

**Bachelor of Arts**  
**PJS**  
*Programme Outcome*

**On successful completion of Bachelor of Arts programme, students will be able to**

- PO1. Understand the significance of Arts education in fostering a positive culture and climate in society and in enabling character formation.
- PO2. Speak, read, write and listen clearly in person and through electronic media in English and in one regional language
- PO3. Analyse and apply creative and critical thinking skills to real-life situations for ethical decision making
- PO4. Recognize the dynamics of team behavior, communication and leadership
- PO5. Understand and appreciate diversity in various aspects of society for sustainable human development
- PO6. Develop an appreciation of themselves and of others in local, regional, national, and global contexts.
- PO7. Demonstrate cultural sensitivity towards becoming global citizens.
- PO8. Engage in life-long learning towards building resilience and developing adaptability

## ***Programme Specific Outcome***

**On Successful completion of PJS, students will be able to:**

- PSO1. Understand the role of media and its critical role in various aspects of societal growth.
- PSO2. Demonstrate competence in writing and in oral communication skills
- PSO3. Apply principles of psychology to personal, social and organizational issues
- PSO4. Apply knowledge of Psychology for enhancing quality of life.
- PSO5. Engage in ethically and socially responsible behaviors in professional and personal settings
- PSO6. Demonstrate skills for careers in teaching, research, and entrepreneurship

## ***Course Outcome***

**On Successful completion of PJS, students will be able to:**

### **Semester I**

#### **Psychology**

##### ***Basic Psychological Processes Paper 1***

- CO1.1: Comprehend the major perspectives and concepts of Psychology.
- CO1.2: Apply the concepts and perspectives for a better understanding one's own and others' behaviours and mental processes.
- CO1.3: Conduct scientific inquiry and bridge the gap between theory and practice through experiments.
- CO1.4: Grasp the neurological and physiological processes involved in learning and retention.

#### ***Practicals***

- CO1: Apply various intelligence tests in clinical settings.
- CO2: Understand the practical applications of memory tests.
- CO3: Develop the skills of observation and scientific reporting.

## **Journalism**

### ***Introduction to Communication Paper I***

- CO1.1: Become media literate by understanding the core concepts of communication.
- CO1.2 Acquire an understanding of basic communication using technologies.
- CO1.3: Acquire different dimensions and understand the relevant related studies of the society through the knowledge of communication concepts.
- CO1.4 Gain insight into innovative knowledge to lead and overlook in the different levels of thoughts and responsibility towards the community through new communication technology.
- CO1.5: Prepare effective professional presentations.

### ***Practicals***

- CO1: Gain insight into innovative knowledge to lead and overlook in the different levels of thoughts and responsibility towards the community through new communication technology.
- CO2: Prepare effective professional presentations.

## **Sociology**

### ***Introduction to Sociology (Concepts and Principles) Paper I***

- CO1.1: Describe Sociology and the origin, nature, scope and subject-matter of Sociology.
- CO1.2: Demonstrate how Sociology differs from and is similar to other social sciences and their areas of interdependence.
- CO1.3: Understand the basic social institutions like family, marriage, kinship in a scientific way.
- CO1.4: Illuminate social change and the factors affecting social change.
- CO1.5: Realize the importance of cultural lag to understand social change.

## **Semester II**

## **Psychology**

### ***Basic Psychological Processes Paper 2***

CO2.1: Enhance critical and creative thinking skills.

CO2.2: Dispel myths and misconceptions about a host of important everyday behavioral concepts.

CO2.3: Communicate with self and others empathetically.

CO2.4: Develop into a Whole Person by integrating the physical, emotional, Spiritual, social and psychological aspects of one's personality.

### ***Practicals***

CO1: Grasp concepts like reasoning, brain dominance, illusion and Suggestibility practically.

CO2: Identify various personality types through experiments.

CO3: Develop the skills of observation and scientific reporting.

## **Journalism**

### ***Fundamentals of Journalism Paper 2***

CO2.1: Develop Media skills.

CO2.2 Analyse the emerging trends in printing and contents in mass media.

CO2.3: Enhance the knowledge of the role of media in society and understand its critical role in various aspects.

CO2.4: Acquire practical skills of content analysis and wallpaper making.

CO2.5: Understand the various regional print media components.

### ***Practicals***

CO1: Acquire practical skills of content analysis and wall paper making

CO2: Understand the various regional print media components.

CO3: Create and design newsletters.

## **Sociology**

## ***Sociology of Indian Society - Perspective on structure and change Paper 2***

- CO2.1: Understand the basic social institution to describe structure of Indian society, development of Sociology, and Social Anthropology in India.
- CO2.2: Comprehend the structure and development of Indian society and culture of different periods from pre-historic to modern era.
- CO2.3: Acquire knowledge about various social processes that play significant role in bringing about changes in Indian society and culture.
- CO2.4: Analyze the social change in Modern India especially through the processes of Modernization, Sanskritization, Westernization and De- Sanskritization.

