Bachelor of Arts (Journalism & Mass Communication)

Program Outcomes (POs)

PO1: Demonstrate both theoretical and practical knowledge competency in theories and techniques of media and communication.

PO2: Critically examine the information and knowledge that they discover

PO3: Illustrate the ability to create and critique media texts and processes

PO4: Interpret the meaning of ethical and legal implications in media communication.

PO5: Employ strong media research aptitude and exhibit ability to conduct and critique academic research.

PO6: Choose opportunities and face the challenges of an evolving global media environment.

PO7: Recognize ethical conflicts in interpretative journalism and apply proper reasoning in media practice.

PO8: Give holistic responses to evolving media needs related to the interests of society, citizens and relevant stakeholders.

Program Specific Outcomes (PSOs)

PSO1: Demonstrate sound understanding of the concepts, methods and; practices in the field of Mass Media Industry, Mass Communication research, Journalism, both traditional and digital media platforms.

PSO2: Demonstrate skilled accuracy relevant to media professional, analyst, entrepreneurial and other media research-oriented activities

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	16BAM1C03	Introduction to Communication	**CO1:** Define the role and importance of communication in everyday life. **CO2:** Describe the fundamental concepts and classifications of communication processes. **CO3:** Demonstrate the basic models of communication and its relevance in contemporary times. **CO4:** Criticise the various processes involved in mass communication. **CO5:** Assess the importance of normative theories of press and the social impacts of various communication projects **CO6:** Develop an understanding of the relevance of mass communication in today's context.
I	16BAM1C04	Reporting & Editing	**CO1:** Infer the fundamentals of reporting for print media **CO2:** Assess news values and qualities required for reporters. **CO3:** Demonstrate the structure of different departments in a news organization. **CO4:** Compare between different types of reporting and their importance **CO5:** Design the basic elements and different forms of journalistic writing **CO6:** Memorize various media laws and ethics
I	16BAM1C05	History of Journalism	**CO1:** Understand the basic attributes of media's responsibility in our society and nation as a whole. **CO2:** Assimilate how far media as an organization or industry can be democratic in its functioning without being subjected to any external influences (political/ corporate). **CO3:** Underlie the importance of press freedom, its right to freedom of expression **CO4:** Critically introspect on media's role, especially with regard to news worthiness of different issues. **CO5:** Compare how far mass media is performing its ethical responsibility to give voice to the voiceless. **CO6:** Mobilize of Public Opinion and attracting attention of the policy makers. **CO7:** Enhance social awareness and social responsibility. **CO8:** Create a new framework where mass media can act a powerful tool of democracy.

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II	16BAM2C03	Introduction to Media Theories	**CO1:** Define the role and importance of mass communication theories **CO2:** Describe the importance and impact of source theories. **CO3:** Demonstrate media related phenomena's and concerns that arise with the changing landscape of media **CO4:** Compare the different attitudes towards understanding media audience analysis **CO5:** Assess the effect of media on audience and its role in everyday life **CO6:** Create awareness on the theories of information society and its contribution to understanding new media tools
II	16BAM2C04	Online Journalism	**CO1:** Define the various elements of journalistic writing. **CO2:** Develop and enhance the understanding of the global field of online journalism. **CO3:** Demonstrate and learn the best practices and ethical standards for news gathering processes. **CO4:** Assess the impact of journalism on societal issues and trends in newspapers, magazines, social media, Internet multimedia, television, radio, corporate and community journalism. **CO5:** Dissect the necessary skills required to create digital content. **CO6:** Identify and learn to utilize the power of mobile driven journalistic practices.
II	16BAM2C05	Introduction to Audio Visual Media	**CO1:** Develop proficiency in audiovisual communication techniques, methods, processes and trends. **CO2:** Prove the influential power of radio and television by examining previous examples. **CO3:** Examine the impact of audio visual media on human kind. **CO4:** Demonstrate various studio production techniques and produce quality digital content. **CO5:** Summarize the history and development of electronic mass communication and understand is socio- **CO6:** Define various concepts of audio video production.

