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**Supporting Documents- Department of  
Journalism and Mass Communication**

**Mapping of Courses to Employability/ Skill  
Development**



**Name of the Department: Journalism & Mass Communication**

Paper UC/BAJMC-101/18 Introduction to Journalism

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurshi	Assessment Tools to Measure Attainment of CO
CO1:It will provide a better understanding of the concept as well as formation of news.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will get a thorough knowledge of print media from a historical point of view also.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: It will give an overview of various forms of journalism to the students.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: It will also provide an insight into the present issues related to media.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: The students will get knowledge about the different traditional and modern sources of news.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

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Paper UC/BAJMC-102/19 Introduction to Media and Communication

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: It will provide an overview of the various types of media around us.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The students will get an insight into the various models and theories applicable to press.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: It will also give knowledge about the various paradigms applicable to mass communication.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The effects of mass media on society can be well understood after the study of various theories.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The concept of mass communication in context of society will be interpreted in a coherent way.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K. J. Somaiya Institute of Technology & Management  
Pune

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Paper UC/BAJMC-103/19 Indian Political and Social System

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will help the students in understanding the working of Indian political system.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: It will provide knowledge about the different concepts related to constitution.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: A deep insight into the interrelationship of various social sciences can also be gained through this course.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: An overview of the Indian economy can also be understood through the study of this paper.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The students will get all the basic skills required for covering different types of news.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
IKG Punjab Technical University  
Kapurthala-141006  
*Raj*

Paper UC/BAJMC-104/19 Communication Lab



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The students will be in a better position to write different types of journalistic pieces.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The writing skills of the students will be improved and polished through this course.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: It will provide a strong base to the future journalists of the country.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: They will learn to form their own view point on various current and significant issues.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The basics of computer and its applicability and usage in media world will be understood in a better way.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K.G. Purush Technical University  
Kanchipuram - 630 003 (TN)  
*Perumb*

Paper UC/BTHU103/19 English

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The objective of this course is to introduce students to the theory, fundamentals and tools of communication.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: To help the students become the independent users of English language.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3 To develop in them vital communication skills which are integral to their personal, social and professional interactions.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The syllabus shall address the issues relating to the Language of communication.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head of Department & Mass Communication  
 Department of English & Mass Communication  
 IKG Purkhura, BTHU  
 Kharar, Patna-845 009 (P.N.)

*Ranjit*

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The objective of this course is to introduce students to the theory, fundamentals and tools of communication.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: To help the students become the independent users of English language.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: To help the students become the independent users of English language.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The syllabus shall address the issues relating to the Language of communication.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
IKG Purjitu Technical University  
Kanpurhala-144003 (Pt.)

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**Name of the Department: Journalism & Mass Communication**

**Paper UC/BAJMC201/19 Reporting and Editing for Print**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will provide students with the concept of beat and Basics of different types of reporting.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will be in a position to write stories in proper Format as required in newspaper organizations.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: It will also help students in editing the news according to Different criteria.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will also become aware of the latest trends followed In news.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Photojournalism and its usage will also increase among the future journalists.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
IKG Punjab Technical University  
Kapurthala-144663 (Pb.)



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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The importance of different types of audience will become more clear through this course.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The course will make the students aware of the concept of mass culture and its various forms	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Various School of thoughts will also become popular amongst the students	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: It will equip students with the applicability of various theories of mass media.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: The students will know the representation of various issues in media	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
IKG Punjab Technical University  
Karnahat-812002  
*Ravi*



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will provide an overview of media industry at international level.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will better understand the global issues after getting aware of its historical perspective	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: It will provide them knowledge about the global media channels	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: A better understanding of different concepts related to global media will be gained	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Relationship between world war and media will become more clear to the students	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
Jawahar Technical University  
Jawahar-141003 (Pb)

