

**B.A. ENGLISH – PROGRAMME STRUCTURE**  
**II YEAR – III SEMESTER**

I	731T	Tamil/Other Languages-II	3	6	25	75	100
II	732E	English for enrichment– III	3	6	25	75	100
III	7BEN3C1	Core – V – Prose	4	5	25	75	100
	7BEN3C2	Core – VI – Drama – I	4	5	25	75	100
		Allied – III Financial Accounting	5	5	25	75	100
IV	7NME3C	(1)Non Major Elective- II (C) Effective Employability Skills	2	1	25	75	100
	7SBS3A1	Skill Based Subjects – I Competitive examination skills	2	2	25	75	100
V	7BEA3	Extension Activities	1	-	100	--	100
		Total	24	30	--	--	800

## II YEAR – III SEMESTER

COURSE CODE: 732E

### COURSE – III - ENGLISH FOR ENRICHMENT – III

#### Texts Prescribed

1. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

#### Unit I Short Stories

1. Two Old Men – Leo Tolstoy
2. The Diamond Necklace – Guy de Maupassant
3. The Verger – Somerset Maugham
4. The Postmaster – Rabindranath Tagore.

#### Unit II One Act Plays

1. Riders to the Sea – J.M.Synge
2. The Rising of the Moon – Lady Gregory

#### Unit III One Act Plays

1. A Kind of Justice – Margaret Wood
2. The Refugee – Asif Currimbhoy

#### Unit IV Grammar

Tenses, Voices, Degrees of Comparison

#### Unit V Composition

Agenda, Minutes, Notice, Descriptive Writing

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**II YEAR – III SEMESTER**  
**COURSE CODE: 7BEN3C1**  
**CORE COURSE – V- PROSE**

Unit - I

Francis Bacon

- Of Studies
- Of Revenge
- Of Friendship

Unit- II

Joseph Addison

Richard Steele

- The Vision of Mirza
- The Spectator Club

Unit – III

Charles Lamb

Oliver Goldsmith  
World –

Unit – IV

Jonathan Swift

- A Dissertation upon Roast Pig
- Bachelor's Complaint
- The Man in Black – (The Citizen of the Letter XXI)

- The Battle of the Books

Unit – V

RL. Stevenson

G.K. Chesterton

- An Apology for Idlers
- On Running after One's Hat.





**NON – MAJOR ELECTIVE – COURSE II**  
**II YEAR – III SEMESTER**  
**COURSE CODE: 7NME3C**

**COURSE II – EFFECTIVE EMPLOYABILITY SKILLS**

**UNIT I. Curriculum Vitae & Facing the Interview**

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

**Unit II Interpersonal Communication**

One to one Communication  
One to group Communication

**Unit III Group Discussion**

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

**Unit IV Team Work**

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

**Unit V Motivation**

Leadership & Motivation, Behaviour, Motives Managerial Skills

**Books for Reference:**

E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.

D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999

Indian Jaycees, “Skills” Series, published by Indian Jaycees.

S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.

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**II YEAR – III SEMESTER**  
**COURSE CODE: 7SBS3A1**

**COURSE I – COMPETITIVE EXAMINATION SKILLS**

**Objectives:**

To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.

To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

**Unit I**

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role - History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

**Unit II**

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

**Unit III**

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

**Unit IV**

Spatial and perceptual abilities, situation reaction test

**Unit V**

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

**Books for Reference:**

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., I-

10, green park extension, new delhi 110 016., 2001

2. Competition success review magazines.



## B.A. ENGLISH – PROGRAMME STRUCTURE

### III YEAR – V SEMESTER

7BEN5C1	<b>Core –IX – Indian Writing in English</b>	4	5	25	75	100
7BEN5C2	<b>Core – X – Women’s Writing in English</b>	4	5	25	75	100
7BEN5C3	<b>Core – XI – Commonwealth Literature</b>	4	6	25	75	100
7BENE1A	<b>Elective – I- A) Translation Studies, Theory and Practice.</b>	5	5	25	75	100
7BENE2B	<b>Elective- II – B) Journalism and Mass Communication</b>	5	5	25	75	100
7SBS5A5 /	<b>Skill Based Subjects – I Heritage and Tourism</b>	2	2	25	75	100
7SBS5A6/	<b>Skill Based Subjects – I Marketing and Sales Management</b>	2	2	25	75	100

### III YEAR – V SEMESTER COURSE CODE: 7BEN5C1

#### CORE COURSE – IX- INDIAN WRITING IN ENGLISH

<b>Unit - I</b>	<b>Poetry</b> Sir Aurobindo - The Fear of Life and Death Rabindranath Tagore - Where the Mind is Without Fear Sarojini Naidu - Love and Death
<b>Unit - II</b> Toru Dutt	<b>Poetry</b> - Lakshman Nissim Ezekiel - Goodbye Party for Miss Pushpa. T.S Kamala Das - A Hot Noon in Malabar
<b>Unit - III</b>	<b>Prose</b> Mahatma Gandhi - Tolstoy and the Youth Sir C.V. Raman - Water the Elixir of Life Jawaharlal Nehru - Kamala Nehru
<b>Unit - IV</b>	<b>Drama</b> Mahesh Dattani - Seven Steps Around Fire
<b>Unit - V</b>	<b>Fiction</b> ChetanBhagat - The Three Mistakes of my Life.



