

Programme Matrix: Bachelor of Arts- Journalism, Economics, Optional English [2018 Batch]

BA JEEng

Program Outcomes

After the successful completion of the three year BA JEEng programme, the graduate will be able to:

- PO1: build a career with social consciousness and human values.
- PO2: apply multidisciplinary approach for holistic development

Program Specific Outcome

- PSO1: Use the theories and practices in the field of Journalism
- PSO2: Evaluate the contemporary economic conditions with the Economic theories and principles
- PSO3: Demonstrate proficiency in evaluation, and interpretation of works of literature from different period.
- PSO4: Apply the acquired knowledge to solve problems in the relevant field

Programme Educational Objectives

- PEO1: To impart holistic education through broad Liberal Arts and Social Sciences
- PEO2: To prepare students with the knowledge and essential skills required for the mass communication and journalism profession.
- PEO3: To understand the theoretical and practical propositions in micro and macro-economics
- PEO4: To sensitize students to the themes and styles of literature

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I Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A11	Additional English I	<ul style="list-style-type: none"> To introduce the learners to new ideas, topical issues and new styles of writing. To initiate debates, discussions and new thinking in the 'grey areas'.
AECC	KAN103A11	Kannada I	<p>ಈ ವಿಷಯವನ್ನು ಕಲಿತ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು.....</p> <ul style="list-style-type: none"> ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A11	Hindi I	<p>१. हिन्दी साहित्य के गद्य विधाओं का ज्ञानार्जन। २. अनुवाद कला और भाषा में परिशुद्धता।</p>
Compulsory Courses			
AECC	ENG103A11	English I	<ul style="list-style-type: none"> To attune young minds to concerns and issues which have a broad and wide scope of use and application to life. To cut across the history of creative expression in focusing primarily on the core values that governs human lives.
DSCC	JOR204A11	Journalism I [Introduction to Mass Communication]	<ul style="list-style-type: none"> explain the basic concepts and types of mass communication describe the linear and non-linear models of communication state the characteristics and significance of mass communication
DSCC	ECO204A11	Economics I [Micro Economics]	<ul style="list-style-type: none"> Distinguish between normative and positive economics. Discuss the application of marginal analysis. Identify the limits of economic analysis.
DSCC	OEN204A11	Optional English I [British literatures I]	<ul style="list-style-type: none"> To develop a strong foundation in literature and to acquire knowledge about various literary genres To enjoy and appreciate the literary works of great writers with critical insight To make the students learn the intrinsic aspects of the texts prescribed To make the students read and appreciate prose pieces

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II Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A21	Additional English II	<ul style="list-style-type: none"> To provide the young learners an introduction to new ideas and issues that bear relevance to our life today. To give the students an opportunity to develop values that will help them adapt to the changing world.
AECC	KAN103A21	Kannada II	<ul style="list-style-type: none"> ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A21	Hindi II	<p>१. हिन्दी साहित्य के प्राचीन और आधुनिक काव्य में निहित तत्त्वों का अर्जन।</p> <p>२. भाषा में परिशुद्धता और साहित्यकारों का जीवनानुभव।</p>
Compulsory Courses			
AECC	ENG103A21	English II	<ul style="list-style-type: none"> To develop the ability to get student's ideas across clearly to an audience, both in speech and in writing To help students develop important practical skills.
AECC	NES102A01	Environmental Science	
DSCC	JOR204A21	Journalism II [Print Media Journalism]	<ul style="list-style-type: none"> Understand the principles and functions of journalism. Understand the historical development of print journalism in India with special reference to Karnataka. Critically evaluate and analyze the print media content.
DSCC	ECO204A21	Economics II [Macro Economics]	<ul style="list-style-type: none"> Understand the working of an economy and its relationship with business decision making. Able to analyze the current economic policies which affects the economy as a whole.
DSCC	OEN204A21	Optional English II [British Literatures II]	<ul style="list-style-type: none"> To give basic knowledge of some aspects of language To throw light on historical perspective to literature. To develop a strong foundation in literature and to acquire knowledge about various literary genres To enjoy and appreciate the literary works of great writers with critical insight To make the students learn the intrinsic aspects of the texts prescribed To make the students read and appreciate prose pieces

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III Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A31	Additional English III	<ul style="list-style-type: none"> To inspire the young minds to greater heights of achievements and perfection in all their endeavours. To encourage the youth to be bold and face confidently the challenges of the world.
AECC	KAN103A31	Kannada III	<ul style="list-style-type: none"> ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A31	Hindi III	१. हिन्दी ग्रन्थ काव्य में भारतीय संस्कृति, सभ्यता और पौराणिक कथा का ज्ञानार्जन। २. निबन्ध लेखन विधियों में कुशलता।
Compulsory Courses			
AECC	ENG103A31	English III	<ul style="list-style-type: none"> To develop student's proficiency in the language and develop their communication skills. To equip learners with skills for self-learning.
DSCC	JOR204A31	Journalism III [Media laws and Ethics]	<ul style="list-style-type: none"> explain the concept of Press freedom elucidate significant Acts and Laws involved in journalism discuss the roles of PCI and Press Commissions describe the principles and ethical aspects in journalism
DSCC	ECO204A31	Economics III [Development Economics]	<ul style="list-style-type: none"> Learning the fundamental concepts of economic growth and development. Understanding the crucial indicators of growth and development of an economy. Able to apply the theories of growth and development in reality.
DSCC	OEN204A31	Optional English III [British Literatures III – Victorian and Modern]	<ul style="list-style-type: none"> To give basic knowledge of some aspects of language To throw light on historical perspective to literature.
Skill Enhancement Course [Any ONE to be Opted]			
SEC	JOR402A31	Introduction to Photojournalism	<ul style="list-style-type: none"> Achieve professionalism in camera operations. Capture newsworthy images.
SEC	ENG402A31	Film Adaptations	

