

BAJMC

COURSE OUTCOMES (CO's)

1st Semester

Introduction to Journalism (BAJMC001)

Course Outcome	Description
CO1	Understand the history of printing and newspapers in India, learning about key figures and the growth of regional media.
CO2	Understand the essence of news, its values and types, enabling differentiation between hard and soft news.
CO3	Apply news writing techniques including story organization and the inverted pyramid structure to produce clear and engaging content.
CO4	Evaluate the ethical responsibilities in journalism, promoting integrity, accountability and critical thinking in reporting.
CO5	Analysis journalism's evolving trends including technological advancements to adapt and contribute effectively to the media industry.

Introduction to Media and Communication (BAJMC002)

Course Outcome	Description
CO1	Evaluate how media impacts daily life and examining the influence of mobile phones, television and social media.
CO2	Understand communication types, processes and feedback in both way channels, discerning between mediated and non-mediated contexts.

CO3	Analysis the importance of mass communication in society, explaining its processes, models and theories.
CO4	Analyze communication models components, functions and implications for message dissemination and reception in various contexts.
CO5	Explore mass media's role in modern society, analyzing its impact on democracy and mass culture to understand media-society dynamics.

Print Journalism and Production (BAJMC003)

Course Outcome	Description
CO1	Understand function of newspapers, helping students to understand the process of news production.
CO2	Develop editing skills, headline writing and language usage, and understand the roles of editors in maintaining newspaper quality.
CO3	Apply practical skills in newspaper layout and design, enabling students to create visually appealing newspaper layouts for various sections.
CO4	Understand modern newspaper industry tools QuarkXPress and Adobe Photoshop, essential for efficiently managing text and images in print and digital formats.
CO5	Analyze advanced newspaper editing concepts and visual integration to prepare students for evolving industry standards and effective contributions to print media production.

Environmental Science (BAJMC004)

Course Outcome	Description
CO1	Understand environmental concepts, significance and human-environment relationship.
CO2	Understand insight into ecology, biodiversity and wildlife conservation in India, highlighting the imperative of preserving ecosystems for sustainable development.
CO3	Identify environmental pollution types, sources and impacts, understand biological systems to prepare students for tackling environmental challenges.
CO4	Understand disaster management and conservation strategies to mitigate impacts and build community resilience.
CO5	Evaluate media's impact on environmental awareness, sustainability promotion and effective communication for students.

2nd Semester

Reporting and Editing (BAJMC 005)

Course Outcome	Description
CO1	Understand news reporting including reporter roles and practical skills for effective news gathering and distribution.
CO2	Apply the art of interviewing, empowering students to conduct engaging interviews and write compelling news stories.

CO3	Analyze trends in news presentation, supplements and columns understand recognizing changes in news consumption across media platforms.
CO4	Examine news sociology, shaping news treatment and newsroom pressures, understanding of news production.
CO5	Demonstrate proficiency in journalistic ethics, objectivity and integrity ensuring adherence to professional standards.

Photography and Photojournalism (BAJMC 006)

Course Outcome	Description
CO1	Understand photography's history and evolution, appreciating its role in mass media and visual communication from its origins to digital forms.
CO2	Understand photography equipment and techniques learn its principles to capture compelling images effectively.
CO3	Apply lighting techniques for indoor and outdoor photography, manipulating light to enhance photograph mood and quality.
CO4	Develop skills in photojournalism, understanding news values and genres to effectively tell visual stories across different contexts.
CO5	Apply photo editing with popular software enhancement for professional image quality.

Economic Development and Planning (BAJMC007)

Course Outcome	Description
CO1	Understand economic development and underdevelopment, focusing on India's status as a developing economy and analyze development strategies.
CO2	Explore factors affecting economic growth, evaluate India's development path and assess strategies to tackle inequality challenges.
CO3	Analyze agriculture and industry's roles in India's economic development, examining government policies to assess their contributions to growth.
CO4	Evaluate the roles of public, small-scale and cottage industries in India's growth and industrial sickness and government policies challenges.
CO5	Examine external factors and international organizations influence India's economic growth.

