



ST. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(A Christian Minority Institution)

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ELECTIVE COURSES – BA ENGLISH

MSU/2021-2022/UG-College/Part-III (B.A. English)/Semester-III/NME I
Non-Major Elective - I
ENGLISH FOR COMPETITIVE EXAMINATIONS

Objectives:

1. To enrich word power for framing flawless sentences.
2. To produce passages without any errors.

Course Outcomes:

CO No.	Upon the completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO - 1	to understand the importance of grammar and its usage in our daily life.	C	K1, K2
CO - 2	learn the basic grammar rules to prepare for Competitive Examinations	E	K3
CO - 3	apply the knowledge of grammar to identify errors and reproduce correct patterns of expressions	F	K3
CO - 4	analyze the varied form of expressions, basics structures, verbal patterns and sentence patterns for the effective use of the English language	A	K4, K5
CO - 5	evaluate the structures and patterns learned and to know their distinctive usages	A	K4, K5
CO - 6	create situation-based and context-based expressions and sentences to clear Competitive Examinations	H	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping with POs:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	M	L	S	L	M	M	M	S
CO 2	M	L	S	L	M	M	M	S
CO 3	M	L	S	L	M	M	M	S
CO 4	L	L	L	L	L	L	L	L
CO 5	M	M	M	M	M	M	M	M
CO 6	S	S	S	S	S	S	S	S

S – Strong, M – Medium, L - Low

Unit I:

Word Substitution (Pg: 151 – 163)

Idioms and Phrases (Pg: 180 – 193)

Unit II:

Synonyms (Pg: 233 - 250)

Antonyms (Pg: 251 – 263)

Unit III:

Proficiency Tests : Synonyms (Pg: 289 - 305)

Proficiency Tests : Antonyms (Pg: 306 – 340)

Unit IV:

Sentence Completion (Pg: 443 – 476)

Common Errors (Pg: 479 – 504)

Unit V:

Comprehension : Prose (Pg: 509 – 514)

Comprehension : Poetry (Pg: 515 – 522)

Prescribed Texts:

A.P. Bhardwaj. *General English for Competitive Examinations* (Banking, Insurance, SSC Examinations, Railway, Defence and MBA Entrance Examinations). Delhi: Pearson, 2013.

Reference Books:

Essential English for Competitive Examinations – 2nd Edition. Disha Publications, 2019.

General English for Competitive Exams – SSC / Banking / Defence / Insurance – 2nd Edition. Disha Publications, 2019.

MSU/2021-2022/UG-College/Part-III (B.A. English)/Semester-IV/NME II**Non-Major Elective - II****Content Writing****Objectives:**

1. To create unique useful and compelling content on a topic.
2. To inform the students to develop content as per the business concept.
3. To encourage and guide students to write keywords that allows the site visitors to get the information quickly and efficiently
4. To equip students to write quality content and run their own blogs or sites.

Course Outcomes:

CO No.	Upon the completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO - 1	improve the ability to read the literary texts critically and to analyse them	A, E	K1, K3
CO - 2	gain an understanding about various modes and methods of literary interpretation	B	K4, K5
CO - 3	understanding the development of new forms of writing and literary interpretation	C	K2, K6
CO - 4	comprehend the qualities of literary texts	E, G	K3, K6
CO - 5	trace the inter disciplinary nature of literary texts in the 20th century	D, G	K2, K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping with POs:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	S	S	S	S	S	S	S	S
CO 2	S	S	S	S	S	S	S	S
CO 3	S	S	S	S	S	S	S	S
CO 4	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S

S – Strong, M – Medium, L – Low

Unit I:

Meaning, definition and scope of Content Writing

Types of Content Writing

Content Writing Topics

Problems faced in Content Writing

Unit II:

Different content writing formats

Major skills for writing quality content

Strategies in producing high quality content

Different stages of writing a good content

Unit III:

Blogging and Types

Blogging and Advertising

E-book and its different formats

Plagiarism Detection

Unit IV:

Introduction to SEO

Types and elements of SEO

SEO Developing strategies

Steps to SEO the web content

Unit V:

Content Writing for e-commerce sites

Steps involved in writing e-commerce product description

Types of content marketing for e-commerce

Effective ways to share content in social media

Employment opportunities

Prescribed Texts:

Content Writing for the Web - Kristine Halverson

The Content Strategy Toolkit - Kristine Halverson, Melissa Rach, Megan Casey

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
	Elective	Y	Y	-	-	3	4	25	75	100
Learning Objectives										
LO1	To acquaint the students with background study of social conditions in England									
LO2	To introduce students to some of the major historical development of England									
LO3	To facilitate the students to focus on chronological narrative of events as on major issues trends, events and crisis of the period									
LO4	To make the students aware of the relation between socio political and socio religious events and literary works									
LO5	To expose the students' various trends and movements of England.									
UNIT	Details									
I	Landmarks in Early English History The Norman Conquest – Feudal System – Crusades – Magna Carta – Hundred Years War – 1348 – Black Death – 1381- Peasants Revolt – Lollards Movement – Wars of Roses									
II	The Renaissance The Reformation The Dissolution of the Monasteries									
III	Colonial Expansion The Tudor Navy and The Armada The Elizabethan Age & Theatre									
IV	The Origin and Growth of Political Parties in England									
V	Age of Queen Anne Coffee House Life in London.									
Course Outcomes										
COs	On completion of this course, students will;									PO
CO1	Gain knowledge of various features of social and political history of England									PO1
CO2	Awareness of the relation between socio- religious events and socio- political works									PO1, PO2

CO3	Compare history with Literature	PO4, PO6
CO4	Enable to assess the emergence, reasons, development and the impact of social movements	PO4, PO5, PO6
CO5	Assess the overall emergence of English society as a nation.	PO3, PO8
Text Books (Latest Editions)		
1.	Asa Briggs - Social History of England	
2.	Louise Creighton – Social History of England	
3.	G.M. Trevelyan: Social History of England	
References Books (Latest editions, and the style as given below must be strictly adhered to)		
1.	Julia Crick and Elisabeth Van Houts Ed. - Social History of England (900-1200)	
2.	Keith Wrightson - Social History of England (1500-1750)	
3.	Francois Bedarida: A Social History of England 1851-1990, 2 nd ed	
Web Resources		
1.	https://www.literpretation.com/post/social-history-of-enland-6# :	
2.	https://gacbe.ac.insematerial	

Mapping with Programme Outcomes

Mapping of Course Outcomes to Program Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5	AVERAGE
CO1	3	3	3	2	1	2.4
CO2	3	3	3	1	1	2.2
CO3	3	3	3	1	1	2.2
CO4	3	3	3	1	1	2.2
CO5	3	3	3	3	2	2.8

TOTAL 11.8

MEAN T/5: 2.36

KEY: Strongly correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1

Mapping with Programme Specific Outcomes

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3

FIRST YEAR - SEMESTER II
ME 2- SOCIAL HISTORY OF ENGLAND-II (ELECTIVE)

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
	Core	Y	Y	-	-	3	4	25	75	100
Learning Objectives										
LO1	Define the social history of England in a political perspective.									
LO2	Interpret literary and cultural texts of historical, geographical, and cultural contexts. Explain socio-political history with literary and cultural texts									
LO3	Identify main trends in the social history of England and their influence on literature									
LO4	Analyze the critical ideas, values and themes that appear in literary and cultural texts of various genres									
LO5	To critically analyze the influence of history and cultural diversity on literature and language.									
UNIT	Details									
I	The union of England and Scotland The Agrarian Revolution The Industrial Revolution									
II	The Methodist movement Other Humanitarian Movements									
III	The American War of Independence England and Ireland French Revolution & Effects of the French Revolution									
IV	The Reform Bills The Victorian Age									
V	Development of Education in the Victorian England Means of transport and Communication World Wars I & II									
Course Outcomes'										
Course Outcomes	On completion of this course, students will;									
CO1	Recognize the milestones of British History from 18 th century till the modern age and can relate how these movements influence the English society and Literatures of that period								PO1	
CO2	Identify the various revolutions and movements of English society leading to form a crucial opinion for the benefit of humanity								PO1,PO2	
CO3	Examine the causes and consequences of the war of Americans and French								PO4,PO6	

CO4	Evaluate the effects of the revolutions and their impacts in literature in a better perspective	PO4,PO5,PO6
CO5	Analyze the reforms and the development of education, transport and communication in the modern era.	PO3,PO8
Text Books (Latest Editions)		
1.	Asa Briggs - Social History of England	
2.	Louise Creighton – Social History of England	
3.	G.M. Trevelyan: Social History of England	
References Books (Latest editions, and the style as given below must be strictly adhered to)		
1.	Julia Crick and Elisabeth Van Houts Ed. - Social History of England (900-1200)	
2.	Keith Wrightson - Social History of England (1500-1750)	
3.	Francois Bedarida: A Social History of England 1851-1990, 2 nd ed	
WebResources		
1.	https://archive.org/stream/draketudornavywi02corbuoft/draketudornavywi02corbuoft_djvu.tt https://archive.org/details/clublifeflondon02timbuoft https://www.britannica.com/biography/Anne-queen-of-Great-Britain-and-Ireland	

Mapping with Programme Outcomes:

Mapping of Course Outcomes to Program Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5	Average
CO1	3	3	2	2	3	2.6
CO2	2	2	3	2	3	2.4
CO3	3	3	3	2	2	2.6
CO4	3	3	3	3	2	2.8
CO5	2	3	2	3	3	2.6
Total (T)						13/5
Mean (T/5)						2.6

Key: Strongly Correlated – 3 Moderately Correlated – 2 Weakly Correlated - 1

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3



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Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge and belief.

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