B.L.D.E ASSOCIATION'S

S.B ARTS AND K.C.P SCIENCE COLLEGE, VIJAYAPUR

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Report on

PROGRAM OUTCOMES

AND

COURCE OUTCOMES

2023-24

PROGRAM OUTCOMES

POs	DESCRIPTIONS
PO1:	**Acquiring and understanding Of Knowledge:** 1.Presentation Skill 2.Reporting 3.Writing 4.Anchoring 5.Communication
PO2:	**Experiment Learning:** 1.Field Visit 2.Studio Visit 3.Newspaper Office visit 4.T.v Channel visit 5.Portal Media Visit 6.Visiting the all Channels
PO3:	**Opportunity:** 1.Job Opportunity 2.Post Graduated 3.Higher Studies 4.Competitive Exams
PO4:	**Photogrophy** 1.photogrophy skills 2.capturing Photos 3.Techniques

COURSE OUTCOMES

CLASS	PAPER	COURSE OUTCOMES	DESCREPTIONS
B. A. I SEM	NEP Introduction to Journalism		This course will enable the students to
		CO1	Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario
		CO2	Understand the interdisciplinary nature of Journalism and Mass Communication and the role of Journalist in the contemporary society
		CO3	Describe the different branches of journalism and critically identify the contributions of Journalism and Mass Communication to the growth and development of the society
		CO4	Explain the different concepts and practices of Journalism and Mass Communication
		CO5	Understand the fundamentals of journalism and mass communication concepts, principles and processes underlying the academic field and practice in print media,
	Theory based Practical's	CO1	To identify the distinct nature of Journalism and its professional aspects including career Opportunities

		CO2	To recognize and use the terms specific to media
		CO3	To recognize the significance of changes in the practice of journalism
		CO4	To educate the students about the role of journalism in society and development.
	OEC: Title-Writing for Media	CO1	The student will be ready to work as amateur reporter
		CO2	He/she will be through with the techniques of reporting
		CO3	He/she is able to understand the mistakes committed by the reporters
		CO4	: Understand the writing skills for various mass media
B. A. II SEM	NEP Title-Computer Application for Media	CO1	To Introduces students the basics of computers
		CO2	To Familiarizes the applications of computers in Print and Electronic Journalism
		CO3	To Facilitates the students to practically learn the applications of computers at different levels in media
		CO4	Understand the basics of media related computer applications.
	Theory based Practical's	CO1	To understand basics of computer
		CO2	To understand the operating systems software and different applications software
	OEC: Title-	CO1	To understand the nature of photography

	Photo Journalism	CO2	To the recent trends in photography.
		CO3	To make the students aware about the Nature photography.
		CO4	To understand the digital photography.
B. A. III SEM	**NEP NEWS REPORTIN G AND ANALYSIS (Theory) (014JMC01 1)**	CO1	To give a glimpse of writing for media and develop an interest in writing
		CO2	Equip the students with new trends in Media Writing
		CO3	To identify events and issues and turn them into news.
		CO4	To make use of the skills and techniques in reporting.
		CO5	To make use of career opportunities in reporting
		CO6	To Introduce students to the skills of writing for the print media.
		CO7	To Introduce students to specialized reporting skills and reporting analysis.
	Theory based Practical's NEWS REPORTIN G AND ANALYSIS (Practical) (Code: 013JMC012)	CO1	To prepare the students as „ready to be recruited by the media houses", where the programme will ensure jobs to all the students who undergo this programme.
		CO2	Understand the programme and open for the changes in the field, that happen time to time and cope up the new challenges.
		CO3	Ensures responsible citizens of the society as a product, will facilitate job opportunities for all those who completes the course.
		CO4	Ensures that the products of the

