

Bachelor of Arts (Hons) in Journalism

Program Name **and Mass Communication**

Language & communication Skills Hindi/ English

Course Name **1**

Course Code **JM3101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Student will be able to interpret the various context of the different topics	2	Emp
CO2	Students will be able to simplify and demonstrate the thought and feelings in simplified form	2	S
CO3	Students will be able to communicate in effective manner and disseminate the information in required formats.	2	S
CO4	Students will be able to convert and translate the required content in prescribed formats	3	Ent
CO5	Students will be able to present and create literary content	5	None

Course Name **General Studies & Current Affairs**

Course Code **JM3102**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Student should able to memorize Basic Structure of Indian Political System, Brief knowledge of the Constitution of India.	1	Emp
CO2	Student should able to understand National Income, GDP & GNP, agriculture	2	S
CO3	Student should able to memorize about States, Rivers and Dams, Agriculture, Forest reserves.	1	S
CO4	Student should able to understand about Basic of CRPCc& IPC, Article 370, Defamation, CAA and NRC, Copyright Act.	2	Ent
CO5	Student should analysis awareness about current regional, national & international issues and events.	4	Ent

Course Name **Principle of Print Journalism**

Course Code **JM3103**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Student should able to remember about definition of news & memorize it & the criteria of a Good Newspaper.	1	Emp
CO2	Student should able to analyze history of newspaper and evolution of printing era.	4	S
CO3	Student should able to memorize about what is news Qualities of News, News Elements, News Value, Hard News & Soft News.	1	Ent
CO4	Student should able to understand about lead 5w+1H, Inverted Pyramid, criteria for News Writing, Principles of News selection.	2	Ent
CO5	Student should able to design newspaper and magazine about eat reporting.	6	S

Course Name **Principles of Mass Communication**

Course Code **JM3104**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Student should able to remember Communication: Concept, Meaning and Definitions, Need for Communication, Elements of Communication, Types of Communication,	1	Emp
CO2	Student should able to understand about Functions of Mass Communication, Role Of Mass Communication, Channels of Mass Communication	2	S
CO3	Student should able to memorize about different models of communication	1	S
CO4	Student should able to understand theories of communication	2	Ent

CO5	Student should able to apply about street plays & different awareness programs	3	Emp
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Course Name **Introduction to Graphic Design**

Course Code **GD3101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	The student will be able to understand the basic of concept of sketching and drawing.	2	Emp
CO2	The student will understand the tools and techniques, basic of interface and workspace.	2	S
CO3	The student will create the visual art on various software like Photoshop and Corel draw.	6	S
CO4	The student will be able to create the imaginary characters and their description for sketching and drawing.	6	Ent
CO5	The student will understand the basic concepts of digital painting and digital art.	2	None

Course Name **Fundamentals of Photography**

Course Code **JM3106**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Student should able to memorize about concept of photography and its process , camera parts and features	1	Emp
CO2	Student should able to understand about the types of camera and lenses and their modes	2	S
CO3	Student should able to memorize about composition and framing of the shot and lighting setup in photography	1	S
CO4	Student should able to understand the basic concept of photo editing and color correction	2	Ent
CO5	Student should able to understand about the combination of lights and use of diffusers and reflectors	2	Emp

Course Name **Disaster Management**



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Course Code **CE3101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Emt)/ None (Use , for more than
CO1	Students should be able to understand the basic concepts of disasters and its relationships with development.	1	Em
CO2	Students should be able to understand the approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.	1	S
CO3	Students should be able to understand the Medical and Psycho-Social Response to Disasters.	1	S
CO4	Students should be able to prevent and control Public Health consequences of Disasters.	2	En
CO5	Students should have awareness of Disaster Risk Management institutional processes in India.	2	None

Language & communication Skills Hindi/ English

Course Name **II**

Course Code **JM3201**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Emt)/ None (Use , for more than
CO1	Student will be able to interpret the various context of the different topics	4	none
CO2	Students will be able to simplify and demonstrate the thought and feelings in simplified form	3	S
CO3	Students will be able to communicate in effective manner and disseminate the information in required formats.	3	S
CO4	Students will be able to convert and translate the required content in prescribed formats	3	Ent
CO5	Students will be able to present and crate literary content	3	Emp

