

Course Outcome (CO) for Bachelor of Arts in Journalism and Mass Communication General (Day)

CO1: Ability to understand the role of press in democratic society, freedom of press.

CO2: Enabling students with skill and knowledge of current Media industry, Advertising and public relations, corporate communication and media management.

CO3: Enable students to share thoughts, ideas and apply spoken and written communication skills.

CO4: Enhancing students' ability to critically analyse different media contents.

CO5: Ability to use communication softwares for content creation and editing of publishing platforms

CO6: Ability to understand the importance of journalistic laws and ethical values

CO7: To acquire knowledge and understand the importance of lifelong learning, current affairs

CO8: Ability to think critically, creatively and independently

CO9: Create awareness of gender representation, gender equality.

CO10: Enable students with organizational skills, team management and efficient cooperation with team members.

Course Specific Outcomes

CSO	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	CO10
CC1	√		√	√			√	√	√	
CC2		√	√	√			√	√		√
CC3			√	√	√		√	√	√	√
CC4	√		√	√		√	√	√		√
DSE5			√	√	√		√	√		
DSE6			√	√			√	√	√	√
SEC-A-1			√	√	√		√	√		
SEC-B-2			√	√			√	√	√	