

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: ENGLISH-I

COURSE CODE: AW19101

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Understand the features and types of academic writing	Understand
CO2	Analyse reading as a critical activity	Analyse
CO3	Apply the concepts of effective listening, note making, paraphrasing and summarizing in forming a terse writing style	Apply

CO4	Compose plagiarism free articles	Compose
CO5	Organize paragraphs in a logical structure	Organise

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

B A MASS COMMUNICATION

SUBJECT:

ENGLISH-I

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H		H	H			S	H		H		H
C02	S		S	H			S	S		H		H
C03	H		H	H	S		H	S		H		H
C04	S		S	H	H		S	H		H		H
C05	H		H	H	S		H	S		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

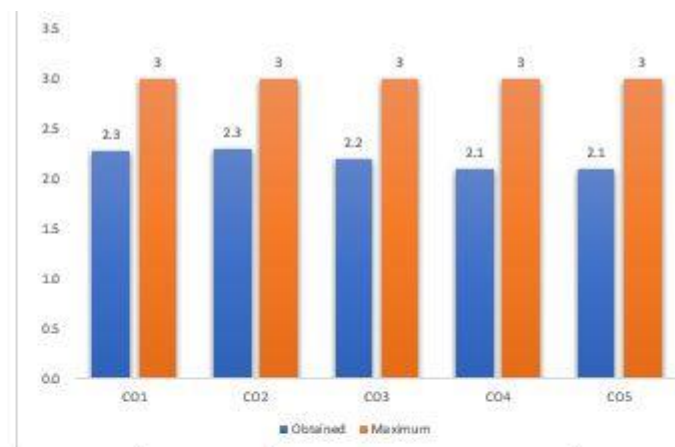
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	78.3	2.0			31.7	0.0	70.0	1.0	98.3	3.0	38.3	0.0	1.2	91.7	3.0	3.0	2.3
CO2	78.3	2.0			31.7	0.0			98.3	3.0	38.3	0.0	1.3	91.7	3.0	3.0	2.3
CO3	78.3	2.0	30.0	0.0	31.7	0.0			98.3	3.0	38.3	0.0	1.0	91.7	3.0	3.0	2.2
CO4			30.0	0.0	31.7	0.0			98.3	3.0	38.3	0.0	0.8	91.7	3.0	3.0	2.1
CO5			30.0	0.0	31.7	0.0			98.3	3.0	38.3	0.0	0.8	91.7	3.0	3.0	2.1

AVERAGE	AVERAGE
3	2.196

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.28		H 2.28	H 2.28				H 2.28
CO2				H 2.3				
CO3	H 2.2		H 2.2	H 2.2			H 2.2	
CO4				H 2.1	H 2.1			H 2.1
CO5	H 2.1		H 2.1	H 2.1			H 2.1	
AVERAGE OF COS FOR POS	2.193333333		2.193333333	2.196	2.1		2.15	2.19
AVERAGE OF POS	2.1644		2.1644	2.1792	2.1		2.15	2.145
AVERAGE	2.150514815							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: INDIAN HERITAGE & CULTURE

COURSE CODE: IC18001

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

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PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

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PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	This unit makes the student to understand better about the origin of ancient Indian culture the contributions of great rulers from both north and south India for Indian culture in ancient days.	Understand
CO2	Students will Analyze how Persian culture entered into India and it influence the Fine Arts of Indian society like Classical Music, Dance and Architecture.	Analyze
CO3	Student is able to assess how the Indian orthodox society turn into modern and western society in the 19th century .It also edifies the students with spiritual doctrines of various religions.	Assess

CO4	Students will Evaluate various challenges face by the youth and the evils effects of terrorism on society	Evaluate
CO5	The topics in the unit Create belongingness among the students by bringing awareness of the rights and duties to make the world a better place and it throw light on gender sensitization issues of women, Children and LGBT.	Create

**TABLE 1: CO, PO, PSO
MAPPING**



DEPARTMENT

B A MASS COMMUNICATION

SUBJECT:

INDIAN HERITAGE & CULTURE

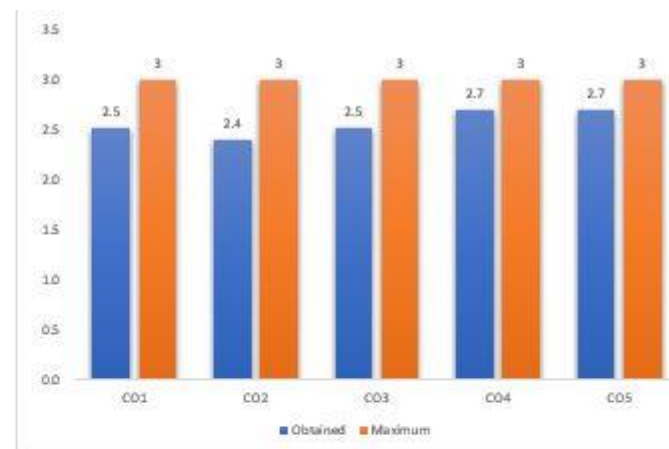
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H		H	S			S	S		S		H
C02	H		H	H			H	S		H		H
C03	H		H	H	H		H	S		H		H
C04	H		H	H	S		H	S		H		S
C05	H		H	H	S		S	H		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than 65%= 0



CO	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	0.0	0.0			88.3	3.0	98.3	3.0	98.3	3.0	56.7	0.0	1.8	93.3	3.0	3.0	2.5
CO2	0.0	0.0			88.3	3.0			98.3	3.0	56.7	0.0	1.5	93.3	3.0	3.0	2.4
CO3	0.0	0.0	88.3	3.0	88.3	3.0			98.3	3.0	56.7	0.0	1.8	93.3	3.0	3.0	2.5
CO4			88.3	3.0	88.3	3.0			98.3	3.0	56.7	0.0	2.3	93.3	3.0	3.0	2.7
CO5			88.3	3.0	88.3	3.0			98.3	3.0	56.7	0.0	2.3	93.3	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.568

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.52		H 2.52					
CO2	H 2.4		H 2.4	H 2.4			H 2.4	
CO3	H 2.52		H 2.52	H 2.52	H 2.52		H 2.52	
CO4	H 2.7		H 2.7	H 2.7			H 2.7	
CO5	H 2.7		H 2.7	H 2.7				H 2.7
AVERAGE OF COS FOR POS	2.568		2.568	2.58	2.52		2.54	2.7
AVERAGE OF POS	2.5776		2.5776	2.58	2.52		2.54	2.7
AVERAGE	2.582533333							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: MC18101

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

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<p>PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.</p> <p>PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.</p>
<p>PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):</p> <p>PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.</p> <p>PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.</p> <p>PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.</p> <p>PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.</p> <p>PSO5 : Designing creative content that suits for various media platform.</p>

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand what's human communication, it's types and how communication differs in various levels	Understand
CO2	Students understand the characteristics, nature and scope of journalism and mass communication	Understand

CO3	Students apply different communication models to help communicate messages and understand the audience.	Apply
CO4	Students analyze by applying various theories used in mass communication and understand audience behavior and reactions, hence, giving an insight in Indian Media.	Analyze
CO5	Students understand how traditional media and various folk forms help people communicate to the audience.	Understand



DEPARTMENT:

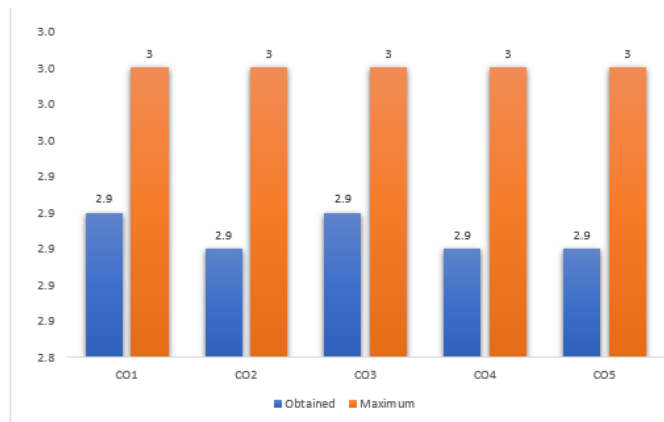
B.A. MASS COMMUNICATION

SUBJECT:

INTRODUCTION TO MASS COMMUNICATION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S	H	H	S	H	H	H	S	S			H
C02	H	S	H	H	H	H	H			H	H	
C03	H	H	H	S				H		H	H	
C04	H	H	S					H		H	H	
C05	S		H				S	H		H	H	

