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

BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION (BAJMC)

Program Outcomes
Program Specific Outcomes
Course Outcomes



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BACHELORS OF ARTS IN JOURNALISM & MASS COMMUNICATION

Programme Outcomes

- 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 journalised 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.

Programme Specific Outcomes

- 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.



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BAJMC Semester I

Course Code 101- Basics of Mass Communication and Journalism

- 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- 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 103- 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 104- Advertising and Public Relation

- CO1: This course is designed to introduce to students the fundamentals of Advertising and Public Relations
- CO2: To understand the various types of advertising and various concepts of Public Relations and the tools of Public relations applicable in today's business scenario.
- CO3: Demonstrate an understanding of the overall role advertising plays in the business world.
- CO4: Identify and understand the various advertising media, current issues and trends of public relations



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Course Code 105- Computer for Mass Media (Course Related Practical Viva)

- CO1: To provide the basic knowledge of computer to the students.
- CO2: To introduce fundamentals of computer and its components.
- CO3: To understand the components of hardware and software
- CO4: To make students able to operate different software and applications

BAJMC Semester II

Course Code 201- Print Media-I (Reporting and Editing)

- CO1: This course aims to familiarize and provide knowledge of Reporting and Editing 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 202- 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 203- 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.



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Course Code 204- Photo Journalism

- CO1: To familiarize students with the concept of photojournalism
- CO2: To provide students with the knowledge to present a better story in front of public through pictures
- CO3: To make students able to bring the ills of society in light through images
- CO4: To prepare students for being unbiased, credible, and reliable

Course Code 205- Media Related Software (Course Related Practical – Viva)

- CO1: To familiarize students with the software being used in the media industry
- CO2: To get access to a vast variety of information
- CO3: To get detailed understanding of computer software programmes like CorelDraw, Photoshop & QuarkXPress.
- CO4: To increase the problem solving ability while working

BAJMC Semester III

Course Code 301- 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 302- Corporate Communication

- CO1: To provide an understanding of the fundamentals of corporate communication
- CO2: To provide the knowledge about Media Planning, production techniques, and skills
- CO3: To evaluate the current scenarios and trends in corporate world
- CO4: To provide the knowledge of fostering and maintaining identity of a corporate and brand image



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Course Code 303- Broadcast Journalism (Electronic Media – I)

- CO1: To provide a basic knowledge of Broadcast Journalism
- CO2: To understand the History, Nature, and Types of Radio Programs
- CO3: To understand different Radio and TV programs and formats
- CO4: To learn the skill of Script writing for broadcasting

Course Code 304- Indian Political System

- CO1: To familiarize the students about the concepts and the basic characteristics of politics and particularly about Indian Politics
- CO2: To give an understanding about the social structure of Indian Politics
- CO3: Understanding and analyzing federalism in the Indian context
- CO4: To evaluate the Indian Political Scenario amidst the emerging challenges

Course Code 305- Graphics and Design (Course Related Practical – Viva)

- CO1: To give the students a basic knowledge of Graphics and Designs
- CO2: To analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems
- CO3: To utilize relevant applications of tools and technology in the creation, reproduction, and distribution of virtual messages
- CO4: To make students able to apply graphic design principles in the ideation and production of visual messages

BAJMC 4th Semester

Course Code 401- Media Laws and Ethics

- 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.



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Course Code 402- Media and Cultural studies

- CO1: To familiarize the students with the concept of the culture and all its complex forms
- CO2: To give an understanding about the social structure
- CO3: To demonstrate the relation between media and culture in the society
- CO4: To analyze the social and media context in which culture manifests itself

Course Code 403- TV Journalism (Electronic Media – II)

- 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 404- 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 405- Print Media Production (Course related Practical – Viva)

- CO1: To give a basic knowledge of Print Media Production
- CO2: To provide students with a practical exposure to print media
- CO3: Writing news reports, headlines, intro, page make-up and design, editing news copy for departmental newsletter 'The Youth Express'.
- CO4: Writing short feature, editorial writing, film and book review.



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BAJMC Semester V

Course Code 501- Communication Research

- CO1: To improve verbal and non verbal communication skills in students
- CO2: To give students a dynamic development to communicate efficiently
- CO3: To develop critical thinking among students
- CO4: To enhance mindful communication in students

Course Code 502- New Media Technology

- CO1: To provide students the basic knowledge of New media
- CO2: To make students familiar with the applications and software being used in New Media
- CO3: Demonstrate the role of New Media Tecnology in current social situation
- CO4: To understand the tools and interface used in the New media

Course Code 503- Environment and Rural Communication

- CO1: To understand the human's role in environmental protection and resource management
- CO2: To understand the basic importance of Rural Communication in rural development
- CO3: To enhance strategic use of communication processes and media products to support effective environment and rural policies
- CO4: To study the issues working as barriers to communication with environment and rural communication

Course Code 504- Newspaper production (Course Related Practical – Viva)

- CO1 To analyze the contemporary trends in the Newspaper production
- CO2 Editing and Selection of news stories
- CO3 Designing layout of newspapers
- CO4 To get a practical exposure to newspaper production and designing



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Course Code 505- Content Production of New Media (Course Related 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

BAJMC Semester VI

Course Code 601- Media Management

CO1: To develop critical understanding of the current media environment

CO2: To make students identify the importance of increased brand/organization credibility

CO3: To provide students with the knowledge to strengthen engagement strategies

CO4: Demonstrate the measurable goals, and measure the success within a social media forum

Course Code 602- 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 603- Audio-Visual Production (Electronic Media Practical – Viva)

CO1: Analysis of Audio-Visual programmes

CO2: Understanding formats of different Audio-Visual programmes

CO3: Planning and scripting programmes of various Audio-Visual formats

CO4: Recording and editing the assigned Audio-Visual programmes



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Course Code 604- Profile Study (Project Report)

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

CO2: To get an idea about writing research papers

CO3: To prepare the project report

CO4: To defend the dissertation during viva-voce

Course Code 605- Internship – Viva

CO1: Understanding practical working of media organisation

CO2: To do the assigned work

CO3: Try to explore the new departments and their working

CO4: Getting an experience under the supervision of Field Experts