**III YEAR – V SEMESTER  
COURSE CODE: 7BEN5C2**

**CORE COURSE – X- WOMEN’S WRITING IN ENGLISH**

**Unit- I            Poetry**

E.B. Browning - How do I love thee? Let me count the ways  
Sylvia Plath                      - Daddy  
Maya Angelo                      - Still I Rise

**Unit- II            Prose**

Virginia Woolf - A Room of One’s Own

**Unit – III            Drama**

ManjulaPadmanapan - Harvest

**Unit- IV            Novel**

Alice Walker                      - The Colour Purple

**Unit- V            Short Stories**

Katherine Mansfield            - A Cup of Tea  
GeethaGoswami                      - The Lost Shore  
Alice Munro                              - Silence





**III YEAR – V SEMESTER  
COURSE CODE: 7BEN5C3**

**CORE COURSE – XI- COMMONWEALTH LITERATURE**

<b>Unit - I</b>	<b>Poetry</b> Derek Walcott Razia Khan Margaret Atwood	- A Far Cry from Africa - My Daughter's Boyfriend - The City Planners
<b>Unit - II</b>	<b>Poetry</b> Allen Curnow E.J.Pratt David Diop	- House and Land - The Dying Eagle - Africa
<b>Unit - III</b>	<b>Prose</b> Chinua Achebe Dr.S.Radhakrishnan	- The Novelist as a Teacher - The World Community
<b>Unit - IV</b>	<b>Drama</b> Wole Soyinka	- The Lion and the Jewel
<b>Unit - V</b>	<b>Fiction</b>  Margaret Atwood	- The Edible Woman



**III YEAR – V SEMESTER  
COURSE CODE: 7BENE1A**

**ELECTIVE COURSE – I (A)- TRANSLATION STUDIES, THEORY AND  
PRACTICE**

**Unit – I**

Introduction to Translation- History of Translation- Definition- Types of Translation

**Unit- II**

Decoding and Recoding  
Problems of Equivalence- History of Translation Theory

**Unit- III**

Specific Problems of Literary Translations

**Unit - IV**

Translating Literary Texts  
1. Thirukkural – First two chapters from G.U.Pope’s Translation.  
2. Bharathiar – Our Mother land  
3. T.S.Pillai - Chemmeen

**Unit - V**

Translation & Practice ( Tamil into English and Vice versa)

**Books for Reference:**

Savoury Theodore - The Art of Translation  
Susan Bassnett - Translation Studies (Methuene)

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**III YEAR – V SEMESTER  
COURSE CODE: 7BENE2B**

**ELECTIVE COURSE – II (B)-JOURNALISM AND MASS COMMUNICATION**

**Unit-I**

Journalism: its Definition & Scope – News & Newsworthiness – Journalism & its Social Effects – the Development of Journalism & its History

**Unit – II**

Communication Process – Methods of communication – Problems in Communication – Print Media – Electronic Media – Functions of Mass Media.

**Unit – III**

News Collecting & News Reporting – Film Reviews Writing – News Agencies & Their Role – Editing – Responsibilities of an Editor – Basic Principles of Editing

**Unit – IV**

Freedom of Press – Social Responsibilities – Code of Ethics – Press Laws

**Unit – V**

Public Relations & Advertising

**Books Recommended for Study:**

David Wainwright : **Journalism Made Simple**, Heinemann, London, 1986

RangaswamiPrathasarathay : **Basic Journalism**, Macmillan, Delhi, 2002

Krishna Mohan &MeeraBanerji: **Developing Communication Skills**,  
Macmillan, Delhi, 2004

Dodge, J.D & Viner, G: **The Practice of Journalism**, Heinemann, 1963



## **GROUP I – SET II**

### **III YEAR – V SEMESTER COURSE CODE: 7SBS5A5**

#### **COURSE II – HERITAGE AND TOURISM**

##### **Objectives:**

To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.

To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective

To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.

Provide a framework to plan, design, and assess interpretation programs for tourists

##### **Unit I**

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism  
– Social, Economic and Environmental aspects – Human Rights

##### **Unit II**

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

##### **Unit III**

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

##### **Unit IV**

Travel Guide – Features – requirements – One's role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

##### **Unit V**

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

##### **Books for Reference:**

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|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,<br>(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India<br>(Sterling Publishers (P) Ltd., New Delhi)           |
| Acharya Ram  | – | Tourism and Cultural Heritage<br>(Rosa Publications: Jaipur, 1986)                         |
| Jha, S.M     | – | Tourism Marketing (Himalaya Publishing House)  |



## **GROUP I – SET II**

**III YEAR – V SEMESTER  
COURSE CODE: 7SBS5A6**

### **COURSE III – MARKETING AND SALES MANAGEMENT**

#### **Objectives:**

To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process

To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

#### **Unit I**

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

#### **Unit II**

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

#### **Unit III**

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

#### **Unit IV**

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

#### **Unit V**

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

#### **Books for Reference:**

Chunawalla, S. A., Sales Management, 5<sup>th</sup> Edition (2007), Himalaya Publishing House

Havaldar, Krishna; Sales And Distribution Management, 1<sup>st</sup> Edition (2006), Tata Mcgraw Hill

Perreault, Jr., William; Mccarthy, E. Jerome, **Basic Marketing, 15<sup>th</sup> Edition, 2006, Tata Mcgraw Hill**