

Program outcome and General objective: Psychology

Basic psychological process- paper I & II [1st and 2nd sem]

1. Discuss and apply the concepts of psychology in day to day life.
2. Acquire the foundation for better understanding of applied branches of psychology.
3. Be able to understand self and social behavior which in turn, Improves their interpersonal things.
4. To understand the basic concepts, principles, and theory of psychology.
5. Better understanding on human behavior and its need for modification for betterment of society.

Developmental psychological – paper III & IV [3rd and 4th sem]

1. Asses the biology ,cognitive cultural, environmental, and social factor that influence development throughout lifespan.
2. Evaluate current and past research in the study of the lifespan guided by the theories within the developmental psychology.
3. Apply developmental psychology principals to daily life through out the lifespan .
4. students demonstrates the concepts, theories, and research which define this discipline of psychology.
5. Students learn the conceptual understanding of healthy development and practical understanding of how to help children ,adolescents and adults address the challenges they face across the life span.
6. To demonstrate the basic physical, cognitive and social development during each age period influences affecting these process and the relationship among the various threads of development in each age period

Industrial & Organizational psychology : paper VI & VIII [5th and 6th sem]

1. Students will demonstrate the historical development and key concepts of functioning of organization.
2. Students will demonstrate a basic understanding of the major areas of organizational psychology.
3. Students will learn to apply organizational theory to specific organizational situation.
4. Students to understand the role human factor in the context of organization and work behavior and management.
5. Students will develop and understanding of how various theory and methods of organization psychology apply to the real work settings.
6. It helps students understand the role of psychology in managing key areas of work like recruitment, training and development.

Abnormal psychology- paper V and VII [5th and 6th sem]

1. Be able to identify behaviors considered to be as abnormal based on intensity, duration and frequency of occurrence of behavior.
2. Be able to categories disorders into different types based on clusters of signs and symptoms.
3. Be able to identify disorders which require definite referral for diagnosis and treatment purposes.

Course Outcome-Journalism

CO1. Introduction to Communication: This course will enable students to be exposed to important concepts and communicate thoughts, emotions, ideas and attitudes are critical factor in the social environment. The student will also learn how to take positions in important debates and explore emerging issues in the contemporary media landscape.

CO2. Fundamentals of Journalism: This course teaches the basic concepts, history, and scope of journalism. It will help the students to know various Kannada Journalists and the history of Indian Journalism.

CO3. Media Laws: This course aims to introduce the students an essential legal framework of their rights and responsibilities as Journalists. It's an interactive course which will help the students to think, discuss and participate. The students will study the current legal issues impacting Journalists.

CO4: Reporting: Upon Completing this course the students will be able to demonstrate the ability to report in depth, using a wide variety of sources to provide context, accuracy and balance. The students will inculcate the ability to produce stories that are clear and concise and engage the audience's attention.

CO-5 Editing: This Course will introduce students to the basics of news editing and design. Student will learn how to edit stories and design pages on paper and computers while critically assessing the content of the news.

CO-6 Advertising: This course is to provide students with a fundament understanding of advertising and its place in business, branding and society. The students will learn the ethical practices of public relations, the basics of advertising and organizational structure of PR Department.

CO-7 Media Management: This course will introduce students to principles of Media business management and to familiarize students to Indian media organization and their management practices.

Department of English

Communicative English - I Semester

Course Outcomes :-

I BA Functional grammar: The aim of this course is to help students become familiar with grammar, and build confidence in them that grammar is 'learnable'. The course also helps the learners become aware of language, it depends on grammar and the variety it exhibits.

I BA Phonetics: Hone pronunciation and appropriate use of English among students. Enhances spoken skills in social interaction. Helps to differentiate between consonants and vowels. Use standard pronunciation, speak fluently, Speak with the right intonation and stress and also helps to avoid mother tongue influence.

Course Specific Outcomes :-

I BA Functional grammar: The book attempts to develop the students' communication skills by enhancing their grammar to categorize and understand the different parts of speech in English and use different prepositions correctly in speech or writing .

- Talk about the past, present and future using suitable expressions and structures.
- Communicate effectively in different situations by using appropriate reporting verbs to convey dialogue to narrative and vice versa.
- Identify and use homonyms, homophones, idioms, phrases and help them to know the importance of writing in academic life.
- Write simple sentences without committing errors of spelling and grammar.

I BA Phonetics: To develop proper pronunciation, understand the relation between sounds and symbols in English, enable's students to be fluent in their speech, and learn basic transcription, also minimizes pronunciation errors.

Communicative English - II Semester

Course Outcomes :-

II BA Functional grammar: Understand that grammar can be seen as a flexible and useful tool for meaning making. Understand how grammar and vocabulary choices together create a range of different meanings.

II BA Reading and Writing skill: Identify and differentiate between different types of texts. Read to activate rein force other skills like grammar, vocabulary, pronunciations and writings.

Course Specific Outcomes :-

II BA Functional grammar: Accurately and precisely communicate both in speaking and writing in a variety of context and genres. Students will able to write effectively for variety of professional and social settings.

