducing the popular writers.

UNIT I: POETRY

(18 Hrs)

Edgar Allen Poe - The Raven

Robert Lowell - The Old Flame Robert Creeley - Age

UNIT II: PROSE

(18 Hrs)

Emerson - American Scholar

Edgar Allan Poe - The Philosophy of Composition

UNIT III: FICTION

(18 Hrs)

Ernest Hemingway - Old man and the sea

William Faulkner - The Sound and the fury

UNIT IV: DRAMA

(18 Hrs)

Tennessee Williams - The Glass Menagerie

Arthur Miller - Death of a Salesman

UNIT V: CRITICISM

(18 Hrs)

T.S.Eliot-Tradition and Individual Talent

F.R.Leavis-Keats

Total no of Instruction hours: 90**Text Books**

1. Ernest Hemingway, The Old Man and The Sea, Published by Arrow Books in 2004.
2. American Literature, An Anthology of Poems, Emerald Publishers.
3. Popular Short Stories, Oxford University Press, Chennai.
www.bartleby.com/114/
- 4.The Sound and the fury- William Faulkner
- 5.Arthur Miller,Death of a Salesman.

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Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE 14
B.A English for Global Business Context
Effective from the Academic Year 2018-2019
Fifth Semester
CORE: ENGLISH LANGUAGE TEACHING

Objectives :

- To introduce students to methods of teaching English
- To enable them teach communication
- To enable them teach Grammar and Literature

Unit I: (18 hrs)

English as International Language -Cultural values and utilitarian values -Psychological Principles in Language Learning -Behaviorist school of Psychology -Cognitive school of Psychology -Mother tongue and English Language Learning

Unit II: (18 hrs)

Methods of Teaching English -Grammar -Translation Method -Dr. West's Method of Reading -Direct Method -Substitution Method -Play way Method -Group Method

Unit III: (18 hrs)

Communicative Language Teaching -Procedures and Techniques in Communicative Language Teaching -Using visuals -Using drama

Unit IV: (18 hrs)

Innovative Techniques in Language Teaching -Using News Papers -T.V and Video -Computer Simulation and Replication

Unit V: (18 hrs)

Teaching Prose -Teaching Poetry -Teaching Grammar -Teaching Composition -Teaching Reading -Teaching Writing -Teaching Spoken English -Testing Language Skills

Total no of Instruction hours: 90

Text Book

1. Richards and Rodgers, Approaches and Methods in Language Teaching, CUP Heaton, Writing

References Books :

1. English Language Teaching Tests, Longman
2. Ronald V. White, The ELT Curriculum, Basil Blackwell
3. O'Malley, Learning Strategies in Second Language Acquisition Cambridge, New York

Ali. C

Subject Code:

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DR. G. R. Damodaran College of Science (Autonomous), Coimbatore - 14.

B.A.English for Global Business Context

Effective from the Academic Year 2018-2019

Fifth Semester

CORE: INTENSIVE STUDY OF AN AUTHOR -RABINDRANATH TAGORE

OBJECTIVE:

To make the students familiarize with the works of great Indian icon of literature Rabindranath Tagore.

UNIT I: POETRY

(18 Hrs)

1. Salutation
2. Where the Mind is without Fear 3. Little Flute
4. Purity
5. Deliverance
6. Prisoner
7. The Journey

UNIT II: PROSE

(18 Hrs)

1. Sadhana: The Relation of the Individual to the Universe
2. My Reminiscences

UNIT III: SHORT STORIES

(18 Hrs)

1. The Kingdom of Cards
2. A Hungry Stone and Other Stories.
3. Vision

UNIT IV: FICTION

(18 Hrs)

1. The Home and the World
2. Sesher Kabita The Last Poem

UNIT V: PLAYS

(18 Hrs)

1. Sacrifice
2. The King and the Queen

TOTAL INSTRUCTION HOURS: 90 HOURS

TEXT BOOKS

1. Gitanjali by Rabindranath Tagore, Vayu Education of India, 2016.

Sadhana: Refer weblink : <https://fortunetodotcom.files.wordpress.com/2014/.../sadhanaby-tagore.pdf>.