H: Highly Supportive
S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	96.7	3.0			85.0	2.0	98.3	3.0	98.3	3.0	88.3	3.0	2.8	93.3	3.0	3.0	2.9
CO2	96.7	3.0			85.0	2.0			98.3	3.0	88.3	3.0	2.8	93.3	3.0	3.0	2.9
CO3	96.7	3.0	96.7	3.0	85.0	2.0			98.3	3.0	88.3	3.0	2.8	93.3	3.0	3.0	2.9
CO4			96.7	3.0	85.0	2.0			98.3	3.0	88.3	3.0	2.8	93.3	3.0	3.0	2.9
CO5			96.7	3.0	85.0	2.0			98.3	3.0	88.3	3.0	2.8	93.3	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.908



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 2.92	H 2.92		H 2.92	H 2.92	H 2.92	
CO2	H 2.9		H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	
CO3	H 2.92	H 2.92	H 2.92					H 2.92
CO4	H 2.9	H 2.9						H 2.9
CO5			H 2.9					H 2.9
AVERAGE OF COS FOR POS	2.90666667	2.91333333	2.91	2.9	2.91	2.91	2.91	2.90666667
AVERAGE OF POS	2.906667	2.911111	2.9075	2.9	2.905	2.905	2.905	2.906667
AVERAGE	2.905868056							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: INTRODUCTION TO SOCIO-POLITICAL INDIA

COURSE CODE: MC18102

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

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PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

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PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO 1	Students understand the current social, economic and cultural conditions and problems of India	Understand
CO 2	Students understand the Indian political system, Panchayat Raj and the understanding of the Indian Constitution.	Understand
CO 3	Students understand the various statuses of different sectors of Indian societies and the schemes involved to alleviate them.	Understand
CO 4	Students apply the concepts of human rights in India and how it is implemented by various organizations.	Apply
CO 5	Students understand Globalization, its impact and the crisis agriculture society which also includes the civil movements involved.	Understand

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT: Mass Communication

SUBJECT: Introduction to Socio-Political India

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S	H	H	S	S	H	H	H	H
C02	H	H	H	H	S	H	H	S	H	H	H	H
C03	H		S	H	H	S	H	H	S	H	S	H
C04	H	S	H		S	S	H	S	H	H		S
C05	H	S	H	H		H	S		H	H	S	H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

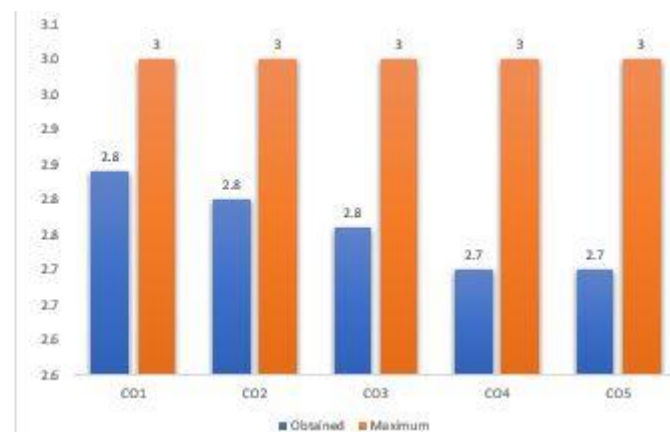
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



CO	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	CO wise internal	pass %	Attainment level	CO wise external average	CO wise total
CO1	95.0	3.0			80.0	2.0	100.0	3.0	100.0	3.0	81.7	2.0	2.6	90.0	3.0	3.0	2.8
CO2	95.0	3.0			80.0	2.0			100.0	3.0	81.7	2.0	2.5	90.0	3.0	3.0	2.8
CO3	95.0	3.0	85.0	2.0	80.0	2.0			100.0	3.0	81.7	2.0	2.4	90.0	3.0	3.0	2.8
CO4			85.0	2.0	80.0	2.0			100.0	3.0	81.7	2.0	2.3	90.0	3.0	3.0	2.7
CO5			85.0	2.0	80.0	2.0			100.0	3.0	81.7	2.0	2.3	90.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.76

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	P01	P02	P03	P04	P05	P06	P07	P08
CO1	H 2.84		H 2.84		H 2.84	H 2.84		
CO2	H 2.8	H 2.8	H 2.8	H 2.8		H 2.8	H 2.8	
CO3	H 2.76			H 2.76	H 2.76		H 2.76	H 2.76
CO4	H 2.7		H 2.7				H 2.7	
CO5	H 2.7		H 2.7	H 2.7		H 2.7		
AVERAGE OF COS FOR POS	2.76	2.8	2.76	2.753333333	2.8	2.78	2.753333333	2.76
AVERAGE OF POS	2.744	2.8	2.74	2.7533	2.78	2.76	2.7533	2.76
AVERAGE	2.761333333							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: DIGITAL AUDIO PRODUCTION

COURSE CODE: MC18103

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

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PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students design sound by using these components of sound.	Design
CO2	Students understand the history of recording and format. They learn the use of RTA software.	Understand
CO3	Students understand the importance of the sound equipments in sound designing.	Understand

CO4	Students apply the concepts of sound production while designing the sound.	Apply
CO5	Students learn the process of sound mixing.	Learn

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT: B A MASS COMMUNICATION

SUBJECT: DIGITAL AUDIO PRODUCTION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S			S	S		S		H
C02	S		H	S		H	S	H	S	H		H
C03	H	S	H	S	H		H	S		S	H	H
C04	H		H	H	S		H	S		H		S
C05	H		H	H	S		S	H		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

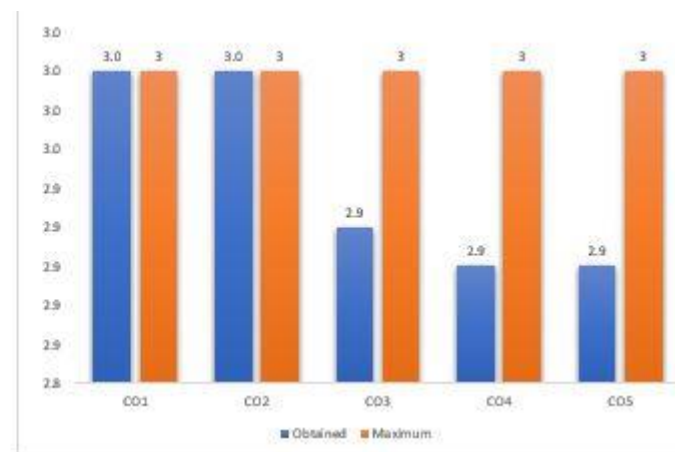
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam					
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total	
CO1	91.7	3.0			90.0	3.0	100.0	3.0	100.0	3.0	88.3	3.0	3.0	90.0	3.0	3.0	3.0	3.0
CO2	91.7	3.0			90.0	3.0			100.0	3.0	88.3	3.0	3.0	90.0	3.0	3.0	3.0	3.0
CO3	91.7	3.0	78.3	2.0	90.0	3.0			100.0	3.0	88.3	3.0	2.8	90.0	3.0	3.0	2.9	2.9
CO4			78.3	2.0	90.0	3.0			100.0	3.0	88.3	3.0	2.8	90.0	3.0	3.0	2.9	2.9
CO5			78.3	2.0	90.0	3.0			100.0	3.0	88.3	3.0	2.8	90.0	3.0	3.0	2.9	2.9

AVERAGE	AVERAGE
3	2.944

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3		H 3					
CO2			H 3			H 3		H 3
CO3	H 2.92		H 2.92		H 2.92		H 2.92	
CO4	H 2.9		H 2.9	H 2.9			H 2.9	
CO5	H 2.9		H 2.9	H 2.9				H 2.9
AVERAGE OF COS FOR POS	2.93		2.944	2.9	2.92	3	2.91	2.95
AVERAGE OF POS	2.9125		2.9328	2.9	2.92	3	2.91	2.95
AVERAGE	2.932185714							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: ENGLISH-I

COURSE CODE: AW19101

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO 1	Interrelate argument, discussion, comparison, and cause and effect	Interrelate
CO 2	Interpret generalisation, numbers and visual information	Interpret
CO 3	Apply basic rules of grammar and syntax in writing	Apply

CO 4	Create well revised and proofread articles	Create
CO 5	Compose professional reports, essays, questionnaires and surveys	Compose

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT: B A MASS COMMUNICATION

SUBJECT: ENGLISH-II

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H		H	H			S	H		H		H
C02	S		S	H			S	S		H		H
C03	H		H	H	S		H	S		H		H
C04	S		S	H	H		S	H		H		H
C05	H		H	H	S		H	S		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

