

# Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

## FACULTY OF HUMANITIES

### BA History, Tourism, Journalism

#### Programme Educational Objectives

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

PEO2: To acquire historical knowledge and critical appreciation to art and culture.

PEO3: To empower students with the knowledge about the emerging trends in travel and tourism management.

PEO4: To prepare students with the knowledge and skills for a career in mass communication and journalism.

#### Programme Outcomes

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

PSO1: Perform effectively with professional ethics in the domains of History, Tourism and Journalism.

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

## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

### I Semester

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A11	<b>Additional English I</b>	<ol style="list-style-type: none"> <li>1. Describe and differentiate between genres of poetry like ballads and sonnets</li> <li>2. Analyze critically the writing style of prose writers</li> <li>3. Develop interest to appreciate one act plays</li> <li>4. Apply the rules of punctuation to write concisely</li> <li>5. Demonstrate proficiency in creating leaflets and brochures</li> </ol>
AECC	KAN103B11	<b>Kannada I</b>	<ol style="list-style-type: none"> <li>1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B11	<b>Hindi I</b>	<ol style="list-style-type: none"> <li>1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन बौद्धकि सामर्थ का वकिस.....</li> <li>2. हर्दि साहित्य के गदय वधिओं को वश्लेषण करने की क्षमता का वकिस</li> <li>3. वदियार्थियों में सामाजकि यथार्थ का मूल्यांकन करने का ज्जान</li> <li>4. सृजनात्मक कौशल्य में परप्ूरणता</li> <li>5. गदय वधिओं का अध्ययन करने के बाद सामाजकि मूल्यों का ज्जान प्राप्त</li> <li>6. अनुवाद कला और भाषा में परशुद्धता</li> </ol>
<b>Compulsory courses</b>			
AECC	ENG103A11	<b>English I</b>	<ol style="list-style-type: none"> <li>1. Demonstrate ability to identify nuances of prose and poetry</li> <li>2. Develop the skill to appreciate prose and poetry</li> <li>3. State the basic concepts of grammar and its usage</li> <li>4. Develop communicative skills and become competent users of English in real life situations</li> </ol>
DSCC	HIS204A11	<b>History I [History of Ancient India]</b>	<ol style="list-style-type: none"> <li>1. Distinguish and learn the use of archeology and literary sources.</li> <li>2. Categorize the Social, Economic and Political developments of Vedic Age.</li> <li>3. Evaluate the contributions made during the period of Guptas.</li> <li>4. Appraise the historical significance of Sangam Society and culture.</li> </ol>
DSCC	TOR204A11	<b>Tourism I [Introduction to Travel and Tourism]</b>	<ol style="list-style-type: none"> <li>1. Develop the concept of tourism and how tourism originated</li> <li>2. Analyze the different types of tourism and the components of tourism</li> <li>3. Determine the factors affecting travel motivations and the major theories on travel motivation</li> <li>4. Identify the major World Heritage sites in India and its significance</li> <li>5. Analyze the different types of tourism accommodation and classification of hotels in India</li> </ol>
DSCC	JOR204B11	<b>Journalism I [Introduction to Communication]</b>	<ol style="list-style-type: none"> <li>1. Describe the meaning and process of communication</li> <li>2. Analyse linear and non-linear models of communication</li> <li>3. Evaluate the role of press in an authoritarian, libertarian, socialist, democratic and developing society</li> <li>4. Appraise print and broadcast media and its social cultural, economic and political impact.</li> </ol>

**Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]**

**II Semester**

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A21	<b>Additional English II</b>	<ol style="list-style-type: none"> <li>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</li> <li>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</li> <li>3. Relate and frame opinions on racial issues, war, struggles of women and the marginalized community</li> <li>4. Interpret film text 'Life is beautiful' and learn the historical background of the reign of Hitler and the injustices in concentration camps</li> <li>5. Solve questions on idioms, super ordinates, and hyponyms</li> </ol>
AECC	KAN103B21	<b>Kannada II</b>	<ol style="list-style-type: none"> <li>1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B21	<b>Hindi II</b>	<ol style="list-style-type: none"> <li>1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन बौद्धकि सामर्थ का वकिस.....</li> <li>2. काव्य अध्ययन में संगीतात्मक शौली को समझ लेता है</li> <li>3. काव्य को वश्लेषण करने की क्षमता</li> <li>4. काव्य में नहिति वचारों का मूल्यांकन</li> <li>5. काव्य सृजन करने का कौशल्य</li> <li>6. व्याकरणकि भाषा का ज्ञान एवं स्पष्टता</li> </ol>
<b>Compulsory courses</b>			
AECC	ENG103A21	<b>English II</b>	<ol style="list-style-type: none"> <li>1. Discuss the use of animal imagery and hypersensitive characters in the twentieth century writings</li> <li>2. Describe poetic style and its devices in the English verses of the Victorian Age</li> <li>3. Analyze poems and sonnets regarding existentialist and metaphysical themes</li> <li>4. Discover and implement new strategies of grammar in speaking English language</li> <li>5. Integrate the prominence of media and the elements of advertising by creating media awareness</li> </ol>
AECC	NES102A01	<b>Environmental Science</b>	<ol style="list-style-type: none"> <li>1. Discuss the overexploitation of natural resources.</li> <li>2. Appraise the components of the ecosystem.</li> <li>3. Assess the conservation of biodiversity.</li> <li>4. Criticize the mitigation process of natural disasters</li> <li>5. Survey the effects of pollution in the environment.</li> <li>6. Recommend the various policies for the betterment of the environment.</li> </ol>
DSCC	HIS204A21	<b>History II [History of Medieval India]</b>	<ol style="list-style-type: none"> <li>1. Recognize the distinctive features of the medieval period.</li> <li>2. Summarize the administrative strengths and weaknesses of empires of Medieval India.</li> <li>3. Demonstrate the ability of using historical sources with objectivity.</li> <li>4. Analyze the cultural developments of India during the period of Mughals.</li> </ol>

## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

<b>DSCC</b>	<b>TOR204A21</b>	<b>Tourism II [Indian Tourism Resources and Products]</b>	<ol style="list-style-type: none"><li>1. Identify the diversity of Indian tourism resources and the characteristics of tourism product</li><li>2. Assess the potential of adventure tourism in India and the popular destinations offering adventure activities</li><li>3. Analyze the importance of cultural tourism resources of India</li><li>4. Determine the role of tourism promotional fairs in attracting tourists</li><li>5. Discover the different architectural styles of India and the concept of medical tourism</li></ol>
<b>DSCC</b>	<b>JOR204B21</b>	<b>Journalism II [Print Media Journalism]</b>	<ol style="list-style-type: none"><li>1. Define the meaning, principles and functions of journalism</li><li>2. Analyze the content of a newspaper and magazine</li><li>3. Describe the development of journalism in India and Karnataka</li><li>4. Assess subject based and approach based journalism practiced in print media.</li></ol>

## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

### III Semester

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A31	<b>Additional English III</b>	<ol style="list-style-type: none"> <li>1. Appreciate the beauty of gothic romantic theme in Alfred Noyes's "The Highway man"</li> <li>2. Focus on the moral idea in the poem "Inchcape Rock" by Robert Southey</li> <li>3. Compare and contrast the passionate love and cruelty of fate in "A Sunny Morning"</li> <li>4. Outline the difference between essay writings and precis writing</li> <li>5. Discover the sufferings of a single parent in Rabindranath Tagore "The Editor"</li> </ol>
AECC	KAN103B31	<b>Kannada III</b>	<ol style="list-style-type: none"> <li>1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B31	<b>Hindi III</b>	<ol style="list-style-type: none"> <li>1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन बौद्धिकि सामर्थ का वकिस.....</li> <li>2. हृदी कवति और खंडकाव्य के भेद को समझलेता है</li> <li>3. पौराणिकि कथा का वश्लेषण करता है</li> <li>4. पौराणिकि काव्य में आदर्श वचिारों का अनुकरण करता है</li> <li>5. आधुनिकि और पौराणिकि वचिारो का मूल्यांकन</li> <li>6. काव्य सृजन शौली का वकिस</li> </ol>
<b>Compulsory courses</b>			
AECC	ENG103A31	<b>English III</b>	<ol style="list-style-type: none"> <li>1. State the problems of a man and the significance of parental affection in real life</li> <li>2. Review the historical background of true events in Roman history</li> <li>3. Extrapolate the reflections on the lives of writers in literary genres</li> <li>4. Interpret the significance of English literature in the forms of movies and serials in media</li> <li>5. Formulate the structure of oral and written presentations and develop speaking skills</li> </ol>
DSCC	HIS204A31	<b>History III [Karnataka – Society, Economy and Culture]</b>	<ol style="list-style-type: none"> <li>1. Compare the social and economic developments made in Karnataka from the period of Satavahanas to the period of Tipu Sultan.</li> <li>2. Classify and analyse the religious ideas of Shankaracharya, Madhwacharya, Ramanujacharya and Basaveshwara and its impact in Karnataka.</li> <li>3. Sketch the architectural developments during the period of Chalukyas, Hoysalas. Vijayanagara, Bahmani and Adil Shahi dynasties.</li> <li>4. Depict the participation and contribution of Karnataka in the national movement of India.</li> </ol>
DSCC	TOR204A31	<b>Tourism III [Travel Agency Management]</b>	<ol style="list-style-type: none"> <li>1. Discover the origin and growth of travel agency</li> <li>2. Distinguish the different departments of a travel agency</li> <li>3. Determine the various IATA areas, IATA city codes and airline codes</li> <li>4. Examine the role of Indian railways in tourism promotion</li> <li>5. Identify the various international air transport regulations</li> </ol>
DSCC	JOR204A31	<b>Journalism III [Media Laws and Ethics]</b>	<ol style="list-style-type: none"> <li>1. Describe the concept of press freedom in India, USA and UK</li> <li>2. Review the laws and provision in Indian Penal Code with reference to defamation, sedition, obscenity and its relation to press</li> <li>3. Analyze ethical issues related to portrayal of women and children, paid news and manipulation in news content</li> <li>4. Critique the role of the Press Council of India in safeguarding press freedom.</li> </ol>

## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

Skill Enhancement Course [ Any ONE to be Opted]			
SEC	HIS402A31	Indian Art and Culture	<ol style="list-style-type: none"><li>1. Appreciate the varied facets of Indian art and culture.</li><li>2. Construct a positive narrative of Indian culture and its importance.</li><li>3. Identify the types of Indian architecture</li></ol>
SEC	JOR402A31	Introduction to Photojournalism	<ol style="list-style-type: none"><li>1. Describe parts of a camera and its functions</li><li>2. Appreciate principles of aesthetics in photography</li><li>3. Design and develop photo stories.</li></ol>

### IV Semester

Course	Course Code	Course Title	Course Outcomes
--------	-------------	--------------	-----------------

**Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]**

Type			
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A41	<b>Additional English IV</b>	<ol style="list-style-type: none"> <li>1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake</li> <li>2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington</li> <li>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</li> <li>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</li> <li>5. Appraise the literary devices and techniques used in poetry and prose</li> <li>6. Formulate grammatically correct sentences using proper punctuations</li> <li>7. Create citations of books, articles and journals using MLA format 8th edition</li> </ol>
AECC	KAN103B41	<b>Kannada IV</b>	<ol style="list-style-type: none"> <li>1. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ತಿಳಿಯುವರು.</li> <li>2. ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಗಿರುವ ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವರು.</li> <li>3. ಭಾಷಾ ಕೌಶಲ್ಯಗಳನ್ನು ಮೆರುಗುಗೊಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B41	<b>Hindi IV</b>	<ol style="list-style-type: none"> <li>1. पाठ्यक्रम के अध्ययन के बाद वदियार्थियों में नमिन् बौद्धकि सामर्थ का वकिसा.....</li> <li>2. हर्दी व्‍यंग्‍य अध्‍ययन करने की शौली को समझलेता है</li> <li>3. व्‍यंग्‍य में नहिति वचिारों का वशिलेषण</li> <li>4. व्‍यंग्‍य कथाओं में अभवियकत वचिारों का मूल्यांकन</li> <li>5. नबिंधों में नहिति आदर्श वचिारों का अनुकरण</li> <li>6. व्‍यंग्‍य सृजन कौशल्य का वकिसा</li> </ol>
<b>Compulsory courses</b>			
AECC	ENG103A41	<b>English IV</b>	<ol style="list-style-type: none"> <li>1. Recognize, define, and identify poetic terms and genres</li> <li>2. Examine novels analytically and interpretively, to identify literary elements like plot, character, setting, tone, point of view, theme, style, symbol, metaphor, and image</li> <li>3. Analyze the characters and themes of one act plays</li> <li>4. Acquire vital employability skills and employment opportunities with in-depth knowledge of CV, cover letter, report writing and paragraph writing</li> </ol>
DSCC	HIS204A41	<b>History IV [History of Modern India]</b>	<ol style="list-style-type: none"> <li>1. Evaluate the impact of colonialism in India.</li> <li>2. Analyze complex ideas behind nationalism and modernity in the early 20th century.</li> <li>3. Portray the different approaches of national movement during the period of Moderates, Extreme nationalists and Mahatma Gandhi.</li> <li>4. Appraise the contribution of left parties, backward classes and women in national movement.</li> </ol>
DSCC	TOR204A41	<b>Tourism IV [Customer Relationship Management in Tourism]</b>	<ol style="list-style-type: none"> <li>1. Identify the meaning and definition of Customer Relationship Management</li> <li>2. Determine the application of CRM in tourism industry</li> <li>3. Examine customer value from products, services, processes, people, physical evidence, customer communication and channels</li> <li>4. Identify the strategic goals of CRM in tourism industry</li> </ol>
DSCC	JOR204A41	<b>Journalism IV [Radio and New Media Journalism]</b>	<ol style="list-style-type: none"> <li>1. Describe the growth and development of radio in India</li> <li>2. Analyze radio news, interviews and special audience programs</li> </ol>

## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

			<ol style="list-style-type: none"><li>3. Create scripts for radio news, interviews and podcast</li><li>4. Develop online content based on the principles of online journalism.</li></ol>
<b>SEC</b>	<b>HUM402A41</b>	<b>Basic Research Methods</b>	<ol style="list-style-type: none"><li>1. After successful completion of the course the student will be able to</li><li>2. Imbibe research culture</li><li>3. Perform independent Social Science and Humanities research work for graduation</li><li>4. Develop research articles</li></ol>
<b>NCCC</b>	<b>LSE5A2A41</b>	<b>Life Skills Education</b>	<ol style="list-style-type: none"><li>1. Develop self-competency and confidence in their day to day life</li><li>2. Evaluate the problems and find the sustainable solutions in their daily life</li><li>3. Enhance interpersonal relationship effectively in the community</li><li>4. Develop coping mechanisms to manage their stress effectively in their environment</li></ol>



## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

Course Type	Course Code	Course Title	Course Outcomes
DSCC	HIS204A51	History V [History of Post-Independent India]	<ol style="list-style-type: none"> <li>Analyze the consequence of partition and the reorganization of states in post-independent India.</li> <li>Compare the progress of India under various Prime ministers.</li> <li>Distinguish the economic reforms, its impact and significance under the period of Jawaharlal Nehru, Lal Bahadur Shastri, Indira Gandhi, P.V. Narasimharao and Manmohan Singh.</li> <li>Appraise the role of national and regional political parties from 1945-2000 A.D.</li> </ol>
DSCC	HIS204A52	History VI [History of Modern Europe, 1789–1945 A.D.]	<ol style="list-style-type: none"> <li>Analyze causation of French Revolution and growth of nationalism.</li> <li>List the influence of philosophical and political ideas in Europe from the 18th century to 20th century.</li> <li>Demonstrate knowledge of historical context and consequences for World Wars.</li> <li>Locate centers of historical importance in a Europe map.</li> </ol>
DSCC	TOR204A51	Tourism V [Entrepreneurship Development Program in Tourism]	<ol style="list-style-type: none"> <li>Discover the importance, relevance and characteristics of an entrepreneur</li> <li>Analyze the importance and role played Small Scale Travel and Tourism business firms in the development of the Indian economy</li> <li>Examine the steps involved in starting a Tourism Related business</li> <li>Determine the importance of a business plan and it's financial, marketing, HR, technical and social aspects</li> <li>Identify the major financial assistance and non-financial assistance for project implementation</li> </ol>
DSCC	TOR204A52	Tourism VI [Tourism and Hospitality Marketing]	<ol style="list-style-type: none"> <li>Identify the nature and importance of tourism and hospitality marketing</li> <li>Discover the concept of tourism markets and the various factors influencing tourist buying behavior</li> <li>Analyze the concept of marketing mix and the process of market segmentation</li> <li>Classify the five P's of marketing</li> </ol>
DSCC	JOR204A51	Journalism V [Reporting]	<ol style="list-style-type: none"> <li>Analyze news articles with news elements and principles of news writing</li> <li>Manage interviews for journalistic reporting</li> <li>Construct news and interview features</li> <li>Design news stories in hard news and soft news format.</li> </ol>
DSCC	JOR204A52	Journalism VI [Editing Techniques]	<ol style="list-style-type: none"> <li>Illustrate the organizational structure of a newspaper organization</li> <li>Interpret the editorial page</li> <li>Construct suitable headlines for a news story</li> <li>Analyze the layout, typography and photographs used in newspaper and magazine design.</li> </ol>
DSCP	HUM2P4A51	Project / Dissertation / Internship	<ol style="list-style-type: none"> <li>Develop the basics of Travel Agency / Hotel/ Resorts/ Event management/ Airline industry business and its operations</li> <li>Analyze the basic organizational set up of Travel Agency / Hotel/ Resorts/ Event management/ Airline industry business</li> </ol>
NCCC	EEC5A2A51	Extra-Curricular and Extension Activities as per Annexure II	<ol style="list-style-type: none"> <li>Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness</li> <li>Develop communication skills, interpersonal skills, problem solving and decision making skills for interpersonal effectiveness</li> </ol>