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II	19BAM2S02	Computer & Media Applications	**CO1:** Develop significant knowledge on various multimedia applications. **CO2:** Prove the influential power of graphic designing in visual medium **CO3:** Examine the impact of audio, visual and print media on human kind. **CO4:** Demonstrate various skills on audio, video and print based multimedia applications and produce digital contents. **CO5:** Summarize the history and development of computers and multimedia applications for visual medium **CO6:** Define various concepts of audio video production.
III	16 BAM3C01	Advertising	**CO1:** Interpret the different trends in advertising industry nationally and internationally **CO2:** Integrate various functions of AD industry with organizational goals and strategies. **CO3:** Analyze the differences between Advertising & Direct Marketing Strategies. **CO4:** Utilize the different dynamics of markets and apply those trends in Advertising industry. **CO5:** Conduct market survey, market research in line with the consumer behavior. **CO6:** Design marketing strategies relating to AD industry **CO7:** Evaluate different marketing tools used in AD industry. **CO8:** Initiate a mark of their distinction in terms of innovation, creation and implementation of ideas
III	16 BAM3C02	Public Relations	**CO1:** Theorize the definitions and concepts of public relations, publicity and propaganda **CO2:** Employ and conduct research, identify credible sources, and constructively understand the tools used for a PR campaign **CO3:** Assess the need of research for PR - opinion and media survey, content analysis and audience research **CO4:** Define and learn the basics of public relations writings. **CO5:** Identify the basic ethics and laws of public relations. **CO6:** Differentiate various theories and models of public relations that will help them to understand the public in a better way during crisis management.

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III	16 BAM3C03	Photojournalism	**CO1:** Define the foundation principles and philosophy of good design in photography **CO2:** Describe the fundamental concepts and photography's importance in history and society. **CO3:** Demonstrate an ability to think as a visual journalist by finding visual stories, pitching them and creating compelling final projects. **CO4:** Criticize compelling images that communicate the intended message with accurate captions. **CO5:** Assess an individual style in photographic expression **CO6:** Develop awareness and competency in self-promotion, marketing and the business of photography as a life-long career.
III	16ENG0G2	Gender Studies	**CO1:** Understand the basic premises of gender studies, the idea of gender as a social and linguistic construct **CO2:** Define the differences between gender and sexuality and compulsory heterosexuality and lesbian existence, a study of womanhood **CO3:** Assess Gender Identity and the importance of different waves of feminist movements catalyzing awareness and sentience towards gender equality & the ways in which the media has a role in the shaping of identity, particularly along intersections of gender, race, and class **CO4:** Analyze historical and contemporary systems of privilege and oppression, with special attention to the ways gender intersects with race, class, sexuality, ethnicity, ability, religion, and nationality. **CO5:** Demonstrate an understanding of the "personal is political" through the application of classroom learning to personal life, the workplace, the community, and active civic engagement
III	16BAM3S42	Theatre & Dramatics	**CO1:** Illustrate the theatre and dramatics foundations of Play elements and Performance **CO2:** Examine the changes in the field of drama and presentation styles **CO3:** Assess the significance of dramatic styles and genres, including dramatic and non-dramatic theatre **CO4:** Outline the best of exhibitory street theatre and modern puppetry as a story telling to people in general in an open space. **CO5:** Describe the impact of different forces of change in Indian theatre and its greatness in imparting knowledge to the society