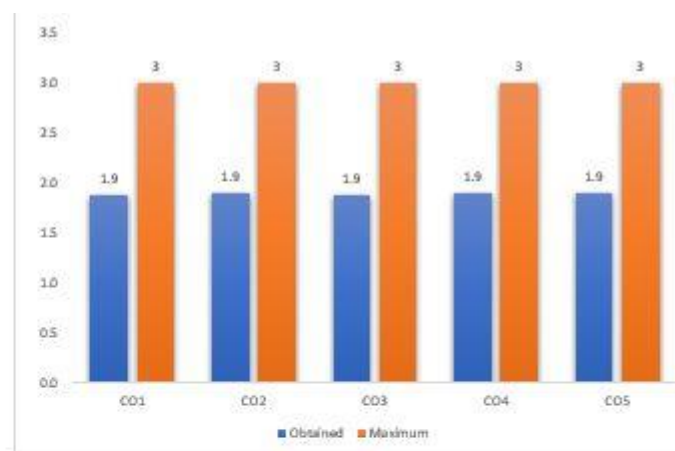
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	26.7	0.0			50.0	0.0	51.7	0.0	68.3	1.0	15.0	0.0	0.2	93.3	3.0	3.0	1.9
CO2	26.7	0.0			50.0	0.0			68.3	1.0	15.0	0.0	0.3	93.3	3.0	3.0	1.9
CO3	26.7	0.0	35.0	0.0	50.0	0.0			68.3	1.0	15.0	0.0	0.2	93.3	3.0	3.0	1.9
CO4			35.0	0.0	50.0	0.0			68.3	1.0	15.0	0.0	0.3	93.3	3.0	3.0	1.9
CO5			35.0	0.0	50.0	0.0			68.3	1.0	15.0	0.0	0.3	93.3	3.0	3.0	1.9

AVERAGE	AVERAGE
3	1892

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.88		H 1.88	H 1.88				H 1.88
CO2				H 1.9				
CO3	H 1.88		H 1.88	H 1.88			H 1.88	
CO4				H 1.9	H 1.9			H 1.9
CO5	H 1.9		H 1.9	H 1.9			H 1.9	
AVERAGE OF COS FOR POS	1.886666667		1.886666667	1.892	1.9		1.89	1.89
AVERAGE OF POS	1.8889		1.8889	1.8944	1.9		1.89	1.895
AVERAGE	1.892862963							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: VALUE EDUCATION

COURSE CODE: VE18001

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to differentiate Accepted norms and Counter values and be able to identify the various Dimensions of Human Development.	Differentiate
CO2	Students will be able to demonstrate Love and Experience of God and identify the Basic Issues of Life and Happiness as a life goal.	Demonstrate
CO3	They will able to understand the importance of Concern for others and critique the various problems that deter the growth of the society.	Understand

CO4	The students will be able to recognize the traits of a good personality and practice Self-exploration.	Recognize
CO5	Students will be able to interpret the Purpose of Life and Goal Setting and demonstrate Self-management.	Interpret

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT: B A MASS COMMUNICATION

SUBJECT: VALUE EDUCATION

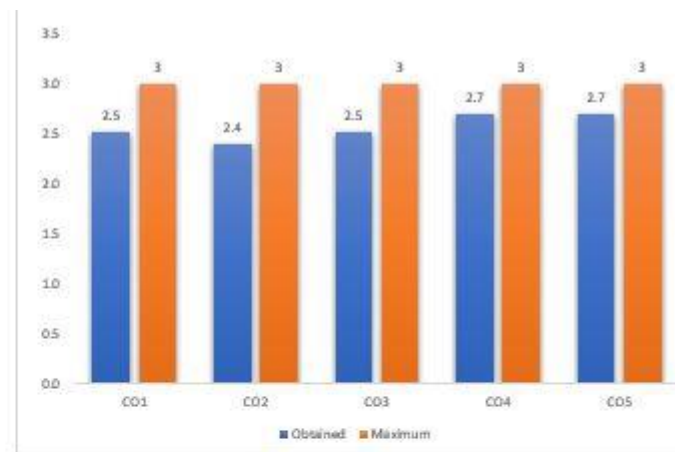
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H		H	S			S	S		S		H
C02	H		H	H			H	S		H		H
C03	H		H	H	H		H	S		H		H
C04	H		H	H	S		H	S		H		S
C05	H		H	H	S		S	H		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal	External Exam			
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level	co wise external average	co wise total
CO1	0.0	0.0			88.3	3.0	98.3	3.0	98.3	3.0	56.7	0.0	1.8	93.3	3.0	3.0	2.5
CO2	0.0	0.0			88.3	3.0			98.3	3.0	56.7	0.0	1.5	93.3	3.0	3.0	2.4
CO3	0.0	0.0	88.3	3.0	88.3	3.0			98.3	3.0	56.7	0.0	1.8	93.3	3.0	3.0	2.5
CO4			88.3	3.0	88.3	3.0			98.3	3.0	56.7	0.0	2.3	93.3	3.0	3.0	2.7
CO5			88.3	3.0	88.3	3.0			98.3	3.0	56.7	0.0	2.3	93.3	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.568

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.52		H 2.52					
CO2	H 2.4		H 2.4	H 2.4			H 2.4	
CO3	H 2.52		H 2.52	H 2.52	H 2.52		H 2.52	
CO4	H 2.7		H 2.7	H 2.7			H 2.7	
CO5	H 2.7		H 2.7	H 2.7				H 2.7
AVERAGE OF COS FOR POS	2.568		2.568	2.58	2.52		2.54	2.7
AVERAGE OF POS	2.5776		2.5776	2.58	2.52		2.54	2.7
AVERAGE	2.582533333							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: INDIAN PRINT JOURNALISM

COURSE CODE: MC18201

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students analyze the working of the press in India and it's changing landscape globally.	Analyze
CO2	Students understand the working of press from the past and various pioneers involved in the evolution of Press in India.	Understand
CO3	Students evaluate the working of regional press from the past and various pioneers involved in the evolution of Regional Press in India.	Evaluate
CO4	Students understand the coverage of People's movement by Indian Press and their representation.	Understand
CO5	Students remember the impact of globalization on the press and Emergence of social media as the 5 th estate in democracy	Remember

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT

Mass Communication

SUBJECT:

Indian Print Journalism

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S	H	H	S	S	H	S	H	H
C02	H	H	H		S	S	H		H		H	H
C03	H	S	H		S	S	H	S	S	H	S	H
C04	H		H	H	S		H		H		H	S
C05	H	S	H	H	H	H	S	H	S	H	S	H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

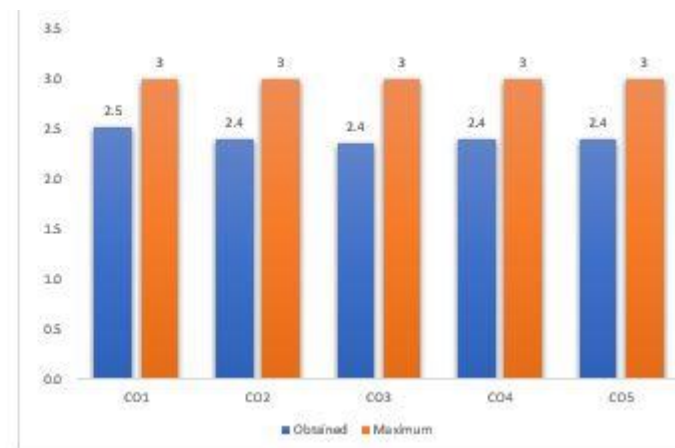
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	73.3	1.0			83.3	2.0	98.3	3.0	98.3	3.0	20.0	0.0	1.8	88.3	3.0	3.0	2.5
CO2	73.3	1.0			83.3	2.0			98.3	3.0	20.0	0.0	1.5	88.3	3.0	3.0	2.4
CO3	73.3	1.0	75.0	1.0	83.3	2.0			98.3	3.0	20.0	0.0	1.4	88.3	3.0	3.0	2.4
CO4			75.0	1.0	83.3	2.0			98.3	3.0	20.0	0.0	1.5	88.3	3.0	3.0	2.4
CO5			75.0	1.0	83.3	2.0			98.3	3.0	20.0	0.0	1.5	88.3	3.0	3.0	2.4

AVERAGE	AVERAGE
3	2.416

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.52		H 2.52		H 2.52	H 2.52		
CO2	H 2.4	H 2.4	H 2.4				H 2.4	
CO3	H 2.36		H 2.36				H 2.36	
CO4	H 2.4		H 2.4	H 2.4			H 2.4	
CO5	H 2.4		H 2.4	H 2.4	H 2.4	H 2.4		H 2.4
AVERAGE OF COS FOR POS	2.416	2.4	2.416	2.4	2.46	2.46	2.386666667	2.4
AVERAGE OF POS	2.3952	2.4	2.3952	2.4	2.43	2.43	2.3867	2.4
AVERAGE	2.404633333							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Introduction to Electronic Media

