

BJMC : I Semester		
S.No.	Course Code	Course Outcome
1.	BJMC 101	<ol style="list-style-type: none"> 1. Students will be able to understand human communication and its evolution. 2. Students will be able to understand and distinguish between the various interpersonal communication skills. 3. Students will get the ability to analyze Mass Communication and its origin. 4. Students will get the knowledge and application skills of initial theories and models of communication.
2.	BJMC 102	<ol style="list-style-type: none"> 1. Students are able to write for print media 2. Provide students the ability to understand the various concepts of writing with clarity. 3. Students will get the basic knowledge of writing skills in media. 4. Students will get the basic knowledge of concepts and the nature of translation.
3.	BJMC 103	<ol style="list-style-type: none"> 1. Students will be able to understand and analyze News and Newspapers. 2. Students are able to acquire interpersonal communication skills. 3. Students get the ability to analyze Mass Communication and its origin. 4. Students will get the knowledge and application skills of initial theories and models of communication.
4.	BJMC 104	<ol style="list-style-type: none"> 1. Students gets the ability to understand evolution of computers 2. To provide students the ability to identify input and output devices of computer 3. Students will get the basic knowledge of operating systems. 4. Student will learn the use of softwares used in the media industry.

BJMC : II Semester		
S.No.	Course Code	Course Outcome
1.	BJMC 201	<ol style="list-style-type: none"> 1. Giving students the ability to understand the origin of journalism and news. 2. Students will understand the global flow of information with the understanding of International & National news agencies. 3. Students will learn the origin and development of radio in India. 4. Students will learn the origin and development of television in India.
2.	BJMC 202	<ol style="list-style-type: none"> 1. To assess and understand the structure and value of news. 2. Provide students the ability to introduce organizational set-up of a newspaper. 3. Students will be able to distinguish between various types of reporting. 4. Students will get the basic knowledge of supplement journalism.
3.	BJMC 203	<ol style="list-style-type: none"> 1. Students will be able to evaluate South Asian history, culture and language. 2. Students shall be able to analyze the economic situations 3. Students will learn the applicability of Indian Constitution. 4. Students will learn about the social challenges of south asian life.
4.	BJMC 204	<ol style="list-style-type: none"> 1. Students will be able to understand the elements and principles of design. 2. Students shall get introduced to organizational components of layout. 3. Students will be able to classify and assess various types of visuals. 4. Students will be able to use Desktop Publishing Softwares.

BJMC : III Semester		
S.No.	Course Code	Course Outcome
1.	BJMC 301	<ol style="list-style-type: none"> 1. Students should be able to recall the basics of Photography 2. To make use of Camera and various lenses 3. Students should be able to compare and distinguish functions various camera equipments and handling techniques 4. Providing knowledge of scheduling and planning a audio-visual production
2.	BJMC 302	<ol style="list-style-type: none"> 1. To list the basics of Advertising and its various models 2. To contrast various mediums and strategies of Advertising 3. To learn basics of PR and tools used in PR 4. To examine Crisis Management and ethical issues in PR.
3.	BJMC 303	<ol style="list-style-type: none"> 1. Students should learn the importance of Radio in today's context. 2. To distinguish the various Radio formats of programming 3. To categorize various types of target audience. 4. To choose and decide about the different sound effects in Radio
4.	BJMC 304	<ol style="list-style-type: none"> 1. Students should be able to recall the elements of New Media and it's principles. 2. To outline media convergence and various platforms of New Media. 3. To create & dissect content planning and visual design. 4. Students should illustrate the understanding of the Copyright and Legal issues.

BJMC : IV Semester		
S.No.	Course Code	Course Outcome
1.	BJMC 401	<ol style="list-style-type: none"> 1. Students should be able to demonstrate an understanding of Cinema and various shots used in Cinema 2. To recall the various genres of Cinema. 3. To interpret film authorship and outline feminist film theory. 4. To compare the different phases of Cinema in India.
2.	BJMC 402	<ol style="list-style-type: none"> 1. Students should learn the basics of Development Communication. 2. To compare the various theories of Development Communication. 3. To classify and contrast the role of different mass communication mediums in development. 4. To explain the emergence of Community Radio and Krishi Darshan.
3.	BJMC 403	<ol style="list-style-type: none"> 1. Students should know the basic media law; press freedom and their limitations. 2. To outline the concept and scope of media freedom in India. 3. To understand about the defamation law and various acts in media. 4. To interpret Prasar Bharti Act and IT laws in India. 5. To analyse the advertising code of print and broadcast media
4.	BJMC 404	<ol style="list-style-type: none"> 1. Students should be able to recall the characteristics of television as a medium. 2. To explain the basic elements of Radio news. 3. To develop television news bulletins and basics of editing.. 4. Students will be able to outline the concept of supplement journalism.

BJMC : V Semester		
S.No.	Course Code	Course Outcome
1.	BJMC 501	<ol style="list-style-type: none"> 1. Students should be able to outline India's Foreign Policy. 2. Provide students the ability to explain organizational overview of urbanization and alleviation programs 3. To develop an understanding of Criminalization of Politics. 4. Students should be able to identify contemporary Human Rights Issues.
2.	BJMC 502	<ol style="list-style-type: none"> 1. Students will be able to summarize Online Journalism and digital media. 2. To learn the organizational Distinctive Features of Online Media. 3. Students will be able to explain the concepts of Web writing and Digital Divide. 4. Students will be able to interpret the role of Journalism ethics and restraint in new media.
3.	BJMC 503	<ol style="list-style-type: none"> 1. Providing students the ability to develop management skills and Human Resource Planning. 2. Students will be able to analyse the organizational foundations of behavior. 3. To learn the basics of various types of Media Organizations. 4. Student will get the basic knowledge of Economics of newspapers.
4.	BJMC 504	1. To learn the Concept & Objectives of Editing.
		2. Students should be able to use picture transitions with a firm grasp of their impact.
		3. To develop various types of Voice over and sound bytes, dubbing and mixing
		4. Students should be able to design multi-camera TV programme production, TV Graphics and Animation.

BJMC VI Semester		
S.No.	Course Code	Course Outcome
1.	Internship	<ol style="list-style-type: none"> 1. To provide exposure and practical experience of Media ecosystem. 2. To have practical exposure to Media functions. 3. To acquire skills required in the media market.
2.	Print Media Production (Specialization)	<ol style="list-style-type: none"> 1. To learn the practical skills of Print design and Production. 2. To learn sensible use of words in media writing.
3.	Radio & T.V Production (Specialization)	<ol style="list-style-type: none"> 1. To learn the different aspect of TV and Radio Production 2. To use editing in story narration. 3. To learn and experiment with different Radio & T.V formats.