2. Short stories: Refer weblink:

<http://www.readbookonline.net/stories/tagore/134/>

3. The Home and the World by Rabindranath Tagore,
4. Sesher Kabita The Last Poem by Rabindranath Tagore, Rupa Publishers, May 2006.
5. Sacrifice and other plays by Rabindranath Tagore, Rupa and Company- New Delhi, 2002.

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Subject Code:
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Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), Coimbatore-14
B.A English for Global Business Context
Effective from the academic year: 2018-2019
Fifth Semester

ELECTIVE I: BUSINESS FINANCE AND MODERN BANKING

Objective of the subject:

To understand the banking and business finance practices in the current scenario.

UNIT I: (12 Hrs)

Evolution of commercial banks -functions of modern commercial banks -branch banking -CRM in banking -Nationalization of commercial banks in India -customer service.

UNIT II: (12 Hrs)

Banker customer relationship -general relationship -special relationship-negotiable instruments -characteristics -bills of exchange -essentials -promissory note -essentials -cheques -essentials -endorsement -crossing of cheques.

UNIT III: (12 Hrs)

Traditional banking Vs E- banking -facets of E -banking -E -banking transactions -electronic payment systems - anytime banking -anywhere banking -home banking -internet banking -mobile banking - electronic magnetic cards -core banking solutions -preventive vigilance in banks -money laundering.

UNIT IV: (12 Hrs)

Business finance -evolution -scope -finance function -importance of finance in modern world - environment of international financial management -foreign exchange market -currency convertibility -international monetary system -balance of payments -international financial markets - financing decision -management decision —international taxation.

UNIT V: (12Hrs)

Short term financial management in a multinational corporation -financing short term deficits -centralized and decentralized cash management -netting -exposure management -cash transmission -long term borrowing in capital markets -bond markets -syndicated credits -MTNs and EMTNs -NIF and related facilities -project finance.

Total number of instruction hrs: 60

Text Book

1.Principles and practice of banking - Study material for Diploma in banking & finance (Macmillan Publication) 2008.

Reference Books:

- 1.International Financial Management -PG Apte, Mc Graw Hill, 2010
- 2.Banking theory law and practice -Gordon and Natarajan, Himalaya Publishing House, 2010.
- 3.Fundamentals of Modern Banking -NC Majumdar -New Central Book Agency (P) Ltd, 2010.
- 4.International Business -C. Jeevanandham, Sultan Chand, 2008.

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2018-19

Subject Code:

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Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE-14

B.A English for Global Business Context

Effective from the academic year: 2018-2019

Fifth Semester

ELECTIVE II: BUSINESS COMMUNICATION

Objective of the subject:

To learn about the basic communication and the types of business correspondence.

UNIT I:

(12 Hrs)

Definition -types and patterns of communication -spoken communication -written communication -non verbal communication -audio-visual communication and multimedia communication.

UNIT II:

(12 Hrs)

Objectives of communication - horizontal communication -upward communication -barriers to communication -business correspondence -functions -various kinds of business correspondence.

UNIT III:

(12 Hrs)

Business letters -characteristics -organization, structure and layout of a business letter -letter of enquiries and replies -offers and quotations -credit and status enquiries -complaints, claims and adjustments.

UNIT IV:

(12 Hrs)

Sales letters -circulars -bank correspondence -life insurance correspondence -collection letters -correspondence of a company secretary.

UNIT V:

(12 Hrs)

Report writing -classification -characteristics of a good report -curriculum vitae -interviews -group discussions -presentation skills -soft skills -communication ethics -ethics in resumes, sales messages -persuasion.

Total number of instruction hrs: 60

Text Book

1. Business Communication -R. K. Madhukar, Vikas Publishing House, New Delhi, 2007.

Reference Books:

1. Business communication -Dr. K. K. Ramachandran, Macmillan Publication (Text Book), New Delhi, 2007.
2. Essentials of Business Communication -Rajendra Pal, JS Korlahalli, Sultan Chand and Sons, 2010.
3. Communication for Business -Shirley Taylor, Pearson Education Ltd, 2009.
4. Business Communication -Meenakshi Raman, Prakash Singh, Oxford University, 2010.