COURSE CODE: MC18202

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

<p>PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):</p> <p>PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.</p> <p>PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.</p> <p>PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.</p> <p>PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.</p> <p>PSO5 : Designing creative content that suits for various media platform.</p>

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the origin and growth of Indian radio and All India Radio.	Understand
CO2	Students understand the status of radio in the era of TV and New media and its new trends.	Understand
CO3	Students understand the origin and growth of TV in India and various projects related to its' growth.	Understand

CO4	Students understand the growth and new trends of TV after the separation of DD from AIR and the Prasar Bharathi Act.	Understand
CO5	Students remember the introduction of cable TV, STAR and ZEE network and the new trends in TV.	Remember

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S	H			S			S	H		S	H
C02		H				S		S	H	S	H	H
C03		S				S		S	H	H	S	H
C04	H		S					S	H	S		H
C05	H		S					S	H		S	H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

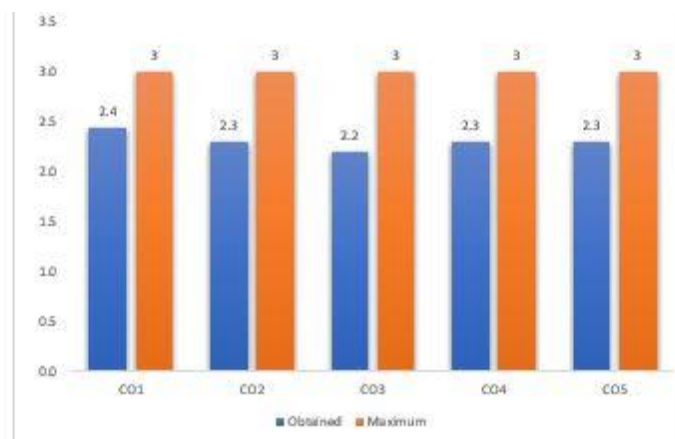
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	50.0	0.0			83.3	2.0	98.3	3.0	98.3	3.0	53.3	0.0	1.6	90.0	3.0	3.0	2.4
CO2	50.0	0.0			83.3	2.0			98.3	3.0	53.3	0.0	1.3	90.0	3.0	3.0	2.3
CO3	50.0	0.0	58.3	0.0	83.3	2.0			98.3	3.0	53.3	0.0	1.0	90.0	3.0	3.0	2.2
CO4			58.3	0.0	83.3	2.0			98.3	3.0	53.3	0.0	1.3	90.0	3.0	3.0	2.3
CO5			58.3	0.0	83.3	2.0			98.3	3.0	53.3	0.0	1.3	90.0	3.0	3.0	2.3

AVERAGE	AVERAGE
3	2.308

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	P01	P02	P03	P04	P05	P06	P07	P08
CO1		H 2.44						
CO2		H 2.3						
CO3								
CO4	H 2.3							
CO5	H 2.3							
AVERAGE OF COS FOR POS	2.3	2.37						
AVERAGE OF POS	2.3	2.335						
AVERAGE	2.3175							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Digital Photography
COURSE CODE: MC18203

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the origin and history of Photography and the various Camera components.	Understand
CO2	Students apply the Types of cameras, lenses and the rules of Photography	Apply
CO3	Students create photographs with the usage of lights and flash	Create
CO4	Students understand the various types of Photography in Media.	Understand

CO5	Students analyze the post- production process of Photography using software's and it's digital storage formats	Understand
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TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

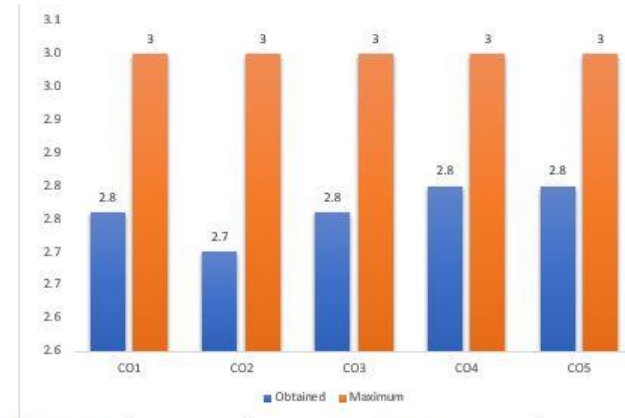
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H		H	S			H	S		H		H
C02	H		H	H			H	S		H		H
C03	H		S	H	H		H	S		H		H
C04	H		H	S	H		H	S		H		H
C05	H		H	H	S		S	S		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	83.1	2.0			89.8	3.0	100.0	3.0	100.0	3.0	74.6	1.0	2.4	94.9	3.0	3.0	2.8
CO2	83.1	2.0			89.8	3.0			100.0	3.0	74.6	1.0	2.3	94.9	3.0	3.0	2.7
CO3	83.1	2.0	89.8	3.0	89.8	3.0			100.0	3.0	74.6	1.0	2.4	94.9	3.0	3.0	2.8
CO4			89.8	3.0	89.8	3.0			100.0	3.0	74.6	1.0	2.5	94.9	3.0	3.0	2.8
CO5			89.8	3.0	89.8	3.0			100.0	3.0	74.6	1.0	2.5	94.9	3.0	3.0	2.8

AVERAGE	AVERAGE
3	2.764

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76		H 2.76				H 2.76	
CO2	H 2.7		H 2.7	H 2.7			H 2.7	
CO3	H 2.76			H 2.76	H 2.76		H 2.76	
CO4	H 2.8		H 2.8		H 2.8		H 2.8	
CO5	H 2.8		H 2.8	H 2.8				
AVERAGE OF COS FOR POS	2.764		2.765	2.753333333	2.78		2.755	
AVERAGE OF POS	2.7648		2.76625	2.753333	2.78		2.75375	
AVERAGE	2.763626667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: MEDIA, CULTURE AND SOCIETY

COURSE CODE: MC18301

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the nature and scope of media and learn about different theories involved in consuming media messages.	Understand
CO2	Students understand the media and the psychological effects of media content on the society.	Understand
CO3	Students evaluate the impact of media on an individual and society and why people use media.	Evaluate

CO4	Students analyze culture, its ideology and pop-culture.	Analyse
CO5	Students understand the unconventional forms of media in modern society.	Understand

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

DEPARTMENT OF MASS COMMUNICATION

SUBJECT:

MEDIA, CULTURE AND SOCIETY

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H			S			H	H	H	S	S
C02	S	S			S		S	H	H	H	S	S
C03		H	S					H	H	H		S
C04		H	S			S	S	H	H	H		S
C05	S					S	S	H	H	H		S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

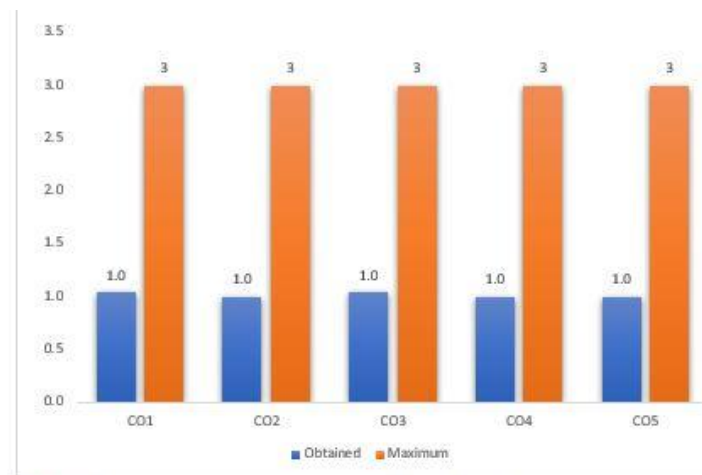
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			98.2	3.0	100.0	3.0	100.0	3.0	66.1	1.0	2.6	60.7	0.0	0.0	1.0
CO2	100.0	3.0			98.2	3.0			100.0	3.0	66.1	1.0	2.5	60.7	0.0	0.0	1.0
CO3	100.0	3.0	94.6	3.0	98.2	3.0			100.0	3.0	66.1	1.0	2.6	60.7	0.0	0.0	1.0
CO4			94.6	3.0	98.2	3.0			100.0	3.0	66.1	1.0	2.5	60.7	0.0	0.0	1.0
CO5			94.6	3.0	98.2	3.0			100.0	3.0	66.1	1.0	2.5	60.7	0.0	0.0	1.0

