

FACULTY OF HUMANITIES

BA Journalism, Economics, English Literature

Programme Educational Objectives

PEO1: To impart holistic education through Liberal Arts and Social Sciences.

PEO2: To prepare students with the knowledge and skills for a career in mass communication and journalism.

PEO 3: To provide the theoretical and practical propositions in micro and macro-economics.

PEO4: To sensitize the students on the themes and styles of literature.

Programme Outcomes

After the successful completion of the three year BA JEEng. Programme, the graduate will be able to:

PO1: Demonstrate theoretical knowledge proficiency in Liberal Arts and Social Sciences with social consciousness and human values.

PO2: Apply professional and social skills to cater to the needs of the industry, society and global community.

Programme Specific Outcomes

After the successful completion of the three year BA JEEng. Programme, the graduate will be able to:

PSO1: Perform effectively with professional ethics in the domains of Journalism, Economics and English Literature.

PSO2: Appraise national and global issues in Liberal Arts and Social Sciences.

I Semester

Course Type	Course Code	Course Title	Course Outcomes		
MIL [Any ONE to be Opted]					
AECC	AEN103A11	Additional English I	 Describe and differentiate between genres of poetry like ballads and sonnets Analyze critically the writing style of prose writers Develop interest to appreciate one act plays Apply the rules of punctuation to write concisely Demonstrate proficiency in creating leaflets and brochures 		
AECC	KAN103B11	Kannada I	1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಪಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು		
AECC	HIN103B11	Hindi I	 हर्दिी साहति्य के गद्य़ वधिाओं को वशि्लेषण करने की क्षमता का वकिास वदियार्थयों में सामाजकि यथार्थ का मूल्यांकन करने का ज्ञान सृजनात्मक कौशल्य में परपिूर्णता गद्य वधिाओं का अध्ययन करने के बाद सामाजकि मूल्यों का ज्ञान प्राप्त अनुवाद कला और भाषा में परशिूद्धता 		
Compulsor	ry courses				
AECC	ENG103A11	English I	 Demonstrate ability to identify nuances of prose and poetry Develop the skill to appreciate prose and poetry State the basic concepts of grammar and its usage Develop communicative skills and become competent users of english in real life situations 		
DSCC	JOR204B11	Journalism I [Introduction to Communication]	 Describe the meaning and process of communication Analyses linear and non-linear models of communication Evaluate the role of press in an authoritarian, libertarian, socialist, democratic and developing society Appraise print and broadcast media and its social cultural, economic and political impact. 		
DSCC	ECO204A11	Economics I [Micro Economics]	 Apply the principles of utility theories in real life situations. Examine the elasticity of demand and supply to make appropriate price decisions. Analyze production theories to lead the firm in the optimum expansion path. Interpret the price-output decisions of producers under different market situations. Compare the scope of the factor market with the product market to determine the prices. 		
DSCC	OEN204A11	Optional English I [British literatures I]	 Critique and interpret English literature of the Chaucerian age & Elizabethan age Analyze literary aesthetics through understanding of the genres Review the socio-political contexts of the literary texts Apply theoretical aspects of language in production and understanding of English language 		