Course Name **Reporting & Editing (Print Journalism)**

Course Code **JM3202**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Student will able to understand the concept of the journalism, their role and responsibility.	2	S
CO2	Students will able to understand the concept of reporting and the beats in reporting ; Political, Crime, Sports etc.	2	S
CO3	Students will able to understand the work functions of news room and its operations.	2	S
CO4	Understand the process of editing in print media; newspapers , magazines etc.	2	Ent
CO5	Understand & Investigate the facts from various sources and able to prepare questions for a specific interview; rewrite news stories from newspapers on national and international issues.	5	Emp

Course Name **Political Scenario in India**

Course Code **JM3203**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Understanding the constitution and its elements.	2	Emp
CO2	Students will be able to understand the state and center government and its relations.	2	S
CO3	Students will be able to learn the politics of India and they will analyze it.	1	S
CO4	Students will able to create stories from Major political issues.	6	Ent
CO5	Students will able to define and evaluate the works by state and center government.	2	Emp

Course Name **Design & Graphics**

Course Code **JM3204**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	The student will be able to understand the basic of concept of Designing.	2	Emp
CO2	The student will understand the advanced tools and techniques, including interface shortcuts.	2	S
CO3	The student will create the visual art on Photoshop software.	2	S
CO4	The student will be able to create logo and poster designs.	3	Ent
CO5	The student will understand the basic concepts of design for print media.	5	None

Course Name **Disaster Management**

Course Code **CE3101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students should be able to understand the basic concepts of disasters and its relationships with development.	1	Em
CO2	Students should be able to understand the approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.	1	S
CO3	Students should be able to understand the Medical and Psycho-Social Response to Disasters.	1	S
CO4	Students should be able to prevent and control Public Health consequences of Disasters.	2	En
CO5	Students should have awareness of Disaster Risk Management institutional processes in India.	2	None

Course Name **Environmental Studies**

Course Code **CY3205**



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Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Understand the nature of Environmental studies & Ecosystem.	2	Emp
CO2	Student will to understand the natural resources, i.e. Renewable & non renewable resources.	2	S
CO3	Understand the level of biological diversity & conservation.	2	S
CO4	Students will able to understand the types of environmental pollution.	3	Ent
CO5	Students will able to understand the concept of sustainability & sustainable development.	5	None

Course Name **Audio Editing**

Course Code **VP3215**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students will able to understand the primary knowledge of sound editing and tools of adobe premiere pro.	2	Emp
CO2	Students will able to understand the trending formats of audio recording and mixing globally	2	S
CO3	Students will able to understand the all editing steps, making timeline, adjusting audio pitches etc.	3	S
CO4	Understand about the audio pitches and voice over techniques.	2	S
CO5	Understand how to operate software for transitions and sound effects in the audio	5	Ent

Course Name **Media Laws**

Course Code **JM3301**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Student will able to understand the polity and structure of country and government	2	Emp
CO2	Student will understand the formation ,functioning and power of government	2	S
CO3	Student will aware the limitation and freedom of media	2	S
CO4	Student will understand the restriction and limitation of press	3	S
CO5	Students will understand the privileges, Power and responsibilities of variose of institutions	5	None

Course Name **Digital Advancement in Journalism I**

Course Code **JM3305**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	The student will able to distinguish and define the concept of digital media and able to explain the role of digital journalism in the development of the society.	2	Emp
CO2	The student will able to understand the new age journalism and it's platforms.	2	S
CO3	The student will able to recognize the concept of internet and able to know the Internet as a tool of Journalism, News portal, News Websites, E-newspapers, E-Magazine, Blogging, Web TV, Web Radio and Citizen Journalism.	2	S
CO4	The students will able to know about the concept of web journalism and differentiate cyber –space and artificially intelligence.	3	Ent
CO5	The students will able to discuss on the law and ethics of new media.	5	Ent

