

Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

FACULTY OF HUMANITIES

BA History, Tourism, Journalism

Programme Educational Objectives

PEO1: To impart holistic education through Liberal Arts and Social Sciences.

PEO2: To acquire historical knowledge and critical appreciation to art and culture.

PEO3: To empower students with the knowledge about the emerging trends in travel and tourism management.

PEO4: To prepare students with the knowledge and skills for a career in mass communication and journalism.

Programme Outcomes

After the successful completion of the three year BA HTJ Programme, the graduate will be able to:

PO1: Demonstrate theoretical knowledge proficiency in Liberal Arts and Social Sciences with social consciousness and human values.

PO2: Apply professional and social skills to cater to the needs of the industry, society and global community.

Programme Specific Outcomes

After the successful completion of the three year BA HTJ Programme, the graduate will be able to:

PSO1: Perform effectively with professional ethics in the domains of History, Tourism and Journalism.

PSO2: Appraise national and global issues in Liberal Arts and Social Sciences.

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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	<ol style="list-style-type: none"> 1. Describe and differentiate between genres of poetry like ballads and sonnets 2. Analyze critically the writing style of prose writers 3. Develop interest to appreciate one act plays 4. Apply the rules of punctuation to write concisely 5. Demonstrate proficiency in creating leaflets and brochures
AECC	KAN103B11	Kannada I	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B11	Hindi I	<ol style="list-style-type: none"> 1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन बौद्धकि सामर्थ का वकिस..... 2. हर्दी साहित्य के गदय वधिओं को वश्लेषण करने की क्षमता का वकिस 3. वदियार्थियों में सामाजकि यथार्थ का मूल्यांकन करने का ज्जान 4. सृजनात्मक कौशल्य में परप्ूरणता 5. गदय वधिओं का अध्ययन करने के बाद सामाजकि मूल्यों का ज्जान प्राप्त 6. अनुवाद कला और भाषा में परशुद्धता
Compulsory courses			
AECC	ENG103A11	English I	<ol style="list-style-type: none"> 1. Demonstrate ability to identify nuances of prose and poetry 2. Develop the skill to appreciate prose and poetry 3. State the basic concepts of grammar and its usage 4. Develop communicative skills and become competent users of English in real life situations
DSCC	HIS204A11	History I [History of Ancient India]	<ol style="list-style-type: none"> 1. Distinguish and learn the use of archeology and literary sources. 2. Categorize the Social, Economic and Political developments of Vedic Age. 3. Evaluate the contributions made during the period of Guptas. 4. Appraise the historical significance of Sangam Society and culture.
DSCC	TOR204A11	Tourism I [Introduction to Travel and Tourism]	<ol style="list-style-type: none"> 1. Develop the concept of tourism and how tourism originated 2. Analyze the different types of tourism and the components of tourism 3. Determine the factors affecting travel motivations and the major theories on travel motivation 4. Identify the major World Heritage sites in India and its significance 5. Analyze the different types of tourism accommodation and classification of hotels in India
DSCC	JOR204B11	Journalism I [Introduction to Communication]	<ol style="list-style-type: none"> 1. Describe the meaning and process of communication 2. Analyse linear and non-linear models of communication 3. Evaluate the role of press in an authoritarian, libertarian, socialist, democratic and developing society 4. Appraise print and broadcast media and its social cultural, economic and political impact.

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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	<ol style="list-style-type: none"> 1. Explain the meaning of select poetry, prose, and drama of writers from India, England, Chile, France, Nigeria and Canada by placing the texts in the cultural context 2. Analyze the issues of race, problems faced by fisher community and women, futility of war, societal fabrications, Nazism, religion, spirituality, partition, and the political tensions in professional field 3. Relate and frame opinions on racial issues, war, struggles of women and the marginalized community 4. Interpret film text 'Life is beautiful' and learn the historical background of the reign of Hitler and the injustices in concentration camps 5. Solve questions on idioms, super ordinates, and hyponyms
AECC	KAN103B21	Kannada II	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B21	Hindi II	<ol style="list-style-type: none"> 1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन बौद्धकि सामरथ का वकिस..... 2. काव्य अध्ययन में संगीतात्मक शौली को समझ लेता है 3. काव्य को वश्लेषण करने की क्षमता 4. काव्य में नहिति वचारों का मूल्यांकन 5. काव्य सृजन करने का कौशल्य 6. व्याकरणकि भाषा का ज्ञान एवं स्पष्टता
Compulsory courses			
AECC	ENG103A21	English II	<ol style="list-style-type: none"> 1. Discuss the use of animal imagery and hypersensitive characters in the twentieth century writings 2. Describe poetic style and its devices in the English verses of the Victorian Age 3. Analyze poems and sonnets regarding existentialist and metaphysical themes 4. Discover and implement new strategies of grammar in speaking English language 5. Integrate the prominence of media and the elements of advertising by creating media awareness
AECC	NES102A01	Environmental Science	<ol style="list-style-type: none"> 1. Discuss the overexploitation of natural resources. 2. Appraise the components of the ecosystem. 3. Assess the conservation of biodiversity. 4. Criticize the mitigation process of natural disasters 5. Survey the effects of pollution in the environment. 6. Recommend the various policies for the betterment of the environment.
DSCC	HIS204A21	History II [History of Medieval India]	<ol style="list-style-type: none"> 1. Recognize the distinctive features of the medieval period. 2. Summarize the administrative strengths and weaknesses of empires of Medieval India. 3. Demonstrate the ability of using historical sources with objectivity. 4. Analyze the cultural developments of India during the period of Mughals.