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will provide a better understanding of the ethical issues related to media	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: A broader view to ethical issues related to media technology will be gained	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The students will be in a better position to work with social media after knowing its ethical concerns.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Information on Laws related to media will help them in avoiding case of defamation while working.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Coverage on sensitive issues will be done in a more responsible manner.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Humanities & Mass Communication  
K.G. Puram, Anna University  
Chennai - 600 025 (PB)

Paper UC/BAJMC 205-18: Media Lab

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: It will become easy to work as PRO with any organization.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The basics of ad making will become clearer after practically making them in lab.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3 The students will have an option to work as researcher with any media organization.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The art of reporting will prepare them for actual field work assignments.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: They will be in a better position to write creative piece of writings.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
 Department of Journalism & Mass Communication  
 IKG Punjab Technical University  
 Kapurthala-147110 (P.B.)

*Pankaj*

B

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will enable to understand environmental problems at local and national level through literature and general awareness.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The students will apply interdisciplinary approach to understand key Environmental issues and critically analyze them to explore the possibilities to mitigate these problems.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
KG Punjab Technical University  
Kapurthala-141001  
fawaz

**Name of the Department: Journalism & Mass Communication**

**Paper UC/BAJMC301/19 Introduction to Broadcast Media**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The students will provide students with the concept of sound and types of sound.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will get the basic skills of writing radio news.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The students will be in position to write stories and news for television.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: It will equip the students with the basics of camera and its Various parts of television.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
JG Punjab Technical University  
Kapurthala-146002  
*Ranjit*

Paper UC/BAJMC302/19 History of Media

22

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will help the students in understanding the traditional media of mass communication.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: It will provide the knowledge about the history of print media.	√		√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: An overview of sound media can also be understood through this study of this paper.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The students will understand the importance of sound and images for programming and communication.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The students will also become aware how television sets their agenda.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K.G. Purjib  
K. J. Somaiya Institute of  
Management & Information Technology

*Ravi M*





Paper UC/BAJMC303/19 Advertising

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: How to Design an ad copy for a product	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Students will learn Script writing for electronic media (Radio jingle, TV Commercial)	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Planning and designing advertising campaigns	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Critical evaluation of advertisements	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: The students will also become aware about the ethics while preparing the Advertisement	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
I.G. Punjab Technical University  
Kapurthala-141001 (Pb.)  
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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Employ PR for event management.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Students will learn how to write Press release	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Develop the skills of handling situation in crisis.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4:It will also help students how to organize press conference.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Employ PR effectively to create good will and convey a positive brand image.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
 Department of Journalism & Mass Communication  
 K.G. Puram, Bangalore  
 Knowledge Empowers

Paper UC/BAJMC 305-18: Interpersonal Communication Skills

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1:Self-Awareness	√			Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Personality development	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3 How to handle stress and anxiety	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will learns the importance of listening	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Learn how to write email's letters, memos and resume	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Information & Mass Communication  
JSS Academy Technical University  
Mysuru  
Ravi

Name of the Department: Journalism & Mass Communication

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will provide a better understanding of new media technologies	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: A broader view to ethical issues related to new media technology will be gained.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The students will be in a better position to work with new media after knowing its ethical concerns.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The students will learn how to create a blog and importance of blogging.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The students will learn the concept of web writing.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Department of Journalism & Mass Communication  
 K. J. Somaiya Institute of Technology & Management  
 V. N. Vaidya Centre for Research & Innovation

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Paper UC/BAJMC402/19 Development Communication

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will make the students aware of the concept of various model of mass communication	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: It will also help the students to know the role of media in development.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The students will know the role of new media in development.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will also become aware about all the communication programmes run by the government.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: It will provide them knowledge about the RTI	√	√	√	Applying	Yes	Term Exams

Head  
Department of  
KG Puripio  
Kapurbaan-11003 (Pb)

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Paper UC/BAJMC403/19 Communication Research and Methods

