Department of Bachelor of Journalism and Mass Communication

B.A (JOURNALISM & MASS COMMUNICATION)

PROGRAMME SPECIFIC OUTCOME-

PSO1: Students would gain knowledge about various aspects and topics of Journalism & Mass Communication.

PSO2: Students would learn the basics of communication, types of communication, and essentials of communication process.

PSO3: Students would develop communications skills to express their knowledge, views and ideas.

PSO4: Students would gain knowledge about the history and developmental journey of Journalism, current scenario, and emerging trends.

PSO5: Students would gain knowledge about various aspects of Mass Communication.

PSO6: Students would learn about different types of media-Print Media, Electronic Media, and New Media.

PSO7: Students would gain competencies and skills related to Journalism & Mass Communication to pursue a career in this field.

POLITICAL SCIENCE

Course Outcomes

Course Outcomes:

CO1: Students would gain knowledge about the discipline Political Communication, and realize its scope and importance.

CO2: Students would learn about the process of Political Communication, especially use of Mass Media for Political Communication.

CO3: Students would be able to understand the myriad dimensions of Political Communication, including its national- international dimensions.

SOCIOLOGY

Course Outcomes

Course Outcomes:

CO1: Students would be able to identify/ pin- pointy major contemporary political issues/ events.

CO2: Students would gain knowledge about important socio- economic- political issues.

CO3: Students would gain knowledge about socio- economic developmental issues, especially related to public policy planning.

ONLINE JOURNALISM

Course Outcomes

Course Outcomes:

CO1: Students would gain knowledge about Online Journalism as a discipline, and the process of Online Journalism.

CO2: Students would gain knowledge about legal dimensions related to cyber- world i.e. cyber laws and about cyber crimes.

CO3: Students would gain knowledge about ethical issues related to online journalism, and learn about various social media platforms.

MEDIA MANAGEMENT

Course Outcomes

Course Outcomes:

CO1: Students would be able to identify and pin- point the emerging media trends in India, and know about the complete media scenario.

CO2: Students would gain knowledge about various facets of Media Management.

CO3: Students would gain knowledge about the economic/ financial/ commercial aspects of Media industry.

INTRODUCATION TO COMMUNICATION I& II

Course Outcomes

Course Outcomes:

CO1: Students would gain conceptual knowledge about communication, its elements and process of Communication.

CO2: Students would learn about mass communication, and its role and importance in society.
CO3; Students would develop understanding and knowledge about Journalism as a profession

COMUNICATIVE HINDI I&II

Course Outcomes

Course Outcomes:

CO1: Students would gain conceptual knowledge about use of language in communication process.

CO2: Students would become aware about common/popular media terminology.
CO3: Students would develop knowledge and skill vis-à-vis writing for media.

INTRODUCTION TO NEW MEDIA

Course Outcomes:

Course Outcomes

CO1: Students would gain knowledge about the evolution of Print Media, and its role and importance in society.

CO2: Students would demonstrate knowledge about evolution of electronic media (Radio & Television) in India, including its role and importance.

CO3: Students would gain knowledge about the evolution of Cinema in India, its historical development and its role and importance in society.

COMPUTER APPLICATION I &II

Course Outcomes

Course Outcomes:

CO1: Students would be able to operate and perform various tasks and applications on computers, especially in the area of communication.

CO2: Students would be able to use internet for journalistic and mass communication purpose.

CO3: Students would learn about Internet, its use and applications, especially in the field of Journalism and Mass Communication.

CO4: Students would gain knowledge about major Web news portals, e- magazines, and e-newspapers.

CREATIVE AND JOURNALISTIC WRITING

Course Outcomes:

Course Outcomes

CO1: Students would be able to pin- point the emerging trends in media in India.

CO2: Students would develop knowledge and understanding about various coverage areas of media in India.

CO3: Students would learn about Media and its relationship vis- a vis rural sector news, regional media, development news, human rights, gender issues, etc.

CO4: Students would gain knowledge about trending news vis- a vis Life Style Journalism, Celebrities, Page 3 news, Positive News- Stories, etc.

