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INSTITUTE OF MANAGEMENT STUDIES
Recognised by UGC & Affiliated to CCS University, Meerut
GRADE 'A' INSTITUTE BY UGC-NAAC

Institute of Management Studies (IMS), Noida

BACHELORS OF JOURNALISM & MASS COMMUNICATION

B.J.M.C.

Program Outcomes

Program Specific Outcomes

Course Outcomes

BACHELORS OF JOURNALISM & MASS COMMUNICATION

Program Outcomes (PO)

PO1: To prepare and nurture the budding journalists for society.

PO2: To impart the subject related knowledge along with necessary skills to survive in the field of Journalism and Mass Communication.

PO3: To inculcate the professional and personal values among the students to promote the value based journalism.

PO4: To involve the students in various exercises that could help them to survive and perform in an excellent manner in the field of Journalism and Mass Communication.

PO5: Create awareness to be responsible journalists that could cater to the societal needs.

PO6: To introduce the students with the latest technology and skills in the professions related to the field of Journalism and Mass communication.

Program Specific Outcome (PSO)

PSO1: To develop the skills of budding journalists to make them capable of working in different sectors of Media Industry like Radio, Print, Television, Films, Entertainment, PR, Advertising, online journalism and other related fields.

PSO2: To equip students with the required conceptual and practical skills with a motive to nurture their desire to excel in their performance and meet the job challenges.

PSO3: Our programs are designed to expose the students to both general and specialized curriculum through value-added courses which include theoretical classes on Value education, General Hindi, General English, Indian Constitution, Indian Political system, Indian Social System and Indian Economic system.

PSO4: To provide best opportunity to the students to enhance their knowledge through seminars, webinars and conferences.

Course Outcome (CO)

BJMC Semester I

Course Code 101- Introduction to Mass Communication

CO1: To introduce the fundamentals of various types of communication.

CO2: To make the students understand the process, theories and models of mass communication.

CO3: To introduce the students to basics of journalism and its role in society.

CO4: To introduce different types of media, their characteristics, merits and demerits.

Course Code 102- Computer Basics

CO1: To provide the basic knowledge of computer to the students.

CO2: To introduce fundamentals of computer and its components.

CO3: To understand the history of computers.

CO4: To get detailed understanding of computer software programmes like CorelDraw, Photoshop & QuarkXPress.

Course Code 103- Value Education

CO1: To give an introduction of the meaning, aim and significance of value education.

CO2: Explain the role of value education in personal development and nation building.

CO3: To develop an understanding about the importance of value-based living.

CO4: To prepare value-based professionals.

Course Code 104- General Hindi

CO1: To give an understanding of the Hindi language and its usage in media.

CO2: To train the students in writing news stories in Hindi.

CO3: Creating an expertise in translation from English to Hindi and Vice-Versa.

CO4: To analyse the language and style of Hindi media outlets.

Course Code 105- Course Related Practical

CO1: Newspapers Analysis and Hindi Typing.



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CO2: Working knowledge of computer.

CO3: Practical exercises related to CorelDraw, Photoshop & QuarkXPress.

CO4: Exercises to inculcate values in students.

BJMC Semester II

Course Code 201- Introduction to Journalism

CO1: To familiarize the students with the concept of Journalism.

CO2: To introduce basic concepts of communication.

CO3: To create an understanding about the role of Journalism in society.

CO4: To introduce different types of media their characteristics, merits and demerits.

Course Code 202- Constitution and Indian Political System

CO1: Developing an understanding among students about the Indian Constitution.

CO2: Discussion about the basic features of Indian political system.

CO3: Understanding and analyzing federalism in the Indian context.

CO4: To evaluate the Indian Political scenario amidst the emerging challenges.

Course Code 203- Indian Social System

CO1: To familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society.

CO2: To give an understanding about the social structure of Indian Society.

CO3: Demonstrate the role of theory in Sociology.

CO4: To create an understanding of the social and cultural processes and structures that inform social interact.

Course Code 204- General English

CO1: To create a competency in the use of English Language.

CO2: Develop an understanding about the main idea of a text.

CO3: To identify specific information in a text.



CO4: Improvisation of English vocabulary in students.

Course Code 205- Course Related Practical

CO1: Exposure to the society related issues.

CO2: Application of laws with respect to media.

CO3: Researching and writing a news article.

CO4: Improvement in speaking skills.

BJMC Semester III

Course Code 301- Print Media-I (Reporting)

CO1: This course aims to familiarize and provide knowledge of Reporting in Print Journalism.

CO2: To give an introduction about news, qualities of Reporter and various kinds of reporting.

CO3: To enable the students to understand newspaper organization structure and editorial department.

CO4: To understand the hierarchy of a news organization.

Course Code 302- Indian Economic System

CO1: To discuss the fundamentals of economy and Indian Economy.

CO2: Analysing the objectives of the economic policy and its impact on society.

CO3: To develop an understanding about the basic characteristics of Indian economy.

CO4: Understanding the importance, causes and impact of population growth and its distribution.

Course Code 303- Electronic Media-I (Radio)

CO1: To introduce the History and Development of Radio.