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: This course will provide the students with the concept of research and various types of research.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will also learn various types of research.	√	√	√	Understanding	Yes	Term Exams
CO 3: The importance of library and internet in the research will become clear through this course	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will get an insight into the various tools of data collection.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: It will provide knowledge how to write a research report	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

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Head  
Department of Applied Business Communication  
JSS Punjab Technical University  
Jalandhar-143003 (Pb)

Paper UC/BAJMC404/19 Advanced Broadcast Media

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: It will provide an overview of the community radio.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will get an insight into the various laws and policy of private broadcasting.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The will learn the various broadcast genres.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will be in a better position to write for radio.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: The students will learn the basic of documentary	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K.G. Punjab Technical University  
Munirka-110033 (Delhi)  
*Ravi*





Paper UC/BAJMC 405-18: New Media Writing and Publishing



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will learn to use the cyberspace for journalism.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Use the internet to their advantage and avoid pitfall of information gathered from the unreliable source.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3 Learn to write for online media.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Learn to operate blog.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will have the knowledge of all the new media tools	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K.G. Fardes  
Kannur University  
*Renuka*

**Name of the Department: Journalism & Mass Communication**

**Paper UC/BAJMC501/19 Computer Application in Mass Media**

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The student will get the basic knowledge of various components of computer.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will be in a better position to use the computer properly.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The basics of computer and its applicability and usage in media world will be understood in a better way.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: They will learn how to create blogs and use of social network sites.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The typing skill of the students will be improved through this course.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
*Renuka*



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: It will provide an overview of International media	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The students will get an insight how global media work	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The course will help the students in understanding the role of market in media	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The students will be in better position to understand the role of media in promotion harmony and peace	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: They will get the knowledge about various global technologies.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Mass Communication  
KJ Somaiya Institute of Technical Education  
Kandivli - 400 067 (P)

Paper UC/BAJMC503/19 Introduction to Community Media

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will help the students in understanding Community media as an alternative voice.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: It will provide the knowledge of Alternative media.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: A deep insight into folk media can also be gained through this course.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: An overview of folk media of Punjab can also be understood through the study of Paper.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The students will get the potential of using community based traditional, new and folk media.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
PGG Punjab Technical University  
Kapurthala-141001 (P.T.)

Paper UC/BAJMC504/19 Newspaper Organization and Functioning

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
newspaper organization.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: It will also give the knowledge of roles and responsibilities of key personnel working in a various department of newspaper organization	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The course will provide the knowledge of working of advertisement department.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The students will be in position to understand the relation of all the departments.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The students will understand the concept of printing process.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
IKG Punjab Technical University  
Kapurthala-141003  
*Penultra*

**Name of the Department: Journalism & Mass Communication**

**Paper UC/BAJMC601/19 Marketing Communication**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The student will get the basic knowledge of marketing components.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The students will learn the role of advertising and its effect.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The basics of Public Relations Concept.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: They will learn various tools of Public Relation officer.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The students will learn various ethical practices in the field.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
(K. J. Somaiya Institute of Management Studies & Research)

Paper UC/BAJMC602/19 Basic principles of Communication



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The students will learn the concept of communication.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The course will help the students in learning the various function of communication.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: They will learn the process and barriers to communication.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: It will provide the knowledge of various communication theories.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: A deep insight into various communication models will be understood		√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams

Handwritten signature: *Ravi*  
 Head  
 Department of Business Communication  
 K.G. Punjab Technical University  
 Mohali-14003 (Pb)



Paper UC/BAJMC603/19 Visual Communication Basics

85

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will help the students in understanding basic concept of visual communication.	✓	✓		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: It will provide the knowledge of Psychological processing	✓	✓		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: A deep insight cultural codes can also be gained through this course	✓	✓	✓	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: An overview of visual culture can also be understood through the study of paper	✓	✓	✓	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: The students will get to know the relations between various signs and their users.	✓	✓	✓	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
KJ Somaiya Institute of Management Studies & Research  
Kamalnagar, Mumbai - 400 078

