



## **FACULTY OF HUMANITIES**

### **BA Journalism, Psychology, 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.

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

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

#### **Programme Outcomes**

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

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

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

**Programme Matrix: Bachelor of Arts - Journalism, Psychology, Optional English [2019 Batch]**

**I Semester**

<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
<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 ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B11	<b>Hindi I</b>	<ol style="list-style-type: none"> <li>1. हर्दी साहर्तिय के गदय वधियाँ को वश्लिषण करने की क्षमता का वकिस</li> <li>2. वदियार्थयों में सामाजकि यथार्थ का मूल्यांकन करने का ज्ञान</li> <li>3. सृजनात्मक कौशल्य में परपूरणता</li> <li>4. गदय वधियाँ का अधययन करने के बाद सामाजकि मूल्यों का ज्ञान प्राप्त</li> <li>5. 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	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. Analyze linear and non-linear models of communication</li> <li>3. Evaluate the role of press in an authoritarian, libertarian, socialist, democratic</li> <li>4. And developing society</li> <li>5. Appraise print and broadcast media and its social cultural, economic and political impact</li> </ol>
DSCC	PSY204B11	<b>Psychology I [Theory and Experiment]</b>	<ol style="list-style-type: none"> <li>1. Analyze structural functionalism, conflict and symbolic-interactionism perspectives</li> <li>2. Define social system, social organization, social order, social norms and reference groups</li> <li>3. Describe the meaning and process of modernization</li> <li>4. Assess problems of social exclusion and social stratification</li> </ol>
DSCC	OEN204A11	<b>Optional English I [British literatures I]</b>	<ol style="list-style-type: none"> <li>1. Critique and interpret English literature of the Chaucerian age &amp; Elizabethan age</li> <li>2. Analyze literary aesthetics through understanding of the genres</li> <li>3. Review the socio-political contexts of the literary texts</li> <li>4. Apply theoretical aspects of language in production and understanding of English language</li> </ol>

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**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 ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B21	<b>Hindi II</b>	<ol style="list-style-type: none"> <li>1. काव्य अध्ययन में संगीतात्मक शैली को समझ लेता है</li> <li>2. काव्य को विश्लेषण करने की क्षमता</li> <li>3. काव्य में नहिती वचिारों का मूल्यांकन</li> <li>4. काव्य सृजन करने का कौशल्य</li> <li>5. 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</li> <li>2. The twentieth century writings</li> <li>3. Describe poetic style and its devices in the English verses of the Victorian age</li> <li>4. Analyze poems and sonnets regarding existentialist and metaphysical themes</li> <li>5. Discover and implement new strategies of grammar in speaking English language</li> <li>6. Integrate the prominence of media and the elements of advertising by</li> <li>7. 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 environment</li> </ol>
DSCC	JOR204B21	<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>
DSCC	PSY204B21	<b>Psychology II [Theory and Assessment]</b>	<ol style="list-style-type: none"> <li>1. Distinguish between physiological and psychological motivation</li> <li>2. influencing human behavior</li> <li>3. Apply principles of learning theories to modify behavior</li> <li>4. Associate cognitive processes involved in thinking and intelligence</li> <li>5. Assess and classify personality based on trait and types</li> </ol>

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<b>DSCC</b>	<b>OEN204A21</b>	<b>Optional English II [British literatures II]</b>	Appreciate and critically interpret the poems of the metaphysical poets and the romantic period Construct a rhetorical approach to romantic literature Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age Reiterate classifications of essays and discuss the aspects of language enabling better critical interpretation of the essays of charles lamb, oliver goldsmith and richard steele
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**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. हर्दी कवति और खंडकाव्य के भेद को समझलेता है</li> <li>2. पौराणिक कथा का वश्लेषण करता है</li> <li>3. पौराणिक काव्य में आदर्श वचिारों का अनुकरण करता है</li> <li>4. आधुनिक और पौराणिक वचिारो का मूल्यांकन</li> <li>5. 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	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</li> <li>4. Manipulation in news content</li> <li>5. Critique the role of Press Council of India in safeguarding press freedom</li> </ol>
DSCC	PSY204B31	<b>Psychology III [Developmental Psychology I]</b>	<ol style="list-style-type: none"> <li>1. Relate Piaget's, Vygotsky's and Erikson's theories, methods and principles to study the</li> <li>2. Aspects of human development</li> <li>3. Distinguish biological factors influencing human development</li> <li>4. Emphasize on the Prenatal life and its influence on development across Life Span</li> <li>5. Critically evaluate the major capabilities during Infancy</li> <li>6. Demonstrate Seguin Form Board Test (SFBT) to identify the abilities of children</li> </ol>
DSCC	OEN204A31	<b>Optional English III [British Literatures III – Victorian and Modern]</b>	<ol style="list-style-type: none"> <li>1. Describe the social, political, geographical, historical, religious, and cultural context of</li> <li>2. American literature</li> <li>3. Theorize gender, race, class, ethnicity, multiculturalism, and realism portrayed in American literature</li> <li>4. Construct a rhetorical approach to American literature</li> <li>5. Analyze the tropes, themes and conventions like realism, gothic, confessional writing, Abolitionist literature, American dream, dark romanticism</li> <li>7. Appraise the aesthetic aspect of American literature</li> </ol>