II Semester Course Course **Course Outcomes Course Title** Code Type MIL [Any ONE to be Opted] AECC AEN103A21 1. Explain the meaning of select poetry, prose, and drama of writers from India, England, Chile, France, Nigeria Additional and Canada by placing the texts in the cultural context English II 2. Analyze the issues of race, problems faced by fisher community and women, futility of war, societal fabrications, Nazism, religion, spirituality, partition, and the political tensions in professional field Relate and frame opinions on racial issues, war, struggles of women and the marginalized community 3. 4. Interpret film text 'Life is beautiful' and learn the historical background of the reign of Hitler and the injustices in concentration camps 5. Solve questions on idioms, super ordinates, and hyponyms ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. AECC Kannada II **KAN103B21** 1. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 2. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು 3. कावय अधययन में संगीतातमक शौली को समझ लेता है AECC HIN103B21 Hindi II 1. कावय को वशिलेषण करने की कषमता 2. काव्य में नहिति वचिारों का मूल्यांकन 3. काव्य सूजन करने का कौशल्य 4. वयाकरणकि भाषा का जञान एवं सपषटता 5 **Compulsory courses** 1. Discuss the use of animal imagery and hypersensitive characters in the twentieth century writings AECC ENG103A21 English II 2. Describe poetic style and its devices in the English verses of the Victorian age 3. Analyze poems and sonnets regarding existentialist and metaphysical themes 4. Discover and implement new strategies of grammar in speaking English language 5. Integrate the prominence of media and the elements of advertising by creating media awareness 1. Discuss the overexploitation of natural resources. AECC NES102A01 Environmental 2. Appraise the components of the ecosystem. Science 3. Assess the conservation of biodiversity. 4. Criticize the mitigation process of natural disasters 5. Survey the effects of pollution in the environment. 6. Recommend the various policies for the betterment of the environment. 1. Define the meaning, principles and functions of journalism DSCC **JOR204B21** Journalism II 2. Analyze the content of a newspaper and magazine [Print Media Describe the development of journalism in India and Karnataka Journalism] 3. Assess subject based and approach-based journalism practiced in print media 4. 1. Analyze the components of national income and circular flow of income model to understand the basic DSCC ECO204A21 Economics II elements of Macro Economics. [Macro 2. Interpret the differences between Classical approach and Keynes approach. Economics] 3. Examine the Monetary theories and working pattern of banking institutions in the present scenario. Estimate the effects of inflation and relate the phases of the business cycle with inflation. 4. 5. Categorize the reasons of disequilibrium in the Balance of Payment and prioritize the measures to correct it.

DSCC	OEN204A21	Optional English	Optional English 1. Appreciate and critically interpret the poems of the metaphysical poets and the romantic period	
		II [British	2. Construct a rhetorical approach to romantic literature	
		Literatures II]	3. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary	
			movements associated with the age	
			4. Reiterate classifications of essays and discuss the aspects of language enabling	
			5. Better critical interpretation of the essays of charles lamb, oliver goldsmith and richard steele	

III Semester

Course Type	Course Code	Course Title	Course Outcomes		
MIL [Any ONE to be Opted]					
AECC	AEN103A31	Additional English III	 Appreciate the beauty of gothic romantic theme in Alfred Noyes's "The Highway man" Focus on the moral idea in the poem "Inchcape Rock" by Robert Southey Compare and contrast the passionate love and cruelty of fate in "A Sunny Morning" Outline the difference between essay writings and precis writing Discover the sufferings of a single parent in Rabindranath Tagore "The Editor" 		
AECC	KAN103B31	Kannada III	 ಶಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. ಭಾಪಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು 		
AECC	HIN103B31	Hindi III	 हंदीि कवतिा और खंडकाव्य के भेद को समझलेता है पौराणकि कथा का वश्लिषण करता है पौराणकि काव्य में आदर्श वचिारों का अनुकरण करता है आधुनकि और पौराणकि वचिारो का मूल्यांकन काव्य सृजन शौली का वकािस 		
Compulso	ory courses				
AECC	ENG103A31	English III	 State the problems of a man and the significance of parental affection in real life Review the historical background of true events in roman history Extrapolate the reflections on the lives of writers in literary genres Interpret the significance of English literature in the forms of movies and serials in media Formulate the structure of oral and written presentations and develop speaking skills 		
DSCC	JOR204A31	Journalism III [Media laws and Ethics]	 Describe the concept of press freedom in India, USA and UK Review the laws and provision in Indian Penal Code with reference to defamation, sedition, obscenity and its relation to press Analyse ethical issues related to portrayal of women and children, paid news and manipulation in news content Critique the role of the Press Council of India in safeguarding press freedom. 		
DSCC	ECO204A31	Economics III [Development Economics]	 Analyze the indicators of Economic development and examine the socio economic factors leading towards Economic development. Compare the development theories with different economic systems. Examine the significance of natural and human resources for the Economic development. Interpret the connecting process of capital formation and Economic development. Analyze role of monetary and fiscal policies towards the economic development 		
DSCC	OEN204A31	Optional English III [British Literatures III – Victorian and Modern]	 Describe the social, political, geographical, historical, religious, and cultural context of American Literature Theorize gender, race, class, ethnicity, multiculturalism, and realism portrayed in American literature Construct a rhetorical approach to American literature Analyze the tropes, themes and conventions like realism, gothic, confessional writing, abolitionist literature, American dream, dark romanticism Appraise the aesthetic aspect of American literature 		

