



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce.
and Sheila Gopal Raheja College of Management.

Autonomous

Program Name: Bachelor of Arts (B.A in English)

PROGRAM OBJECTIVES

PO1: Inculcate knowledge of English language use, grammar, phonology, pronunciation, intonation, stress patterns and vocabulary

PO2: Enhance Communication Skills in Reading, Writing, Listening and Speaking

PO3: Impart knowledge of data interpretation, digital communication (such as emails, blogs and PPTs), netiquette, formal correspondence, report writing, editing, summarising, soft skills, and professional group communication

PO4: Develop their personality and self-confidence in interactions, interviews, debates, group discussions and public speaking and the ability to articulate and present ideas with clarity and precision

PO5: Make them understand of various social and personal contexts through a study of diverse literatures and be able to explore the interplay between texts and contexts

PO6: Train them into the politics of literature, popular culture, identity formation, gender, caste, language and other socio-cultural, socio-political and socio-economic dimensions

PO7: Sensitize an awareness of and be sensitive to the suffering, identity conflicts, societal problems and issues of people belonging to marginalized groups

PO8: Have an insight into universal humanitarian values such as inclusivity, tolerance, gender sensitivity, and social responsibility

PO9: Inculcate knowledge into human behaviour, human nature and personality, psychological motives, personality development and character evolution, and be able to analyse and delineate characters of different types

PO10: Train them to identify the influence of historical events, movements and thinkers on literature.

PO11: Impart knowledge of basic concepts and terminologies related to formal elements, genres, trends and movements in literature

PO12: Train them with an understanding of various literary and cultural theories and their application.

PO13: Foster knowledge research ability, critical thinking and analytical skills through the study of various eras and cultures

PO14: Train between various kinds of literary and popular culture texts, as well as critically analyse and evaluate these

PO15: Sensitize them with creative abilities such as writing, acting, composition

COURSE OUTCOMES

CO1: Demonstrate basic language proficiency in reading, writing, listening and speaking skills and understand the lexical and functional aspects of language such as grammar and syntax, as well as phonology and stress marking

CO2: Demonstrate an enhanced vocabulary and language proficiency in reading, writing, listening, and speaking skills and Exhibit industry-oriented soft skills such as editing and summarizing.

CO3: Apply knowledge a wide range of literary genres prevalent and popular in nineteenth century England and Apply the contextual understanding of the era to specific literary texts

CO4: Display a comprehensive understanding of a wide range of texts in nineteenth century America and Demonstrate analytical and critical thinking skills through a close reading of texts .

CO5: apply the basics of oral and written communication in professional contexts and display leadership and team-building skills through effective use of communication

CO6: Understand the fundamental components of communication in the corporate world as seen through departments such as Advertising, PR and HR and Write cogent emails, business reports and letters, press-releases, and related business correspondence

CO7: Use writing, speaking and listening skills with appropriate use of grammar and vocabulary and Develop awareness of the theory and practice of communication skills in English

CO8: Develop awareness of the theory and practice of communication skills in English and Enhance writing, speaking and listening skills with appropriate use of grammar and vocabulary

CO9: Articulate the uniqueness of Indian Literature in English and the unique issues and contributions of this area of literature in colonial and postcolonial contexts and Understand, critically analyze and evaluate fiction in Indian Literature in English and academic essays in this area of literature

CO10: Evaluate poetry, drama and academic essays in Indian Literature in English and Display an awareness of prominent Indian poets in English and their works

CO11: Use a wide range of literary genres prevalent in twentieth century America and Develop skills to analyse and critically respond to fiction and academic essays written in America in the Twentieth Century

CO12: Derive an understanding of various social, cultural, historical and political trends and the impact of these on literary texts and Understand a wide range of literary genres prevalent in twentieth century America

CO13: Gauge the history of advertising and grasp more recent developments in the field. And Have clarity of various concepts of advertising

CO14: Develop skills to create effective advertisements and become aware of the different creative strategies employed in advertising

CO15: Elucidate and show an understanding of the basic concepts of journalism, types of news, types of reporting, basics of reporting, and the qualities and aptitudes required for a reporter and demonstrate an understanding of the constitutional provisions and laws related to the freedom and censorship of the Press and issues related to violence against media persons.

CO16: Demonstrate an understanding of the fundamentals of editing and proofreading, editorial policy and the roles of the Editor, News Editor, Chief Sub-editor and Sub-editors and Refine their language, editing and writing skills.

CO17: Demonstrate an understanding of concepts such as sex and gender, patriarchy, and the process of gender construction and gender identity formation and Show a gender-sensitive approach to patriarchy and gender oppression, and an insight into the workings of patriarchy and its oppressive nature and influence.

CO18: Demonstrate analytical and critical thinking skills through learning about the historical, sociopolitical, digital and legal implications of gender and be empowered with a knowledge of women's rights and legal safeguards.

CO19: Summarize a wide range of literary genres prevalent in the Elizabethan and Jacobean age and Develop skills to analyse and critically respond to poetry and theatre of this period

CO20: Display knowledge of the socio-political context of the Restoration and Neo-Classical Period and Establish connectivity between the context and different literary texts written during the seventeenth and eighteenth centuries in England.

CO21: Explain important critical terms related to key theories and Outline and delineate the nature

and functions of literature and criticism

CO22: Explain important critical terms related to key theories and critically analyse and interpret Modern Critical Essays

CO23: Articulate the nature and politics of Popular Culture and Identify a range of Popular Culture texts

CO24: Articulate the nature, influence and politics of globalization in Popular Culture and Identify and explain problematic areas and issues in various Popular Culture texts and media as well as critically analyse and evaluate texts of technoculture, virtual reality and games, interactive fiction, digital literature and fan-fiction

CO25: Display knowledge of the socio-historical background of the late eighteenth and early nineteenth century England and Apply the contextual nuances of Romantic era to specific literary texts written during the age

CO26: Display knowledge of film language and its use in filmmaking and Understand the prominent global film movements and the evolution of cinema