Course Name **Development Communication**




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Course Code **JM3303**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	The student will able to understand about the development communication, development its meaning, concept, process and models of development	2	Emp
CO2	The student will able to analyze the Agricultural communication and rural development: system –approach in agricultural communication –diffusion of innovation – model of agricultural extension –case studies of communication support to agriculture.	2	S
CO3	The student will able to define role of media in development communication -strategies in development communication,Panchayati Raj -planning at national, state, regional, district, block and village levels.	2	S
CO4	The student will be able to define the development support communication: population and family welfare –health – education and society –environment and development - problems faced in development support communication.	3	Ent
CO5	The student will be able to describe about the Developmental case studies.	5	None

Course Name **Radio Production & Lab**

Course Code **JM3304**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	The student will able to describe about the evolution and growth of radio as a medium.	2	Emp
CO2	The student will able to learn about the principles and techniques of audio communication–thinking audio ,grammar of sound, sound production.	2	S



CO3	The student will able to learn about the announcement and speaking on radio.	2	S
CO4	The student will able to understand about the Radio Journalism and Skills of radio news reading.	3	Ent
CO5	The students will be able to create the radio Talk Show, radio interview.	5	None

Course Name **Specialized Reporting and Feature Writing**
Course Code **JM3307**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Emt)/ None (Use , for more than
CO1	The student will able to describe about the Freedom of Press, Elements of Journalism.	2	Emp
CO2	The student will be able to define the Essential of good writing, ABCD/Basic of Media Writing (Accuracy, Brevity, Clarity, Discernment)	2	S
CO3	The student will able to understand Organizational structure of TV channels, Beats, Press conference.	2	S
CO4	The student will be able to write Letter, Essay, Article, Column and Feature and news writing	3	Ent
CO5	The student will able to know about the media writing and its steps & elements of writing forPrint:editorial, features &review,	5	Emp

Course Name **Video Editing**
Course Code **VP3315**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Emt)/ None (Use , for more than
CO1	The student will able to describe about the video editing and its importance.	2	Emp

CO2	The students will understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application.	2	S
CO3	The students will be able to learn Intro & Masking Technique, Practicing/Reviewing skills.	2	S
CO4	The students will be able to create the Documentary projects.	3	Ent
CO5	The students will be able to learn Color Editing.	5	None

Course Name **Digital Advancement of Journalism II**
Course Code **JM3401**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Student should able to understand about how digitalization is taking place in journalism.	2	Emp
CO2	Student should able to analyze difference between online & offline journalism.	2	S
CO3	Student should able to remember about ethics in journalism.	2	S
CO4	Students should able to understand about digital age.	3	Ent
CO5	Student should able to analyze difference between print & online writing& dos & don'ts of online writing& this also allows them to work nationally and globally.	5	None

Course Name **Broadcasting Media (T.V.)**
Course Code **JM3402**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
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CO1	Demonstrate the TV as a medium also understand the basic of Fictional and non-fictional also able to understand the national and international issues in journalistic prospective.	2	Emp
CO2	Create or produce the News package in proper format. Also able to develop the TV program.	2	S
CO3	Create and produce the TV program in various formats. Also able to operate the camera.	2	S
CO4	Execute basic editing and compilation of raw footage. Able to use the editing software.	3	Ent
CO5	Organize the interviews and Talks show. Also able to develop the question for discussion and interviews	5	None

Course Name **Cinematography**
Course Code **JM3403**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students will able to understand the language of cinema and the primary knowledge of making sequence for a film.	2	Emp
CO2	Students will able to understand the difference of the various types of the cinema.	2	S
CO3	Students will able to understand the history of early stage cinema in India and the most important changes in Indian cinema and its culture.	2	S
CO4	Students will able to understand the script and screenplay for the film and documentaries.	3	Ent
CO5	Students will able to understand the roles and responsibilities of the cinematographer and its tool and techniques.	5	None

Course Name **Public Relations & Advertisement**
Course Code **JM3404**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
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CO1	Student should able to understand about Public relations and advertisements.	2	Emp
CO2	Student should able to analyze different types of advertisements.	2	S
CO3	Student should able to remember about appeal in advertising.	2	S
CO4	Students should able to understand about digital age.	3	Ent
CO5	Student should able to analyze difference between PR code and PR Campaign.	5	None