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<b>Skill Enhancement Course [ Any ONE to be Opted]</b>			
<b>SEC</b>	<b>JOR402A31</b>	<b>Introduction to Photojournalism</b>	<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>
<b>SEC</b>	<b>PSY402A31</b>	<b>Career Counselling</b>	<ol style="list-style-type: none"> <li>1. Define the roles and expectations of a career counsellor</li> <li>2. Apply standardized assessment tools to aid career counselling</li> <li>3. Review the role of a career counsellor in college setting</li> </ol>
<b>SEC</b>	<b>ENG402A31</b>	<b>Film Adaptations</b>	<ol style="list-style-type: none"> <li>1. Interpret the movie “My Fair Lady”</li> <li>2. Focus on the angle, shots and distance while watching a scene</li> <li>3. Extrapolate the role of audience and director</li> <li>4. Analyze the postcolonial film theory</li> <li>5. Clarify the concept regarding agency, ideology, gaze</li> </ol>

**IV Semester**

<b>Course</b>	<b>Course</b>	<b>Course Title</b>	<b>Course Outcomes</b>
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Type	Code		
<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 ಮೆರುಗುಗೊಳ್ಳಿಸಿಕೊಳ್ಳುವರು</li> </ol>
AECC	HIN103B41	<b>Hindi IV</b>	<ol style="list-style-type: none"> <li>1. हिंदी व्यंग्य अध्ययन करने की शौली को समझलेता है</li> <li>2. व्यंग्य में नहिति वचिरो का वशि्लेषण</li> <li>3. व्यंग्य कथाओं में अभवियक्त वचिरो का मूल्यांकन</li> <li>4. नबिंधी में नहिति आदर्श वचिरो का अनुकरण</li> <li>5. व्यंग्य सृजन कौशल्य का वकिस</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	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> <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>
DSCC	PSY204B41	<b>Psychology IV [Developmental Psychology II]</b>	<ol style="list-style-type: none"> <li>1. Identify the factors influencing transition on human development</li> <li>2. Distinguish emotional and cognitive development, vocational adjustment and marital</li> <li>3. And non-marital lifestyles in adulthood</li> <li>4. Critically evaluate mid- life crisis and its effects on physical and psychological aspects</li> <li>5. Acknowledge the physiological, cognitive and psychological changes and experiences</li> <li>6. During old age</li> <li>7. Integrate the significance of death and dying across lifespan</li> </ol>
DSCC	OEN204A41	<b>Optional English IV [American Literatures]</b>	<ol style="list-style-type: none"> <li>1. Critique a novel in its socio-cultural context and acquire thorough knowledge of the aesthetic and literary movements associated with the age</li> <li>2. Identify writers according to characteristic writing style and become proficient in</li> </ol>

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			<p>literary jargons and nuances of literature</p> <ol style="list-style-type: none"> <li>3. Imbibe values implied in short stories and expand the creative arena, enrich diction</li> <li>4. by appreciating the writing style of the writers</li> <li>5. Analyze theoretical dimensions such as feminism and Eco criticism in a given work of literature</li> <li>6. Appraise and apply poetic devices and figures of speech employed in poetry</li> </ol>
<b>SEC</b>	<b>HUM402A41</b>	<b>Basic Research Methods</b>	<ol style="list-style-type: none"> <li>1. Imbibe research culture</li> <li>2. Perform independent social science and humanities research work for graduation</li> <li>3. 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>