NEWS WRITING I

Course Outcomes

Course Outcomes:

CO1: Students would develop understanding about models & theories of communication.

CO2: Students would develop understanding about the basis of research, especially communication research.

CO3: Students would gain knowledge about various theories of communication.

CO4: Students would be able to understand the significance of Communication Research.

PUBLIC RELATIONS

Course Outcomes:

CO1: Students would develop knowledge and skills about Public Relations as a profession.

CO2: Students would be able to perform Public Relations related tasks and assignments.

CO3; Students would be able to appreciate the importance of corporate communication and perform assignments related to this domain area.

MEDIA LAWS AND ETHICS

Course Outcomes

Course Outcomes:

CO1: Students would be able to gauge the importance of Freedom of Expression in India, and know the Constitutional provisions related to it.

CO2: Students would gain knowledge about important Media Laws and Press regulations in India.

CO3: Students would gain knowledge about the importance of Media Ethics in Journalism.

ADVERTISING

Course Outcomes

Course Outcomes:

CO1: Students would be able to acknowledge the role and importance of Advertising as a profession.

CO2: Students would gain knowledge about varied aspects of Advertising, including planning and managing advertising campaign.

CO3: Students would gain skills about applied aspects of advertising, including copy writing, art and layout of advertising.

ENVIRONMENT AND MEDIA

Course Outcomes:
<center>**Course Outcomes**</center>

CO1: Students would be able to realize the importance of Environmental Studies, its role and importance in today's world.

CO2: Students would be able to identify/ pin- point the major environmental issues at national/ international level.

CO3: Students would be able to use and utilize various firms of mass media for environmental causes/ environment conservation.

PRINT JOURNALISM- I

<center>**Course Outcomes**</center>

Course Outcomes:

CO1: Students would be able to define news, and would be able to perform the tasks of news collection.

CO2: Students would gain knowledge about conceptual and practical aspects of reporting and undertake reporting assignments.

CO3: Students would gain knowledge about theoretical aspect of editing, and would be able to undertake editing assignments.

PRINT JOURNALISM- II (Editorial and Feature)
<center>**Course Outcomes**</center>

Course Outcomes:

CO1: Students would gain knowledge about role & importance of Editorial and Editorial Page.
CO2: Students would be able to do editorial writing.

CO3: Students would gain knowledge about functionaries of editorial department especially their duties and responsibilities.

CO4: Students would gain conceptual knowledge of feature, and would be able to do feature writing.

<center>**Course Outcomes:**</center>

EVISION JOURNALISM

Course Outcomes

CO1: Students would develop understanding about TV Journalism, including the process of creation of TV News, and production work.

CO2: Students would gain knowledge about technical aspects of camera work and editing related to TV Journalism.

CO3: Students would learn about role and functions of TV professionals and eminent TV journalists/ professionals.

REPORTING

Course Outcomes:

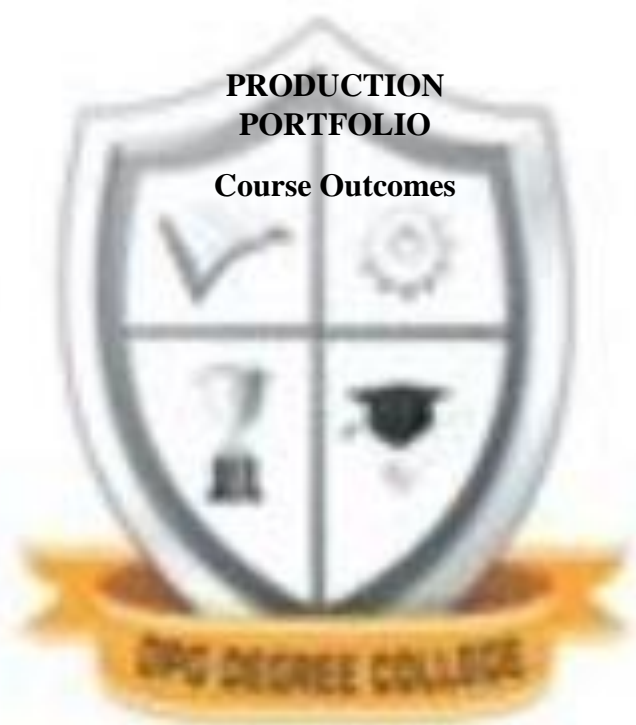CO1: Students would learn about the role and importance of radio as a medium of mass communication.