CO2: To understand the nature and types of Radio Programs.

CO3: To understand different Radio and TV programmes and formats.

CO4: To learn the skills of Script writing for Radio.



Course Code 304- Media Laws

CO1: This course is designed to introduce to students the concept of Media Laws.

CO2: The study of this course will help the students to understand the various dimensions of Media Laws in India.

CO3: Understanding the history of press laws and acts.

CO4: Provide knowledge about the ethics of Journalism, freedom and responsibility of the media organizations.

Course Code 305- Course Related Practical

CO1: Writing news reports, headlines, intro, page make-up and design, editing news copy for departmental newsletter 'The Youth Express'.

CO2: Writing short feature, editorial writing, film and book review.

CO3: Creating programmes for various radio formats.

CO4: Exercises in Voice Modulation and Rjying.

BJMC 4th Semester

Course Code 401- Print Media – II (Editing)

CO1: To provide knowledge about Print Journalism.

CO2: To introduce Copy Editing, Photo Journalism, Page layout and design etc.

CO3: To introduce students to the basics of reporting and writing for print media.

CO4: To enable the students understand news values and qualities of reporters.

Course Code 402- Social Media

CO1: To provide introduction regarding social networking sites.

CO2: To impart the knowledge of Social Media Marketing.

CO3: Understanding benefits of social media.

CO4: Understanding the importance of E-commerce, E-marketing and other related concepts.

Course Code 403- Public Relations and Corporate Communication

CO1: To provide an understanding of the fundamentals of Public Relations and Corporate Communication.



CO2: To provide the knowledge about Media Planning, Production Techniques and skills.

CO3: Learning the various concepts of Public Relations and the tools of public relations applicable in today's business scenario.

CO4: Evaluate the current issues and trends of public relations.

Course Code 404- Electronic Media- II (Television)

CO1: To discuss the history and development of television.

CO2: The study of this course will help the students to understand the nature and types of television programmes.

CO3: To develop an ability to identify and demonstrate an understanding of the theoretical foundations of media.

CO4: To analyse a variety of media products, case studies and issues.

Course Code 405- Course Related Practical

CO1: Practical related to print media editing.

CO2: Practical related to building public relation and verbal skills.

CO3: Practical related to television and radio usage.

CO4: Practicing videography.

BJMC Semester V

Course Code 501- Advertising

CO1: This course is designed to introduce to students the fundamentals of Advertising

CO2: To understand the various types of advertising and its elements.

CO3: Demonstrate an understanding of the overall role advertising plays in the business world.

CO4: Identify and understand the various advertising media.

Course Code 502- Development Communication

CO1: To familiarize the students with the role of communication in development.

CO2: The study of this course will help the students to understand participatory communication.



CO3: To differentiate the types of communication and understand the roles they play in development.

CO4: To develop skills that will be helpful in designing communication strategies to handle developmental problems.

Course Code 503- Mass Media Writing Skills

CO1: To provide an understanding about the fundamentals of Mass Media Writing.

CO2: The study of this course will help the students to understand the writing techniques for print media.

CO3: To provide knowledge about news and providing understanding of its elements.

CO4: Understanding the role of the news editor and its functions, duties and responsibilities.

Course Code 504- Digital Journalism

CO1: To provide an introduction to Digital Journalism.

CO2: To impart the knowledge about Computer Networks and Social Networking Sites.

CO3: The course focuses on Digital Journalism along with electronic and online media.

CO4: To create an understanding about the field of Web Journalism, Online Journalism, Mobile Journalism, Social Media Journalism etc.

Course Code 505- Course Related Practical

CO1: Students have to make their own advertisements so that they learn its importance.

CO2: Learning the use of communication modes for the better usage and understanding the importance of communication.

CO3: Improve writing skills for the betterment of their writing, editing, etc.

CO4: Practical use of social media sites for networking.

BJMC Semester VI

Course Code 601- Print Media Practical-Viva

CO1: To analyse the contemporary trends in print media.

CO2: Writing and editing news stories.

CO3: Designing layout of a newsletter.



CO4: Preparation of the newsletter.

Course Code 602- Radio Practical-Viva

CO1: Analysis of Radio programmes.

CO2: Understanding formats of different radio programmes.

CO3: Planning and scripting programmes of various radio formats.

CO4: Recording and editing the assigned radio programmes.

Course Code 603- TV Practical Viva

CO1: Analysis of television programmes.

CO2: Understanding formats of different TV programmes.

CO3: Planning and scripting programmes of various TV formats.

CO4: Recording and editing the assigned TV programmes.

Course Code 604- New Media Practical-Viva

CO1: Writing news stories for new media.

CO2: Creating blog and uploading content.

CO3: Analysing the news and other blogs on the internet.

CO4: Understanding the concepts of social listening and data analytics.

Course Code 605- Project- Viva

CO1: Creating a project on Advertisement as a medium of communication.

CO2: Using the skills acquired in TV and radio programmes in Advertisement Production.

CO3: Develop learning to do teamwork.

CO4: Presentation of Advertisement before the external examiner.