*Ravindra*

Paper UC/BAJMC604/19 Photo Journalism

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: It will provide an overview of all the types and parts of camera.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: It will also give the knowledge of roles and responsibilities of photojournalist.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The course will provide the knowledge of technology and creative rules used in photography.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will be in position to understand the difference between photojournalist and photographer.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: The skills of photography will be enhanced.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Handwritten signature and stamp: *Penlob*  
 Head of Department of Mass Communication  
 Pimpri Chinchwad Education Trust  
 Pimpri, Maharashtra



122

**Name of the Department: Journalism and Mass Communication**

**Paper: MAJMC 101-18 Introduction to Communication**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will be conversant with the 7 Cs of effective communication	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Students will be able to apply various theories and models of communication	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Assess the impact of communication on individual groups and society	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Students will be able to make effective use of media for communication	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Students will have a critical understanding of the human communication	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 6: Students will be able to identify communication barriers	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K. J. Somaiya Institute of Management Studies & Research  
University  
*[Signature]*

Paper: MAJMC 102-18 History of Media in India and new Trends

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will be able to share the pride in history of journalism and be inspired to adopt a role that aids democracy, national integrity and international peace.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: They will understand the significant role of press in national development and as leaders of public opinion in political affairs.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Students will have knowledge of leaders of public opinion and the role of language press	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Students will have an insight of challenges of Indian press	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: A learner will be able to place the current print media environment in a historical perspective the students where he/she will engage professionally in futures will develop a holistic understanding of media industry	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
 Department of Journalism & Mass Communication  
 JGP  
 JNU  
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Paper: MAJMC 103-18 Print Journalism



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Student will learn patterns and structure of news writing.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Know the 5 Ws and 1H of effective information gathering and writing	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Understand the concept of news value to identify newsworthy stories	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Understand elements of feature writing and learn the formal of art news articles and photographs editing	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Understand the roles and levels of editorial staff in a news organization.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
KGF  
Kannada University  
Kannada (Po)

*Handwritten signature in blue ink over the stamp.*

Paper: MAJMC 104-18 Advertising and Public Relations

50

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will know the survival skills needed for the world of advertising and PR.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: They will have the basic knowledge on advertising start-ups	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Understand brand image and position	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Able to plan an ad-campaign	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Employ PR effectively to create goodwill and convey a positive brand image	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 6: Employ PR for event management	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
KG Puli, Technological University  
Kannur, Kerala (Pb)

3

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Student will be learn the key concepts regarding the state and nationality	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Student understand the nature of Indian social and political systems	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Know about colonial rule and the models of development	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Students will learn about regulations of media.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will hone their knowledge of status of media	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

*Signature*



Paper: MAJMC 106-18 Practical/Assignments

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Understand the concepts of S W and 1 H of news writing	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Each student will have to write news for new courses and news magazines	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Learn newspaper writing skills	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Learn reporting for different media	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: It will enhance practical knowledge of students		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
 Department of Journalism & Mass Communication  
 JMC  
 Jai Prakash Narayan University  
 Patna-851003 (Pb)  
*Ravi*

21

Name of the Department: Journalism and Mass Communication

Paper: MAJMC 201-18 News Reporting & Editing

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Learn handling of newspaper text.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Learn different beats	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Knowledge of info graphics	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Learn editing and designing of newspapers	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Students will learn about ethics of journalism	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
JG Puram  
Kannur University  
Kannur (Ka.)  
*Paul*

**Paper: MAJMC 202-18 New Media (1)**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will learn to use the cyberspace for journalism.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Use the internet to their advantage and avoid pitfalls of information gathered from unreliable internet sources.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Tap on opportunities offered by the boom in information communication Technologies (ICT).	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Learn to write opinion pieces	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Learn to operate blogs	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K. J. Somaiya Institute of Technical Education  
Karpur, Vasai (E), Mumbai - 401 202  
*Rahul*

