



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

DEPARTMENT OF ARTS

PROGRAMME: BA (SEP)

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DEPARTMENT OF ARTS (BA)

VISION

To anticipate the holistic development of an individual in terms of mind, body and heart through an integrated practice of subjects like psychology, journalism and English

MISSION

To inculcate standard professionalism and media ethics in journalism and to develop the professional skills of a psychologist by studying human behaviour and mental process and to develop literary appreciation, critical attitude fluency and performance in the global language.

PROGRAMME EDUCATIONAL OBJECTIVES

PEO1: Graduates will have a strong foundation in their chosen fields of study, demonstrating competence in core knowledge and skills.

PEO2: Graduates will be proficient communicators, expressing ideas clearly and effectively through written, oral, and visual means.

PEO3: Graduates will demonstrate an understanding of global perspectives and cultural diversity, fostering an appreciation for diverse viewpoints and experiences.

PEO4: Graduates will be well-prepared for their chosen career paths, demonstrating the ability to apply theoretical knowledge to practical situations and adapt to evolving professional landscapes.

PEO5: Graduates will recognize the importance of maintaining physical and mental well-being, fostering a healthy lifestyle for themselves and promoting it within their communities.

PEO6: Graduates will be well-prepared for their chosen career paths, demonstrating the ability to apply theoretical knowledge to practical situations and adapt to evolving professional landscapes.

PROGRAMME OUTCOMES

P01: Disciplinary Knowledge: Demonstrate a blend of conventional discipline knowledge and its applications to the modern world. Execute strong theoretical and practical understanding generated from the chosen programme.

P02: Critical Thinking: Take decisions after recognizing the presumptions that guide our thinking and behaviour, evaluating the degree to which these assumptions are true and defensible, and considering our concepts and decisions (intellectual, organizational, and personal) from multiple viewpoints.

P03: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

P04: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

P05: Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PROGRAMME SPECIFIC OUTCOMES

A. ENGLISH

After the successful completion of BA program, the students are expected:

PS01: To understand the texts analytically and critically.

PS02: To be able read, interpret, and write about a diverse range of texts in English, for example literature, film, digital media, and popular culture.

PS03: To be aware of the causes and effects of social, political, and cultural ideologies through literature.

PS04: To discern appropriate strategies of textual interpretation of different literary genres.

PS05: To be able to deal with everyday situations from an individual, creative, aesthetic and humanitarian perspective.

B. PSYCHOLOGY

After the successful completion of BA program, the students are expected to

PS01: To understand the foundational principles and theories of human behaviour as well as apply them to examine and evaluate the bio-psycho-social bases of human behaviour through the human lifespan.

PS02: To understand, analyse and evaluate individual differences based on various perspectives and theories of personality and intelligence.

PS03: To identify the social and cultural influences on human behaviour and demonstrate the skill to use psychological tools and tests to examine the variations in human behaviour in clinical, organizational, and educational settings.

PS04: To evaluate behavior objectively with the help of scientific tools like psychological tests, inventories, questionnaires and experimentations.

C. JOURNALISM

After the successful completion of BA program, the students are expected to

PS01: To understand the nature, basic concepts and aspects of Journalism and Mass Communication.

PS02: To analyse the Indian Media Scenario in global perspective in Socio - Economic - Political environmental context.

PS03: To apply editing, designing and production techniques and use of software relevant to dynamics of the media world.

PS04: To showcase mastery in selecting and organizing information, effectively engaging diverse audiences with accuracy, clarity, and creativity.

PS05: To exhibit the ability to craft compelling and well-structured stories across various media platforms, including print, online, audio, and video.

COURSE OUTCOMES
SEMESTER I
LANGUAGE I- ENGLISH

At the end of the course, the students will be able:

- C01.** To recall and recognize fundamental principles of Listening, Speaking, Reading, and Writing (LSRW) skills for effective communication in English.
- C02.** To comprehend and explain concepts of interpersonal communication to enhance social and professional interactions.
- C03.** To apply effective communication skills confidently in real-life situations, including handling calls and demonstrating telephone etiquette.
- C04.** To analyze and evaluate diverse literary works to identify themes, perspectives, and techniques, fostering critical thinking and analytical skills.
- C05.** To assess and correct grammatical errors using proficiency in remedial grammar, demonstrating knowledge of language structure and rules.
- C06.** To create well-structured, expressive critical essays and reports that reflect originality and coherent thought processes.

BRITISH LITERATURE & FACETS OF LANGUAGE

At the end of the course, the students will be able:

- C01.** To recall and outline the chronological development of English literature, identifying key literary works and genres from the Old English Period to the Postmodern Period.
- C02.** To comprehend and explain the moral, ethical, social, political, traditional, and secular values conveyed in English literature.
- C03.** To apply knowledge of literary, historical, social, and cultural movements to establish connections among English literary works.
- C04.** To analyze the general concepts of the nature, structure, and function of language, highlighting their relevance to literary and linguistic studies.
- C05.** To evaluate the structure and function of speech organs, illustrating their role in phonetics and language production.
- C06.** To create accurate phonetic transcriptions of English words, articulating the significance of phonetic notation in understanding pronunciation.
- C07.** To develop interpretations that reflect the universality of human experiences through the diversity of values represented in English literary works.