## **Semester III**

### **Psychology**

#### ***Developmental Psychology Paper 3***

- CO3.1: Evaluate the effectiveness of theories in terms of their practical applications in parenting and teaching.
- CO3.2: Analyse the interdependence of the cognitive, psychosocial, and physical domains of development.
- CO3.3: Comprehend major developmental milestones for children from conception through childhood using research methods.
- CO3.4: Understand the different stages of childhood with different facets of development.

#### ***Practicals***

- CO1: Understand the various approaches to learning.
- CO2: Identify issues that students face in their personal and academic life.
- CO3: improve their self-concept by understanding themselves.
- CO4: Develop the skills of observation and scientific reporting.

### **Journalism**

#### ***Audio Visual Media Paper 3***

- CO3.1: Create and design emerging media products, including blogs, digital audio, digital video, social media, and digital photography.

- CO3.2: Be well equipped in RJ, Script writing, Film analysis and review, short video documentary, create YouTube content etc
- CO3.3 Understand the history and basics of Electronic media /online media.
- CO3.4: Excel in the field of TV and Radio production, commercials, film makers, digital distributors etc.
- CO3.5: Have an insight into various types of radio and TV programs

### **Practicals**

- CO1: Create and design emerging media products, including blogs, digital audio, digital video, social media, and digital photography.
- CO2: Be well equipped in RJ, Script writing, Film analysis and review, Short video documentary, create YouTube content etc

### **Sociology**

#### ***Social change in India Paper 3***

- CO3.1: Identify the changes taking place in human society through various theories and factors that affect social change
- CO3.2: Obtain a perspective of the social-economic and political changes and the recent trends in the process of social change along with the welfare and social safeguard measure given in our communication.
- CO3.3: Understand the Indological, Empirical, Culturological, and textual perspectives.
- CO3.4: Gain theoretical knowledge about the caste system, family, and villages of India.

## **Semester IV**

### **Psychology**

#### ***Developmental Psychology Paper 4***

- CO4.1: Understand the various causes or reasons for disturbances in the developmental process.
- CO4.2: Understand the shift in the family dynamics, vocation and relationships from generation to generation.
- CO4.3: Examine key principles of aging including factors associated with successful aging.
- CO4.4: Identify mental, physical, social and spiritual aspects of grief responses and help in the grieving process.

### ***Practicals***

- CO1: Administer peer pressure and emotional maturity scale to adolescents for an understanding of their adjustment to their environment and their emotional growth.
- CO2: Understand the mental and physical health of individuals in the later stages of life through administering of inventories.
- CO3: Develop the skills of observation and scientific reporting.

## **Journalism**

### ***Media and Related Law Paper 4***

- CO4.1: Understand the importance of ethical values, awareness, Media Law, Media Act, Media issues and its application in professional life.
- CO4.2: Comprehend the Role of Press in democratic society, importance of freedom of press and impact of media.
- CO4.3: Become a lifelong learner and be constantly updated with current knowledge and skills.
- CO4.4: Acquire the Knowledge of laws, ethics and amendments made by the Government or the concerned authorities like cyber law, cybercrime, RTI, Contempt of Court, Sedition etc
- CO4.5: Deal with various issues and lead a balanced life in society by examining relevant case studies.

### ***Practicals***

- CO1: Understand the importance of ethical values, awareness, Media Law, Media Act, Media issues and its application in professional life.
- CO2: Become a lifelong learner and be constantly updated with current knowledge and skills.
- CO3: Deal with various issues and lead a balanced life in society by examining relevant case studies.

## **Sociology**

### ***Social Anthropology – with reference to India Paper 4***

- CO4.1: Obtain knowledge on meaning, scope and branches of Social Anthropology which enables students to understand the tribes of India
- CO4.2: Comprehend the theoretical perspectives in social Anthropology.
- CO4.3: Understand the tribes and their importance and their social organization in India
- CO4.4: Gain knowledge of various theoretical perspectives of Social Anthropology.

## **Semester V**

### **Psychology**

#### ***Abnormal Psychology Paper 5***

CO5.1: Acquire an understanding of historical development of abnormal behaviour

CO5.2: Comprehend the classification of psychological disorders.

CO5.3: Understand assessment, symptoms, and treatments of the major psychological disorders.

CO5.4: Acquire understanding of abnormal behaviour patterns and thereby learn to distinguish abnormal behaviour from normal.

#### ***Practicals***

CO1: Use various tests for diagnostic and counselling purpose.

CO2: Administer, analyse and create a report.

#### ***Industrial Psychology Paper 6***

CO6.1: Apply psychological principles and improve the productivity, satisfaction, safety, health and well-being of those within the workplace environment.

CO6.2: Gain understanding on the nuances of selection and placement process.

CO6.3: Understand how employee morale is akin to affective climate of an organization

CO6.4: Understand how our thoughts, beliefs, and perceptions influence how we buy and relate to goods and services.

#### ***Practicals***

CO1: Recognise different abilities using psychometric tests.

CO2: Assess career interest in adolescents.