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DSCC	TOR204A21	Tourism II [Indian Tourism Resources and Products]	<ol style="list-style-type: none">1. Identify the diversity of Indian tourism resources and the characteristics of tourism product2. Assess the potential of adventure tourism in India and the popular destinations offering adventure activities3. Analyze the importance of cultural tourism resources of India4. Determine the role of tourism promotional fairs in attracting tourists5. Discover the different architectural styles of India and the concept of medical tourism
DSCC	JOR204B21	Journalism II [Print Media Journalism]	<ol style="list-style-type: none">1. Define the meaning, principles and functions of journalism2. Analyze the content of a newspaper and magazine3. Describe the development of journalism in India and Karnataka4. Assess subject based and approach based journalism practiced in print media.

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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	<ol style="list-style-type: none"> 1. Appreciate the beauty of gothic romantic theme in Alfred Noyes's "The Highway man" 2. Focus on the moral idea in the poem "Inchcape Rock" by Robert Southey 3. Compare and contrast the passionate love and cruelty of fate in "A Sunny Morning" 4. Outline the difference between essay writings and precis writing 5. Discover the sufferings of a single parent in Rabindranath Tagore "The Editor"
AECC	KAN103B31	Kannada III	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B31	Hindi III	<ol style="list-style-type: none"> 1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन बौद्धिकि सामर्थ का वकिस..... 2. हदी कवति और खंडकाव्य के भेद को समझलेता है 3. पौराणिकि कथा का वश्लेषण करता है 4. पौराणिकि काव्य में आदर्श वचिारों का अनुकरण करता है 5. आधुनिकि और पौराणिकि वचिारो का मूल्यांकन 6. काव्य सृजन शौली का वकिस
Compulsory courses			
AECC	ENG103A31	English III	<ol style="list-style-type: none"> 1. State the problems of a man and the significance of parental affection in real life 2. Review the historical background of true events in Roman history 3. Extrapolate the reflections on the lives of writers in literary genres 4. Interpret the significance of English literature in the forms of movies and serials in media 5. Formulate the structure of oral and written presentations and develop speaking skills
DSCC	HIS204A31	History III [Karnataka – Society, Economy and Culture]	<ol style="list-style-type: none"> 1. Compare the social and economic developments made in Karnataka from the period of Satavahanas to the period of Tipu Sultan. 2. Classify and analyse the religious ideas of Shankaracharya, Madhwacharya, Ramanujacharya and Basaveshwara and its impact in Karnataka. 3. Sketch the architectural developments during the period of Chalukyas, Hoysalas. Vijayanagara, Bahmani and Adil Shahi dynasties. 4. Depict the participation and contribution of Karnataka in the national movement of India.
DSCC	TOR204A31	Tourism III [Travel Agency Management]	<ol style="list-style-type: none"> 1. Discover the origin and growth of travel agency 2. Distinguish the different departments of a travel agency 3. Determine the various IATA areas, IATA city codes and airline codes 4. Examine the role of Indian railways in tourism promotion 5. Identify the various international air transport regulations
DSCC	JOR204A31	Journalism III [Media Laws and Ethics]	<ol style="list-style-type: none"> 1. Describe the concept of press freedom in India, USA and UK 2. Review the laws and provision in Indian Penal Code with reference to defamation, sedition, obscenity and its relation to press 3. Analyze ethical issues related to portrayal of women and children, paid news and manipulation in news content 4. Critique the role of the Press Council of India in safeguarding press freedom.

