Programme Matrix: Journalism, Psychology, Computer Science [2019 Batch]

Kristu Jayanti College
AUTONOMOUS   Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

FACULTY OF HUMANITIES

BA Journalism, Psychology, Computer Science

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.

PEO3: To impart comprehensive knowledge on the theoretical and practical components in various fields of psychology.

PEO4: To provide theoretical and practical knowledge in programming languages and content management.

Programme Outcomes

After the successful completion of the three year BA JPCS 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 scientific community.

Programme Specific Outcomes

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

PSO1: Appraise national and global issues in Liberal Arts and Social Sciences.

PSO2: Perform effectively with professional ethics in the domains of Journalism, Psychology and Computer Science.

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I Semester

Course Type	Course Code	Course Title	Course outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A11	**Additional English I**	1. Describe and differentiate between genres of poetry like ballads and sonnets 2. Analyze critically the writing style of prose writers 3. Develop interest to appreciate one act plays 4. 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. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B11	**Hindi I**	1. हिंदी साहित्य के गद्य विधाओं को विश्लेषण करने की क्षमता का विकास 2. विद्यार्थियों में सामाजिक यथार्थ का मूल्यांकन करने का ज्ञान 3. सृजनात्मक कौशल्य में परिपूर्णता 4. गद्य विधाओं का अध्ययन करने के बाद सामाजिक मूल्यों का ज्ञान प्राप्त 5. अनुवाद कला और भाषा में परिशुद्धता
Compulsory courses			
AECC	ENG103A11	**English I**	1. Demonstrate ability to identify nuances of prose and poetry 2. Develop the skill to appreciate prose and poetry 3. State the basic concepts of grammar and its usage 4. Develop communicative skills and become competent users of English in real life situations
DSCC	JOR204B11	**Journalism I [Introduction to Communication]**	1. Describe the meaning and process of communication 2. Analyze linear and non-linear models of communication 3. Evaluate the role of press in an authoritarian, libertarian, socialist, democratic and developing society 4. Appraise print and broadcast media and its social cultural, economic and political impact.
DSCC	PSY204B11	**Psychology I [Theory and Experiment]**	1. Analyze structural functionalism, conflict and symbolic-interactionism perspectives 2. Define social system, social organization, social order, social norms and reference groups 3. Describe the meaning and process of modernization 4. Assess problems of social exclusion and social stratification
DSCC	CSC203B12	**Computer Science I [Content Management]**	1. Demonstrate utility features of windows operating system 2. Design projects using MS office packages 3. Create tables and relationship in MS access
DSCL	CSC2L1B12	**Computer Science Practical I**	1. Create applications and charts using MS Word, power point and Excel 2. Design table and relationship using MS access

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II Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A21	**Additional English II**	1. Explain the meaning of select poetry, prose, and drama of writers from India, England, Chile, France, Nigeria and Canada by placing the texts in the cultural context 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 3. Relate and frame opinions on racial issues, war, struggles of women and the marginalized community 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
AECC	KAN103B21	**Kannada II**	1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B21	**Hindi II**	1. काव्य अध्ययन में संगीतात्मक शौली को समझ लेता है 2. काव्य को वश्लिेषण करने की क्षमता 3. काव्य में निहित विचारों का मूल्यांकन 4. काव्य सृजन करने का कौशल्य 5. व्याकरणिक भाषा का ज्ञान एवं स्पष्टता
Compulsory courses			
AECC	ENG103A21	**English II**	1. Discuss the use of animal imagery and hypersensitive characters in the twentieth century writings 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
AECC	NES102A01	**Environmental Science**	1. Discuss the overexploitation of natural resources. 2. Appraise the components of the ecosystem. 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 environment
DSCC	JOR204B21	**Journalism II [Print Media Journalism]**	1. Define the meaning, principles and functions of journalism 2. Analyse the content of a newspaper and magazine 3. Describe the development of journalism in india and karnataka 4. Assess subject based and approach based journalism practiced in print
DSCC	PSY204B21	**Psychology II [Theory and Assessment]**	1. Distinguish between physiological and psychological motivation influencing human behaviour 2. Apply principles of learning theories to modify behaviour 3. Associate cognitive processes involved in thinking and intelligence 4. Assess and classify personality based on trait and types

