



# كلية أنوار الإسلام العربية للبنات مونغام تحت إدارة جمعية العلماء بكيرالا **ANVARUL ISLAM WOMEN'S ARABIC COLLEGE** Run by: KERALA JAM-IYYATHUL ULAMA [Regd.]

Aided by Government of Kerala & Affiliated to University of Calicut  
Recognized by 2(f)&12(B) of UGC Act 1956, A Minority Institution under section 2(g) of NCMEI Act 2004  
Website: [www.aiwacollege.com](http://www.aiwacollege.com), Email: [aiwacollege@gmail.com](mailto:aiwacollege@gmail.com)

**MONGAM, PO.MONGAM, MALAPPURAM (Dt.) KERALA-673642, Phone:+91 483 2772048, 2770048**

## Programme Outcomes and Course outcomes

**Program Outcomes (POs)** POs are the definite statements about the knowledge, skills, and attitudes (attributes) of the graduate expected to accomplish after the completion of the course. POs generally assess the competencies and expertise a graduate attains after the completion of the program.

**Programme Specific Outcome (PSOs)** is the attributes attained by students that enable them to pursue higher studies and to qualify competitive examinations in respective disciplines.

**Course Outcome (Cos)** is the end result achieved by a student by learning a particular course/Paper of the programme. In order to design the curriculum, the POs, PSOs, and COs, are the basic and essential requirements. The Board of Studies for each Course, constituted by the University, sets the curriculum which is intended to meet the envisaged goals and objectives with regard to the knowledge, skills, and attitudes the students should have gained at the end of the graduate/Postgraduate program. The Board of studies is responsible for defining the set of POs, PSOs, and COs according to the revised syllabus.

The College has identified Programme Outcomes (POs), Programme Specific Outcomes (PSOs), and Course Outcomes (COs) in tune with the mission and vision of the College.

The Course Outcomes (COs), Programme Specific Outcomes (PSOs), and Programme Outcomes (POs), for all Programs offered by the Institution effectively communicate to the stakeholders by,

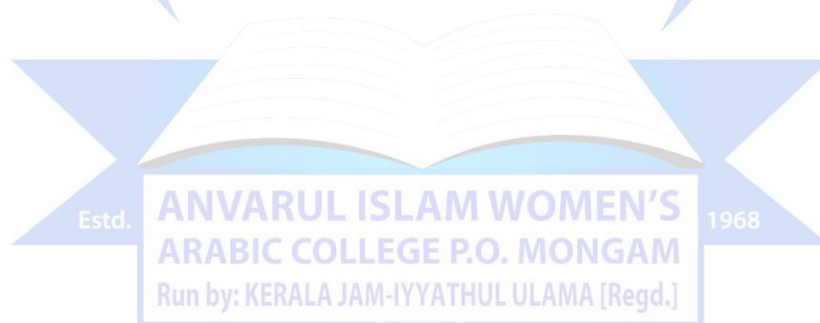
1. The syllabus of all programmes is available on the college website which contains POs, COs of all programmes. This is available both to the faculty members and the students.
2. Programme and course outcomes are made available in the individual Department sections of the college website.
3. The institution keeps a three-tier system of maintaining and propagating the stated outcomes to all stakeholders. Initially during the orientation programme,

at the beginning of the academic year, there would be a general lecture on the specific learning outcomes and objectives. At the department level orientation programme, the head of the departments would elaborate the programme outcomes. At the bottom level, the class teacher will explain the detailed programme specific outcome and hard copies of the programme outcome will also be distributed to the students.

4. Above all, the teachers of each department will interact with students during their admission, after the admission and explain to them in detail the importance of each programme, course, and its outcome.
5. Bridge Courses conducted by the departments are clearly sharing POs and COs. The institution also keeps the teachers and students informed about the system for assessing the POS and COs.
6. The attainment of Learning Outcome is evaluated at two levels: Continuous Internal Evaluation (Centralized Internal examinations, class tests, seminars, assignments, term papers, attendance, etc.) conducted by the institution and the End semester examination conducted by the University



  
**Dr. JUBAILIYA. P (PEN: 469677)**  
Principal  
Anvarul Islam Women's Arabic College  
Mongam - 673 642





كلية أنوار الاسلام العربية للبنات مونجام  
تحت إدارة جمعية العلماء بديرالا

**ANVARUL ISLAM WOMEN'S ARABIC COLLEGE**

Run by: KERALA JAM-IYYATHUL ULAMA [Regd.]