AVERAGE	AVERAGE
0	1.016

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.04	H 1.04						H 1.04
CO2								H 1
CO3		H 1.04						H 1.04
CO4		H 1						H 1
CO5								H 1
AVERAGE OF COS FOR POS	1.04	1.026666667						1.016
AVERAGE OF POS	1.04	1.022222						1.0112
AVERAGE	1.024474074							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: MAGAZINE JOURNALISM</p> <p>COURSE CODE: MC20302</p> <p>CREDITS: 3</p>
<p>DEPARTMENT: MASS COMMUNICATION</p>
<p>PROGRAMME OUTCOMES (BA/BSC/BCOM and BBA)Or POs :</p> <p>PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.</p> <p>PO2: 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 word by connecting people, ideas, books, media, and technology.</p> <p>PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.</p> <p>PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.</p> <p>PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.</p> <p>PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility</p>

for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the importance of preproduction work through multiple script writing.	Understand

CO2	Students analyze the theories involved in writing scripts for media and learn to implement them practically	Analyze
CO3	Students understand the ways to compare and contrast various scripts and improve upon their scripts	Understand
CO4	Students apply the various skills and techniques in their scripts and become original writers and content creators gradually	Apply
CO5	Students evaluate their scripts based on some standard scripts and apply their skills during their internship or project works	Evaluate

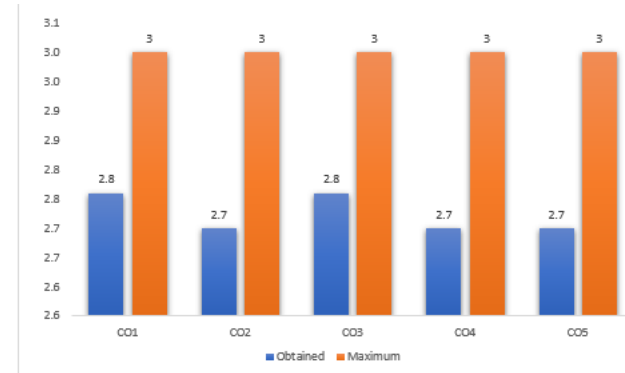


DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04	PS05
C01	H	H	S	H	S			H	H		S	S	H
C02	H	H	S	S	S	S		H	H	S	H	H	S
C03	H	H		S		S		H	S	H	H	S	H
C04	H	H	H	H		S	S	H	H	H	S	H	H
C05	H	H	S		S	S		H	H	H	S	H	H

H: Highly Supportive
S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			96.4	3.0	98.2	3.0	98.2	3.0	41.1	0.0	2.4	94.6	3.0	3.0	2.8
CO2	100.0	3.0			96.4	3.0			98.2	3.0	41.1	0.0	2.3	94.6	3.0	3.0	2.7
CO3	100.0	3.0	91.1	3.0	96.4	3.0			98.2	3.0	41.1	0.0	2.4	94.6	3.0	3.0	2.8
CO4			91.1	3.0	96.4	3.0			98.2	3.0	41.1	0.0	2.3	94.6	3.0	3.0	2.7
CO5			91.1	3.0	96.4	3.0			98.2	3.0	41.1	0.0	2.3	94.6	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76		H 2.76				H 2.76
CO2	H 2.7	H 2.7						H 2.7
CO3	H 2.76	H 2.76						H 2.76
CO4	H 2.7	H 2.7	H 2.7	H 2.7				H 2.7
CO5	H 2.7	H 2.7						H 2.7
AVERAGE OF COS FOR POS	2.724	2.724	2.7	2.73				2.724
AVERAGE OF POS	2.7168	2.7168	2.7	2.715				2.7168
AVERAGE	2.71308							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: MAGAZINE JOURNALISM

COURSE CODE: MC20302

CREDITS: 3

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES (BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

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PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

<p>PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.</p> <p>PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.</p>
<p>PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):</p> <p>PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.</p> <p>PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.</p> <p>PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.</p> <p>PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.</p> <p>PSO5 : Designing creative content that suits for various media platform.</p>

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the Journalistic approaches of Magazine Journalism	Understand
CO2	Students apply the editorial features of Magazine Journalism which helps them to analyze the intended information through the magazines available.	Analyze

CO3	Students also evaluate during their internship term by comparing what they've learnt during this course term.	Evaluate
CO4	Students Apply all the ethics learnt, styles learnt once they step into the field of print after their education.	Apply
CO5	Students create the underlying concepts of Print Media Communication via multimedia approaches of Magazine Journalism	Create

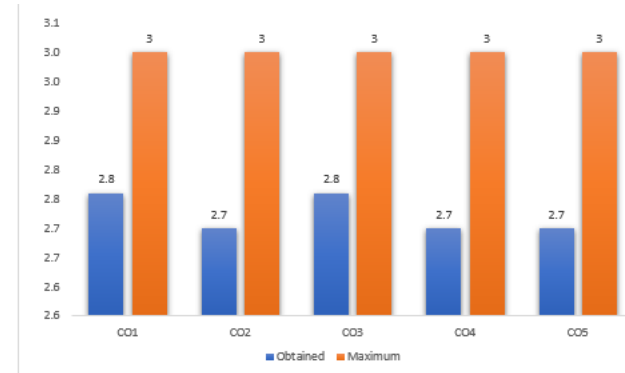


DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H			H		H		H	H	S		S
C02	H	H	H					H	H	S	S	
C03	S		S		H	H		H	H	S		H
C04		S	S			H		H	H	H	S	H
C05	H	S	S		H	H	H	S	H	H		

H: Highly Supportive
S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			96.4	3.0	98.2	3.0	98.2	3.0	41.1	0.0	2.4	94.6	3.0	3.0	2.8
CO2	100.0	3.0			96.4	3.0			98.2	3.0	41.1	0.0	2.3	94.6	3.0	3.0	2.7
CO3	100.0	3.0	91.1	3.0	96.4	3.0			98.2	3.0	41.1	0.0	2.4	94.6	3.0	3.0	2.8
CO4			91.1	3.0	96.4	3.0			98.2	3.0	41.1	0.0	2.3	94.6	3.0	3.0	2.7
CO5			91.1	3.0	96.4	3.0			98.2	3.0	41.1	0.0	2.3	94.6	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76			H 2.76		H 2.76		H 2.76
CO2	H 2.7	H 2.7	H 2.7					H 2.7
CO3					H 2.76	H 2.76		H 2.76
CO4						H 2.7		H 2.7
CO5	H 2.7				H 2.7	H 2.7	H 2.7	
AVERAGE OF COS FOR POS	2.72	2.7	2.7	2.76	2.73	2.73	2.7	2.73
AVERAGE OF POS	2.70667	2.7	2.7	2.76	2.73	2.7225	2.7	2.7225
AVERAGE	2.717708333							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

**COURSE TITLE: TVNEP
COURSE CODE: MC18304**

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

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PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

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PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the types of television and structure of a television studio.	Understand
CO2	Students apply the scripting techniques for television production	Apply
CO3	Students analyze the technical functioning of camera and its parts	Analyze
CO4	Students analyze the basic editing and lighting techniques.	Analyze
CO5	Students understand the role of Director and Producer	Evaluate

TABLE 1: CO, PO, PSO MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.16		H 2.16				H 2.16	
CO2	H 2.1		H 2.1	H 2.1			H 2.1	
CO3	H 2.16		H 2.16	H 2.16	H 2.16			
CO4	H 2.2			H 2.2			H 2.2	
CO5	H 2.2		H 2.2	H 2.2				H 2.2
AVERAGE OF COS FOR POS	2.164		2.155	2.165	2.16		2.153333333	2.2
AVERAGE OF POS	2.1648		2.15375	2.165	2.16		2.151111	2.2
AVERAGE	2.165776852							

Table 2: COURSE OUTCOME ATTAINMENT

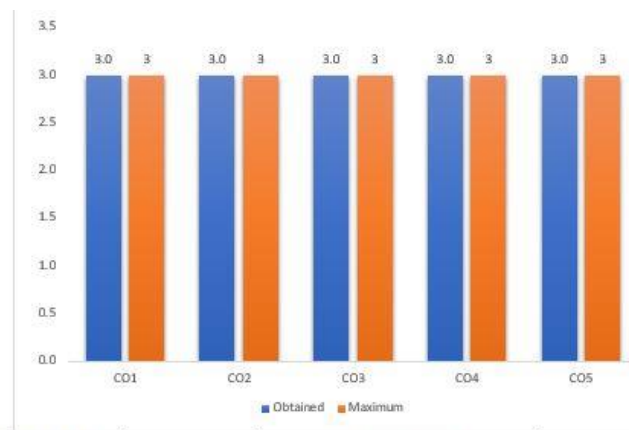
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%=0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam			co wise total average
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level	co wise external average	
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	100.0	3.0	3.0	92.9	3.0	3.0	3.0
CO2	100.0	3.0			100.0	3.0			100.0	3.0	100.0	3.0	3.0	92.9	3.0	3.0	3.0
CO3	100.0	3.0	98.2	3.0	100.0	3.0			100.0	3.0	100.0	3.0	3.0	92.9	3.0	3.0	3.0
CO4			98.2	3.0	100.0	3.0			100.0	3.0	100.0	3.0	3.0	92.9	3.0	3.0	3.0
CO5			98.2	3.0	100.0	3.0			100.0	3.0	100.0	3.0	3.0	92.9	3.0	3.0	3.0