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III	16ENG0G1	Creative Writing	**CO1:** To discuss the critical reading techniques and interpret methods of reading. **CO2:** Using different levels of English writing skills and apply it on concept mapping. **CO3:** To examine the elements of creative writing. **CO4:** To determine the forms of creative writing and compare the progress through workshops**.** **CO5:** Implementing the skills acquired through the course on working bibliography and citing text.
III	16CENG0A1	Communicative English	**CO1:** To discuss the skills essential for communication and to summarize the speech skills. **CO2:** To utilize the speech skills learned in dealing customers and apply it on building customer relationships. **CO3:** Assess the ability on reading and writing for job purposes **CO4:** Producing practical sessions for listening, speaking, reading and writing.
IV	16BAM4C01	Business Journalism	**CO1 :** Understand the basic attributes of business, economics and above all money that drives all business, its history and its evolution. **CO2 :** Provide not only accurate fact-based information but also useful differing opinions to help empower the viewer's own decision-making process **CO3 :** Demonstrate business forecast skill that business, finance and economics journalism remains at the core of a lot of impactful stories in the post-liberalization period. **CO4:** Analyze underlying economics that business journalists need to cover to carry out critical stories with both precision and depth, and in so doing they help their readers make sense of the world. **CO5:** Focus on the key areas of business reporting like stock market, corporate reporting, different business sectors or industry. **CO6:** Report budget session, new economic policies implemented through financial budget, corporate affairs **CO7:** Investigate major scams, financial malpractices, the role of regulatory agencies. **CO8:** Develop a comprehensive knowledge and create a new framework on different business trends impacting the economy of the country

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IV	16BAM1C03	Personality Development	**CO1:** Realize Personality Development is not a soft-skill but an essential skill to a successful career and growth. **CO2:** Understand the importance of Effective Communication skill as an important tool for Leadership Development. **CO3:** To achieve Self Esteem and Confidence which is the key to evolve in a competitive environment. **CO4:** Differentiate between Conscious Living and Living Unconsciously for better growth at a professional and social level. **CO5:** Define a dynamic Multi-cultural Working Environment to skill-up for professional, social and personal growth. **CO6:** Develop a system of reachable Goals and be self-motivated even when challenged with failures.
IV	16BAM2C04	Emerging Media	**CO1:** Illustrate insights about emerging media and the way it affects our lives, families, and businesses. **CO2:** Support students to build careers as practitioners of narrative-driven creativity using traditional and emerging media **CO3:** Develop their knowledge about emerging media and new technologies **CO4:** Discuss how different tools are used in the domain of emerging media **CO5:** Define entrepreneurial attitudes and self-learning skills in the changing media forms and technologies **CO6:** Examine the skills required for leading and managing multicultural teams
IV	16BAM4C03	Development Communication	**CO1:** To define the developmental goals of communication. **CO2:** To explain the important aspects of communication theory **CO3:** To demonstrate the theories and applications of communication for development **CO4:** To compare different communication strategies **CO5:** Focus on the key areas of business reporting like stock market, corporate reporting, different business sectors or industry. **CO6:** Design and apply strategies for communicating using technology

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IV	17 ENV10A2	Environmental Studies	**CO1:** Illustrate the theatre and dramatics foundations of environment and Ecosystem **CO2:** Examine the changes in the environment and biodiversity **CO3:** Assess the significance of conservation of nature from environmental pollution **CO4:** Outline the best of exhibitory **CO5:** Describe the impact of different forces of change in Indian theatre and its greatness in imparting knowledge to the society.
IV	16POSC0G1	Contemporary Geopolitics and Issues of Globalization	**CO1:** Illustrate Geopolitical Strategies **CO2:** Demonstrate various Geopolitical Medium and their impact on Administrative Setting **CO3:** Create a successful Geopolitical strategy to overcome reputation of Geopolitical system **CO4:** : Examine Geopolitical issues and problems in the present contemporary world. **CO5:**Employ Geopolitical strategies in modern day society
IV	16ECO0G4	Managerial Economics for Media	**CO1:** Illustrate the sociological foundations of deviance and crime **CO2:** Examine the social variables like gender, caste, class, age and race that contribute to stratification in the Indian societal fabric **CO3:** Assess the significance of social institutions like marriage and family, education, religion, economy and political and the transformations that they have undergone **CO4:** Outline the types of collective behavior and social movements with relevant examples for each of them **CO5** Describe the impact of different forces of change and generate solutions for overcoming the negative impact