II BA Reading and Writing skill:

- Identify reading strategies for academic texts
- Identify summary strategies for reading comprehension

Communicative English - III Semester

Course Outcomes :-

III BA Print Media: To enhance the knowledge about the role of newspapers in society. To help the students have a clear idea about the functioning of a newspaper organization. Students learn about various types of writing for newspapers and magazines. To familiarize the students with the basics of writing of print media. To understand the different ways of gathering news. To understand the aspects of news writing, feature writing and profile writing. To learn to frame questions and compile information before interviewing a person.

III BA New Media Writing: Enablement of the students to communicate to diverse audiences in a variety of contexts and genres and to develop theoretical and methodological skills necessary for using of emerging media.

Course Specific Outcomes :-

III BA Print Media: Will be acquainted with the history of the media. Will have knowledge of the fundamentals of media writing. Will understand the crucial role played by newspapers in society. Will be conversant in writing editorial, features, reviews and news reports. Will have a knowledge of page designing. Will be able to design questions for the smooth conduction of an interview.

III BA New Media Writing: Students with new media and to develop a critical approach to the use and misuse of these technologies and to facilitate them in restructuring and to rewrite complex documents to readable and grammatical accurate documents.

- Students will have the ability to use, analyze, and learn communication technologies.
- Students will develop textual, visual, and verbal communication abilities.
- Will be able to write profiles effectively.
- Will be equipped to define the importance and functionality of social media.

Communicative English - IV Semester

Course Outcomes :-

IV BA Writing for the Media-Radio: This participatory workshop will develop the writing skills and explore the evolving role of the writer as a creative visionary in radio, television and film within a new media context. You will develop “agility skills”, learning how to weave story content across multiple forms of media, also known as “Transmedia”. Within this framework, the workshop will develop skills important for writers in the shifting media landscape of today and the future.

IV BA Creative Writing:

- Students will interpret texts with attention to ambiguity, complexity, and aesthetic value.
- Students will practice a deliberate writing process with emphasis on inquiry, audience, research, and revision.
- Students will participate in critical conversations and prepare, organize, and deliver their work to the public.
- Students will deploy ideas from works of craft and criticism in their own reading and writing.

Course Specific Outcomes :-

IV BA Writing for the Media-Radio:

- Be able to compare and contrast the formal elements of effective writing for radio, television, film and new media.
- Apply appropriate script structures, techniques and formatting for videos, film, and television programs.
- Create scripts for a variety of media projects, learning specific techniques to explore the fundamentals of each medium as well as an overarching Transmedia project.
- Through writing exercises, see how creative choices and revision tools specific to each area impact the final product, assisted along the way by the instructor, peer feedback and self-evaluation sessions.
- Understand markets for delivering content across various forms of media.

IV BA Creative Writing: Aims to develop the students’ abilities in grammar, oral skills, reading, writing and study skills

- Students will heighten their awareness of correct usage of English grammar in writing and speaking
- Students will improve their speaking ability in English both in terms of fluency and comprehensibility

Communicative English - V Semester

Course Outcomes :-

V BA Writing for the Media-Film: The program in Communication and Media Studies is an integral part. Students are grounded in media and cultural history and are provided with the means to master communication in contemporary media. The program seeks to foster students' ability to express and communicate ideas, arguments, historical findings, and creative insights. Students develop their writing skills in both analytical and creative contexts, often expressing themselves using emerging media technologies.

V BA EDP: The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

Course Specific Outcomes :-

V BA Writing for the Media-Film: Students will leave the Communication and Media Studies program as lifelong learners, ethical and critical problem solvers, innovative and effective creators and communicators across media forms, and independent intelligent people who view life in historical context, with inclusive multicultural perspective, and with a critical understanding of power in society.

V BA EDP:

- Have the ability to discern distinct entrepreneurial traits
- Know the parameters to assess opportunities and constraints for new business ideas
- Understand the systematic process to select and screen a business idea
- design strategies for successful implementation of ideas
- Internship report will be submitted at the end of the course.

Communicative English - VI Semester

Course Outcomes :-

VI BA Writing for the Media-Advertising:

- Determine, analyze and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.
- Develop creative solutions to address advertising and marketing communications challenges.
- Plan, implement, monitor and evaluate projects by applying principles of project management

VI BA Popular culture and Media:

- Able to identify what makes an element of culture part of popular culture.
- When encountering a new element of popular culture for the first time, be able to decode what it is trying to say about the world, and what are the limitations and possibilities of that perspective on the world (analytical thinking).
- Identify particular ways in which popular culture of various times and places in history reflect the representation of those times and places.

Course Specific Outcomes :-

VI BA Writing for the Media-Advertising:

- Understand history, theory, terms, ethics, and roles and responsibilities in the industry.
- Demonstrate proficiency in writing, speaking, and being creative in a variety of media.
- Manage projects from concept to completion using the tools of the industry.

VI BA Popular culture and Media:

- This course on the dynamics between media and popular culture takes an interrogative approach. It is organized around a series of questions that will introduce students to a range of key concepts in media and mass communication studies, with the goal of providing a theoretical structure to support critical analysis of contemporary cultural trends.
- Become more sensitive to and aware how the global circulation of culture changes the way they think about the world, their place in it and ultimately their own identity.