Aided by Government of Kerala & Affiliated to University of Calicut

Recognized by 2(f)&12(B) of UGC Act 1956, A Minority Institution under section 2(g) of NCMEI Act 2004

Website: www.aiwacollege.com, Email: aiwacollege@gmail.com

**MONGAM, PO.MONGAM, MALAPPURAM (Dt.) KERALA-673642, Phone:+91 483 2772048, 2770048**

## **COURSE OUTCOMES AND PROGRAMME OUTCOMES**

DEGREE PROGRAMME IN

**B A FUNCTIONAL ARABIC**

University of Calicut BOARD OF STUDIES IN ARABIC (UG)

Curriculum of Bachelor of Arts Functional Arabic under Choice Based Credit Semester System UG(CBCSS-UG) Effect from 2014-15 Admission

## **AIMS AND OBJECTIVES OF THE PROGRAMME**

The Curriculum of B.A. Functional Arabic has been designed keeping in view the role of Arabic as a major language of international communication in the present world scenario. A multi-focal academic program, this U.G. Program aims at equipping the student with excellent communicative skill in diverse applications of Arabic Language designed to open up a wide spectrum of Career Avenue in a fast-evolving knowledge society.

### **Features**

- Advanced Level Arabic Program with an interactive approach.
- Primary focus on basic language skill—LSRW (Listening, Speaking, Reading and Writing)
- Application of Arabic in major areas—Media, Business, Creative writing, Translation, Advertising, Sports and Entertainment.
- Fostering human values through exposure to major works of literature in Arabic and stimulating self-exploration and self-expression.
- Moulding a generation of techno-savvy student competent in tapping ICT for generation of knowledge.

## **FAR1B01 - PROSE AND POETRY**

### **Aims;**

The course is intended to introduce the student to the methodological issues that are specific to the disciplines referred to as the humanities and to inspire in the student a critical perspective with which to approach the disciplines under the humanities.

### **OBJECTIVES**

On completion of the course, the student should be (able):

- To know the distinction between the methodologies of natural, social and human sciences
- To understand the questions concerning the relation between language and subjectivity as well as those pertaining to structure and agency in language
- Aware the theories of textuality and reading both western and Indian

## **FAR1C02 - INDIAN WRITING IN ARABIC**

### **AIM**

To familiarize the students with the Indian variety of Arabic as used by Indian Arabic writers. To enable students to have an overall perspective of Indian Writing in Arabic.

### **OBJECTIVES**

By the end of the semester the student will be familiar with the Arabic used by various Indian writers who write in Arabic. He will have an overall view of Indian writing in Arabic.

## **FAR2B02 FUNCTIONAL ARABIC—IN PRACTICE**

### **AIM**

1. To familiarize the students with the concept of Functional Arabic as a multifocal discipline.
2. To chart the areas of application of Functional Arabic.
3. To highlight the methods/techniques/strategies employed in the learning/teaching of Arabic.
4. To provide a deeper understanding of the major theories of learning/Teaching/acquisition of language to enable the students to undertake a theoretically informed analysis of language.
5. To help the students gain an insight into the evolution of language and the role of Arabic as an international medium of communication.

6. To enable the students to tap the resources of ICT in the acquisition of communication skills.
7. To empower students to be an active participant/contributor in the knowledge society.

OBJECTIVES On completion of the semester

(1) The student will have a general understanding of the concept of F.E as a multifocal discipline

(2) He will have a deeper understanding of the major theories of learning and teaching Course Structure.

### **FAR3B03 - Core Course III – INFORMATICS**

#### **AIM**

This course introduces students to all the different aspects of Information Technology and Computers that an educated citizen of the modern world may be expected to know of and use in daily life. The topics in the syllabus are to be presented as much as possible with a practical orientation so that the student is given a perspective that will help him to use and master technology.

#### **OBJECTIVES**

Upon completion of the course:

- The student will have a thorough general awareness of Computer hardware and software from a practical perspective.
- The student will have good practical skill in performing common basic tasks with the computer

### **FAR3B04- COMMUNICATIVE GRAMMAR-I**

#### **AIM**

- To enable the students to use Arabic correctly and confidently.
- To foster communicative competence by improving grammatical skills.