AVERAGE	AVERAGE
3	3



Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3		H 3				H 3	
CO2	H 3		H 3	H 3			H 3	
CO3	H 3		H 3	H 3	H 3			
CO4	H 3		H 3	H 3	H 3		H 3	
CO5	H 3		H 3	H 3				
AVERAGE OF COS FOR POS	3		3	3	3		3	
AVERAGE OF POS	3		3	3	3		3	
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: REPORTING AND EDITING

COURSE CODE: MC18305

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students apply the basics of reporting and the qualities of a reporter and the privileges given to reporters.	Apply
CO2	Students apply the news elements and sources, different formats of news writing and types of lead.	Apply
CO3	Students understand the different tools of news gathering, interviews, principles of editing and style sheet.	Understand

CO4	Students apply the principles and techniques of writing headlines and editorials and their types.	Apply
CO5	Students analyze the importance of newspaper design and layout, page makeup, caption and cutline.	Analyze

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT: B A MASS COMMUNICATION

SUBJECT: REPORTING AND EDITING

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S	S	S	H	H		S	S		S		H
C02		H	H	S		H	S	H	S	H		S
C03	H	S	H	S	H	S	H	S		S	H	H
C04	H		H	H	S		H	S		S		S
C05	H		H	H	S		S	H	S	H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

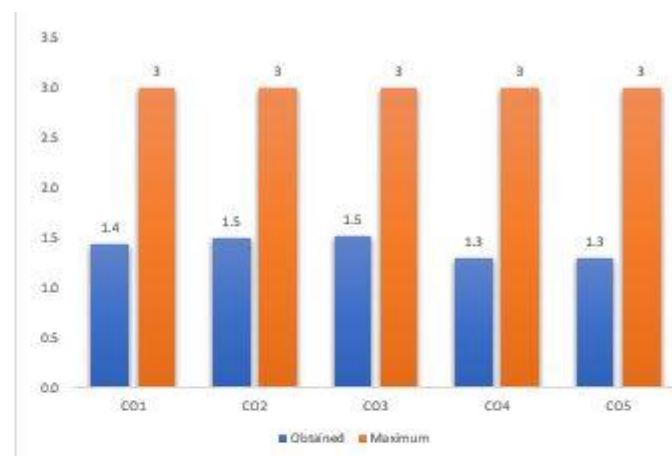
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	92.9	3.0			64.3	0.0	55.4	0.0	44.6	0.0	16.1	0.0	0.6	83.9	2.0	2.0	1.4
CO2	92.9	3.0			64.3	0.0			44.6	0.0	16.1	0.0	0.8	83.9	2.0	2.0	1.5
CO3	92.9	3.0	67.9	1.0	64.3	0.0			44.6	0.0	16.1	0.0	0.8	83.9	2.0	2.0	1.5
CO4			67.9	1.0	64.3	0.0			44.6	0.0	16.1	0.0	0.3	83.9	2.0	2.0	1.3
CO5			67.9	1.0	64.3	0.0			44.6	0.0	16.1	0.0	0.3	83.9	2.0	2.0	1.3

AVERAGE	AVERAGE
2	1.412

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				H 1.44	H 1.44			
CO2		H 1.5	H 1.5			H 1.5		H 1.5
CO3	H 1.52		H 1.52		H 1.52		H 1.52	
CO4	H 1.3		H 1.3	H 1.3			H 1.3	
CO5	H 1.3		H 1.3	H 1.3				H 1.3
AVERAGE OF COS FOR POS	1.373333333	1.5	1.405	1.346666667	1.48	1.5	1.41	1.4
AVERAGE OF POS	1.3733	1.5	1.405	1.3156	1.5	1.5	1.41	1.4
AVERAGE	1.425486111							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: ENVIRONMENTAL STUDIES AND GENDER SENSITIZATION

COURSE CODE: ES18201

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO 1	To understand the importance of ecological balance for Sustainable Development	Understand
CO 2	To understand the impacts of developmental activities and mitigation measures	Understand
CO 3	To understand the environmental policies and regulations.	Understand

CO 4	To develop students sensibility with regard to issues of gender in contemporary India	Develop
CO 5	To provide a perspective on the socialization of men and women	Provide

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

B A MASS COMMUNICATION

SUBJECT:

ENVIRONMENTAL SCIENCE AND GENDER SENTISIZATION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01		S	H	S			S	S		S		
C02	S			S	S	H	S	H	S	H		H
C03	H	S	H	S			H				H	H
C04				H	S		H	S				S
C05	H		H	H	S		S	H		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

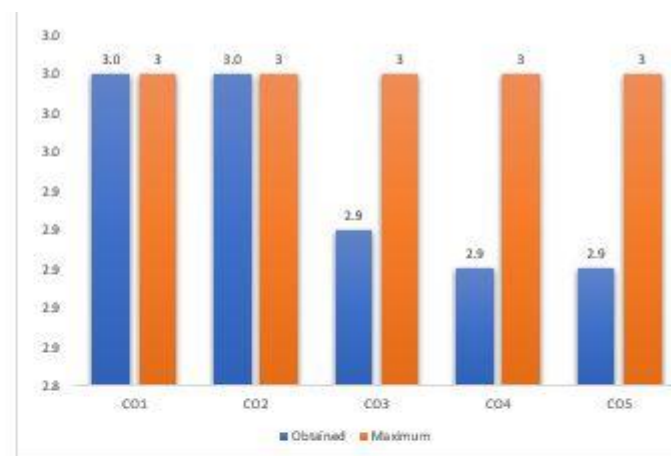
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	91.7	3.0			90.0	3.0	100.0	3.0	100.0	3.0	88.3	3.0	3.0	90.0	3.0	3.0	3.0
CO2	91.7	3.0			90.0	3.0			100.0	3.0	88.3	3.0	3.0	90.0	3.0	3.0	3.0
CO3	91.7	3.0	78.3	2.0	90.0	3.0			100.0	3.0	88.3	3.0	2.8	90.0	3.0	3.0	2.9
CO4			78.3	2.0	90.0	3.0			100.0	3.0	88.3	3.0	2.8	90.0	3.0	3.0	2.9
CO5			78.3	2.0	90.0	3.0			100.0	3.0	88.3	3.0	2.8	90.0	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.944

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1			H 3					
CO2						H 3		H 3
CO3	H 2.92		H 2.92				H 2.92	
CO4				H 2.9			H 2.9	
CO5	H 2.9		H 2.9	H 2.9				H 2.9
AVERAGE OF COS FOR POS	2.91		2.94	2.9		3	2.91	2.95
AVERAGE OF POS	2.91		2.92	2.9		3	2.91	2.95
AVERAGE	2.931666667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: FILM STUDIES

COURSE CODE: MC18401

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO 1	Students understand the history of cinema, evolution of narratives, film language and classic Hollywood narratives, and the discovery of shot.	Understand
CO 2	Students understand about classic and modern Hollywood cinema and Japanese cinema.	Understand
CO 3	Students understand about French new wave, Italian neo-realism and Indian art cinema.	Understand
CO 4	Students apply the film theory and criticism, cinema and storytelling, cinematic codes, cinematography and editing.	Apply
CO 5	Students understand the genre and form of Indian cinema, song and dance sequences, films on social issues and censorship.	Understand

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

Mass Communication

SUBJECT:

Film Studies

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S	H	H	S	S	H	S	H	H
C02	H		S	H	S	S	H	H	H		H	S
C03	H	H		H	H		H	S	S	H	S	H
C04	H	S	H	S	S	S	S		S	S		S
C05	H	S	H		S	H	S	H	H	H	S	H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