## Programme Matrix : Bachelor of Arts - History, Tourism, Journalism [2019 Batch]

### VI Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	HIS204A61	History VII [India and her Neighbors since 1947]	<ol style="list-style-type: none"> <li>1. Evaluate the trends of Indian foreign policy.</li> <li>2. Sketch the highs and lows of India's foreign relations with all its neighbors.</li> <li>3. Assess India's role in NAM and SAARC.</li> <li>4. Estimate the impact of foreign policy on national development.</li> </ol>
DSCC	HIS204A62	History VIII [Contemporary World]	<ol style="list-style-type: none"> <li>1. Articulate the features of the cold war and its impact.</li> <li>2. Evaluate the rise of Third world nations in the 20th century.</li> <li>3. Validate the need for disarmament and disarmament talks.</li> <li>4. Appraise the issues of polarity and its influence in the 20th and 21st century.</li> </ol>
DSCC	TOR204A61	Tourism VII [Concept of Sustainable Tourism]	<ol style="list-style-type: none"> <li>1. Identify the principles of sustainable tourism and the relevance of sustainability</li> <li>2. Examine the concept of Eco- tourism and the possibilities of tourism in protected areas</li> <li>3. Develop the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective</li> <li>4. Analyze the various impacts of tourism on natural destinations and the importance of sustainable approach towards tourism planning</li> </ol>
DSCC	TOR204A62	Tourism VIII [Transport Management]	<ol style="list-style-type: none"> <li>1. Identify the different levels of organizations on air transportation and their functions</li> <li>2. Analyze the importance of surface transportation in tourism industry</li> <li>3. Examine the role of Indian railways in promoting tourism</li> <li>4. Assess the recent changes in water transportation system and the opportunities for recreational tourism</li> </ol>
DSCC	JOR204A61	Journalism VII [Television and Cinema]	<ol style="list-style-type: none"> <li>1. Describe the evolution of the Television and Cinema industry</li> <li>2. Build scripts for television programs and documentaries</li> <li>3. Assess stages of production in developing a television Programme</li> <li>4. Analyze the visual language and grammar of television and cinema production.</li> </ol>
DSCC	JOR204A62	Journalism VIII [Advertising and Public Relations]	<ol style="list-style-type: none"> <li>1. Define the meaning and nature of advertising and public relations</li> <li>2. Describe the types of advertisement based on medium and content design copy content for an advertisement</li> <li>3. Evaluate the stages of developing a PR campaign</li> <li>4. Create a socially responsible public relations campaign.</li> </ol>
SEC	SSP4L2A01	Soft Skills Practices	<ol style="list-style-type: none"> <li>1. Apply communication skills into professional and personal life</li> <li>2. Acquire digital literacy skills</li> <li>3. Create strategies to face interviews and build self esteem</li> </ol>