

INDEX FOR PROGRAM AND COURSE OUTCOME

Sr No	Content	Page No.
1	Program and Program Specific Outcomes	1
2	Ability and Skill Enhancement Course Outcomes	2
3	Generic Electives Course Outcomes	3
4	Core Course Outcomes	6
5	Discipline Specific Electives Course Outcomes	11

Program- B.Sc

PROGRAM OUTCOMES:

1. To focus on multidisciplinary integrates approach in curriculum planning leading to multi skill development and a broad base for professional development
2. To foster development of scientific temper and research orientation through the teaching learning process
3. To develop entrepreneurship potential in students
4. To inculcate social values promoting healthy environment and reaching out to the community

Program- B.Sc. Mass Communication and Extension

PROGRAM SPECIFIC OUTCOMES:

1. To sensitize students about the issues related to society, environment, health, and education.
2. To train students in the various mass media skills and processes linked to Photography, Sound Reproduction, Film making, Advertising and the like.
3. To apply the knowledge of extension education and mass communication in mainstream and alternative media to bring about social change and reach to the unreached.
4. To develop skills to critically evaluate the nature and content of mass media for creating innovative and effective communication.

ABILITY AND SKILL ENHANCEMENT COURSE OUTCOMES

Course Code: LA101	Communicative English (Theory)	Credits: 4
Semester: I		
On completion of the course the students will be able to -		
<ol style="list-style-type: none">1. Read with fluency and comprehend passages in English2. Develop written communication skills for everyday and professional communication3. Express ideas descriptively and creatively.4. Develop oral communication skills to participate independently in conversations and discussions conducted in English		

Course Code: SA101	Environmental Study (Theory)	Credits: 4
Semester: I		
On completion of the course the students will be able to-		
<ol style="list-style-type: none">1. Describe ecology and environment and take active participation in environment improvement and protection.2. Identify and analyze surrounding environmental settings and associated problems.3. Generate ideas to deal with ecological crises.4. Interpret and address socio-environmental issues.5. Develop skill to determine the concentration of primary pollutants.		

Course Code: HA200	Gender Studies(Theory)	Credits: 2
Semester: III/IV		
On completion of the course the students will be able to -		
<ol style="list-style-type: none">1. Discuss the current status of women in India in view of the historical developments.2. Identify various indicators that determine status of women.3. Differentiate between the concepts of gender and feminism.4. Describe various problems and issues faced by women and the legal provisions for the same.5. Describe different government and non-governmental organizations working for women.		

<p>On completion of the course the students will be able to-</p> <ol style="list-style-type: none"> 1. Become familiar with the various consumer problems 2. Be sensitized about consumer rights and responsibilities 3. Interpret critical thinking skills with respect to financial planning. 4. Be aware of various credits in finance. 	<p>On completion of the course the student will be able to-</p> <ol style="list-style-type: none"> 1. Get oriented to the prominent tourist destinations in India and abroad. 2. Understand the basis for any travel arrangements for a leisure tour - within India and abroad 3. Become aware about the documentation and requisite processes for international travel. 4. Learn the procedures involved in booking of transport and accommodation.
--	--

<p>Course Code: TG101 Fashion Craft (Practical) Semester: I / II Credits: 4</p> <p>On completion of the course the students will be able to-</p> <ol style="list-style-type: none"> 1. Familiarize themselves with various embellishment techniques. 2. Select appropriate material for construction of fashion articles. 3. Apply traditional textile craft techniques as per current market trends. 4. Design and develop fashion articles. 	<p>Course Code: TG102 Fundamentals Of Fashion (Theory) Semester: I / II Credits: 4</p> <p>On completion of the course the student will be able to-</p> <ol style="list-style-type: none"> 1. Classify the fiber, yarn and fabric. 2. Define fashion terminologies. 3. Interpret colour and design concepts in personal grooming. 4. Relate to various fashion concepts.
---	---

<p>Course Code: LG101 Functional English (Theory) Semester: II Credits: 4</p> <p>On completion of the course the students will be able to –</p> <ol style="list-style-type: none"> 1. Read with fluency and comprehend passages in English 2. Develop written communication skills for everyday and professional communication 3. Express ideas logically and descriptively. 4. Participate independently in conversations and discussions, and acquire basic oral communication skills required for the work place. 	<p>Course Code: SG101 Science For Life (Theory) Semester: II Credits: 4</p> <p>On completion of the course the students will be able to-</p> <ol style="list-style-type: none"> 1. Understand the relationship between science, society and the environment. 2. Recognize and appreciate the positive and negative impacts of modern technology and make informed decisions. 3. Appreciate interdisciplinary connections between various fields. 4. Appreciate and apply principles of science evident in everyday life and use these to solve problems. 5. Acquire and apply scientific skills to
<p>Course Code: LG102</p>	