**V Semester**

<b>Cours</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
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e Type			
DSCC	JOR204A51	<b>Journalism V [Reporting]</b>	<ol style="list-style-type: none"> <li>1. Analyze news articles with news elements and principles of news writing</li> <li>2. Manage interviews for journalistic reporting</li> <li>3. Construct news and interview features</li> <li>4. Design news stories in hard news and soft news format</li> </ol>
DSCC	JOR204A52	<b>Journalism VI [Editing Techniques]</b>	<ol style="list-style-type: none"> <li>1. Illustrate the organizational structure of a newspaper organization</li> <li>2. Interpret the editorial page</li> <li>3. Construct suitable headlines for a news story</li> <li>4. Analyze the layout, typography and photographs used in newspaper and magazine design.</li> </ol>
DSCC	PSY203B51	<b>Psychology V [Behavior Dysfunction I]</b>	<ol style="list-style-type: none"> <li>1. Discriminate mental disorders and abnormal behavior based on DSM 5 and ICD 10</li> <li>2. Evaluate and comprehend the Genetic, Neuroscience, Psychodynamic, Cognitive</li> <li>3. Behavioral, Emotional and Socio-cultural models and assessments in psychopathology</li> <li>4. Analyze case studies on anxiety and related disorders</li> <li>5. Formulate strategies to cope with stress and related disorders</li> <li>6. Critically analyze case studies on dissociative and somatoform disorders</li> <li>7. List psychological tools and assessments in terms of equipment, questionnaire, and</li> <li>8. Rating scale to analyze and interpret individual's data</li> </ol>
DSCC	PSY203B52	<b>Psychology VI [Organizational Psychology I]</b>	<ol style="list-style-type: none"> <li>1. Illustrate the fundamental concepts of organizational psychology and imply the role</li> <li>2. Of industrial psychologist</li> <li>3. Synthesize the aspects and principles of communication in an organization</li> <li>4. Imply the theoretical models to motivate employees</li> <li>5. Integrate suitable leadership styles while working in an organization</li> <li>6. Critically analyze the individual differences at workplace</li> </ol>
DSCL	PSY2L2BA51	<b>Psychology Practical I</b>	<ol style="list-style-type: none"> <li>1. Demonstrate the procedures relating to signal detection, maze learning, Muller-Lyer</li> <li>2. Illusion, habit interference and bilateral transfer</li> <li>3. Analyze the effect of stroop effect, memory, association and well-being</li> <li>4. Assess the need and prepare a plan for the screening test</li> <li>5. Develop a comprehensive report on the assessments</li> <li>6. Analyze the data using statistical measures</li> </ol>
DSCC	OEN204A51	<b>Optional English V [Indian literatures I]</b>	<ol style="list-style-type: none"> <li>1. Appraise English studies in India and its evolution</li> <li>2. Analyze the genres and how they differ in form and content when it comes to Indian</li> <li>3. Writers writing in English</li> <li>4. Integrate the 'Indianness' of English through the writings of the authors from across the country</li> </ol>
DSCC	OEN204A52	<b>Optional English VI [European and Non - European Literatures I]</b>	<ol style="list-style-type: none"> <li>1. Appreciate and analyze the prominent writers and works according to the socio-cultural context</li> <li>2. Evaluate comparative merits of works from different cultural origins</li> <li>3. Understand the quality of great works of art in literature</li> <li>4. Demonstrate advanced factual knowledge of European geographies, histories, politics, and cultures</li> <li>5. Assess proficiency in analyzing and interpreting specific European topics at an</li> <li>6. In-depth level using major theories and concepts</li> <li>7. Establish the ability to read and communicate, both verbally and in writing, in a European language other than English</li> </ol>
DSCP	HUM2P4A51	<b>Project / Dissertation / Internship</b>	<ol style="list-style-type: none"> <li>1. Take decisions, judgments, create settings and develop an understanding</li> </ol>