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Skill Enhancement Course [Any ONE to be Opted]			
SEC	HIS402A31	Indian Art and Culture	<ol style="list-style-type: none">1. Appreciate the varied facets of Indian art and culture.2. Construct a positive narrative of Indian culture and its importance.3. Identify the types of Indian architecture
SEC	JOR402A31	Introduction to Photojournalism	<ol style="list-style-type: none">1. Describe parts of a camera and its functions2. Appreciate principles of aesthetics in photography3. Design and develop photo stories.

IV Semester

Course	Course Code	Course Title	Course Outcomes
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Type			
MIL [Any ONE to be Opted]			
AECC	AEN103A41	Additional English IV	<ol style="list-style-type: none"> 1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake 2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington 3. Compare the ethical and cultural differences in Wole Soyinka's play 'The Lion and the Jewel' and learn the unique native culture of Nigeria 4. Assess the issues related to marriage, education, moral code of conduct, the concept of sublime, modernity, tradition, and the mindsets of human beings in life 5. Appraise the literary devices and techniques used in poetry and prose 6. Formulate grammatically correct sentences using proper punctuations 7. Create citations of books, articles and journals using MLA format 8th edition
AECC	KAN103B41	Kannada IV	<ol style="list-style-type: none"> 1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B41	Hindi IV	<ol style="list-style-type: none"> 1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन् बौद्धकि सामर्थ का वकिस..... 2. हर्दी व्यंग्य अध्ययन करने की शौली को समझलेता है 3. व्यंग्य में नहिति वचिारों का वशिलेषण 4. व्यंग्य कथाओं में अभवियकत वचिारों का मूलयांकन 5. नबिंधों में नहिति आदर्श वचिारों का अनुकरण 6. व्यंग्य सृजन कौशल्य का वकिस
Compulsory courses			
AECC	ENG103A41	English IV	<ol style="list-style-type: none"> 1. Recognize, define, and identify poetic terms and genres 2. Examine novels analytically and interpretively, to identify literary elements like plot, character, setting, tone, point of view, theme, style, symbol, metaphor, and image 3. Analyze the characters and themes of one act plays 4. Acquire vital employability skills and employment opportunities with in-depth knowledge of CV, cover letter, report writing and paragraph writing
DSCC	HIS204A41	History IV [History of Modern India]	<ol style="list-style-type: none"> 1. Evaluate the impact of colonialism in India. 2. Analyze complex ideas behind nationalism and modernity in the early 20th century. 3. Portray the different approaches of national movement during the period of Moderates, Extreme nationalists and Mahatma Gandhi. 4. Appraise the contribution of left parties, backward classes and women in national movement.
DSCC	TOR204A41	Tourism IV [Customer Relationship Management in Tourism]	<ol style="list-style-type: none"> 1. Identify the meaning and definition of Customer Relationship Management 2. Determine the application of CRM in tourism industry 3. Examine customer value from products, services, processes, people, physical evidence, customer communication and channels 4. Identify the strategic goals of CRM in tourism industry
DSCC	JOR204A41	Journalism IV [Radio and New Media Journalism]	<ol style="list-style-type: none"> 1. Describe the growth and development of radio in India 2. Analyze radio news, interviews and special audience programs

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			<ol style="list-style-type: none"> 3. Create scripts for radio news, interviews and podcast 4. Develop online content based on the principles of online journalism.
SEC	HUM402A41	Basic Research Methods	<ol style="list-style-type: none"> 1. After successful completion of the course the student will be able to 2. Imbibe research culture 3. Perform independent Social Science and Humanities research work for graduation 4. Develop research articles
NCCC	LSE5A2A41	Life Skills Education	<ol style="list-style-type: none"> 1. Develop self-competency and confidence in their day to day life 2. Evaluate the problems and find the sustainable solutions in their daily life 3. Enhance interpersonal relationship effectively in the community 4. Develop coping mechanisms to manage their stress effectively in their environment