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IV Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A41	Additional English IV	<ul style="list-style-type: none"> To provide a wealth of information and rich material of experience for the youth To emulate and live an inimitable life.
AECC	KAN103A41	Kannada IV	<ul style="list-style-type: none"> ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವುದು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವುದು.
AECC	HIN103A41	Hindi IV	१. हिन्दी नाट्यशास्त्र के द्वारा मनोवैज्ञानिक तथ्यों का ज्ञानार्जन। २. संक्षेपण विद्या में कुशलता।
Compulsory Courses			
AECC	ENG103A41	English IV	<ul style="list-style-type: none"> To develop student's proficiency in the language and develop their communication skills To equip learners with skills for self-learning.
DSCC	JOR204A41	Journalism IV [Radio and New Media Journalism]	<ul style="list-style-type: none"> Understand the concept, role and significance of Radio and New media. Understand the different formats, genres and presentation styles in Radio and New Media.
DSCC	ECO204A41	Economics IV [Statistics]	<ul style="list-style-type: none"> Analyze the basic statistical techniques. Understand the usefulness of statistical concepts in economic research. Apply statistical techniques in economic phenomena.
DSCC	OEN204A41	Optional English IV [American Literatures]	<ul style="list-style-type: none"> To acquaint the learners of literature with the various genres and literary terms of American Literature To sensitize them to the themes and styles of American Literature To introduce them to the socio-cultural milieu of twentieth century America To enhance their understanding of American, African American and multicultural sensibilities by introducing them to the literary works representing them
SEC	HUM402A41	Basic Research Methods	<ul style="list-style-type: none"> imbibe research culture pursue an independent research work for graduation publish research articles
GE		Generic Elective as per Annexure III	
NCCC	LSE5A2A41	Life Skills Education	

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Course Type	Course Code	Course Title	Course Outcomes
DSCC	JOR204A51	Journalism V [Reporting]	<ul style="list-style-type: none"> show the skills and knowledge to succeed in reporting Understand the practical application of the full range of journalistic reporting, research, interviewing, editing and writing news.
DSCC	JOR204A52	Journalism VI [Editing Techniques]	<ul style="list-style-type: none"> Understand the significance of news editing. Comprehend the principles of page makeup and design. Understand the importance of ethics in news editing.
DSCC	ECO204A51	Economics V [Indian Economy I]	<ul style="list-style-type: none"> Understand the development process of Indian economy. Develop a perspective on the different problems and approaches to economic planning and development in India. Identify and analyze current issues.
DSCC	ECO204A52	Economics VI [International Economics]	<ul style="list-style-type: none"> Understand basic concepts and theories of International trade. Develop knowledge about foreign exchange market and rate. familiarize with economic integrations and International economic institutions
DSCC	OEN204A51	Optional English V [Indian literatures I]	<ul style="list-style-type: none"> To introduce learners to the various phases of evolution in Indian Writing in English To acquaint learners to the pluralistic dimensions of this literature To help them understand the different genres of this elective To sensitize them to the value system of this literature
DSCC	OEN204A52	Optional English VI [European and Non - European Literatures I]	<ul style="list-style-type: none"> To enable students develop English language abilities and skills essential for classroom interaction. To introduce students to some of the classics in English To serve important educational objectives through exposure to great literature.
DSCP	HUM2P4A51	Project / Dissertation / Internship	
NCCC	EEC5A2A51	EEC Activities as per Annexure II	

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VI Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	JOR204A61	Journalism VII [Television and Cinema]	<ul style="list-style-type: none"> Understand the evolution of the Television and Cinema industry. Acquire knowledge about various techniques in pre-production, production and post-production stage. Understand different formats and principles used in Television and Cinema production.
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	<ul style="list-style-type: none"> Understand the dynamics of advertising and public relations. Develop creative strategies for advertising. Explain the role of ad agencies and the design communication process Plan media strategies in advertising and public relations.
DSCC	ECO204A61	Economics VII [Indian Economy II]	<ul style="list-style-type: none"> Understand the significance of India's Financial and Monetary System. Assess the role of domestic and international institutions and norms in shaping Indian Economy. Understand the various aspects of Karnataka economy.
DSCC	ECO204A62	Economics VIII [Public Economics]	<ul style="list-style-type: none"> Develop the knowledge about role and responsibilities of Government in economic activities. Familiarize with the tools of Fiscal policy and its role in economic growth.
DSCC	OEN204A61	Optional English VII [Indian Literatures II]	<ul style="list-style-type: none"> To introduce learners to the various phases of evolution in Indian Writing in English To acquaint learners to the pluralistic dimensions of this literature To help them understand the different genres of this elective To sensitize them to the value system of this literature
DSCC	OEN204A62	Optional English VIII [European and Non-European Literatures II]	<ul style="list-style-type: none"> To enable students develop English language abilities and skills essential for classroom interaction. To introduce students to some of the classics in English To serve important educational objectives through exposure to great literature.
SEC	SSP4L2A01	Soft Skills Practices	