

# **PROGRAMME MATRIX**

## **2018 BA JPSEng [Journalism, Political Science, Optional English]**

### **BA JPSEng**

#### **Program Outcomes**

After the successful completion of the three year BA JPs Eng 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: Analyze the concepts of political science, processes and institutions
- 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 professions.
- PEO3: To develop comprehensive knowledge about the political process and political institutions.
- PEO4: To sensitize students to the themes and styles of literature.

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### I Semester

Course Type	Course Code	Course Title	Course Outcome
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A11	Additional English I	<ul style="list-style-type: none"> <li>To introduce the learners to new ideas, topical issues and new styles of writing.</li> <li>To initiate debates, discussions and new thinking in the 'grey areas'.</li> </ul>
AECC	KAN103A11	Kannada I	<p>ಈ ವಿಷಯವನ್ನು ಕಲಿತ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು.....</p> <ul style="list-style-type: none"> <li>ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.</li> </ul>
AECC	HIN103A11	Hindi I	<p>१. हिन्दी साहित्य के गद्य विधाओं का ज्ञानार्जन। २. अनुवाद कला और भाषा में परिशुद्धता।</p>
<b>Compulsory Courses</b>			
AECC	ENG103A11	English I	<ul style="list-style-type: none"> <li>To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.</li> <li>To cut across the history of creative expression in focusing primarily on the core values that governs human lives.</li> </ul>
DSCC	JOR204A11	Journalism I [Introduction to Mass Communication]	<ul style="list-style-type: none"> <li>explain the basic concepts and types of mass communication</li> <li>describe the linear and non-linear models of communication</li> <li>state the characteristics and significance of mass communication</li> </ul>
DSCC	POL204A11	Political Science I [Basic Concepts of Political Science]	<ol style="list-style-type: none"> <li>Students understood basic and fundamental principles of political science.</li> <li>Students learn about the origin of state and theories.</li> <li>Students learn about the Rights and Duties.</li> </ol>
DSCC	OEN204A11	Optional English I [British literatures I]	<ul style="list-style-type: none"> <li>To develop a strong foundation in literature and to acquire knowledge about various literary genres</li> <li>To enjoy and appreciate the literary works of great writers with critical insight</li> <li>To make the students learn the intrinsic aspects of the texts prescribed</li> <li>To make the students read and appreciate prose pieces</li> </ul>
<b>Total</b>			

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**II Semester**

Course Type	Course Code	Course Title	Course Outcome
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A21	Additional English II	<ul style="list-style-type: none"> <li>To provide the young learners an introduction to new ideas and issues that bear relevance to our life today.</li> <li>To give the students an opportunity to develop values that will help them adapt to the changing world.</li> </ul>
AECC	KAN103A21	Kannada II	<ul style="list-style-type: none"> <li>ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.</li> </ul>
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>
<b>Compulsory Courses</b>			
AECC	ENG103A21	English II	<ul style="list-style-type: none"> <li>To develop the ability to get student's ideas across clearly to an audience, both in speech and in writing</li> <li>To help students develop important practical skills.</li> </ul>
AECC	NES102A01	Environmental Science	
DSCC	JOR204A21	Journalism II [Print Media Journalism]	<ul style="list-style-type: none"> <li>Understand the principles and functions of journalism.</li> <li>Understand the historical development of print journalism in India with special reference to Karnataka.</li> <li>Critically evaluate and analyze the print media content.</li> </ul>
DSCC	POL204A21	Political Science II [Political Theories]	<ul style="list-style-type: none"> <li>Students know the theories of political science</li> <li>Students can understand the challenges of Democracy.</li> <li>Students learn about the relevance of Gandhism.</li> </ul>
DSCC	OEN204A21	Optional English II [British Literatures II]	<ul style="list-style-type: none"> <li>To give basic knowledge of some aspects of language</li> <li>To throw light on historical perspective to literature.</li> <li>To develop a strong foundation in literature and to acquire knowledge about various literary genres</li> <li>To enjoy and appreciate the literary works of great writers with critical insight</li> <li>To make the students learn the intrinsic aspects of the texts prescribed</li> <li>To make the students read and appreciate prose pieces</li> </ul>
<b>Total</b>			