English / MIL Communication (BAJMC008)

Course Outcome	Description
CO1	Understand sentence formation for clear communication in writing and speech.
CO2	Develop various writing styles and interview question preparation for engaging content creation.
CO3	Understand the media language's importance and trends to effectively utilize common words in news and advertisements.
CO4	Enhance language skills for better expression in writing and speech

CO5	Develop translation skills by practicing different translating news and media scripts for effective cross-cultural communication.
------------	---

3rd Semester

Media Laws and Ethics (BAJMC009)

Course Outcome	Description
CO1	Understand India's media legal and ethical foundations, apply them to analyze media practices.
CO2	Assess ethical implications of modern media technologies, considering relevant laws and court rulings.
CO3	Analyze representations of gender and societal norms in media and propose responsible approaches to media representation.
CO4	Examine media regulation and its impact on content, including debates on censorship and cultural accountability.
CO5	Examine media's role in addressing social issues and marginalized communities, considering ethics and laws using case studies.

Television Production (BAJMC010)

Course Outcome	Description
CO1	Understand TV's impact in India including characteristics and influence on media consumption with satellite and cable TV.
CO2	Understand sound basics for TV production, recording techniques and radio characteristics.
CO3	Understand TV's visual basics for analyzing and creating visual content.
CO4	Apply writing and editing television news, along with camera operation,
CO5	Analyze broadcast news and production cycles, deepening understanding of television journalism.

Design and Graphics (BAJMC011)

Course Outcome	Description
CO1	Understand the basics of design and graphics including visualization techniques to effectively communicate visual ideas.
CO2	Develop skills in art and illustration tools and techniques to enhance creativity and style in graphical representations.
CO3	Apply typography including typeface selection and spacing to create visually appealing designs.
CO4	Apply practical skills in type composition across manual, mechanical, and digital platforms using computer software for design purposes.

CO5	Understand printing methods and safety for professional publication design and production within industry standards.
------------	--

Radio Journalism and Production (BAJMC012)

Course Outcome	Description
CO1	Analyze and use different broadcasting formats, understand their unique presentation styles.
CO2	Understanding production control rooms and studio's equipment and processes to industry standards.
CO3	Develop field reporting skills for radio including news writing and editing ensuring clear and concise communication.
CO4	Create radio programs effectively using ideation and scriptwriting techniques with balancing creativity and constraints.
CO5	Demonstrate sound recording/editing proficiency for high-quality radio content.

Media and Intercultural Communication (BAJMC013)

Course Outcome	Description
CO1	Understand culture and value systems, identify barriers in intercultural communication.
CO2	Analyze media using Frankfurt School theories, exploring its representations for understanding media-society dynamics.
CO3	Analyze media texts for social portrayals, understanding how they construct identities and power dynamics.
CO4	Evaluate audience behavior and engagement with media messages, focusing on women, subcultures, music, and fandom.
CO5	Analyze media tech's influence on culture including folk and live performance. Examine new media's impact on cultural expression.

4th Semester

Global Media and Communication (BAJMC 014)

Course Outcome	Description
CO1	Analyze global communication's including propaganda's role and radio's impact to understand media complexities globally.
CO2	Examine media's role in Cold War rivalry and NWICO debates for global power insights.
CO3	Explore media's impact on global conflicts from World Wars to 9/11, to understand its role in shaping and reflecting events.
CO4	Examine media and cultural globalization including cultural imperialism and global cultures to understand global cultural exchange dynamics.
CO5	Analyze media's global economic and cultural impact, citing examples including Zee TV and Bollywood, to understand its role in globalization.

Advertisement (BAJMC 015)

Course Outcome	Description
CO1	Understand advertising basics and address criticisms to provide an overview of the advertising field.
CO2	Analyze product advertising strategies to prepare for effective campaigns.
CO3	Explore advertising agency functions, media platforms and budgeting importance.
CO4	Apply copywriting and advertising production skills and outdoor formats through hands-on assignments.
CO5	Understand advertising ethics and legalities to navigate complexities responsibly with standards and stay current on industry trends.

New Media Technology and journalism (BAJMC 016)

Course Outcome	Description
CO1	Understand new media's impact on communication and society through digital media and computer-mediated communication.

CO2	Analyze virtual cultures, digital journalism and social media's role in activism to understand online communication evolution.
CO3	Evaluate digitized journalism's ethical and legal aspects including authorship, piracy, copyright, and ethics.
CO4	Develop web writing skills for engaging digital content creation including multimedia storytelling and effective linking.
CO5	Create visual and content designs for online platforms including website planning, audience analysis and blog creation.

Development Communication (BAJMC017)

Course Outcome	Description
CO1	Understand development concepts, models and challenges in developing societies, comparing developed and developing nations.
CO2	Analyze the significance of development communication in societal progress and media's role.
CO3	Explore agricultural communication's role in rural development, assessing extension methods and case studies.
CO4	Evaluate development and rural extension agencies, identifying communication challenges and economic frameworks through program case studies.
CO5	Develop writing skills for rural development messages, focusing on radio and TV formats to effectively promote socio-economic progress in rural areas.