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V	16BAM5C01	Film Studies	**CO1: Construct** knowledge that reflects upon the articulation of a film's content, form and structure. **CO2: Conclude b**asic understanding of film theory and global film history, to be able to identify significant movements and articulate key concepts. **CO3: Examine** and define the formal and stylistic elements of film. **CO4: Demonstrate** familiarity with diverse forms of the moving image, including, feature film, experimental and avant-garde cinema, video art and moving image installation, television and digital media. **CO5: Articulate** the relationship between film form and its historical and cultural contexts. **CO6: Describe** how a film offers a set of social, political and cultural ideas and questions through form and content.
V	16BAM5C03	Media Research Methodology	**CO1:** To define different phenomenons in the landscape of media **CO2:** To discuss how to conduct literature review **CO3:** To demonstrate enhanced research writing skills **CO4:** To dissect the right methodology and theory to analyse research problems **CO5:** To appraise on research pertaining to various domains of media studies **CO6:** To develop advanced critical thinking skills
V	16BAM5D21	Feature & Magazine Writing	**CO1:** To explain the history of Magazine Journalism and to recall various feature writing styles. **CO2:** Discussing the layout and designing of magazine and recognize the photo editing techniques for stories. **CO3:** To utilize the techniques and styles learned in writing for Women's magazine and relate it with articles in Women's magazine. **CO4:** Assess various types of magazines according to their content and quality. **CO5:** To appraise the ability on writing for children and creating short stories. **CO6:** Designing a specialized magazine and creating feature stories and articles with skills acquired from the course

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V	16BAM5D12	Advertising in Contemporary Society	**CO1:** To recognize the roles of advertising in modern society. **CO2:** To understand the current developments and problems concerning advertising as an economic and social force. **CO3:** Asses the social and ethical implications of advertising. **CO4:** To analyze the interdependent nature of advertising and popular culture. **CO5:** Developing the copy for Magazine and television commercials **CO6:** To demonstrate the grammar of copy writing
V	16BAM5C02	Culture Studies	**CO1:** Memorize theories of cultural studies in the most simple and nuanced form. **CO2:** Acquaint with terminology that relates to subjects connected to humanities and social sciences. **CO3:** Interpret new events in politics through the prism of cultural theory **CO4:** Interpret and identify ideology is every aspects of our lives **CO5:** Assess the ways in media is embedded within the larger structure of our society. **C06:** Develop rational and scientific outlook as a part of critical thinking approach of cultural studies
V	16BAM5D11	Public & Media Relations	**CO1:** Define the role and importance of media in PR **CO2:** Discuss the fundamental concepts and classifications of different media approaches used in public relations **CO3:** Demonstrate the use of different tools for public relations **CO4:** Differentiate the need to choose the right media for public relations activities **CO5:** Asses the importance of pitching for media and the social impacts of public relation campaigns **CO6:** Develop adequate materials for designing campaigns
V	16BAM5D22	Documentary Production	**CO1:** To define different phenomenon in the landscape of documentary production. **CO2:** To discuss how to brainstorm in pre production. **C03:** To demonstrate enhanced script writing skills **CO4:** To dissect the right methodology and ways to analyse 3 stages of documentary production **CO5:** To appraise on documentaries pertaining to various domains of media and culture. **CO6:** To develop advanced critical thinking skills

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V	16MS0G4	Media Gender & Human Rights	**CO1:** Define the basic differences between media management and management principles in general, the origin of management thought, organizational structure of print, electronic and radio. **CO2:** Classify different issues in media management, particularly editorial management, human resource management, production management and circulation. **CO3:** Identify the factors, social, political and economic, influencing contemporary media scenario. **CO4:** Distinguish the economics of mass media and its operational strategy with regard to print, electronic and digital media platforms. **CO5:** Evaluate existing commercial policy with regard to mass media, advertising and sales strategy, convergent media management **CO6:** Explain entrepreneurial media management. **CO7:** Assess concepts and trends in Media Entrepreneurial scenario in India; New media technology **CO8:** Formulate a framework or a concrete strategy on how to develop any entrepreneurial program in the field of mass media.
V	16 HSS0G6	Social Thoughts & Contemporary Issues	**CO1:** Memorize theories of sociology in the most simple and nuanced form. **CO2:** Acquaint with terminology that relates to subjects connected to humanities and social sciences. **CO3:** Interpret new events in politics through the prism of sociological theory **CO4:** Interpret and identify ideology in every aspects of our lives **CO5:** Assess the ways in which scientific approach can be used to address the human problems **CO6:** Develop rational and scientific outlook as a part of critical thinking approach of sociological studies

