

Programme Matrix: Bachelor of Arts- History, Tourism, Journalism [2018 Batch]

BA HTJ

Program Outcomes

After the successful completion of the three year BA HTJ 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: Demonstrate proficiency in historical knowledge of India and Modern World
- PSO2: Describe effectively the concepts in the core functional areas of Tourism
- PSO3: Use the theories and practices in the field of Journalism
- 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 acquire historical knowledge and critical appreciation to art and culture
- PEO3: To empower student with in-depth knowledge and the emerging trends in travel and tourism management.
- PEO4: To prepare students with the knowledge and essential skills required for the mass communication and journalism fields.

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I Semester

Course Type	Course Code	Course Title	Course Outcome
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>
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	HIS204A11	History I [History of Ancient India]	<ul style="list-style-type: none"> examine the period and significance of ancient Harappan civilization analyse and assess the developments of Vedic Age evaluate the contributions made during the period of Guptas
DSCC	TOR204A11	Tourism I [Introduction to Travel and Tourism]	<ul style="list-style-type: none"> Understand and familiarize the concept of tourism and how tourism originated. Familiarize on the different types of tourism and the components of tourism. Evaluate the economic, environmental and socio-cultural impacts of tourism and emerging trends and changing scenario of the tourism industry.
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

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II Semester

Course Type	Course Code	Course Title	Course Outcome
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 अर्थन।</p> <p>२. भाषा में परिशुद्धता और साहित्यकारों का जीवनानुभव।</p>
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	HIS204A21	History II [History of Medieval India]	<ul style="list-style-type: none"> Analyze the political, economic, cultural, and social developments in the Medieval India. analyze and distinguish between socio-cultural process and its impact on Medieval Indian Society
DSCC	TOR204A21	Tourism II [Indian Tourism Resources and Products]	<ul style="list-style-type: none"> Familiarize with the nature and characteristics of Tourism products. Understand the various natural, socio-cultural and man-made tourism resources of India.
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.

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III Semester

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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	<ol style="list-style-type: none"> हिन्दी ग्रन्थ काव्य में भारतीय संस्कृति, सभ्यता और पौराणिक कथा का ज्ञानार्जन। 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	HIS204A31	History III [Karnataka – Society, Economy and Culture]	<ul style="list-style-type: none"> Compare and understand the developments made in Karnataka Clearly state the cultural evolution made during the Vijayanagara Empire Identify and Elaborate on the role of Karnataka in the national movement of India
DSCC	TOR204A31	Tourism III [Travel Agency Management]	<ul style="list-style-type: none"> Understand the origin, growth and role of travel agency. Have a deeper understanding of the organizational structure of a travel agency and the various responsibilities of each department. Comprehend on the different modes of transportation and the various organizations associated with it.
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
Skill Enhancement Course [Any ONE to be Opted]			
SEC	HIS402A31	Indian Art and Culture	<ul style="list-style-type: none"> Will instill awareness regarding Indian Culture Assistance in preparation for competitive exams Appreciate the rich characteristics of Indian culture
SEC	JOR402A31	Introduction to Photojournalism	<ul style="list-style-type: none"> Achieve professionalism in camera operations. Capture newsworthy images.

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IV Semester

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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 ತಿಳಿಯುವರು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A41	Hindi IV	<ol style="list-style-type: none"> हिन्दी नाट्यशास्त्र के द्वारा मनोवैज्ञानिक तथ्यों का ज्ञानार्जन। 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	HIS204A41	History IV [History of Modern India]	<ul style="list-style-type: none"> Acquire the ability to analyze the impact of Foreign Rule in India Assess the notion of Nationalism and identify the contributions of Indians in Indian National Movement
DSCC	TOR204A41	Tourism IV [Customer Relationship Management in Tourism]	<ul style="list-style-type: none"> Familiarize about Customer Relationship Management in tourism industry. Know about the application of CRM in tourism industry.
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.
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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V Semester

Course Type	Course Code	Course Title	Course Outcome
DSCC	HIS204A51	History V [History of Post-Independent India]	<ul style="list-style-type: none"> • Explain the progress made and challenges faced after independence • Analyze historical processes from a newly democratic country to present times. • Assess contemporary issues and challenges
DSCC	HIS204A52	History VI [History of Modern Europe, 1789– 1945 A.D]	<ul style="list-style-type: none"> • analyze Causation of French Revolution and Impact • proficiency in interpreting events of nationalism in Germany and Italy • deploy skills of critical analysis of World War and its consequences
DSCC	TOR204A51	Tourism V [Entrepreneurship Development Program in Tourism]	<ul style="list-style-type: none"> • Identify the role of an entrepreneur in developing a new venture. • Understand the systematic process to select and screen a business idea. • understand the dynamics of the entrepreneurial world and the role of government in encouraging entrepreneurships
DSCC	TOR204A52	Tourism VI [Tourism and Hospitality Marketing]	<ul style="list-style-type: none"> • Identify the importance of tourism and hospitality marketing. • Understand the types of tourism markets, factors influencing tourist buying behaviours, market segmentation and five P's of marketing.
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.
DSCP	HUM2P4A51	Project / Dissertation / Internship	
NCCC	EEC5A2A51	EEC as per Annexure II	

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VI Semester

Course Type	Course Code	Course Title	Course Outcome
DSCC	HIS204A61	History VII [India and her Neighbors since 1947]	<ol style="list-style-type: none"> 1. evaluate and express the nature of relationship between India with Pakistan 2. outline the causation of wars fought by India after Independence 3. classify and assess India's role in NAM and SAARC
DSCC	HIS204A62	History VIII [Contemporary World]	<ol style="list-style-type: none"> 1. examine the development of the European continent from 1945 to the Present 2. able to evaluate the condition of world during the cold war 3. Analyse complex ideas of the contemporary world in historical context
DSCC	TOR204A61	Tourism VII [Concept of Sustainable Tourism]	<ul style="list-style-type: none"> • Understand the importance of sustainable approach towards tourism planning. • Develop the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective.
DSCC	TOR204A62	Tourism VIII [Transport Management]	<ul style="list-style-type: none"> • Develop a better understanding about the different modes of transportation and their contribution towards tourism industry. • Understand on the various organizations connected with air transportation and surface transportation.
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.
SEC	SSP4L2A01	Soft Skills Practices	