INTRODUCTION TO COMMUNICATION AND JOURNALISM

OUTCOMES: Students will be able:

- C01.** To recall and describe the various dimensions of communication, identifying their significance in different contexts.
- C02.** To explain and interpret diverse models of communication, detailing their components and applications.
- C03.** To apply the foundational concepts and functions of journalism to real-world scenarios.
- C04.** To analyze the history of journalism in India and Karnataka, highlighting key milestones and their impacts on society.
- C05.** To evaluate the principles and techniques of communication and presentation, assessing their effectiveness in professional and academic settings.

COMMUNICATION SKILLS (PRACTICAL)

OUTCOMES: Students will be able:

- C01.** To recall and identify the techniques for reviewing content for newspapers and periodicals.
- C02.** To comprehend and explain the methods for writing reviews of news magazines and news portals.
- C03.** To apply public speaking techniques to present speeches on various issues effectively.
- C04.** To analyze the strategies and dynamics of group discussions to enhance participation and collaboration.
- C05.** To create well-structured emails and letters, demonstrating clarity and professionalism in written communication.

PSYCHOLOGICAL PROCESSES I

OUTCOMES: Students will be able:

- C01.** To recall and use the knowledge gained to describe, explain, and predict behavior in themselves and others.
- C02.** To comprehend and explain the basic concepts, theories, and principles of psychology.
- C03.** To collaborate with peers and classmates to work on presentations and discussions, fostering teamwork and communication skills.
- C04.** To analyze and apply psychological concepts and theories to regulate emotions, motivate oneself, and enhance memory and learning skills.
- C05.** To evaluate and use technology effectively to gather and present information about psychological concepts and processes.

PSYCHOLOGICAL PROCESSES I (PRACTICAL)

OUTCOMES: Students will be able:

- C01.** To apply standardized psychological tools to measure various psychological traits and abilities such as learning, memory, motivation, and emotion, and interpret and report the results.
- C02.** To organize and present data using graphical representations and measures of central tendency, demonstrating analytical skills.
- C03.** To design and execute a simple research project by conducting a literature review, developing a research method, and collecting data.

SEMESTER II

LANGUAGE II- ENGLISH

OUTCOMES: Students will be able:

- C01.** To recall and expand vocabulary, and grasp the meaning of words and sentences effectively.
- C02.** To comprehend and use the English language correctly and appropriately in various contexts, demonstrating an understanding of language rules and structures.
- C03.** To apply creativity in expressing themselves through various forms of writing, such as stories, poems, essays, and presentations, fostering linguistic and artistic abilities.
- C04.** To analyze and enhance their ability to read and write with understanding, communicate effectively, and adapt language use to different situations.
- C05.** To evaluate and employ grammar techniques to fluently and effectively communicate in English, expressing thoughts and ideas with precision.
- C06.** To create a passion for learning and continuous self-improvement through the study of English language and literature.

INDIAN WRITING IN ENGLISH & FACETS OF LANGUAGE

OUTCOMES: Students will be able:

- C01.** To recall and examine the influence of Indian culture as reflected in literature.
- C02.** To comprehend and compare various aspects of Indian English narratives across genres and regional writers.

C03. To apply critical thinking to identify socio-cultural effects in literature through short stories and prose by various writers.

C04. To analyze and debate the richness of Indian literature with a focus on the reinterpretation of myths.

C05. To evaluate and discuss strategies for eradicating social evils to promote a healthy society.

C06. To analyze the patterns and structures of language, enhancing linguistic understanding.

C07. To create connections between theoretical knowledge of domains such as Morphology, Syntax, Semantics, and Pragmatics and their practical applications in everyday life.

BASICS OF AUDIO-VISUAL MEDIA

OUTCOMES: Students will be able to:

C01. To recall and understand the concept of radio and its various dimensions.

C02. To identify and comprehend various audio program formats, demonstrating their characteristics and applications.

C03. To apply knowledge of television concepts in analyzing its structure and function.

C04. To evaluate and critically assess various visual program formats, understanding their strengths and limitations.

C05. To analyze and investigate different program production techniques for both radio and television, identifying best practices in the field.

AUDIO - VISUAL MEDIA (PRACTICAL)

OUTCOMES: Students will be able to:

C01. To recall and familiarize oneself with the principles of scriptwriting and presentation for audio programs.

C02. To comprehend and apply techniques for writing and presenting radio talks and interviews effectively.

C03. To develop skills in scriptwriting and presentation for audio-visual programs, showcasing creativity and professionalism.

C04. To analyze and create scripts for television interviews and panel discussions, demonstrating effective communication and presentation techniques.

C05. To evaluate and master skills in radio jockeying (Rjing) and television news reading, ensuring clarity, confidence, and audience engagement.

PSYCHOLOGICAL PROCESSES II

OUTCOMES: Students will be able:

C01. To recall and explain the basic concepts, theories, and principles of psychology.

C02. To apply the knowledge gained to describe, explain, and predict behavior in themselves and others.

C03. To analyze and apply concepts and theories to understand their own personality, intelligence, perceptions, thinking, decision-making, and reasoning. (*Analyze, Apply*)

C04. To create and demonstrate skills in concept formation, creativity, and problem-solving.

C05. To synthesize and integrate knowledge from various topics into a coherent framework of understanding.

PSYCHOLOGICAL PROCESSES II (PRACTICAL)

OUTCOMES: Students will be able:

C01. To use standardized psychological tools to measure various psychological traits and abilities such as learning, memory, motivation, and emotion, interpret and report the results of same.

C02. To organize and present data using measures of variability.

C03. To continue to work on the research project started in semester I with analyzing the data using (only) descriptive statistics, discussion, and referencing.