<p>Advanced English (Theory) Semester: II Credits: 4</p> <p>On completion of the course the students will be able to -</p> <ol style="list-style-type: none"> 1. Appraise and analyze a variety of texts - fiction and non- fiction. 2. Independently compose written text required for work place. 3. Acquire oral communication skills to enter and function at the work place. 	<p>ensure a better and improved standard of living.</p>
--	---

<p>Course Code: LG201 Conversational French Course (Practical) Semester: III/IV Credits- 2</p> <p>On completion of the course the students will be able to –</p> <ol style="list-style-type: none"> 1. Identify and write French alphabets. Numbers 2. Construct Simple sentences following grammatical rules 3. Communicate in French language 4. Converse in French language with native speakers 	<p>Course Code: MG201 Media And Information Literacy (Practical) Semester: III/IV Credits: 2</p> <p>On completion of the course students will be able to -</p> <ol style="list-style-type: none"> 1. Get oriented to media and information literacy. 2. Know about the functions of media and information channels in democratic societies. 3. Understand about the conditions needed for the effective performance of media and information providers. 4. Foster the development of free, independent and pluralistic media and open information systems in the society.
---	---

Semester III	(Practical)	Credits- 4
<p>On completion of the course the students will be able to:-</p> <ol style="list-style-type: none"> 1. Understand the concept of Graphic Designing and Animation. 2. Develop skills required for the designing of Graphic Aids (Corel Draw, Photoshop) , and Animated movies using softwares (Flash and 3D Max) 3. Create media suitable for commercial application and community outreach programme. 4. Apply the knowledge of listed softwares in the field of the specialization. 		

Course Code: MCIII08	Leadership Development (Theory)	Credits- 4
Semester III		
<p>On completion of the course the students will be able to:-</p> <ol style="list-style-type: none"> 1. Understand the concept of leadership. 2. Comprehend the attributes required to be a leader. 3. Identify the role of leaders' in different spheres of life. 4. Apply the concept of leadership to their area of specialization 		

Course Code MCIII09	Media Studies (Theory)	Credits- 4
Semester III		
<p>On completion of the course students will be able to -</p> <ol style="list-style-type: none"> 1. Describe the key concepts of media studies. 2. Develop an understanding of the effects of media on the understanding of reality. 3. Gain understanding of various theoretical approaches within media studies. 4. Identify themes relating to media power, ownership, control and regulation, with a focus on the Indian context. 5. Describe the issues relating to media in the context of globalization and the rise of neo-liberalism. 6. Analyze the processes which shape the media laws and policies. 		

Course Code: MCIII19	Research Methods in Mass Communication & Extension (Theory)	Credits- 4
Semester: III		
<p>On completion of the course the students will be able to:-</p> <ol style="list-style-type: none"> 1. Describe the meaning of research 2. Comprehend the importance of research in the field of social sciences 3. Recognize different types of research studies 4. Develop outline in designing and executing research 		

Course Code: MCIV10	Public Relations (Theory)
----------------------------	----------------------------------

Semester IV**Credits- 4**

On completion of the course the students will be able to:-

1. Understand the concept of Public Relations.
2. Comprehend the attributes required to be a Public Relations personnel.
3. Identify the role of Public Relations in different Government, Non-Government organisations.
4. Apply the knowledge for creating public relations campaign.

Course Code: MCIV11 Sound For Media (Theory)**Semester I V****Credits- 4**

On completion of the course the students will be able to:-

1. Describe the basics of sound.
2. Extend the concept of sound to the professional sound recording methods.
3. Recognize the importance of the various equipment used in professional sound recording.
4. Distinguish between the various studio environment needed for various professional sound recordings.

Course Code: MCIV12 Sound For Media (Practical)**Semester I V****Credits- 4**

On completion of the course the students will be able to:-

1. Learn the basics of sound
2. Use the various equipments in the recording chain.
3. Record music and sound on the tracks
4. Mix, add effects and re-record the sound track

Course Code: MCIV13 Marketing and Advertising (Theory)**Semester IV****Credits -4**

On completion of the course the students will be able to:-

1. Understand the conceptual framework of marketing
2. Comprehend the consumer decision making process and its applications in marketing function of firms.
3. Apply the knowledge of marketing to the Urban and Rural Marketing environment in order to understand the emerging challenges in the upcoming global economic scenario.
4. Get acquainted with concepts, techniques for developing an effective advertising programme.