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**III Semester**

Course Type	Course Code	Course Title	Course Outcome
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A31	Additional English III	<ul style="list-style-type: none"> <li>To inspire the young minds to greater heights of achievements and perfection in all their endeavours.</li> <li>To encourage the youth to be bold and face confidently the challenges of the world.</li> </ul>
AECC	KAN103A31	Kannada III	<ul style="list-style-type: none"> <li>ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.</li> </ul>
AECC	HIN103A31	Hindi III	१. हिन्दी खण्ड काय में भारतीय संस्कृति, सभ्यता और पौराणिक कथा का ज्ञानार्जन। २. निबन्ध लेखन विधियों में कुशलता।
<b>Compulsory Courses</b>			
AECC	ENG103A31	English III	<ul style="list-style-type: none"> <li>To develop student's proficiency in the language and develop their communication skills.</li> <li>To equip learners with skills for self-learning.</li> </ul>
DSCC	JOR204A31	Journalism III [Media laws and Ethics]	<ul style="list-style-type: none"> <li>explain the concept of Press freedom</li> <li>elucidate significant Acts and Laws involved in journalism</li> <li>discuss the roles of PCI and Press Commissions</li> <li>describe the principles and ethical aspects in journalism</li> </ul>
DSCC	POL204A31	Political Science III [Comparative Politics]	<ul style="list-style-type: none"> <li>To understand the Political systems of major countries.</li> <li>To Make a comparison of working governments</li> <li>To understand different types of political parties and pressure groups of the world.</li> </ul>
DSCC	OEN204A31	Optional English III [British Literatures III – Victorian and Modern]	<ul style="list-style-type: none"> <li>To give basic knowledge of some aspects of language</li> <li>To throw light on historical perspective to literature.</li> </ul>
<b>Skill Enhancement Course [ Any ONE to be Opted]</b>			
SEC	JOR402A31	Introduction to Photojournalism	<ul style="list-style-type: none"> <li>Achieve professionalism in camera operations.</li> <li>Capture newsworthy images.</li> </ul>
SEC	POL402A31	Indian Constitution	<ul style="list-style-type: none"> <li>Understand the emergence and evolution of Indian Constitution.</li> <li>Understand the structure and composition of Indian Constitution</li> <li>Understand and analyse federalism in the Indian context.</li> <li>Understand and analyse the three organs of the state in the contemporary scenario.</li> </ul>
SEC	ENG402A31	Film Adaptations	

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**IV Semester**

Course Type	Course Code	Course Title	
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A41	Additional English IV	<ul style="list-style-type: none"> <li>To provide a wealth of information and rich material of experience for the youth To emulate and live an inimitable life.</li> </ul>
AECC	KAN103A41	Kannada IV	<ul style="list-style-type: none"> <li>ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು.</li> </ul>
AECC	HIN103A41	Hindi IV	१. हिन्दी नाट्यशास्त्र के द्वारा मनोवैज्ञानिक तत्त्वों का ज्ञानार्जन। २. संक्षेपण विधा में कुशलता।
<b>Compulsory Courses</b>			
AECC	ENG103A41	English IV	<ul style="list-style-type: none"> <li>To develop student's proficiency in the language and develop their communication skills</li> <li>To equip learners with skills for self-learning.</li> </ul>
DSCC	JOR204A41	Journalism IV [Radio and New Media Journalism]	<ul style="list-style-type: none"> <li>Understand the concept, role and significance of Radio and New media.</li> <li>Understand the different formats, genres and presentation styles in Radio and New Media.</li> </ul>
DSCC	POL204A41	Political Science IV [Western and Eastern Political Thought]	<ul style="list-style-type: none"> <li>Students learn the various countries Philosopher.</li> <li>Students learn the Administration system of ancient and Modern times.</li> <li>Students learn about the Midvale political thought.</li> </ul>
DSCC	OEN204A41	Optional English IV [American Literatures]	<ul style="list-style-type: none"> <li>To acquaint the learners of literature with the various genres and literary terms of American Literature</li> <li>To sensitize them to the themes and styles of American Literature</li> <li>To introduce them to the socio-cultural milieu of twentieth century America</li> <li>To enhance their understanding of American, African American and multicultural sensibilities by introducing them to the literary works representing them</li> </ul>