Paper: MAJMC 203-18 Radio & TV Journalism (1)

5

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will learn to write news bulletins for radio and TV	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Students will have knowledge of different formats of radio and TV	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Students will be able to handle TV/Video production.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Students will be able to optimally understand the skills of audio visual production and journalism	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will learn news reading and news presentation	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

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Paper: MAJMC 204-18 Communication Theory and Practice

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will identify various theories of communications	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Students will have knowledge of different media organizations.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Assess the media effect and convergence	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Students will be able to make effective use of media for communication.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will have a critical understanding of the mass communication	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
KJ Somaiya Institute of Technical Education  
Kapurthala - 141003 (Pb.)

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will be familiar with development coverage of news in media	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Student will learn the analysis of development news in media	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Understand the dimensions of communication	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Asses the Indian development model Students will have knowledge of development journalism in pre-Independence India	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will have knowledge of development journalism in pre-Independence India	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
Department of Journalism & Mass Communication  
K. J. Somaiya Institute of Technology  
K. J. Somaiya Institute of Technology

25

**Paper: MAJMC 206-18 Business Journalism**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The student will have an understanding of basic areas in business Journalism and how to write about them with intelligence and understanding.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The students will learn to cover business and news stories.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The student will become aware of key financial terms.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: The students will develop an understanding of economic uses, corporate world, government budgets and how firms communicate.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams

Head  
Journalism & Mass Communication  
M.G.P. Government's Women's University  
Chennai - 600 033 (P.O.)  
*Signature*



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Name of the Department: Journalism and Mass Communication

Paper: MAJMC 301-18 Radio & TV Journalism (2)

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Measure Attainment of CO
CO1: Students will become aware about the structures of radio and TV.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Students will be exposed to different equipment's of radio and TV.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: To familiarize the students with different radio programming formats.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: To make students understand the principles of production management.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: To get students introduced to the innovative developments in radio communication.		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

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**Paper: MAJMC 302-18 Media Research Methods**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of
CO1: The students will familiarize themselves with the basics of research.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: The students will develop practical knowledge on quantitative and qualitative methods of research.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Become aware of the ethical issues in Communication research.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Learn to design and execute independent research projects using the methods learnt in the class.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Understanding the various research methods and tool, including their benefits and shortcomings		√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

*[Handwritten Signature]*  
Head  
Department of Journalism & Mass Communication  
K. J. Somaiya Institute of Technical Education  
Kamalnagar (WGS) (P)

Paper: MAJMC 303-18 New Media (2)



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of
CO1: Students will learn to use the new media technology.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Use the Search engine.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Learn to create a blog and how to use blogging to show personal thought.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Learn web page development		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Learn online editing and publishing		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

School of Journalism & Mass Communication  
 Anna University

**Paper: MAJMC 304-18 International and Intercultural Communication**



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of
CO1: The course will provide the better understanding of intercultural Communication	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Have knowledge about various media giants of International media	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Become increasingly more culturally aware, sensitive and intelligent	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Explore issues related to intercultural communication.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will be introduced to historical and contemporary concepts, ideas and framework.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

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 MAJMC 304-18 International and Intercultural Communication  
 University  
 (PO) (P-1)

25

**Paper: MAJMC 305-18 Environment Journalism**

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of
CO1: The students will get familiarized with the interdisciplinary nature of environmental studies.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will gain knowledge on various social issues and environment.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: To make students understand the role of media in communicating environmental messages.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Learn how to write environmental at features.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Will become more aware that how the environment can be saved		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head of the Department of Mass Communication  
 J. J. Somaiya Institute of Management Studies & Research  
 Mumbai - 400 078

Paper: MAJMC 306-18 Introduction to Marketing

15

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Measure Attainment of CO
CO1: Have a working knowledge of the four stages of marketing planning cycles.	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Know how to plan and implement a media campaign.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Understanding the importance of advertising techniques	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Learn the importance of media situation.	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: To have knowledge of preparing advertising copy.		√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

Handwritten signature and stamp of the faculty member.