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			<ol style="list-style-type: none"> <li>2. Of psychological assessment</li> <li>3. Complete tasks and develop work habits and skill of research and report writing</li> <li>4. Identify the skills required to meet client needs, explore clinical/organizational issues,</li> <li>5. And enact timely interventions</li> <li>6. Develop an attitude to empathize, listen and communicate with people having different</li> <li>7. Physical, mental and emotional difficulties</li> </ol>
<b>NCCC</b>	<b>EEC5A2A51</b>	<b>Extra-Curricular and Extension Activities as per Annexure II</b>	<ol style="list-style-type: none"> <li>1. Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness</li> <li>2. Develop communication skills, interpersonal skills, problem solving and decision making skills for interpersonal effectiveness</li> </ol>

**VI Semester**

<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
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**Programme Matrix: Bachelor of Arts - Journalism, Psychology, Optional English [2019 Batch]**

<b>DSCC</b>	<b>JOR204A61</b>	<b>Journalism VII [Television and Cinema]</b>	<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>
<b>DSCC</b>	<b>JOR204A62</b>	<b>Journalism VIII [Advertising and Public Relations]</b>	<ol style="list-style-type: none"> <li>1. After the successful completion of the course, students should be able to:</li> <li>2. Define the meaning and nature of advertising and public relations</li> <li>3. Describe the types of advertisement based on medium and content design copy content for an advertisement</li> <li>4. Evaluate the stages of developing a PR campaign</li> <li>5. Create socially responsible public relations campaign</li> </ol>
<b>DSCC</b>	<b>PSY203B61</b>	<b>Psychology VII [Behavior Dysfunction II]</b>	<ol style="list-style-type: none"> <li>1. Classify personality disorders and analyze case studies</li> <li>2. Conceptualize clinical picture of types of schizophrenia, delusional disorders,</li> <li>3. Acute and transient psychosis based on case studies</li> <li>4. Distinguish between unipolar and bipolar mood disorders and design a plan to prevent suicide</li> <li>5. Analyze the effects of substance abuse and its impact on physical, psychological and social health</li> <li>6. Conceptualize intervention and rehabilitation Programme for intellectual disability and</li> <li>7. Autism spectrum disorders</li> </ol>
<b>DSCC</b>	<b>PSY203B62</b>	<b>Psychology VIII [Organizational Psychology II]</b>	<ol style="list-style-type: none"> <li>1. Describe the methods used in job selection and analysis</li> <li>2. Apply the job training methods for managerial and non-managerial employees</li> <li>3. Evaluate the traditional and modern methods used to appraise performance of the employees</li> <li>4. Develop strategies to manage stress and emotions in the workplace</li> <li>5. Discuss incentives used to promote employee productivity</li> <li>6. Illustrate appeals of advertising</li> </ol>
<b>DSCL</b>	<b>PSY2L2B61</b>	<b>Psychology Practical II</b>	<ol style="list-style-type: none"> <li>1. Demonstrate the procedures relating to manual dexterity, tweezers dexterity and Bhatia's</li> <li>2. Battery of performance</li> <li>3. Analyze the inventories for personality, stress inventory, depression and adjustment</li> <li>4. Develop a comprehensive report on the assessments</li> <li>5. Analyze the data using statistical measures</li> </ol>
<b>DSCC</b>	<b>OEN204A61</b>	<b>Optional English VII [Indian Literatures II]</b>	<ol style="list-style-type: none"> <li>1. Assess a given piece of literature and conduct a strategic comparison</li> <li>2. To restate and interpret meaning from a given scenario by quoting examples and metaphors</li> <li>3. Express thoughts and develop plans and procedures through creative thinking operations</li> <li>4. Perform writing tasks and activities with expertise and high quality, independent of help</li> <li>5. Give a natural, instinctive, and effortless approach towards literature by enabling them to construct and compose</li> </ol>
<b>DSCC</b>	<b>OEN204A62</b>	<b>Optional English VIII [European and Non European Literatures II]</b>	<ol style="list-style-type: none"> <li>1. Demonstrate critical thinking skills in understanding the nuances of literary genres of European and Non – European writers</li> <li>2. Understand how reason and emotion interacts in certain situations (colonial and post-colonial)</li> <li>3. Demonstrate an awareness of the significance of the literary forms and of the role they play</li> <li>4. Critique and appreciate a range of world literary texts and its significance and approaching under the lens of Feminism Marxist and other literary theories</li> </ol>
<b>SEC</b>	<b>SSP4L2A01</b>	<b>Soft Skills Practices</b>	<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>