			course are not only good in technology but also respects the ethics of the field.
		CO5	Every students is expected to produce a practical journal at the end of the semester.
	OEC 003JMC051 : Paper 3 – FEATURE WRITING AND FREELANCI NG	CO1	To Introduce the students to the essentials of future writing and freelancing
		CO2	To create interest in freelancing..
		CO3	To use professional skills in structuring and presenting features.
		CO4	To write features for print media.
		CO5	To write with social concern.
B. A. IV SEM	NEP NEWS PROCESSIN G AND EDITING (Theory) (Code: 014JMC011)	CO1	Understand the basics of editing and publication process.
		CO2	Provide an overview of the editing process.
		CO3	Train in writing and editing techniques.
		CO4	Write and edit news stories.
		CO5	Design newspaper / magazine pages
	Theory based Practical's NEWS PROCESSIN G AND EDITING (Practical) (Code: 014JMC012)	CO1	Prepare students to analyze and edit the pages of news paper.
		CO2	Understand the skills of paginations.
		CO3	Acquire skills to make news attractive and readable.
		CO4	Write and edit news stories.
		CO5	Every student is expected to produce a practical journal at the end of the semester
		CO1	To examine journalistic discourse
		CO2	To focus on differences in language

				used in print media
	OEC Paper: TRANSLAT ION FOR MEDIA (OEC014JM C051)		CO3	To follow the current print media techniques of translation and practice the translating media texts and build journalistic terminology .
			CO4	Students will be able to translate print media news items.
			CO5	Differentiate different text types in media such as news, articles, and advertisements
B. A. V SEM		Introduction to Communicat ion015JMC0 11 Paper-I (Theory)	CO1	Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication
			CO2	Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
			CO3	Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
			CO4	Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
			CO1	Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of

			communication
	015JMC011 Theory based Practical's	CO2	Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
		CO3	Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes
		CO4	Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
B. A. V SEM	Fundamenta ls of Radio and TV 015JMC013 Paper_II	CO1	To introduce the concepts, technology and skills behind audio and video production
		CO2	To introduce the students TV as a medium
		CO3	To highlight the techniques of program production in Radio
		CO4	To highlight the techniques of program production in TV
		CO5	To discuss the past and present status of these two media
	015JMC014 Theory based Practical's	CO1	. Write the scripts for radio announcements
		CO2	. Write the scripts for radio Jingles
		CO3	Practice news reading for radio
		CO4	Practice news reading for TV
		CO5	. Plan programs for radio

			CO6	Plan programs for TV
B. A. VI SEM	Introduction to Digital Media 015JMC015 Paper-I (Theory)		CO1	The student will discuss the influence of target audience on digital media productionwith identify deployment strategies for various types of digital media formats.
			CO2	The student will be able to know about the basics of photography and videography The student will explore a variety of programs used to create digital media along withteam teamwork in digital media production
			CO3	The student will create a simple multimedia presentation.
	015JMC016 Theory based Practical's		CO1	The student will discuss the influence of target audience on digital media productionwith identify deployment strategies for various types of digital media formats.
			CO2	The student will be able to know about the basics of photography and videography
			CO3	The student will explore a variety of programs used to create digital media along withteam teamwork in digital media production
			CO4	The student will create a simple multimedia presentation.
	Advertising and Corporate		CO1	To introduce students to basic concept of advertising
			CO2	To familiarize the students with the concept of copywriting as selling

B. A. VI SEM	Communication 15JMC017 Paper-II (Theory)		through writing
		CO3	To learn the process of creating original, strategic, compelling copy for various mediums
		CO4	. To train students to generate, develop and express ideas effectively.
		CO5	Understand the basics of advertising and script writing.
	Theory based Practical's 015JMC018	CO1	To introduce students to basic concept of advertising
		CO2	. To familiarize the students with the concept of copywriting as selling through writing
		CO3	To learn the process of creating original, strategic, compelling copy for various mediums
		CO4	To train students to generate, develop and express ideas effectively.
		CO5	Understand the basics of advertising and script writing
project		CO1	Internships involve working with local media industry, local governments such as panchayats, municipalities
		CO2	To train students to generate, develop and express ideas effectively.
		CO3	To familiarize the students with the concept of copywriting as selling through writing
		CO4	To introduce students to basic concept of writing.

Head of Department
Journalism & Mass Communication
S.B.Arts & K.C.P Science College,
Vijayapur

IQAC, Co-ordinator
S.B.Arts & K.C.P.Science College,
Vijayapur.

Principal,
S.B.Arts & KCP. Sc. College,
Vijayapur.