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DSCC	CSC203B22	**Computer Science II [Programing in C]**	1. Prepare flowchart and algorithm for sequential and iterative problems 2. Differentiate between decision control structures and loop control structures 3. Distinguish between data representation through arrays, functions, structures, union and pointers
DSCL	CSC2L1B22	**Computer Science Practical II**	4. Trace sequential, decision making and iterative C programs 5. Design user defined data types and functions in C language

III Semester

Course Type	Course Code	Course Title	Course Outcomes

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MIL [Any ONE to be Opted]			
AECC	AEN103A31	**Additional English III**	1. Appreciate the beauty of gothic romantic theme in Alfred Noyes's "The Highway man" 2. Focus on the moral idea in the poem "Inchcape Rock" by Robert Southey 3. Compare and contrast the passionate love and cruelty of fate in "A Sunny Morning" 4. Outline the difference between essay writings and precise writing 5. Discover the sufferings of a single parent in Rabindranath Tagore "The Editor"
AECC	KAN103B31	**Kannada III**	1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B31	**Hindi III**	1. हिंदी कविता और खंडकाव्य के भेद को समझलेता है 2. पौराणिक कथा का विश्लेषण करता है 3. पौराणिक काव्य में आदर्श विचारों का अनुकरण करता है 4. आधुनिक और पौराणिक विचारो का मूल्यांकन 5. काव्य सृजन शौली का विकास
Compulsory courses			
AECC	ENG103A31	**English III**	1. State the problems of a man and the significance of parental affection in real life 2. Review the historical background of true events in roman history 3. Extrapolate the reflections on the lives of writers in literary genres 4. Interpret the significance of English literature in the forms of movies and serials in media 5. Formulate the structure of oral and written presentations and develop speaking skills
DSCC	JOR204A31	**Journalism III [Media Laws and Ethics]**	1. Describe the concept of press freedom in India, USA and UK 2. Review the laws and provision in Indian Penal Code with reference to defamation, sedition, obscenity and its relation to press 3. Analyze ethical issues related to portrayal of women and children, paid news and manipulation in news content 4. Critique the role of the Press Council of India in safeguarding press freedom.
DSCC	PSY204B31	**Psychology III [Developmental Psychology I]**	1. Relate Piaget's, Vygotsky's and Erikson's theories, methods and principles to study the aspects of human development 2. Distinguish biological factors influencing human development 3. Emphasize on the Prenatal life and its influence on development across LifeSpan 4. Critically evaluate the major capabilities during Infancy 5. Demonstrate Seguin Form Board Test (SFBT) to identify the abilities of children
DSCC	CSC203A32	**Computer Science III [Internet Technology]**	1. Explain TCP/IP,HTTP protocols and directory services rendered by internet 2. Analyze the elements and attributes of a web page 3. Develop web pages with HTML, JavaScript and Cascading Style sheet
DSCL	CSC2L1A32	**Computer Science Practical III**	1. Design webpages using HTML and CSS 2. Manage web pages using JavaScript validation
Skill Enhancement Course [Any ONE to be Opted]			
SEC	JOR402A31	**Introduction to Photojournalism**	1. Describe parts of a camera and its functions 2. Appreciate principles of aesthetics in photography 3. Design and develop photo stories.
SEC	PSY402A31	**Career Counselling**	1. Define the roles and expectations of a career counsellor 2. Apply standardized assessment tools to aid career counselling 3. Review the role of a career counsellor in college setting

SEC	CSC402A31	Web Management System	1. Explain features, architecture, installation procedure and menu creation of Drupal 2. Compare blocks, themes and modules in Drupal 3. Design template for E Commerce website using Drupal

IV Semester

Cours e Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	**AEN103A41**	**Additional English IV**	1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake 2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris

			Lessing, O. Henry, and Booker. T. Washington 3. Compare the ethical and cultural differences in Wole Soyinka's play 'The Lion and the Jewel' and learn the unique native culture of Nigeria 4. 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 5. Appraise the literary devices and techniques used in poetry and prose 6. Formulate grammatically correct sentences using proper punctuations 7. Create citations of books, articles and journals using MLA format 8th edition
AECC	KAN103B41	**Kannada IV**	1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು. 2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು. 3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು
AECC	HIN103B41	**Hindi IV**	1. हिंदी व्यंग्य अध्ययन करने की शौली को समझलेता है 2. व्यंग्य में निहित विचारों का विश्लेषण 3. व्यंग्य कथाओं में अभिव्यक्त विचारों का मूल्यांकन 4. निबंधों में निहित आदर्श विचारों का अनुकरण 5. व्यंग्य सृजन कौशल्य का विकास
Compulsory courses			
AECC	ENG103A41	**English IV**	1. Recognize, define, and identify poetic terms and genres 2. Examine novels analytically and interpretively, to identify literary elements like plot, character, setting, tone, point of view, theme, style, symbol, metaphor, and image 3. Analyze the characters and themes of one act plays 4. 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]**	1. Describe the growth and development of radio in India 2. Analyze radio news, interviews and special audience programs 3. Create scripts for radio news, interviews and podcast 4. Develop online content based on the principles of online journalism.
DSCC	PSY204B41	**Psychology IV [Developmental Psychology II]**	1. Identify the factors influencing transition on human development 2. Distinguish emotional and cognitive development, vocational adjustment and marital and non-marital lifestyles in adulthood 3. Critically evaluate mid-life crisis and its effects on physical and psychological aspects 4. Acknowledge the physiological, cognitive and psychological changes and experiences during old age 5. Integrate the significance of death and dying across lifespan
DSCC	CSC203A42	**Computer Science IV [Print Media Design]**	1. Differentiate digital printing and its usability 2. Distinguish text formatting and multi-page document in printing environment 3. Design invitation, brochure and flyer using Photoshop and Corel draw
DSCL	CSC2L1A42	**Computer Science Practical IV**	1. Customize brochures, banners, invitations and newsletter using Photoshop and Corel Draw 2. Create 2D animated images using Corel Draw
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

Course Type	Course Code	Course Title	Course Outcomes
DSCC	JOR204A51	**Journalism V [Reporting]**	1. Analyze news articles with news elements and principles of newswriting 2. Manage interviews for journalistic reporting 3. Construct news and interview features 4. Design news stories in hard news and soft news format.
DSCC	JOR204A52	**Journalism VI [Editing Techniques]**	1. Illustrate the organizational structure of a newspaper organization