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Course Type	Course Code	Course Title	Course Outcomes
DSCC	HIS204A51	History V [History of Post-Independent India]	<ol style="list-style-type: none"> 1. Analyze the consequence of partition and the reorganization of states in post-independent India. 2. Compare the progress of India under various Prime ministers. 3. Distinguish the economic reforms, its impact and significance under the period of Jawaharlal Nehru, Lal Bahadur Shastri, Indira Gandhi, P.V. Narasimharao and Manmohan Singh. 4. Appraise the role of national and regional political parties from 1945-2000 A.D.
DSCC	HIS204A52	History VI [History of Modern Europe, 1789–1945 A.D.]	<ol style="list-style-type: none"> 1. Analyze causation of French Revolution and growth of nationalism. 2. List the influence of philosophical and political ideas in Europe from the 18th century to 20th century. 3. Demonstrate knowledge of historical context and consequences for World Wars. 4. Locate centers of historical importance in a Europe map.
DSCC	TOR204A51	Tourism V [Entrepreneurship Development Program in Tourism]	<ol style="list-style-type: none"> 1. Discover the importance, relevance and characteristics of an entrepreneur 2. Analyze the importance and role played Small Scale Travel and Tourism business firms in the development of the Indian economy 3. Examine the steps involved in starting a Tourism Related business 4. Determine the importance of a business plan and it's financial, marketing, HR, technical and social aspects 5. Identify the major financial assistance and non-financial assistance for project implementation
DSCC	TOR204A52	Tourism VI [Tourism and Hospitality Marketing]	<ol style="list-style-type: none"> 1. Identify the nature and importance of tourism and hospitality marketing 2. Discover the concept of tourism markets and the various factors influencing tourist buying behavior 3. Analyze the concept of marketing mix and the process of market segmentation 4. Classify the five P's of marketing
DSCC	JOR204A51	Journalism V [Reporting]	<ol style="list-style-type: none"> 1. Analyze news articles with news elements and principles of news writing 2. Manage interviews for journalistic reporting 3. Construct news and interview features 4. Design news stories in hard news and soft news format.
DSCC	JOR204A52	Journalism VI [Editing Techniques]	<ol style="list-style-type: none"> 1. Illustrate the organizational structure of a newspaper organization 2. Interpret the editorial page 3. Construct suitable headlines for a news story 4. Analyze the layout, typography and photographs used in newspaper and magazine design.
DSCP	HUM2P4A51	Project / Dissertation / Internship	<ol style="list-style-type: none"> 1. Develop the basics of Travel Agency / Hotel/ Resorts/ Event management/ Airline industry business and its operations 2. Analyze the basic organizational set up of Travel Agency / Hotel/ Resorts/ Event management/ Airline industry business
NCCC	EEC5A2A51	Extra-Curricular and Extension Activities as per Annexure II	<ol style="list-style-type: none"> 1. Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness 2. Develop communication skills, interpersonal skills, problem solving and decision making skills for interpersonal effectiveness

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VI Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	HIS204A61	History VII [India and her Neighbors since 1947]	<ol style="list-style-type: none"> 1. Evaluate the trends of Indian foreign policy. 2. Sketch the highs and lows of India's foreign relations with all its neighbors. 3. Assess India's role in NAM and SAARC. 4. Estimate the impact of foreign policy on national development.
DSCC	HIS204A62	History VIII [Contemporary World]	<ol style="list-style-type: none"> 1. Articulate the features of the cold war and its impact. 2. Evaluate the rise of Third world nations in the 20th century. 3. Validate the need for disarmament and disarmament talks. 4. Appraise the issues of polarity and its influence in the 20th and 21st century.
DSCC	TOR204A61	Tourism VII [Concept of Sustainable Tourism]	<ol style="list-style-type: none"> 1. Identify the principles of sustainable tourism and the relevance of sustainability 2. Examine the concept of Eco- tourism and the possibilities of tourism in protected areas 3. Develop the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective 4. Analyze the various impacts of tourism on natural destinations and the importance of sustainable approach towards tourism planning
DSCC	TOR204A62	Tourism VIII [Transport Management]	<ol style="list-style-type: none"> 1. Identify the different levels of organizations on air transportation and their functions 2. Analyze the importance of surface transportation in tourism industry 3. Examine the role of Indian railways in promoting tourism 4. Assess the recent changes in water transportation system and the opportunities for recreational tourism
DSCC	JOR204A61	Journalism VII [Television and Cinema]	<ol style="list-style-type: none"> 1. Describe the evolution of the Television and Cinema industry 2. Build scripts for television programs and documentaries 3. Assess stages of production in developing a television Programme 4. Analyze the visual language and grammar of television and cinema production.
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	<ol style="list-style-type: none"> 1. Define the meaning and nature of advertising and public relations 2. Describe the types of advertisement based on medium and content design copy content for an advertisement 3. Evaluate the stages of developing a PR campaign 4. Create a socially responsible public relations campaign.
SEC	SSP4L2A01	Soft Skills Practices	<ol style="list-style-type: none"> 1. Apply communication skills into professional and personal life 2. Acquire digital literacy skills 3. Create strategies to face interviews and build self esteem