#### **OBJECTIVES**

- To introduce relevant areas of grammar and grammatical patterns to ensure accuracy and fluency in the speaking and writing of Arabic
- To provide support for students preparing for IELTS Examination

### **FAR4B06-APPLIED PHONETICS**

#### **AIM**



- To enable the students to handle the target language effectively in an internationally acceptable manner with special emphasis on the exact production of speech sounds.

## **OBJECTIVES**

- Identification of distinctive English sounds, its production and the varied Phonetic symbols.
- Listening and comprehension skills on internationally acceptable Arabic.
- An exposure to emerging “Arabic.”

## **FA4CO7-PERSONALITY DEVELOPMENT**

### **AIM**

The Course is designed on the recognition of its immense relevance to the study of the Core Course. It enables the students to understand the concepts and qualities of leadership

### **OBJECTIVES**

1. To understand interpersonal skills and apply them in their interaction with others.
2. To function as mentors
3. To be creative in organizing/interacting with people.
4. To analyze and resolve conflict.

## **FAR5BO7-INTRODUCTION TO LINGUISTICS**

### **AIM**

- To introduce the basic concepts of Linguistics and to familiarize the students with the fundamentals of Modern Linguistics

### **OBJECTIVES**

- To familiarize the students with the origin and development of language with special reference to English
- To introduce the students to various levels of linguistic analysis - Phonology, morphology, Syntax and Semantics
- To provide a brief historical survey of the development of Modern Linguistics
- To sensitize the students to the application of Linguistics in different areas
- To introduce the students to Discourse Analysis

## **FAR5BO8 - MEDIA STUDIES—I Print Media**

### **AIM**

- To create in the student an awareness of the basic theories and concepts related to communication and to give them basic training in writing for the newspaper.
- To introduce mass media and their characteristics to students.
- To familiarize them with the history and fundamentals of print media
- To familiarize them with the characteristics of print media content and set a stepping stone for the student to be a print media professional.

## OBJECTIVES

On completion of the course the student will have

- (1) A broad based notion of the theories related to Communication.
- (2) A knowledge of the history of the media.
- (3) A knowledge of the fundamentals of media writing.
- (4) the skill, by practice, of writing editorial, features, reviews and the like.

## FAR5B09 - CREATIVE WRITING

### AIM

- To help the students (a) appreciate a variety of writing styles (b) to experiment with different genres (c) To nurture creative, communicative and critical competence.

## OBJECTIVES

On completion of the course the student will have acquired skill in writing creative literature. He will be able to pursue a career in the area of Media and Journalism.

## FAR5B10- BUSINESS ARABIC

### AIM

To enable the students:

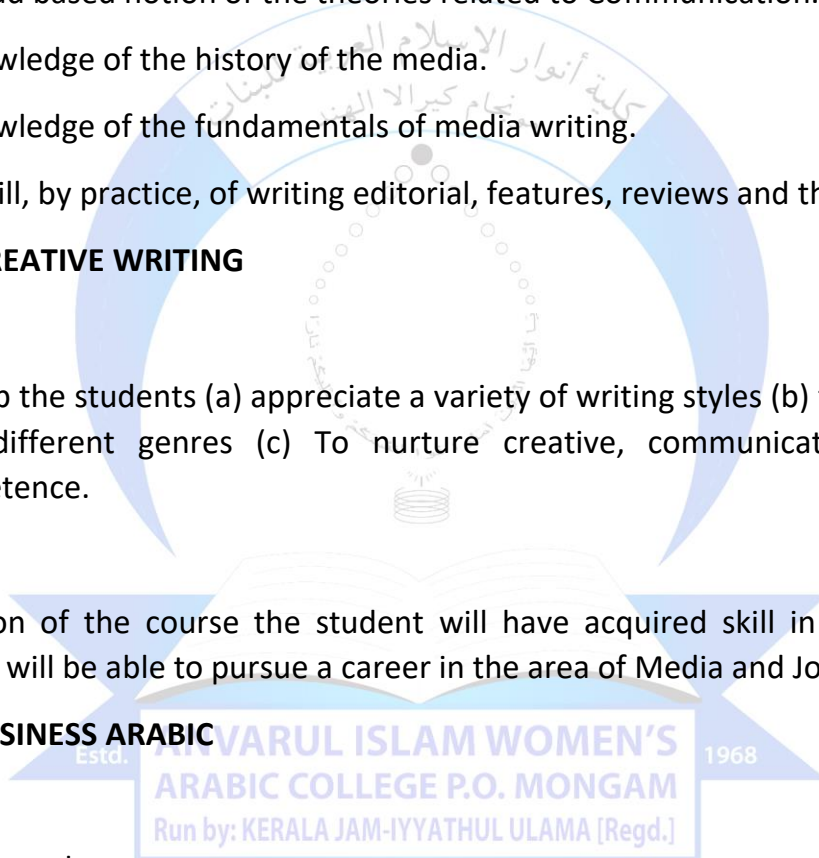
- To learn Fundamentals of Business Correspondence.
- To acquire practical knowledge in Business correspondence.