Course Code: MCIV14 Writing For Print Media (Practical)**Semester IV****Credits- 4**

On completion of the course the students will be able to:-

1. Describe the concept of news as manifested in broadcast and tabloid newspapers.
2. Develop skills of writing, reporting and editing newspapers.
3. Design the layout news for newspapers and internet.
4. Create newspapers at the college/local level.

Course Code: MCIV20 Brand Building (Practical)

Semester IV

Credits -4

On completion of the course the students will be able to:-

1. Understand the terminology, concepts and activities of brand management.
2. Comprehend the brand equity concept.
3. Identify and establish the brand values and positioning.
4. Plan and implement brand marketing programs.
5. Measure and interpret brand performance.

Course Code MCV15 Sustainable Development (Theory)

Semester V

Credits- 4

On completion of the course students will be able to --

- 1, Describe the concept of sustainable development
2. Recognize the importance of sustainable development in relation to environmental issues
3. Apply the appropriate and alternative technology for community development and welfare

Course Code: MCV16 Corporate Social Responsibility (Theory)

Semesters: V

Credits- 4

On completion of the course the students will be able to-

1. Understand the meaning and concept of Corporate Social Responsibility
- 2 Describe a range of issues relevant to Corporate Social Responsibility
3. Explain and discuss theoretical approaches to CSR
4. Apply learnt knowledge to enhance community based initiatives of the corporate

Course Code MCV17 Entrepreneurship Development (Practical)

Semester V

Credits- 4

On completion of the course students will be able to -

1. Describe the concept of Entrepreneurship.
2. Appreciate the role that entrepreneurs play in our society and economy.
3. Recognize some of the factors that influence entrepreneurial activities.
4. Apply the skills necessary to plan and begin a venture.

DISCIPLINE SPECIFIC ELECTIVE COURSE OUTCOMES

Course Code MDV01	Program Planning And Evaluation (Theory)	Credits- 4
Semester V		
On completion of the course students will be able to --		
1. Describe the meaning of program planning and evaluation		
2. Comprehend the importance of program planning and evaluation in the field of community development		
3. Understand different models of program planning and evaluation		
4. Develop outline in designing and executing community development program		

Course Code: MDV02	Video- Production (Practical)	Credits- 4
Semester V		
On completion of the course students will be able to --		
1. Understand the concept of video production		
2. Know the detailed procedure of producing a video.		
3. Make a short video or a film on social issues.		

Course Code:MDV03	Content Development for Broadcast Media (Radio & TV) (Practical)	Credits- 4
Semester V		
On completion of the course students will be able to --		
1. Understand the concept of Broadcast and its evolution		
2. Know the role and responsibility of the people involved in the Content development.		
3. Understand the steps involed in developing a broadcast content.		
4. Produce basic content for broadcast media (TV & Radio)		

Course Code:MDV04	Event Management (Theory)	Credits -4
Semester V		
On completion of the course the students will be able to:		
1. Interpret the customer requirements through feasibility study and event proposal.		
2. Design, plan and organize an event.		
3. Co-ordinate, communicate and implement the event.		
4. Delegate, monitor and evaluate the event.		
5. Prepare budget, costing and keep accounts for the event.		
6. Decide marketing and promotion of the event.		

Course Code:MDV105 Dubbing and voice over (Practical)
Semester VI **Credits- 4**

On completion of the course students will be able to -

1. Recognize the importance of dubbing and voice over in an audio-visual production.
2. Analyse the voice and sound effects appropriate for an audio-visual production.
3. Generate a dubbed audio – visual production.

Course Code: MDV106 Soft Skills and Image Management (Practical)
Semester VI **Credits- 4**

On completion of the course students will be able to --

1. Understand the concept of Soft skills and Image management.
2. Develop required etiquette in a professional arena.
3. Select a Creative cluster of clothes according to professional style.
4. .Apply the concept of soft skills and Image management on day to day basis

Course Code:MDV107 Photojournalism (Practical)
Semester VI **Credits- 4**

On completion of the course students will be able to --

1. Know about the importance of photographs in print media
2. Understand the different processes involved in photojournalism.
3. Develop professional skills in photojournalism

Code: MDV108 Editing (Practical)
Semester VI **Credits- 4**

On completion of the course students will be able to --

1. Understand the concept of Video Editing
2. Know the procedure of video editing on a computer
3. Use editing software to edit-videos