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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

MASTERS OF JOURNALISM & MASS COMMUNICATION MJMC

Program Outcomes
Program Specific Outcomes
Course Outcomes

MASTER OF JOURNALISM & MASS COMMUNICATION

Program Outcomes (PO)

PO1: To nurture and polish the talent of budding media professionals with a strong knowledge of media ethics.

PO2: To produce the research professionals who could contribute towards the societal growth in a positive way.

PO3: To create the dynamic media professionals with strong sense of responsibility towards the society.

PO4: To inculcate the tenets of value-based journalism among the students.

PO5: 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: Creating an understanding of various research techniques and making the students learn about their implementation on a practical level.

PSO2: Creating an understanding of various research techniques and making the students learn about their implementation on a practical level.

PSO3: To develop an ability to learn the practices adopted in Print, Electronic and Digital media.

PSO4: To give hands on practice of broadcast equipments, software and technical expertise.

PSO5: Prepare the students with effective communication skills for all kinds of media.

PSO6: Providing media exposure to the students through frequent visits to the media outlets.

MJMC Semester I

Course Code 101- Communication: Concept and Processes

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- Fundamentals of Computer

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- History of Press, Laws and Ethics

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

CO2: To introduce basic concepts of communication.

CO3: This course is designed to introduce to students the concept of Media Laws.

CO4: The study of this course will help the students to understand the various dimensions of Media Laws in India. Understanding the history of press laws and acts.

Course Code 104- Social and Political System of India

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: Developing an understanding among students about the Indian Constitution.

CO4: Discussion about the basic features of Indian political system.

Course Code 105- Course Related Practical

CO1: Hindi and English typing.

CO2: Computer related practical.

CO3: Practical related to CorelDraw, Photoshop & QuarkXPress.

CO4: Students will learn to give presentations on topics related to Indian Constitution

MJMC Semester II

Course Code 201- Development and International 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 202- Print Journalism – 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 types of reporting.

CO3: To provide knowledge about principles of Print Journalism.

CO4: To introduce Copy Editing, Photo journalism, Page layout and design etc.

Course Code 203- 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 204- IT and Computer Application in Mass Media

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

CO2: To introduce fundamentals of computer and its components.

CO3: Conducting exercises related to Composing, printing, animation, diagrams, audio, video visuals, large data storage.

CO4: Providing knowledge about writing, editing and designing layout of Online newspaper editions.

Course Code 205- Course Related Practical

- CO1:** Exposure to the society related issues.
- CO2:** Application of laws with respect to media.
- CO3:** Conducting Research and writing a news article.
- CO4:** Improvement in speaking skills.

MJMC 3rd Semester

Course Code 301- Print Journalism - II (Editing and Layout)

- 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 302- 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 programs.
- CO3:** To develop an ability to identify and demonstrate an understanding of the theoretical foundations of media.
- CO4:** To analyze a variety of media products, case studies and issues.

Course Code 303- Advertising and Public Relations

- 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:** This course is designed to introduce to students the fundamentals of Advertising. To understand the various types of advertising and its elements.
- CO4:** Demonstrate an understanding of the overall role advertising plays in the business world. Identify and understand the various advertising media.

Course Code 304- Online Journalism

CO1: To provide an introduction to Online Journalism.

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

CO3: The course focuses on Digital and Online 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 305- Course Related Practical

CO1: Exposure to Online Journalism and its working.

CO2: Working knowledge of Print and Electronic Media.

CO3: Planning and designing advertisements.

CO4: Understand and apply the principles of Public Relations.

MJMC 4th Semester

Course Code 401- Communication Research

CO1: Make the students understand basics of research.

CO2: To provide clarity on various research methods.

CO3: Elaborate the applications of research by discussion on various research papers.

CO4: To help the students on thinking topics for research.

Course Code 402-Print Media Practicals

CO1: To analyze 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 403-Electronic Media (Radio & TV) Practical

CO1: Analysis of TV and Radio programs.

CO2: Understanding formats of different radio & TV programs.

CO3: Planning and scripting programs of various radio & TV formats.

CO4: Recording and editing the assigned radio and TV programs.

Course Code 404-Internship

CO1: Understanding Practical Working of a media organization.

CO2: To do the assigned work and prepare daily diary of work done.

CO3: Try to explore the new departments and their working.

CO4: Getting an experience under the supervision of Field Experts.

Course Code 405-Dissertation

CO1: Understanding Applications of Research by working on a research problem.

CO2: To get an idea about writing research papers.

CO3: To prepare the dissertation.

CO4: To defend the dissertation during viva-voce.