### **Journalism**

#### ***Reporting Paper 5***



- CO5.1: Write a variety of mass media inputs, including news stories, press releases and advertising copy.
- CO5.2: Understand different forms of journalistic writing.
- CO5.3: Strengthen their abilities by gaining skills and knowledge of the present scenario which helps them to survive in the digital world.
- CO5.4: Play multiple roles in reporting situations such as crime, court, accident, science and technology.
- CO5.5 Prepare an interview schedule and conduct an interview with a celebrity.
- CO5.6: Become a reporter, anchor, news reader, feature writer, columnist etc.

### ***Editing Paper 6***

- CO6.1: Have skills in translation, editing a content or news, proofreading etc.
- CO6.2: Design newspaper pages
- CO6.3: Have hands on experience in photography.
- CO6.4: Become an Editor, subeditor, designer etc.

## **Sociology**

### ***Contemporary social problems in India Paper 5***

- CO5.1: Analyze the nature, causes and consequences of social problems in India.
- CO5.2: Examine cause and impact of violence against women, terrorism, child labor, migration, gender minorities, and urbanization.
- CO5.3: Develop theoretical understanding to study the individual behavior and social problems.
- CO5.4: Get acquainted with various social problems like child labour, unemployment corruption, terrorism, casteism and communalism and gender discrimination.
- CO5.5: Recognize the challenges faced in the upliftment of people in the Indian society.

### ***Methods and techniques of social research Paper 6***

- CO6.1: Conduct research with emphasis on formulating research design, data collection, and data analysis.
- CO6.2: Understand the concepts of conducting quantitative and qualitative research.
- CO6.3: Acquaint themselves with empirical field data collection and analysis to enable writing dissertation or research report in sociology.
- CO6.4: Comprehend the various techniques of research.

## **Semester VI**

### **Psychology**

#### ***Abnormal Psychology Paper 7***

CO7.1: Pursue higher education and build a career in Clinical Psychology.

CO7.2: Identify and Apply the various techniques of therapies.

CO7.3: Understand the diagnosis and treatment of psychological disorders and be an advocate for mental health care services.

CO7.4: Enhance personal and social interactions by using the knowledge of major theories of abnormal behaviour.

#### ***Practicals***

CO1: Use various tests for diagnostic and counselling purpose.

CO2: Administer, analyse and create a report.

#### ***Industrial Psychology Paper 8***

CO8.1: Connect the basic principles of I/O psychology to personnel and human resources management within the organization.

CO8.2: Analyse an individual's performance by administering different performance appraisal tools.

CO8.3: Understand the role of training in bridging the gap between the skills of an employee and job requirements.

CO8.4: Learn about communication skills and why it is the foundation for success as a member of a team and as a leader.

#### ***Practicals***

CO1: Understand how an effective team improves work culture.

CO2: Differentiate between verbal and non-verbal intelligence tests.

### **Journalism**

### ***Media Management Paper 7***

- CO7.1: Gain knowledge on the structure and functioning of newspaper organisation.
- CO7.2: Get trained on the ownership pattern and promotional activities.
- CO7.3: Identify the media competition happening globally.
- CO7.4: Excel in their respective fields through internships and visit to various channels
- CO7.5: Obtain knowledge about policies and procedures to start a TV channel, Radio station or community radio centres.

### ***Advertising and Public Relation Paper 8***

- CO8.1: Get a grip on Advertisement copy and marketing.
- CO8.2: Understand promotion of ad campaign designing and become brand ambassadors.
- CO8.3: Work in the advertising agency
- CO8.4: Identify and acknowledge ethical values in promoting or producing ads.
- CO8.5: Recognize the role of PR in government, private sectors and corporate sectors.
- CO8.6: Get trained on Publicity, Propaganda, Public relation and public opinion
- CO8.7: Organise an event, and engage in creative art designing ads, productions etc

## **Sociology**

### ***Sociology of Education Paper 7***

- CO7.1: Understand effect of education and its outcomes, social emotions and qualities, socially efficient individuals, improvement of social heritage, transmission of social heritage, diffusion of knowledge, and Development of constructive and creative outlook of individuals.
- CO7.2: Understand School as a social system and the challenges of modern education.
- CO7.3: Comprehend the traditional and new theoretical perspectives of education.
- CO7.4: Realize the relationship between education and society.

### ***Sociology of Industry and Industrial relations in India Paper 8***

- CO8.1: Describe the Nature and Scope of Industrial Sociology; Growth of Industrialization, Industrial Revolution and its impact on Society.
- CO8.2: Understand the Industry, it's related problems and identify solutions to problems such strikes, lockdowns, unemployment, wages, health, sanitation, housing, education, social security etc.
- CO8.3: Comprehend concepts of personality development, human resource management and cope with challenges associated with them.

- CO8.4: Explain Trade Union Movement in India; Workers Participation in Management and Collective Bargaining
- CO8.5: Elaborate on Changing Structure of modern Industrial enterprises and principles of Organization – Formal and Informal.
- CO8.6: Elucidate Scientific Management, Human Relations in Industry, Industrial Conflicts, and the Impact of Globalization on Industry and Labour.