

Bachelor of Arts

SKJ

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 SKJ, students will be able to:

PSO1. Engage in service to society as responsible citizens

PSO2. Gain awareness on local, national and international issues,

PSO3. Interpret the current economic and social challenges facing the country.

PSO4. Apply ethical principles in the practice of all aspects of journalism

PSO5. Understand all aspects of human social behaviour and the social dynamics of small groups, large organizations, institutions, communities, and society.

PSO6. Analyse and interpret socio-cultural issues and report in the regional language – Kannada.

Course Outcome

On Successful completion of SKJ, students will be able to:

Semester I

Sociology

Introduction to Sociology (Concepts and Principles) Paper 1

- 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.

Kannada

Paper 1:-Optional Kannada 1

- CO1.1: Navodaya sahyada arivu, adara parinama.
- CO1.2: Navya kavyada prayoga, adara lakshana parinama.
- CO1.3: Dalita-Bandaya havayada bagge samajika pragne.
- CO1.4: Kannada sahyada charitreya ottu svarooopa.

Journalism

Introduction to Communication Paper 1

- 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.

Semester II

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.

Kannada

Paper 1:-Optional Kannada 2

CO2.1 Halegannada bhasheya shyli, svaroopu upayoga.

2.2 Janapada mahatva, purana janapada sambandha svaroopu.

2.3 Nadugannada bhasheya shyli, svaroopu.

2.4 Hosagannada bhasa svaroopu prakaragalu.

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.

Semester III

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.

Kannada

Paper 1:-Optional Kannada 3

CO3.1: Kannada kavya mimamse, rupureshe.

CO3.2: Alankara, kavya kurita charche.

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

Semester IV

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.

Kannada

Paper 1:-Optional Kannada 4

4.1 Nadugannada kavyada shyli svaroopu.

4.2 Paschatya kavya mimamse mattu sahitya vimarshe

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.

Semester V

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.

Kannada

Paper 1:-Optional Kannada 5

CO5.1: Halagannada gadya shyliya svaroopu, vastu.

CO5.2: Vyakarana kurita vivara.

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.

Semester VI

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.

Kannada

Paper 1:-Optional Kannada 6

- CO6.1: Shasanagala mahatva.
- CO6.2: Nadugannada kaalada kavya chintanegalu.
- CO6.3: Karnataka samskrutiya chintana roopagalu.

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