SEC	JOR402A31	Introduction to	1. Describe parts of a camera and its functions	
		Photojournalism	2. Appreciate principles of aesthetics in photography	
			3. Design and develop photo stories.	
SEC	ENG402A31	Film Adaptations	1. Interpret the movie "My Fair Lady"	
			2. Focus on the angle, shots and distance while watching a scene	
			3. Extrapolate the role of audience and director	
			4. Analyze the postcolonial film theory	
			5. Clarify the concept regarding agency, ideology, gaze	

IV Semester					
Course Type	Course Code	Course Title	Course Outcomes		
MIL [Any ONE to be Opted]					
AECC	AEN103A41	Additional English IV	 Interpret select poems of Robert Frost, Sarojini Naidu and William Blake Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington Compare the ethical and cultural differences in Wole Soyinka's play 'The Lion and the Jewel' and learn the unique native culture of Nigeria Assess the issues related to marriage, education, moral code of conduct, the concept of sublime, modernity, tradition, and the mindsets of human beings in life Appraise the literary devices and techniques used in poetry and prose Formulate grammatically correct sentences using proper punctuations Create citations of books, articles and journals using MLA format 8th edition 		
AECC	KAN103B41	Kannada IV	 ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು 		
AECC	HIN103B41	Hindi IV	 हर्दी व्यंग्य अध्ययन करने की शौली को समझलेता है व्यंग्य में नहिति वचिारों का वशि्लेषण व्यंग्य कथाओं में अभवि्यक्त वचिारों का मूल्यांकन नबिंधों में नहिति आदर्श वचिारों का अनुकरण व्यंग्य सृजन कौशल्य का वकिास 		
Compulse	ory courses				
AECC	ENG103A41	English IV	 Recognize, define, and identify poetic terms and genres Examine novels analytically and interpretively, to identify literary elements like plot, character, setting, tone, point of view, theme, style, symbol, metaphor, and image Analyze the characters and themes of one act plays Acquire vital employability skills and employment opportunities with in-depth knowledge of cv, cover letter, report writing and paragraph writing 		
DSCC	JOR204A41	Journalism IV [Radio and New Media Journalism]	 Describe the growth and development of radio in India Analyze radio news, interviews and special audience programs Create scripts for radio news, interviews and podcast Develop online content based on the principles of online journalism. 		
DSCC	ECO204A41	Economics IV [Statistics]	 Utilize the fundamental concepts of statistics in Economics. Apply the methods of central tendency with Economic variables and examine the difference between central tendency and dispersion. Make use of the dispersion to measure the variation in Economic facts. Analyze the correlation and regression and find the cause and effect relationship between different economic variables. Apply index numbers to measure the price changes and its impacts on 		

IV Semester

			consumption.
DSCC	OEN204A41	Optional English IV [American Literatures]	1. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age
			2. Identify writers according to characteristic writing style and become proficient in literary jargons and nuances of literature
			3. Imbibe values implied in short stories and expand the creative arena, enrich diction by appreciating the writing style of the writers
			 Analyze theoretical dimensions such as feminism and Eco criticism in a given work of literature
			5. Appraise and apply poetic devices and figures of speech employed in poetry
SEC	HUM402A41	Basic Research Methods	1. Imbibe research culture
			2. Perform independent social science and humanities research work for graduation
			3. Develop research articles
NCCC	LSE5A2A41	Life Skills Education	1. Develop self-competency and confidence in their day to day life
			2. Evaluate the problems and find the sustainable solutions in their daily life
			3. Enhance interpersonal relationship effectively in the community
			4. Develop coping mechanisms to manage their stress effectively in their
			environment