## OBJECTIVES

- By the end of the semester the students will have a comprehensive idea about business correspondence. He will be an adept in preparing Business letters, Letters in respect of Banking and Insurance, Official correspondence and the like.

## FAR5D01-COMMUNICATIVE ARABIC

### AIM



- To enable the students, develop higher order language skills needed for working and organizing thought in English.
- To equip the students with a comprehensive understanding of the important aspects of English that will allow them to communicate effectively in the language.

## OBJECTIVES

At the end of the semester the student will have acquired skill in spoken and written communication in English

## FAR6B11-ARABIC LANGUAGE TEACHING

### AIM

To help the students learn:

- (1) The role of teaching Arabic—its methods and techniques
- (2) The Theories of language
- (3) The problems involved class management and its Solutions

## OBJECTIVES

On completion of the course the student shall able to:

- (1) Know the place and chief varieties of Arabic today
- (2) Recognize the role of motivation and learning environment
- (3) Identify the role played by the teacher
- (4) Appreciate the importance of mistakes and feedback

## FAR6B12-MEDIA STUDIES—II Electronic Media

### AIM

- To give the students basic training in writing for Electronic Media such as Radio and TV and Internet To familiarize them with the fundamentals of electronic media

## OBJECTIVES

On completion of the course the student will have

- (1) A knowledge of the fundamentals of writing for the electronic media.
- (2) the skill, by practice, of writing scripts, features, presentation etc for electronic media.

## FAR6B13-TRANSLATION STUDIES



## **AIM**

1. To make students familiar with the basic theories of translation
2. To make the study of language inter-lingual by initiating the students to translate texts from regional languages into Arabic and from Arabic into regional languages.
3. To equip the students for the profession of translator in diverse fields by imparting training in translation.

## **OBJECTIVES**

By the end of the semester, the student will have an overall view of basic theories of translation. He will have acquired the skill in translating various kinds of texts.

## **FAR6B14 - ADVERTISING: THEORY & PRACTICE**

### **AIM**

1. To gain an understanding of the role of advertising within the Marketing Communication Mix.
2. To examine communication and advertising theories and their relationship with consumer behaviour.
3. To develop knowledge of advertising strategy and planning.
4. To examine the importance and use of creativity in advertising.
5. To acquire an understanding of various production techniques.

### **OBJECTIVES**

By the completion of the course, the student will be able to:

1. Identify the role of advertising within the Marketing Communication Mix.
2. Analyses advertisements in terms of creativity and execution.
3. Create advertising objectives and put together a plan to meet these objectives
4. Examine marketing data, using appropriate techniques, and use the information to establish and solve marketing communication problems.
5. Understand the techniques and procedures involved in advertisement production.

## **FAR6E01 - LITERATURE IN TRANSLATION**

### **OBJECTIVES**

The study of Arabic translations of other nationalities would develop familiarity in the students with the cultural, linguistic and social nuances of world/regional literature. They help to generate a broad vision of life by making the students to come to grips with universal problems and varied life situations Arabic translations of Indian literary texts immensely benefit the students for various reasons:

1. They make interesting reading since the soul of these texts remain Indian though the language is Arabic.
2. They present the culture which is very familiar to the students.
3. The students can undertake studies in comparative literature.
5. The process of language learning becomes more meaningful, serious, interesting and product-oriented.
6. The students get immense development with regard to vocabulary, grammar, structure, usage, literary elements etc helping to develop skill in written communication



*Dr. JUBAILIYA. P (PEN: 469677)*  
Principal  
Anvarul Islam Women's Arabic College  
Mongam - 673 642

Estd.

**ANVARUL ISLAM WOMEN'S  
ARABIC COLLEGE P.O. MONGAM**  
Run by: KERALA JAM-IYYATHUL ULAMA [Regd.]

1968