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

# **MASTERS OF ARTS IN JOURNALISM & MASS COMMUNICATION (MAJMC)**

**Program Outcomes**  
**Program Specific Outcomes**  
**Course Outcomes**



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## **MASTERS OF ARTS IN JOURNALISM & MASS COMMUNICATION**

### **Program Outcomes**

- 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 Outcomes**

- 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.



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### **MAJMC 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 Corel Draw, Photoshop & QuarkXPress.

#### **Course Code (103) - History of Press, Media 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.



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### **Course Code (105) - Course Related Practical Viva**

**CO1:** Hindi and English typing.

**CO2:** Computer related practical.

**CO3:** Practical related to Corel Draw, Photoshop & QuarkXPress.

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

### **MAJMC 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) - Iconic Personalities of Media: Post Independence**

**CO1:** To Preserve high standards and traditions of journalism.

**CO2:** Role and Responsibilities of Journalist in new India after Independence.

**CO3:** Economic and Social changes through journalism.

**CO4:** Development through Journalism and regional Journalism.

#### **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.



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### **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.

### **MAJMC 3<sup>rd</sup> Semester**

#### **Course Code (301) - Print Journalism - II (Reporting and 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 (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.



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**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) - Special Paper (any one of the following)**

- (a) Online Journalism**  
**(b) Environment Communication**

**(a) 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.

**(b) Environment Communication**

- CO1:** Investigate and Publicize issues affecting the natural world.
- CO2:** Humans' role in environmental protection and resource management.
- CO3:** Public participation and project implementation geared towards environmental sustainability.
- CO4:** Strategic use of communication processes and media products to support effective policy making.



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**Course Code (305) - Course Related Practical Viva**

- 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.

**MAJMC 4<sup>th</sup> 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 Practical Viva**

- 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 with an agency for 30-45 days (Diary and work records based viva)**

- CO1:** Understanding Practical Working of a media organization.
- CO2:** To do the assigned work and prepare daily diary of work done.



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

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

**Course Code (405) -Dissertation Viva**

**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-voice.