Name of the Department: Journalism and Mass Communication

Paper: MAJMC 401-18 MEDIA MANAGEMENT, LAWS AND ETHICS

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Students will learn to apply media law when covering the news.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Students will have knowledge about all the current trends in media.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: The students will get an insight into various ownership of media houses.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: It will provide the knowledge about the constitution of India.	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams

Journalism and Mass Communication  
University  
(2018)



Paper: MAJMC 402-18 DEVELOPMENT COMMUNICATION

25

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: To familiarize the students with the communication approaches to development.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: To make students understand how to communicate science and development.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Students will be introduced to South Asian experiences and experiments on communication for development.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Students will learn the importance of Developments	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Students will become efficient in using media for Development Communication		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

  
 Head of Department  
 Department of Journalism & Mass Communication  
 JMC  
 Jodhpur Technical University  
 Jodhpur-342003 (Raj.)

23

Paper: MAJMC 403-18 FILM APPRECIATION

Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: At the end of the course, students will be able to critically appreciate films from an historical perspective.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: Students will be able to identify various genres in films.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: Students will learn how to write a movie review	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: Use understanding of film technique and film as an art medium as tools to analyze film.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

*[Handwritten Signature]*  
Head  
Department of Business Communication  
MAJMC 403-18 (2018-19)

**Paper: MAJMC 404-18 International and Intercultural Communication**



Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The course will provide the better understanding of intercultural Communication	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Have knowledge about various media giants of International media	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Become increasingly more culturally aware, sensitive and intelligent	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Explore issues related to intercultural communication.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Students will be introduced to historical and contemporary concepts, ideas and framework.	√	√		Applying	Yes	Minor Exams, Business Quiz, End Term Exams

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Paper: MAJMC 405-18 SPORTS JOURNALISM

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The students will learn how to write sports stories in short form and long form.	√	√		Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The course will equip them with the essential values required for sports journalism.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: It will provide the knowledge about all the rules and regulation of the sports.	√	√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The Students will also become aware how sports is used for maintain International Relations.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: It will provide the knowledge about the History and Tradition of Sports.		√	√	Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams

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Paper: MAJMC 406-18 PERSONALITY DEVELOPMENT & SOFT- SKILLS

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Self-awareness	√	√		Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 2: Personality Development	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Leadership, Personal and Professional development	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 4: Social justice and Responsibility	√	√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams
CO 5: Learn how to create blog for exchanging their ideas.		√	√	Applying	Yes	Minor Exams, Business Quiz, End Term Exams

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Paper: MAJMC 407-18 RESEARCH DISSERTATION

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Course Outcome	PO 1	PO 2	PO 3	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: This course will develop the confidence and communication skills among the students.	√	√		Understanding	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 2: The students will learn how to prepare the synopsis and writing a research report.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 3: The importance of library and internet in the research will become clear through this course.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 4: The students will develop the skills of giving presentation.	√	√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams
CO 5: Level of patience will be increased.		√	√	Applying	Yes	Minor Exams, Buisness Quiz, End Term Exams

Head  
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Mumbai (P.)

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**Name of the Department: Journalism & Mass Communication**

Paper MPHJMC-101/19 Communication Research

Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: This Course will provide the students with the concept of research and various types of research.	√	√	√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO2: students will be able to analyze and synthesize theory and research related to one or more of the fields of study represented within the department 'M.Phil. Program	√	√	√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO 3: students will be able to apply their knowledge of theory and research to the generation of appropriate research questions, and to the collection and analysis of data designed to answer research question related to their field of study.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui
CO 4: Students will demonstrate skills in course design, classroom teaching, and evaluation of student performance through exams papers.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui
CO 5: Students with the goal of pursuing further PhD. Will be able to apply their knowledge of theory and research efficiently.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui

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Paper MPHJMC-102/19 Media Issues

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Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: The students will get an insight into the various laws and ethics.	√	√	√	√		√	Understanding	Yes	Minor Exams, Business Qui
CO2: The students will be in position to distinguish between the real and fake news/information on social media.	√	√	√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO3: The students will learn the effects of social media in coming times and how to cope up with addition of social media.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui
CO4: They will learn the process of RTI.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui
CO5: Students will learn to analyze how new media coverage effects social change.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui

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**Paper MPHJMC-103/19 Communication Theories**

<b>Course Outcome</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>Skill</b>	<b>Focus on Employability / Entrepreneurship</b>	<b>Assessment Tools to Measure Attainment of CO</b>
CO1: Students will learn the relevance of communication theories and its application in field.	√	√	√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO2: They will learn all the features of new media	√	√	√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO3: The students will be in better position to work with online media Industry.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui
CO4: The students will be in better position to work about the development Journalism.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui
CO5: A broader view to new approaches to communication theory will be gained.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui

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Paper MPHJMC-104/19 Seminar

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Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Presentation skills will be improved.	√		√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO2: The students will be able to make use of visual media and audio-visual material.		√	√	√	√	√	Understanding	Yes	Minor Exams, Business Qui
CO3: Students will be able to judge when to speak and how much to speak clearly.	√	√		√	√	√	Applying	Yes	Minor Exams, Business Qui
CO4: Listening skills will be enhanced.	√			√	√	√	Applying	Yes	Minor Exams, Business Qui
CO5: Problem-Solving skills and theoretical knowledge.	√	√	√	√	√	√	Applying	Yes	Minor Exams, Business Qui

Head  
 Dept. of Management Studies  
 J.G. P. J. S. University  
 Koppal, Mysore (K.A.)

*Ravi*

**Paper MPHJMC-201/19 Integrated marketing Communication.**

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Course Outcome	PO 1	PO 2	PO 3	PO4	PO5	PO6	Skill	Focus on Employab	Assessment Tools to		
CO1: students should developed confidence and skills related to the organization.	√	√	√	√	√	√	Understanding	Yes			
CO2: Students will learn how to write press release and report.	√	√	√	√	√	√	Applying	Yes			
CO3: Develop the skills of handling situation in crisis.	√	√	√	√	√	√	Applying	Yes			
CO4: Become efficient to be a freelancer and self-employed.	√	√	√	√	√	√	Applying	Yes			
CO5: Learn to critical evaluate the advertisement.	√	√	√	√	√	√	Applying	Yes			

Head  
 Department of Integrated Marketing Communication  
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 Mumbai - 400 072

**Paper MPHJMC-202/19 Seminar.**

Course Outcome	PO 1	PO 2	PO 3	PO4	PO5	PO6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO		
CO1: Presentation skills will be improved.	√		√	√	√	√	Understanding	Yes			
CO2: The students will be able to make use of visual media and audio-visual material.		√	√	√	√	√	Understanding	Yes			
CO3: Students will able to judge when to speak and how much to speak clearly.	√	√		√	√	√	Applying	Yes			
CO4: Listening skills will be enhanced.	√			√	√	√	Applying	Yes			
CO5: Problem-solving skills and apply theoretical knowledge.	√	√	√	√	√	√	Applying	Yes			

Head  
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Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO		
CO1: This course will develop the confidence and communication skills among the students	√	√	√	√	√	√	Applying	Yes			
CO2: The students will learn how to prepare the synopsis and writing a research report.	√	√	√	√	√	√	Applying	Yes			
CO3: The importance of Library and internet in the research will become clear through this course.	√	√	√	√	√	√	Applying	Yes			
CO4: The students will develop the skills of giving presentation.	√	√	√	√	√	√	Applying	Yes			
CO5: Level of patience will be increased.		√	√	√	√	√	Applying	Yes			

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*Newton*