Course Name **Art of News Gathering**
Course Code **JM3405**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Emt)/ None (Use , for more than
CO1	Student should able to understand about the concept of news gathering.	2	Emp
CO2	Student should able to analyze different elements of News.	2	S
CO3	Student should able to remember about Familiarization and Difference between News	2	S
CO4	Students should able to understand News Writing.	3	Ent
CO5	Student should able to analyze News From Various Contemporary Issue	5	None

Course Name **Event Management**
Course Code **JM3502**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Emt)/ None (Use , for more than
CO1	Able to explain all the components and various roles involved in planning, organizing, running and evaluating an event.	2	Emp
CO2	Able to apply the theory and skills necessary to professionally plan,organise and run a business event.	2	S

CO3	Able to understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.	2	S
CO4	Able to execute the event plan on ground level.	3	Ent
CO5	Able to reconcile the mistake in execution of planning.	5	None

Course Name **Television Programming and Production**

Course Code **JM3506**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Student should be able to demonstrate the TV as a medium & also understand the basic of Fictional and non fictional.	2	Emp
CO2	Able to create or produce the News package in proper format.	2	S
CO3	Able to create and produce the TV program in various format.	2	S
CO4	Able to execute basic editing and compilation of raw footage.	3	Ent
CO5	Able to produce the news package and other format program.	5	None

Course Name **Media & Audience research**

Course Code **JM3504**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students should be able to impart the definitions and basic concepts of research, communication research, media research & social research.	2	Emp
CO2	Students will able to understand the need, role, importance functions and ethics of research.	2	S
CO3	Students will able to identify research problems & research design for hypotheses development & data collection .	2	S

CO4	Students will able to understand the sampling process & application of research in mass media.	3	Ent
CO5	Students will able to analyze the importance of content analysis as practical component in media research.	5	None

Course Name **Creative Advertisement**

Course Code **JM3521**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Able to understand the Advertisement and the uses	2	Emp
CO2	Able to understand the uses and impact of advertisement	2	S
CO3	Able to understand the various element of Advertisement	2	S
CO4	Able to think the out of box and process to ideation	3	Ent
CO5	Able to apply the new ideas and creativity in advertisement material	5	None

Course Name **Print Design and Visualisation**

Course Code **JM3522**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Able to understand the structure of news paper.	2	Emp
CO2	Able to understand the page making lay out of the news paper .	2	S
CO3	Able to understand the various types of software for page making.	2	S
CO4	Able to understand the designing tool in software.	3	Ent
CO5	Able to visualize the design and start working on it.	5	None

Course Name **Corporate Crisis & Marketing Communication**

Course Code **JM3522**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Able to understand the uses and process of public relation.	2	Emp
CO2	Able to understand the process of public relation.	2	S
CO3	Able to understand the various tools and their uses in public relation.	2	S
CO4	Able to understand the crisis situation and responsibilities of PRO.	3	Ent
CO5	Able to create and execute the crisis plan.	5	None

Course Name **Beat Reporting**

Course Code **JM3525**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Able to understand the basic of reporting.	2	Emp
CO2	Able to understand the processing of news and various types of beats.	2	S
CO3	Student will able to find out the different sources accordingly they will create their news.	2	S
CO4	Students will able to create the news and find the new angle of news.	3	Ent
CO5	Students will able to analyze the Impact of news on various section of the society.	5	None

Course Name **Fundamentals of Genetics Lab**

Course Code **AG3248**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
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CO1	Students will understand Pre and Post Mendelian Theories	2	Emp
CO2	Students will gain the knowledge about chromosome structure	2	Emp
CO3	Students will get knowledge about different gene interactions	3	Emp
CO4	Students will get knowledge about Qualitative and Quantitative inheritance	3	Emp
CO5	Students will learn about the DNA structure	2	Emp

Advertising and PR agency Management & PR

Course Name **Lab**
Course Code **JM3523**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Able to interpret the basics of Advertisement and Publicity and propaganda. Also able to interpret the role and importance of advertisement	2	Emp
CO2	Able to demonstrate the uses of appeals in advertisement	2	S
CO3	Able to develop the Advertisement material in print and TV format. And also able to design the advertisement posters for national and international products.	2	S
CO4	Able to interpret the role and function of Ad agency	3	Ent
CO5	Able to analyze the various situation of advertisement.	5	None