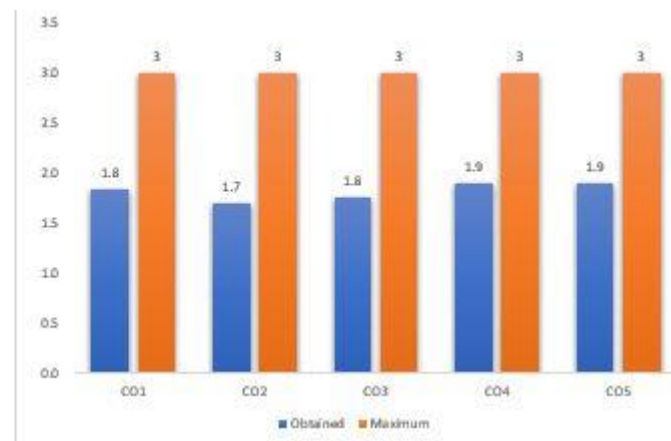
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	60.7	0.0			82.1	2.0	85.7	3.0	85.7	3.0	19.6	0.0	1.6	80.4	2.0	2.0	1.8
CO2	60.7	0.0			82.1	2.0			85.7	3.0	19.6	0.0	1.3	80.4	2.0	2.0	1.7
CO3	60.7	0.0	83.9	2.0	82.1	2.0			85.7	3.0	19.6	0.0	1.4	80.4	2.0	2.0	1.8
CO4			83.9	2.0	82.1	2.0			85.7	3.0	19.6	0.0	1.8	80.4	2.0	2.0	1.9
CO5			83.9	2.0	82.1	2.0			85.7	3.0	19.6	0.0	1.8	80.4	2.0	2.0	1.9

AVERAGE	AVERAGE
2	182

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	P01	P02	P03	P04	P05	P06	P07	P08
CO1	H 1.84		H 1.84		H 1.84	H 1.84		
CO2	H 1.7			H 1.7			H 1.7	H 1.7
CO3	H 1.76	H 1.76		H 1.76	H 1.76		H 1.76	
CO4	H 1.9		H 1.9					
CO5	H 1.9		H 1.9			H 1.9		H 1.9
AVERAGE OF COS FOR POS	1.82	1.76	1.88	1.73	1.8	1.87	1.73	1.8
AVERAGE OF POS	1.816	1.76	1.8933	1.73	1.78	1.885	1.73	1.8
AVERAGE	1.799291667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

**COURSE TITLE: DFM
COURSE CODE: MC18402**

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO 1	. Students understand different film movements, development of classical Indian and Hollywood cinema and Origin of classical narrative.	Understand
CO 2	Students analyze the aspects and process of pre-production in film making	Analyze
CO 3	Students analyze the production process, role of director, understand cinematography and work with sound.	Analyze
CO 4	Students apply basic methodology and grammar of editing and use of visual effects	Apply

CO 5	Students understand Film distribution, marketing and the film market	Understand
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TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

B A Mass Communication

SUBJECT:

Digital Film Making

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S			H	S		H		H
C02	H		H	H			H	S		H		S
C03	H		H	H	H		S	S		H		H
C04	H	S	S	H	S		H	S		H		S
C05	H	S	H	H	S		S	H		H		H

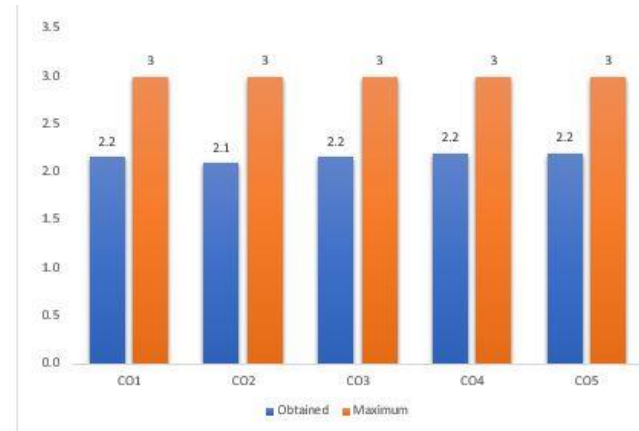
H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than

65%=0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	82.1	2.0			94.6	3.0	100.0	3.0	100.0	3.0	71.4	1.0	2.4	78.6	2.0	2.0	2.2
CO2	82.1	2.0			94.6	3.0			100.0	3.0	71.4	1.0	2.3	78.6	2.0	2.0	2.1
CO3	82.1	2.0	96.4	3.0	94.6	3.0			100.0	3.0	71.4	1.0	2.4	78.6	2.0	2.0	2.2
CO4			96.4	3.0	94.6	3.0			100.0	3.0	71.4	1.0	2.5	78.6	2.0	2.0	2.2
CO5			96.4	3.0	94.6	3.0			100.0	3.0	71.4	1.0	2.5	78.6	2.0	2.0	2.2

AVERAGE	AVERAGE
2	2.164



Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.16		H 2.16				H 2.16	
CO2	H 2.1		H 2.1	H 2.1			H 2.1	
CO3	H 2.16		H 2.16	H 2.16	H 2.16			
CO4	H 2.2			H 2.2			H 2.2	
CO5	H 2.2		H 2.2	H 2.2				H 2.2
AVERAGE OF COS FOR POS	2.164		2.155	2.165	2.16		2.153333333	2.2
AVERAGE OF POS	2.1648		2.15375	2.165	2.16		2.151111	2.2
AVERAGE	2.165776852							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Advertising

COURSE CODE: MC18403

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to create an advertisement with the acquired skills from the course	Create
CO2	Students understand the nature and scope of advertising and its role in society	Understand
CO3	Students understand the evolution and role of advertising in PR.	Understand

CO4	Students analyze the advertising in various forms of media	Analyse
CO5	Students apply advertising in the concept of marketing and media planning	Apply



DEPARTMENT:

DEPARTMENT OF MASS COMMUNICATION

SUBJECT:

ADVERTISING

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	S	H		S	H	H	H	S	S	H
C02	H		S			S	H	H	H			H
C03		S				S	H	H	H	S		H
C04	H	H		S			H	H	H	S		H
C05	S		S					H	H		S	H

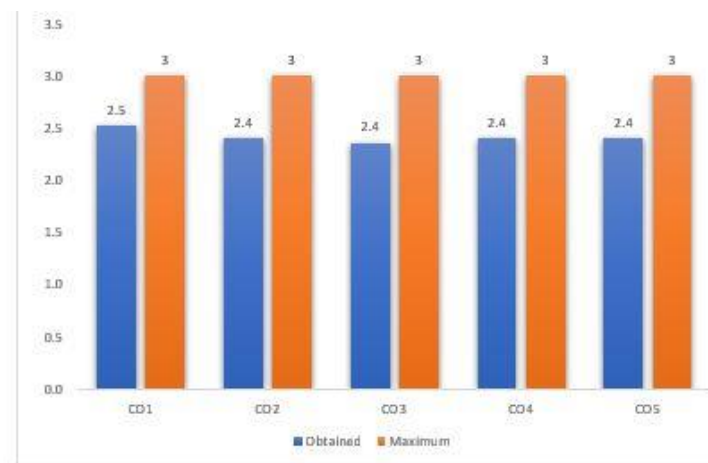
H: Highly Supportive
S: Supportive

TABLE 1: CO, PO, PSO MAPPING

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level		
CO1	73.2	1.0			83.9	2.0	100.0	3.0	100.0	3.0	37.5	0.0	1.8	89.3	3.0	3.0	2.5
CO2	73.2	1.0			83.9	2.0			100.0	3.0	37.5	0.0	1.5	89.3	3.0	3.0	2.4
CO3	73.2	1.0	75.0	1.0	83.9	2.0			100.0	3.0	37.5	0.0	1.4	89.3	3.0	3.0	2.4
CO4			75.0	1.0	83.9	2.0			100.0	3.0	37.5	0.0	1.5	89.3	3.0	3.0	2.4
CO5			75.0	1.0	83.9	2.0			100.0	3.0	37.5	0.0	1.5	89.3	3.0	3.0	2.4

AVERAGE	AVERAGE
3	2.416

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.52	H 2.52		H 2.52			H 2.52	H 2.52
CO2	H 2.4						H 2.4	H 2.4
CO3							H 2.36	H 2.36
CO4	H 2.4	H 2.4					H 2.4	H 2.4
CO5								H 2.4
AVERAGE OF COS FOR POS	2.44	2.46		2.52			2.42	2.416
AVERAGE OF POS	2.41333	2.43		2.52			2.395	2.3952
AVERAGE	2.430706667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: TELEVISION PRODUCTION

COURSE CODE: MC18404

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES (BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility

for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the types of television and structure of a television studio.	Understand
CO2	Students apply the scripting techniques for television production.	Apply

CO3	Students analyze the technical functioning of camera and its parts.	Analyze
CO4	Students analyze the basic editing and lighting techniques.	Analyze
CO5	Students understand the role of Director and Producer.	Understand