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SEC	HUM402A41	Basic Research Methods	<ul style="list-style-type: none"> <li>• imbibe research culture</li> <li>• pursue an independent research work for graduation</li> <li>• publish research articles</li> </ul>
GE		Generic Elective as per Annexure III	
NCCC	LSE5A2A41	Life Skills Education	
<b>Total</b>			

**V Semester**

Course Type	Course Code	Course Title	Course Outcome
DSCC	JOR204A51	Journalism V [Reporting ]	<ul style="list-style-type: none"> <li>• show the skills and knowledge to succeed in reporting</li> <li>• Understand the practical application of the full range of journalistic reporting, research, interviewing, editing and writing news.</li> </ul>
DSCC	JOR204A52	Journalism VI [Editing Techniques]	<ul style="list-style-type: none"> <li>• Understand the significance of news editing.</li> <li>• Comprehend the principles of page makeup and design.</li> <li>• Understand the importance of ethics in news editing.</li> </ul>
DSCC	POL204A51	Political Science V [Public Administration]	<ul style="list-style-type: none"> <li>• Student learn the Significance of Public administration.</li> <li>• Students learn the principles of Organisation</li> <li>• Students learn the New Trends of New Public Administration.</li> </ul>
DSCC	POL204A52	Political Science VI [International relations]	<ul style="list-style-type: none"> <li>• Students are able to understand the relationship between countries.</li> <li>• Students learn various types of Diplomacy.</li> <li>• Student learns importance of International treaties.</li> </ul>
DSCC	OEN204A51	Optional English V [Indian literatures I]	<ul style="list-style-type: none"> <li>• To introduce learners to the various phases of evolution in Indian Writing in English</li> <li>• To acquaint learners to the pluralistic dimensions of this literature</li> <li>• To help them understand the different genres of this elective</li> <li>• To sensitize them to the value system of this literature</li> </ul>
DSCC	OEN204A52	Optional English VI	<ul style="list-style-type: none"> <li>• To enable students develop English language abilities and skills essential for classroom</li> </ul>

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Course Type	Course Code	Course Title	Course Outcome
		[European and Non – European Literatures I]	<p>interaction.</p> <ul style="list-style-type: none"> <li>To introduce students to some of the classics in English</li> <li>To serve important educational objectives through exposure to great literature</li> </ul>
DSCP	HUM2P4A51	Project / Dissertation / Internship	
NCCC	EEC5A2A51	EEC Activities as per Annexure II	
<b>Total</b>			

**VI Semester**

Course Type	Course Code	Course Title	
DSCC	JOR204A61	Journalism VII [Television and Cinema]	<ul style="list-style-type: none"> <li>Understand the evolution of the Television and Cinema industry.</li> <li>Acquire knowledge about various techniques in pre-production, production and post-production stage.</li> <li>Understand different formats and principles used in Television and Cinema production.</li> </ul>
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	<ul style="list-style-type: none"> <li>Understand the dynamics of advertising and public relations.</li> <li>Develop creative strategies for advertising.</li> <li>Explain the role of ad agencies and the design communication process</li> <li>Plan media strategies in advertising and public relations.</li> </ul>
DSCC	POL204A61	Political Science VII [Personnel and Financial Administration]	<ul style="list-style-type: none"> <li>Students learn the Financial Administration.</li> <li>Students learn the preparation of Budget.</li> <li>Students learn the financial management.</li> </ul>
DSCC	POL204A62	Political Science VIII [International Institutions]	<ul style="list-style-type: none"> <li>Students learn the significance of international institutions.</li> <li>Students learn major economic issues</li> <li>Students learn the various countries of foreign policies.</li> </ul>
DSCC	OEN204A61	Optional English VII [Indian Literatures II]	<ul style="list-style-type: none"> <li>To introduce learners to the various phases of evolution in Indian Writing in English</li> <li>To acquaint learners to the pluralistic dimensions of this literature</li> </ul>

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			<ul style="list-style-type: none"> <li>• To help them understand the different genres of this elective</li> <li>• To sensitize them to the value system of this literature</li> </ul>
DSCC	OEN204A62	Optional English VIII [European and Non-European Literatures II]	<ul style="list-style-type: none"> <li>• To enable students develop English language abilities and skills essential for classroom interaction.</li> <li>• To introduce students to some of the classics in English</li> <li>• To serve important educational objectives through exposure to great literature.</li> </ul>
SEC	SSP4L2A01	Soft Skills Practices	
<b>Total</b>			