Course Name **Media Convergence & Media Portfolio**
Course Code **JM3526**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Able to understand the new form of media.	2	Emp
CO2	Able to use the various platform and tools of media.	2	S
CO3	Able to create the profile on new platform.	2	S
CO4	Able to use and developed the content for increase the effectiveness.	3	Ent

CO5	Able to use the various platforms effectively.	5	None
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Course Name **Creative Writing**

Course Code **VP3515**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Student will be able to create and formulate sentence in proper message and facts.	2	Emp
CO2	Student will be able to structure the message in prescribed format.	2	S
CO3	Student will be able to generate and create messages and meaning in attractive and smooth reading format.	2	S
CO4	Student will be able to develop the literature with the proper messages and inherent thoughts.	3	Ent
CO5	Student will be able to weave the literary content.	5	None

Course Name JM3601

Course Code

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than
CO1	Students will understand the history of internet technology and also online journalism.	2	Emp
CO2	Students will be able to recognize and deploy appropriate online journalism strategies to engage readers across a range of online media.	2	S
CO3	Students will be able to demonstrate advanced skills in the use of industry-standard Digital media tools at the forefront of the field to produce high quality online content for national and international level.	2	S
CO4	Students will understand the process of working with users in bringing ideas from concept to production of content.	3	Ent



CO5	Students will learn how to draw on a rigorous combination of theory, analysis and hands-on digital work in development of original ideas in digital media on global level.	5	None
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Course Name **Advertisement & Design**

Course Code **JM3602**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students will able to Interpret the basics of Advertisement and Publicity and propaganda. Also able to interpret the role and importance of advertisement	2	Emp
CO2	Students will able to demonstrate the uses of appeals in advertisement	2	S
CO3	Students will able to develop the Advertisement material in print and TV format. And also able to design the advertisement posters for national and international products.	2	S
CO4	Students will able to Interpret the role and function of Ad agency	3	Ent
CO5	Student will be able to conceptualized and execute his creativity	5	None

Course Name **Writing and Editing Skills**

Course Code **JM3603**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students will able to Interpret the basic structure of TV script	2	Emp
CO2	Students will able to demonstrate the editorial topic and develop the content in editorial format	2	S

CO3	Students will able to execute the edit of unedited script	2	S
CO4	Students will able to interpret the organizational structure of media house	3	Ent
CO5	Students will able to create structure of newspaper.	5	None

Course Name **Digital marketing tools & practices**

Course Code **JM3621**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Understand how particular digital tools are changing the development of products.	2	Emp
CO2	Students will able to understand, how digital tools allow for a more active role in promotion activities and product distribution.	2	S
CO3	Students will able to understand the design own functional website using add ones.	2	S
CO4	Understand the impacts of digital media and information technologies on communication and marketing.	3	Ent
CO5	Student will able to create email marketing campaign	5	None

Course Name **Introduction to Media Research**

Course Code **JM3622**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Students will identify and describe the foundations and characteristics of mass media research.	2	Emp
CO2	Students will be able to understand the process of Research and demonstrate familiarity with research into media audiences and users.	2	S
CO3	Students will Generate the research problems and do work on this.	2	S

CO4	Students will able to increase familiarity with collaborative techniques to develop successful work outcomes.	3	Ent
CO5	Students will apply the research process in National as well as global media related research.	5	None

Course Name **Print Media Production(Lab)**

Course Code **JM3624**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Understand the history of printing press in India	2	Emp
CO2	Understand the modern trend in printing	2	S
CO3	Understand the production of newspaper	2	S
CO4	Analyze the Techniques of photoshop designing	3	Ent
CO5	Understand the basic of Photoshop	5	None

Course Name **Experimental Printing**

Course Code **VP3614**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurs hip (Emt)/ None (Use , for more than
CO1	Understand the history of printing in India	2	Emp
CO2	Understand the elements and principles of design.	2	S
CO3	Understand & design the layout and composition for graphics	2	S
CO4	Analyze the Techniques of News Editing	3	Ent
CO5	Understand the basic of Photoshop	5	None