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FI-25
2018-19

Subject Code:

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Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), Coimbatore-14

**B.A English for Global Business Context
Effective from the academic year: 2018-2019**

Fifth Semester

SKILL BASED SUBJECT: WEB JOURNALISM

Objective of the subject:

The students shall learn online techniques of journalistic practices. 24X7 journalism, reporting, interviewing and writing shall be emphasized upon.

UNIT I:

(12hrs)

Basics of computers -Hardware and Software- Modem, Hard disk, CD ROM, Control Panel, CPU.

UNIT II:

(12hrs)

Internet - History and Structure, Internet Explorer, Email- Search Engines; Yahoo, Netscape and others. -HTML basics.

UNIT III:

(12hrs)

Online Journalism- Writing for the web-multimedia writing- applied interactive newspapers-cyber journalism-web casting-information design-interactive media- The elements of digital storytelling.

UNIT IV:

(12hrs)

Web Advertising - Computer assisted, Reporting and the Internet -Web casting —Pod casting - Web Design and Web Development -Web Development Tools - DREAMWEAVER, Hash, Publishing your own web page.

UNIT V:

(12hrs)

Blogging -Blogging software and Technique -The Public Sphere in the Internet -Emergence of Collaborative Citizen Journalism- Cyber Laws of India- Code of Ethics in Web Media.

Total number of instruction hrs: 60

Text Book

1.Jason Whittaker, Producing for the Web (Media Skills). 2000.

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2018-19

Subject Code:

(For COE use only)

Reference Books:

1. Timothy Garrand, Writing for Multimedia and the Web -A practical guide to Content Development for Interactive Media.
2. Stephen Pite, The Web, Multimedia, and Motion Graphics. The Digital Designer: 101 Graphic Design Projects for print,
3. Michael Miller, Absolute Beginner's Guide to Computer Basics.
4. Gary B.Shelly, Thomas J.Cashman and Misty. : A Gateway to Information, Complete - Discovering. Computers: 2007
5. Bob Walsh. How People Blogging are Changing the World and How You Can Them. Clear Blogging.
6. Damien Stolarz, Hands on Guide to Video Blogging and Pod casting.
7. John V.Pavlik, Journalism and New Media .
8. 21st century journalism -a practical guide -Andras Nyiro and others.
9. The Idea of Public Journalism -Theodore L.Glasser.

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FI - 27
2018-19

Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous), Coimbatore 14
B.A English for Global Business Context
Effective from the academic year 2018-2019
Sixth Semester
CORE: TWENTIETH CENTURY LITERATURE

Objective of the subject:

To make the students understand the works of Twentieth Century Literature and about the writers.

UNIT I: POETRY

(17hrs)

T.S.Eliot - The Waste land

Hopkins - The Windhover

A. D. Hope - Australia

Rosie Scott - For my daughters

UNIT II: PROSE

(17hrs)

C.P.Snow - The Two Cultures

Virginia Woolf - Women and Fiction

UNIT III: DRAMA

(17hrs)

Edward Albee - Who's afraid of Virginia woolf?

Wole Soyinka- Lion and the Jewel

UNITIV: FICTION

(17hrs)

Bapsid Sidwa- Ice Candy man

Alice Walker- The Colour Purple

UNIT V: CRITICISM

(17hrs)

A.C.Bradley- Poetry for Poetry Sake

Total Hours of Instruction: 85

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FI - 28
2018-19

Subject Code:

(For COE use only)

Text Books:

1. C. T. Thomas, Twentieth Century Verse, An Anglo American Anthology. Macmillan India Ltd, 2005.
2. Sunil Kumar Sarker, T.S. Eliot Poetry, Plays, and Prose. New Delhi: Atlantic Publishers, 2008.
3. C.B. Cox and Dyson. Twentieth Century Mind in 3 Volumes. New Delhi: Oxford University Press, 1996.
4. C.K. Stead, The New Poetic. New Delhi: Cambridge University Press, 1998.
5. T. S. Eliot. The Use of Poetry and use of Criticism. Cambridge: Harvard University, 1964.
6. The poems of John Keats. Rupa Classics.
7. Sukhbir Singh Vanashree. Twentieth Century American Fiction. T.S. Eliot's Children. B.R. Publishing Corporation.
8. Alice Walker- The Colour Purple
9. Australia -A.D.Hope
10. For my daughters -Rosie Scot
11. Wole Soyinka- Lion and the Jewel

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2018-19

Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous), Coimbatore-14
B.A English for Global Business Context
Effective from the academic year 2018-2019

Sixth Semester
CORE: SHAKESPEARE

Objectives:

- To enable students to understand Shakespeare's importance in English Literature
- To enable them to identify communicative strategies in the prescribed plays
- To orient them to a concrete understanding of his Universality which means his ability
- To communicate to all sections of society at all times to train them to recognize and appreciate his skills.

Unit I: (17 hrs)

- 1.Elizabethan Theatre and Audience
- 2.Literary Criticism and Approaches -Shakespeare's works (18th to Early 20th century)
- 3.Elizabethan theatre types of plays and analysis

Unit II: (17 hrs)

Macbeth

Unit III: (17 hrs)

As You Like It

Unit IV: (17 hrs)

Henry IV- Part I

Unit V: (17 hrs)

Sonnet 5,17,18,29,70,100 &154

Total Hours of Instruction: 85

Text Books:

- 1.Sonnet by William Shakespeare
- 2.Macbeth by William Shakespeare
- 3.As You Like It by William Shakespeare
- 4.Henry IV Part I by William Shakespeare

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Subject Code:

(For COE use only)

Dr. G.R.Damodaran College of Science (Autonomous), Coimbatore-14.
B.A.English for Global Business Context
Effective from the Academic Year 2018-2019
Sixth Semester
CORE: POETRY

Objectives of the Subject

To introduction to the various outcomes of poetry.

To know how poetry can impact their lives and improve their understanding of the world.

To create understanding of rhyme scheme and meter.

UNIT I: SONNET (17hrs)

John Milton - On his blindness

P.B.Shelley - Ozymandias

Gerard Manley Hopkins -The Windhover

John Donne- Death be not proud

Wallace Stevens- The Snow Man

UNIT II: ELEGY (17hrs)

John Milton - Lycidas

Thomas Gray-Elegy written in the Country Churchyard

Walt Whitman - O Captain My Captain

UNIT III: ODE (17hrs)

Edmund Spenser - Epithalamion

Keats - Ode to a Nightingale

Alexander Pope - Solitude - An Ode

UNIT IV:BALLAD (17hrs)

Samuel Taylor Coleridge (1772-1834)- The Rime of the Ancient Mariner

John Keats- La Belle Dame sans Merci

Edgar Allan Poe- Bridal Ballad

UNIT V:DRAMATIC MONOLOGUE (17hrs)

Sylvia Plath- Lady Lazarus

Robert Browning- My Last Duchess

Lord Alfred Tennyson- Ulysses

Total Hours of Instruction:85

Text Books:

Rumi , Selected Poems (Penguin Classics) Paperback

Francis F Browne ,Golden Poems Paperback

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FI-31
2018-19

Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), Coimbatore-14

B.A. English for Global Business Context

Effective from the academic year: 2018-2019

Sixth Semester

**ELECTIVE III- PRACTICAL DESIGNING FOR CORPORATE
COMMUNICATION**

Objective of the subject:

Exposing the students in using designing softwares.

Practical exercises in designing official communication materials.

UNIT I:

(11Hrs)

Adobe In design - interface - working with text - page setup and printing -page layout and formatting techniques - Working with graphics -preparing for printing -PDF generation.