			2. Interpret the editorial page 3. Construct suitable headlines for a news story 4. Analyze the layout, typography and photographs used in newspaper and magazine design.
DSCC	PSY203B51	**Psychology V [Behaviour Dysfunction I]**	1. Discriminate mental disorders and abnormal behavior based on DSM 5 and ICD 10 2. Evaluate and comprehend the Genetic, Neuroscience, Psychodynamic, Cognitive behavioral, Emotional and Socio-cultural models and assessments in psychopathology 3. Analyze case studies on anxiety and related disorders 4. Formulate strategies to cope with stress and related disorders 5. Critically analyze case studies on dissociative and somatoform disorders 6. List psychological tools and assessments in terms of equipment, questionnaire, and rating scale to analyze and interpret individual's data
DSCC	PSY203B52	**Psychology VI [Organizational Psychology I]**	1. Illustrate the fundamental concepts of organizational psychology and imply the role of industrial psychologist 2. Synthesize the aspects and principles of communication in an organization 3. Imply the theoretical models to motivate employees 4. Integrate suitable leadership styles while working in an organization 5. Critically analyze the individual differences at workplace 6. Apply strategies to improve attitude, morale and job satisfaction in an organization
DSCL	PSY2L2B51	**Psychology Practical I**	1. Demonstrate the procedures relating to signal detection, maze learning, Muller-Lyer illusion, habit interference and bilateral transfer 2. Analyze the effect of strops effect, memory, association and well-being 3. Assess the need and prepare a plan for the screening test 4. Develop a comprehensive report on the assessments 5. Analyze the data using statistical measures
DSCC	CSC204A53	**Computer Science V [E- Commerce]**	1. Connect anatomy, framework and classification of E Commerce with Electronic Data 2. Interchange illustrate client server, data and message in network security 3. Summarize electronic payment system related with E Commerce
DSCC	CSC203A54	**Computer Science VI [Visual Programming]**	1. Apply the programming controls in the constructing the flow of the program 2. Categorize the basic fundamental concepts of primitive value, message, method and objective 3. Design the graphical user interface using the controls 4. Integrate the connectivity between the user interface to the database
DSCL	CSC2L1A54	**Computer Science Practical VI**	1. Demonstrate the program designing with user interface 2. Formulate the properties of controls in object explorer 3. Manage the connectivity with database and application
DSCP	HUM2P4A51	**Project / Dissertation / Internship**	1. Take decisions, judgments, create settings and develop an understanding of psychological assessment 2. Complete tasks and develop work habits and skill of research and report writing 3. Identify the skills required to meet client needs, explore clinical/organizational issues, and enact timely interventions 4. Develop an attitude to empathize, listen and communicate with people having different physical, mental and emotional difficulties
NCCC	EEC5A2A51	**Extra-Curricular and Extension Activities as per Annexure II**	1. Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness

			2. Develop communication skills, interpersonal skills, problem solving and decision making skills for interpersonal effectiveness

VI Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	JOR204A61	**Journalism VII [Television and Cinema]**	1. Describe the evolution of the Television and Cinema industry 2. Build scripts for television programs and documentaries

			3. Assess stages of production in developing a television Programme 4. Analyze the visual language and grammar of television and cinema production.
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	1. Define the meaning and nature of advertising and public relations 2. Describe the types of advertisement based on medium and content design copy content for an advertisement 3. Evaluate the stages of developing a PR campaign 4. Create a socially responsible public relations campaign.
DSCC	PSY203B61	Psychology VII [Behavior Dysfunction II]	1. Classify personality disorders and analyze case studies 2. Conceptualize clinical picture of types of schizophrenia, delusional disorders, acute and transient psychosis based on case studies 3. Distinguish between unipolar and bipolar mood disorders and design a plan to prevent suicide 4. Analyze the effects of substance abuse and its impact on physical, psychological and social health 5. Conceptualize intervention and rehabilitation Programme for intellectual disability and autism spectrum disorders
DSCC	PSY203B62	Psychology VIII [Organizational Psychology II]	1. Describe the methods used in job selection and analysis 2. Apply the job training methods for managerial and non-managerial employees 3. Evaluate the traditional and modern methods used to appraise performance of the employees 4. Develop strategies to manage stress and emotions in the workplace 5. Discuss incentives used to promote employee productivity 6. Illustrate appeals of advertising
DSCL	PSY2L2B62	Psychology Practical II	1. Demonstrate the procedures relating to manual dexterity, tweezers dexterity and Bhatia's battery of performance 2. Analyze the inventories for personality, stress inventory, depression and adjustment 3. Develop a comprehensive report on the assessments 4. Analyze the data using statistical measures
DSCC	CSC203A63	Computer Science VII [Digital Media]	1. Illustrate the need of online ethics and online journalism 2. Compare applications of weblogs, social networking and aggregators 3. Modify audio track using audacity, file uploading process in dropbox and word press 4. Analyze cyber journalism and cyber laws
DSCL	CSC2L1A63	Computer Science Practical VII	1. Create an account and navigate the file content in social media networks 2. Develop a webpage using audio and video content
DSCP	CSC2P4A62	Visual Programming Project	1. Design a GUI using visual basic package 2. Connect standalone application with MS Access
SEC	SSP4L2A01	Soft Skills Practices	1. Apply communication skills into professional and personal life 2. Acquire digital literacy skills 3. Create strategies to face interviews and build self esteem