CO2: Students would gain knowledge about various types of radio programmes, and learn the basics of programme.

CO3: Students would gain knowledge about presentation and anchoring of radio- programme and learn the basic skills thereof.

PRODUCTION PORTFOLIO

Course Outcomes:

CO1: Students would be able to prepare media contents for Print Media, Electronic Media, and New Media

CO2: Students would be able to undertake, report and write about any topic of field media study done by them.

CO3: Students would learn about the practical aspects of various topics of Journalism & Mass Communication.

Advance Post Graduate Diploma in Computer Application

APGDCA SEMESTER-I

SUBJECT NAME: COMPUTER ARCHITECTURE AND ORGANIZATION

COURSE OUTCOMES:

CO1. Define different number systems, binary addition and subtraction, 2's complement representation and operations with this representation.

CO2. Describe the fundamental organization of a computer system.

CO3. Explain addressing modes, instruction formats and program control statements

CO4. Use K-map for simplification of Boolean expressions

CO5. Describe fundamentals concepts of pipeline and vector processing.

SUBJECT NAME: FOUNDATION IN IT & MS OFFICE -2000

COURSE OUTCOMES:

CO1. Describe the Fundamentals and Classifications of computers.

CO2. Explain the working of Memory, input and output devices.

CO3. Outline the salient features of word processing with special reference to Microsoft Word.

CO4. Discuss the main features and application of Spread Sheet emphasizing Microsoft Excel.

CO5. Describe the features of Microsoft PowerPoint.

SUBJECT NAME: COMPUTER NETWORKING AND MULTIMEDIA

COURSE OUTCOMES:

CO1. Analyze the requirements for a given organizational structure and select the most appropriate netw Architecture and technology.

CO2. Have a basic knowledge of the use of Cryptography and network Security

CO3. Have a knowledge about Multimedia and its components

APGDCA SESSION (2021-2022) SEMESTER-II

SUBJECT NAME: VISUAL BASIC AND ORACLE

COURSE OUTCOMES:

CO1 • Design, create, build, and debug Visual Basic applications.

CO2 • Explore Visual Basic's Integrated Development Environment (IDE).

CO3 • Explain variables and data types used in program development.

CO4 • Write and apply procedures, sub-procedures, and functions to create manageable code.

SUBJECT NAME: SYSTEM ANALYSIS AND DESIGN COURSE OUTCOMES

COURSE OUTCOMES:

CO1.   Students will learn to analyze ,model and design business system and process requirements using common tools and methodologies.
CO2.   They will apply the concepts from class to real life system development projects of their choice.
CO3.   System Analysis and Design can help at all levels of money management ,help students in scheduling the Funding of small and large projects
SUBJECT NAME: VISUAL C++

COURSE OUTCOMES:

CO1 • Create flowcharts for simple programming problems. • Develop algorithms for simple programming problems.

CO2 • Write pseudo-code as solutions to programming problems. • Demonstrate proficiency in writing structures programs using the Visual C++ programming language to resolve problems.

CO3• Incorporate the use of control structures, data manipulation, and input/output in programs.

CO4 • Express a working knowledge of arrays, sorted properties, and file processing
PROGRAMME OUTCOME

At the end of the one year APGDCA program me the students will be able to:

• Understand, analyze and develop computer programs in the application of software technology to   solve mathematical, computing, communications / networking and commercial problems..

• Work in the IT sector as system engineer, software tester, software analyst, web developer,

  System administrator, software developer etc.

• Provides students a thorough and sound background in theoretical and application-oriented courses relevant to the latest computer software development.