Human Rights and Media (BAJMC018)

Course Outcome	Description
CO1	Understand media's impact on individuals and society, focusing on cultural change and social divisions, particularly in rural-urban India.
CO2	Analyze gender theories in media, focusing on Indian media's gender debates, representations, and power dynamics.
CO3	Examine media's role in human rights, using theoretical perspectives and case studies to understand local and global human rights promotion.
CO4	Evaluate human rights protection systems and activism including NGO and media roles in addressing violations in India.
CO5	Analyze human rights, terrorism, and media intersection through case studies for nuanced activism.

5th Semester

Film Appreciation (BJMC 019)

Course Outcome	Description
CO1	Understand Indian cinema's evolution, journey of parallel and commercial cinema and industry challenges.

CO2	Analyze cinematic language including shot composition, mise-en-scene, editing techniques, and sound types.
CO3	Examine film styles, German Expressionism, Film Noir, and French New Wave, exploring diverse storytelling and aesthetic approaches.
CO4	Evaluate alternative cinema visions, Third Cinema and feminist film theory, studying auteur ship.
CO5	Analyze Hindi cinema's cultural impact considering legendary filmmakers, the Indian New Wave, globalization, and the multiplex era.

Public Relation and Corporate Communication (BAJMC 020)

Course Outcome	Description
CO1	Understand PR's history and role in Indian organizational management.
CO2	Develop PR skills in planning, research, and evaluation, understand tools for effective campaigns.
CO3	Explore communication challenges in Indian public and private sectors, understanding PR agencies' role in organizational communication.
CO4	Analyze stakeholder relations complexities including healthcare and NGOs, develop crisis management skills through case studies.
CO5	Understand PR role in legal aspects, technology integration, and ethics, staying updated with trends and engaging with professional organizations.

Event Management (BAJMC 021)

Course Outcome	Description
CO1	Understand event management basics including team roles, ethics, and design principles for effective planning.
CO2	Demonstrate proficiency in feasibility studies, SWOT analyses, and setting clear event objectives, improving strategic decision-making.
CO3	Understand protocols and leadership for managing event teams, promoting effective teamwork.
CO4	Develop presentation and computer skills for professional event communication.
CO5	Apply research and planning to various events, preparing comprehensive proposals for security, safety, and crowd management.

Current Affairs and Writing for Mass Media (BAJMC 022)

Course Outcome	Description
CO1	Understand India's governance system and understand the principle of separation of powers.
CO2	Examine the role of the President of India and the distribution of legislative powers between the Union and States.
CO3	Analyze India's foreign policy objectives and engagement with Apex international organizations to grasp India's global role.
CO4	Analyze contemporary issues in Indian and global contexts, including international, national, and regional current affairs.

CO5	Develop research and analytical skills by evaluating current affairs for discussions and decision-making on societal issues.
------------	--

6th Semester

Media Management (BAJMC 023)

Course Outcome	Description
CO1	Understand media management basics and management schools for effective organization management.
CO2	Analyze media industry challenges, market forces, and performance metrics for navigating the media landscape.
CO3	Understand the structure of news media organizations in India including roles, workflow, and guidelines.
CO4	Explore media economics, strategic management, and marketing concepts for developing strategic approaches to media management.
CO5	Analyze case studies of successful media entrepreneurship and leadership for insights into effective management practices.

Communication Research (BAJMC 024)

Course Outcome	Description
CO1	Understand research purpose, methods, and theoretical foundations to prepare for research.
CO2	Explore various research methods in media studies, surveys and content analysis to choose the right method for research goals.
CO3	Apply sampling tools, techniques and data collection methods for gathering relevant and accurate data including industry standards.
CO4	Apply skills in data analysis and report writing for effectively communicating research findings.
CO5	Explore advanced research methods and ethical considerations in media research for a deeper understanding of complex practices.

Documentary Production (BAJMC 025)

Course Outcome	Description
CO1	Understand documentary filmmaking, realism debates, and representation modes for effective analysis.
CO2	Develop proficiency in pre-production for organized project planning.
CO3	Apply practical knowledge in production for efficient project execution.
CO4	Apply post-production skills for polished documentary projects.

CO5	Explore documentary distribution landscape for effective navigation and success.
------------	--