UNIT II:

(11 Hrs)

Corel Draw Environment - Working with objects - outline creation -Symbols-Controlling object outlines -Text creation and Alignment - Special Effects - Bitmap Graphics Conversions (Corel Trace) - Cartooning - concepts in color publishing. Adobe Illustrator -Introduction -tools.

UNIT III:

(11 Hrs)

Photoshop - Tools - Layers - Managing Layers - Colour Channels - Paths - History -Actions - Basic Image Creation - Colour Modes - Image Manipulation - Colour Correction - Layer masking - Grouping - Creating Layer Sets - Exporting paths - Filters Plug-ins - Slices - Creating slices - GIF Animation -Scanning techniques .

UNIT IV:

(11 Hrs)

Assignment & Practical exercises

1. Designing logo
2. Designing business cards.
3. Designing letter head, envelop & hand bills
4. Creating classified advertisements.
5. Designing display advertisements

UNIT V:

(11 Hrs)

Assignment & Practical Exercises

1. Designing In House Journal Containing 16 Pages.
2. Create Cover Page.
3. Develop Content Page.
4. Design Advertisements.
5. Writing Editorial Page.
6. Designing Picture Page.
7. Developing News And Feature Page.

Total Hours of Instruction:55

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FI - 32
2018-19

Subject Code:

(For COE use only)

Reference books:

1. Digital Animation Bible, George Avgerakis, Tata McGraw Hill Edition
2. Handbook of Advertising Art Production, by Schlemmer, Prentice. Hall, 1976.
3. Coral Draw 7 for Dummies by Deke MC Celland, IDG Books, New Delhi 1997.
4. Animation Writing and Development, Jean Ann Wright, Focal Press Visual Effects and Animation Series
5. Animators Guide to 2D Computer Animation, Avgeranis George
6. Multimedia - Making it work by Tay Vaughan, McGraw Hill, Ny 1998.
7. Understanding Animation by Paul Wells, Routledge, London, 1998.
8. Photoshop for Dummies
9. Photoshop - A Practical Handbook
10. Indesign CS3: the professional portfolio, portfolio series, Against The Clock mastering graphic technology by Erika Kendra, Inc., 2007.

Websites

www.adobe.com

www.macromedia.com

www.webmonkey.com

www.ievitated.net

www.kirupa.com

www.dennisinteractive.com

DL: C

FI - 33
2018-19

Subject Code:

(For COE use only)

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous), Coimbatore-14

B.A. English for Global Business Context

Effective from the academic year: 2018-2019

Sixth Semester

SKILL BASED SUBJECT: ORGANISATIONAL BEHAVIOUR

Objective: To acquaint the students with the fundamentals of Organisational Behaviour related to individuals & groups in organizations.

UNIT I: (11 Hrs)

OB -Definition -Meaning - Scope of Organisational Psychology - Individual differences, Measurement of intelligence -Personality -Definition -Meaning -tests -Nature, Types and uses. Hawthorne Experiments.

UNIT II: (11 Hrs)

Perception -Meaning -Attitude & Perception, Factors affecting Perception -Motivation -Theories - Financial and non financial motivation -Techniques of motivation -Brain Storming

UNIT III: (11 Hrs)

Power -Nature of Power -Bases of power -Direction of flow of power in various types of organizational structures. Group -Process -Foundation of group behavior —Formation of a group -Synergies of group -Roles in groups.

UNIT IV: (11 Hrs)

Group Dynamics -Cohesiveness -Cooperation -Competition -Conflict -Types of Conflict -Resolution of Conflict -Sociometry -Group norms -role -position -Status -Supervision style -Training for Supervisors

UNIT V: (11 Hrs)

Leadership -types -theories -leadership training and evaluation -organisational Change, organisational climate -organisational effectiveness -organisational development -Meaning — Characteristics -Techniques of OD.

Total number of instruction hrs: 55

Text Book

1. Organizational Behavior -Human Behavior at Work, John W. Newstrom

Reference Books:

1. Keith Davis McGraw- Hill Companies publication, Edition 2006.

2. Organizational Behavior -L.M. Prasad, Sultan Chand & Sons, Third Edition 2006

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