Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

BA JPCS

Program Outcomes

After the successful completion of the three year BA JPCS 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: Analyse human behaviour and mind at the individual and social context

• PSO3: Develop codes and generate algorithmic solutions for computational challenges

• PSO4: Apply the acquired knowledge to solve problems in the relevant field

Programme Eduational 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 professions.
• PEO3: To impart comprehensive knowledge on the theoretical and practical components in various fields of psychology.
• PEO4:To provide theoretical and practical knowledge in programming languages and content management.

Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

I Semester

Course Type	Course Code	Course Title	Course Outcome
MIL [Any ONE to be Opted]			
AECC	AEN103A11	Additional English I	• 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	ಈ ವಿಷಯವನ್ನು ಕಲಿತ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು...... • ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. • ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. • ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A11	Hindi I	१. हिन्दी साहित्य के गद्य विधाओं का ज्ञानार्जन। २. अनुवाद कला और भाषा में परिशुद्धता।
Compulsory Courses			
AECC	ENG103A11	English I	• 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]	• 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	PSY203A11	Psychology I [Basic Psychology I]	• Differentiate domains of behaviour. • Understand the importance of psychologist in the society and their roles. • Select suitable methods to study human behaviour. • Apply different orientations to behaviour. • Apply suitable Statistical techniques to quantify behavioural variables.
DSCL	PSY2L1A11	Psychology Practical I	
DSCC	CSC203A12	Computer Science I [Programming in C]	• Develop an efficient C program for a given algorithm and to execute the same. • Choose the right data representation formats based on the requirements of the problem. • Compare the various programming constructs to choose the right one for the task.
DSCL	CSC2L1A12	Computer Science Practical I	

Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

II Semester

Course Type	Course Code	Course Title	Course Outcome
MIL [Any ONE to be Opted]			
AECC	AEN103A21	Additional English II	• 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	• ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. • ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. • ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A21	Hindi II	१. हिन्दी साहित्य के प्राचीन और आधुनिक काव्य में निहित तत्त्वों का अर्जन। २. भाषा में परिशुद्धता और साहित्यकारों का जीवनानुभव।
Compulsory Courses			
AECC	ENG103A21	English II	• 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]	• 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	PSY203A21	Psychology II [Basic Psychology II]	• Recognize and discriminate anatomical structure influencing behaviour. • Identify the functions of receptors and learn transduction process in sensation and perception and apply laws of psychophysics. • reason out Biological bases of understanding cognitive abilities • Gain practical knowledge on dimensions of behaviour. • Apply statistics to interpret the different assessment on behaviour.
DSCL	PSY2L1A21	Psychology Practical II	
DSCC	CSC203A22	Computer Science II [Content Management]	• Develop an efficient C program for a given algorithm and to execute the same. • Choose the right data representation formats based on the requirements of the problem. • Compare the various programming constructs to choose the right one for the task.
DSCL	CSC2L1A22	Computer Science Practical II	

Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

III Semester

Course Type	Course Code	Course Title	Course Outcome
MIL [Any ONE to be Opted]			
AECC	AEN103A31	Additional English III	• To inspire the young minds to greater heights of achievements and perfection in all their endeavors. • To encourage the youth to be bold and face confidently the challenges of the world.
AECC	KAN103A31	Kannada III	• ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. • ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. • ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A31	Hindi III	१. हिन्दी खण्ड काव्य में भारतीय संस्कृति, सभ्यता और पौराणिक कथा का ज्ञानार्जन। २. निबन्ध लेखन विधियों में कुशलता।
Compulsory Courses			
AECC	ENG103A31	English III	• 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]	• 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	PSY203A31	Psychology III [Developmental Psychology I]	• Understand and discriminate the concepts and aspects of human development across life span. • Identify the influence of genetic/heredity in development of an individual across life span. • Enhance psychological and physical health for healthy living. • Utilize statistical methods to study different stages of life span.
DSCL	PSY2L1A31	Psychology Practical III	
DSCC	CSC203A32	Computer Science III [Internet Technology]	• Understand and analyse a web page by identify its elements and attributes. • Create web pages using HTML and Cascading Style Sheets. • Build dynamic web pages using JavaScript (Client side programming).
DSCL	CSC2L1A32	Computer Science Practical III	
Skill Enhancement Course [Any ONE to be Opted]]			
SEC	JOR402A31	Introduction to Photojournalism	• Achieve professionalism in camera operations. • Capture newsworthy images.
SEC	PSY402A31	Career Counselling	
SEC	CSC402A31	Web Management System	

Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

IV Semester

Course Type	Course Code	Course Title	Course Outcome
MIL [Any ONE to be Opted]			
AECC	AEN103A41	Additional English IV	• 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	• ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. • ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. • ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು.
AECC	HIN103A41	Hindi IV	१. हिन्दी नाट्यशास्त्र के द्वारा मनोवैज्ञानिक तत्त्वों का ज्ञानार्जन। २. संक्षेपण विधा में कुशलता।
Compulsory Courses			
AECC	ENG103A41	English IV	• 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]	• 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	PSY203A41	Psychology IV [Developmental Psychology II]	• Identify and improve factors enabling to develop better physical, cognitive, psychosocial aspects. • Develop self-identity and cope with changes. • Utilize statistical methods to study different stages of life span.
DSCL	PSY2L1A41	Psychology Practical IV	
DSCC	CSC203A42	Computer Science IV [Print Media Design]	• Develop basic graphic designing using multimedia tools. • Gain a working understanding of vector based graphics. • Understand page layout design.
DSCL	CSC2L1A42	Computer Science Practical IV	
SEC	HUM402A41	Basic Research Methods	• 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	

Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

V Semester

Course Type	Course Code	Course Title	Course Outcome
DSCC	JOR204A51	Journalism V [Reporting]	• 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]	• Understand the significance of news editing. • Comprehend the principles of page makeup and design. • Understand the importance of ethics in news editing.
DSCC	PSY203A51	Psychology V [Behaviour Dysfunction I]	• Recognise and discriminate psychological disturbances in individual. • Identify the criteria and classify the disturbances and its symptoms and the available treatment. • Change attitude towards psychotic disorders and help to consult the psychiatrists for any of behaviour problems. • Use different psychological assessments in terms of questionnaire, rating scale and inventories for analysis and interpret and individual's data.
DSCL	PSY2L1A51	Psychology Practical V	
DSCC	PSY203A52	Psychology VI [Organizational Psychology I]	• Understand the behaviours in organizational setting as an individual and group. • Know the importance of Psychologists in dealing with human behaviour and its impact on organizational growth.
DSCL	PSY2L1A52	Psychology Practical VI	
DSCC	CSC204A53	Computer Science V [E- Commerce]	• Understand the foundations and importance of E commerce. • Understand the key features of internet, Intranet and extranets. • Understand Electronic payment systems.
DSCC	CSC203A54	Computer Science VI [Visual Programming]	• Experiment the programming algorithms, process, and structure. • Identify the fundamental concepts of primitive value, message, and method and object reference. • Formulate the impact of Visual Basic on business purpose.
DSCL	CSC2L1A54	Computer Science Practical VI	
DSCP	HUM2P4A51	Project / Dissertation / Internship	
NCCC	EEC5A2A51	EEC Acivities as per Annexure II	

Programme Matrix: Bachelor of Arts- Journalism, Psychology, Computer Science [2018 Batch]

VI Semester

Course Type	Course Code	Course Title	Course Outcome
DSCC	JOR204A61	Journalism VII [Television and Cinema]	• 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]	• 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	PSY203A61	Psychology VII [Behaviour Dysfunction II]	• Understand effects of substance abuse and its impact on physical and psychological and social health. • Develop understanding of interventions to improve psychomotor skills for special children. • Use of different psychological test in assessments of individual behaviour.
DSCL	PSY2L1A61	Psychology Practical VII	
DSCC	PSY203A62	Psychology VIII [Organizational Psychology II]	• Enhance skills to meet the challenges in managing human behaviour and organisational growth. • Identify the skills and potential of an individual and assigning the job.
DSCL	PSY2L1A62	Psychology Practical VIII	
DSCC	CSC203A63	Computer Science VII [Digital Media]	• Understand the concepts of digital media and online journalism. • Understand the concepts and apply production methods to create digital audio. • Understand the concepts and apply production methods to create web based digital media.
DSCL	CSC2L1A63	Computer Science Practical VII	
DSCP	CSC2P4A62	Visual Programming Project	
SEC	SSP4L2A01	Soft Skills Practices	