V	Semester		
Cours e Type	Course Code	Course Title	Course Outcomes
DSCC	JOR204A51	Journalism V [Reporting]	 Analyze news articles with news elements and principles of news writing Manage interviews for journalistic reporting Construct news and interview features Design news stories in hard news and soft news format.
DSCC	JOR204A52	Journalism VI[Editing Techniques]	 Illustrate the organizational structure of a newspaper organization Interpret the editorial page Construct suitable headlines for a news story Analyze the layout, typography and photographs used in newspaper and magazine design.
DSCC	ECO204A51	Economics V [Indian Economy I]	 Evaluate the planning methods of Indian economy and examine its impacts on Economic growth. Analyze the major challenges of Indian Economy and examine the causes and recommend relative solutions. Interpret the reason for low productivity in Indian agriculture sector and analyze the functions of agricultural fiancé institutions in India. Examine the role of industries in Indian economic development and list out the features of different industrial policies of India. Recommend the significance of Infrastructure for Economic Development
DSCC	ECO204A52	Economics VI [International Economics]	 Interpret the theories of International trade and examine its application in the real world. Analyze the Trade practices and understand the components of Terms of Trade. Interpret the determination of foreign exchange and find out the causes of disequilibrium in balance of payment and examine its Measures. Examine the working of economic integration and trade organization. Appraise the role of international economic institutions on economic development.
DSCC	OEN204A51	Optional English V [Indian literatures I]	 Appraise English studies in India and its evolution Analyze the genres and how they differ in form and content when it comes to Indian writers writing in English Integrate the 'Indianness' of English through the writings of the authors from across the country
DSCC	OEN204A52	Optional English VI [European and Non- European Literatures I]	 Appreciate and analyze the prominent writers and works according to the socio- cultural context Evaluate comparative merits of works from different cultural origins Understand the quality of great works of art in literature Demonstrate advanced factual knowledge of European geographies, histories, politics, and cultures Assess proficiency in analyzing and interpreting specific European topics at an in- depth level using major theories and concepts Establish the ability to read and communicate, both verbally and in writing, in a European language other than English
DSCP	HUM2P4A51	Project / Dissertation / Internship	1. Integrate knowledge and to analyze, evaluate and manage the socio-economic and environmental issues at local, National and Global level.

			2. 3. 4. 5.	Explain, analyze and review the various economic theories and policies at local, National and Global level. Interpret the economic issue at Micro and Macro Perceptive. Apply statistical tools to derive the economic facts which determine economic growth.
NCCC	EEC5A2A51	Extra-Curricular and Extension Activities as per Annexure II	1. 2.	Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness Develop communication skills, interpersonal skills, problem solving and decision making skills for interpersonal effectiveness

V	I Semester		
Cours e Type	Course Code	Course Title	Course outcomes
DSCC	JOR204A61	Journalism VII [Television and Cinema]	 Describe the evolution of the Television and Cinema industry Build scripts for television programs and documentaries Assess stages of production in developing a television Programme
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	 Analyze the visual language and grammar of television and cinema production. Define the meaning and nature of advertising and public relations Describe the types of advertisement based on medium and content design copy content for an advertisement Evaluate the stages of developing a pr campaign Create a socially responsible public relations campaign.
DSCC	ECO204A61	Economics VII [Indian Economy II]	 Measure the performance of banking institutions in India. Evaluate the Indian financial system and relate the performance of its instruments towards economic growth. Examine the present currency system of India and explain the importance of Indian Monetary system. Explain the structure of Indian Trade system and examine the features of Trade policy. Measure the contribution of Karnataka Economy towards Indian economy growth
DSCC	ECO204A62	Economics VIII [Public Economics]	 Compare the features of public and private finance of an economy. Categorize the sources of public revenue and effects of taxation. Identify the various reasons for growth of public expenditure and its effect and role in a developing economy. Assess the burden and effect of public debt on economic growth. Evaluate the nature of center-state financial relationship and recommendations of finance commission.
DSCC	OEN204A61	Optional English VII [Indian Literatures II]	 Assess a given piece of literature and conduct a strategic comparison To restate and interpret meaning from a given scenario by quoting examples and metaphors Express thoughts and develop plans and procedures through creative thinking operations Perform writing tasks and activities with expertise and high quality, independent of help Give a natural, instinctive, and effortless approach towards literature by enabling them to construct and compose
DSCC	OEN204A62	Optional English VIII [European and Non-European Literatures II]	 Demonstrate critical thinking skills in understanding the nuances of literary genres of European and Non –European writers Understand how reason and emotion interacts in certain situations (colonial and post-colonial) Demonstrate an awareness of the significance of the literary forms and of the role they play Critique and appreciate a range of world literary texts and its significance and approaching under the lens of Feminism Marxist and other literary theories
SEC	SSP4L2A01	Soft Skills Practices	 Apply communication skills into professional and personal life Acquire digital literacy skills Create strategies to face interviews and build self esteem