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VI	16BAM6C01	Media Laws and Ethics	**CO1:** Distinct understanding of our Indian Constitution **CO2:** Raise awareness on freedom of speech & expression and the agencies working for the same. **CO3:** Gain working knowledge of different media Acts. **CO4:** Clear understanding of PCI, WAGE BOARDs, ASCI & Film Certification & Censorship **CO5** Shall know how media laws, regulations and ethics empower media practitioners to perform their duties with commitment. **CO6:** Shall learn the broadcast codes with regard to AIR & TV **CO7:** Demonstrate an overview of recent changes and future challenges of media regulation **CO8:** Investigate the contemporary case laws with regard to mass media
VI	16BAM6C02	Introduction to Film Making	**CO1:** Define the role and importance of mass communication theories **CO2:** Define the role and importance of mass communication theories. **CO3:** Demonstrate media related phenomena and concerns that arise with the changing landscape of media. **CO4:** Compare the different attitudes towards understanding media audience analysis **CO5** Assess the effect of media on audience and its role in everyday life. **CO6:** Create awareness on the theories of information society and its contribution to understanding new media tools
VI	16BAM6C03	International Communication	**CO1:** To explain the fundamentals of development and discuss the relevant areas around international Communication **CO2:** Demonstrate the ability to discuss and debate the relevance of various theories and their roles in understanding the situation of international media **CO3:** Demonstrate the understanding of role of media in being an accelerant, impediment and agenda setter in the global politics and foreign policy decision making. **CO4:** Assess various case studies of International Communication in the context of the process of globalization and the proliferation of network society **CO5:** Design a methodology to suggest the ways in which the global flows of international communication can be corrected.

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VI	16BAM6D32	Event Management	**CO1:** Define the role and importance of events management industry **CO2:** Discuss the different types and nature of events **CO3:** Demonstrate the different processes involved in organizing an event **CO4:** Assess the need for crisis management and event evaluation **CO5:** Examine the effective tools for media coverage of events **CO6:** Propose the different tools for event planning and management
VI	16BAM6D41	Electronic Media Production	**CO1:** Develop advanced critical thinking skills in written analysis of text and visual media objects **CO2:** Decide the best practices in all three stages of production **CO3:** Distinguish the traditional and modern content production methods and create compelling digital stories **CO4** Demonstrate familiarity with historical development of electronic media industries and technologies **CO5:** Describe the significance and effects of electronic media **CO6:** Recall applied learning activities focused on the production and post-production process for digital media productions
VI	16BAM6D42	Media Management and Entrepreneurship	**CO1:** Understand the basic attributes of media's responsibility in our society and nation as a whole **CO2:** Assimilate how far media as an organization or industry can be democratic in its functioning without being subjected to any external influences (political/ corporate). **CO3:** Underlie the causes of rural and urban divide **CO4:** Critically introspect on media's role, especially television media, in standardizing gender inequality through tele soaps **CO5:** Compare how far mass media is performing its ethical responsibility to mitigate gender inequality **CO6:** Mobilize of Public Opinion and attracting attention of the policy makers. **CO7:** Enhance social awareness and social responsibility

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VI	16 BAM6D52	Digital Marketing	**CO1:** Illustrate digital marketing strategies in Business **CO2:** Demonstrate various digital channels/tools and their impact on business models and strategies **CO3:** Create a successful marketing strategy to position a brand, maintain its reputation, and build a website. **CO4:** Examine digital marketing issues and problems in today's business world. **CO5:** Employ digital marketing strategies in business
VI	16 COMDG3	Contemporary Approaches to Management and Entrepreneurship	**CO1:** To identify and demonstrate an understanding of the practical foundations of management **CO2:** To analyze and critique a variety of managerial theories, case studies, management models and issues **CO3:** To produce managerial work that showcases an area of specialization that draws on the creativity, managerial and entrepreneurial spirit of the student . **CO4:** To make effective oral and written presentation on variety of topics on public settings **CO5:** To produce a portfolio that demonstrates work produced in a public setting