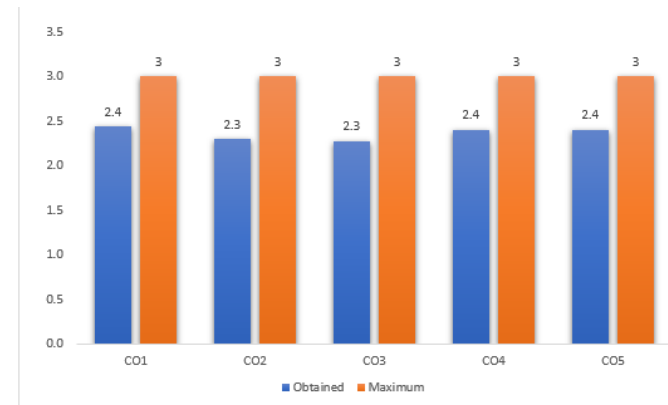


DEPARTMENT: B.A. MASS COMMUNICATION

SUBJECT: TELEVISION PRODUCTION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H			H		H		H	H		H	
C02	H	H				H		H	H		H	
C03		S	S	H				H	H		H	
C04		H	H					H	H		H	
C05	H	H		S					H		H	

H: Highly Supportive
S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			co wise total average
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level	co wise external average	
CO1	60.7	0.0			82.1	2.0	100.0	3.0	100.0	3.0	17.9	0.0	1.6	92.9	3.0	3.0	2.4
CO2	60.7	0.0			82.1	2.0			100.0	3.0	17.9	0.0	1.3	92.9	3.0	3.0	2.3
CO3	60.7	0.0	71.4	1.0	82.1	2.0			100.0	3.0	17.9	0.0	1.2	92.9	3.0	3.0	2.3
CO4			71.4	1.0	82.1	2.0			100.0	3.0	17.9	0.0	1.5	92.9	3.0	3.0	2.4
CO5			71.4	1.0	82.1	2.0			100.0	3.0	17.9	0.0	1.5	92.9	3.0	3.0	2.4

AVERAGE	AVERAGE
3	2.364



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.44			H 2.44		H 2.44		H 2.44
CO2	H 2.3	H 2.3				H 2.3		H 2.3
CO3				H 2.28				H 2.28
CO4		H 2.4	H 2.4					H 2.4
CO5	H 2.4	H 2.4						
AVERAGE OF COS FOR POS	2.38	2.36666667	2.4	2.36		2.37		2.355
AVERAGE OF POS	2.36	2.366667	2.4	2.32		2.335		2.33375
AVERAGE	2.352569444							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: MC21501

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the various laws and features of Indian Constitution and its implications in the societal norms.	Understand
CO2	Students understand the laws related to the Press; rights, liabilities and limitations in Indian context	Understand
CO3	Students apply the special privileges of Indian Parliament; the rights and legalities in Indian context with regard to the Press.	Apply

CO4	Students understand the significance of various mass media Acts; its implications to the Press freedom and the legalities associated with it with a journalistic approach.	Understand
CO5	Students analyze the legalities with respect to the two Press Commissions in India and its implications on Print and Electronic Media.	Analyze

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

DEPARTMENT OF MASS COMMUNICATION

SUBJECT:

MEDIA, LAWS AND ETHICS

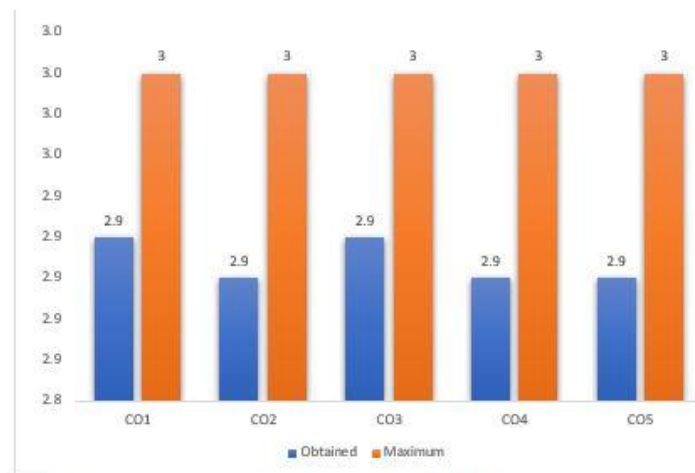
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H		H	H	H	H	H	S	H	H
C02	H		H		H		H	H	H	H	H	H
C03	H	S		S	H		H	H	H	H		H
C04	H		H		S		H	H	H	H		H
C05		S					H	H	H	S		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			100.0	3.0	98.2	3.0	100.0	3.0	76.4	2.0	2.8	98.2	3.0	3.0	2.9
CO2	100.0	3.0			100.0	3.0			100.0	3.0	76.4	2.0	2.8	98.2	3.0	3.0	2.9
CO3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	76.4	2.0	2.8	98.2	3.0	3.0	2.9
CO4			100.0	3.0	100.0	3.0			100.0	3.0	76.4	2.0	2.8	98.2	3.0	3.0	2.9
CO5			100.0	3.0	100.0	3.0			100.0	3.0	76.4	2.0	2.8	98.2	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.908

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.92		H 2.92		H 2.92	H 2.92	H 2.92	H 2.92
CO2	H 2.9		H 2.9		H 2.9		H 2.9	H 2.9
CO3	H 2.92				H 2.92		H 2.92	H 2.92
CO4	H 2.9		H 2.9				H 2.9	H 2.9
CO5							H 2.9	H 2.9
AVERAGE OF COS FOR POS	2.91		2.906666667		2.913333333	2.92	2.908	2.908
AVERAGE OF POS	2.9075		2.902222		2.911111	2.92	2.9056	2.9056
AVERAGE	2.908672222							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: DEVELOPMENT COMMUNICATION

COURSE CODE: MC18502

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the basis of Development Communication and its importance for the development of the backward societies.	Understand
CO2	Students understand the socio-economic prospects and decentralization patterns for the betterment of underdeveloped nations through mass media.	Understand
CO3	Students analyze the importance of implementing Rural development strategies for the community development in Rural India.	Analyze
CO4	Students evaluate the conceptual patterns of Development Support Communication and also to inculcate the Participatory communication process.	Evaluate
CO5	Students analyze the ongoing issues of rural origins and it allows implementing the awareness strategies and problem oriented approaches through the usage of Mass media.	Analyze

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT: Mass Communication

SUBJECT: Development Communication

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S	H	H	H	H	H	H		H
C02	S	H	H	H	H	S	H	H		H		H
C03	H		H		H	S	H	H	S	H	S	
C04		S	H	H	H		H	H	S	H		S
C05	H	S	H	H	H	H	H	H	H	H	S	H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

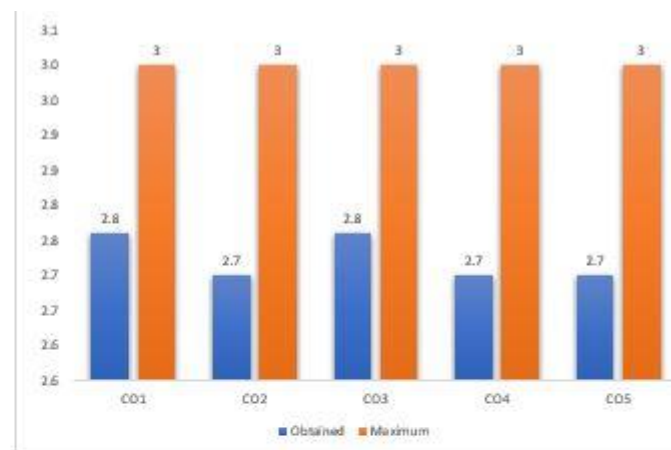
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	98.2	3.0			92.7	3.0	100.0	3.0	100.0	3.0	45.5	0.0	2.4	98.2	3.0	3.0	2.8
CO2	98.2	3.0			92.7	3.0			100.0	3.0	45.5	0.0	2.3	98.2	3.0	3.0	2.7
CO3	98.2	3.0	98.2	3.0	92.7	3.0			100.0	3.0	45.5	0.0	2.4	98.2	3.0	3.0	2.8
CO4			98.2	3.0	92.7	3.0			100.0	3.0	45.5	0.0	2.3	98.2	3.0	3.0	2.7
CO5			98.2	3.0	92.7	3.0			100.0	3.0	45.5	0.0	2.3	98.2	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76		H 2.76		H 2.76	H 2.76	H 2.76	H 2.76
CO2		H 2.7	H 2.7	H 2.7	H 2.7		H 2.7	H 2.7
CO3	H 2.76		H 2.76		H 2.76		H 2.76	H 2.76
CO4			H 2.7	H 2.7	H 2.7		H 2.7	H 2.7
CO5	H 2.7		H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.74	2.7	2.724	2.7	2.724	2.73	2.724	2.724
AVERAGE OF POS	2.7333	2.7	2.7168	2.7	2.7168	2.715	2.7168	2.7168
AVERAGE	2.714441667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: MASS MEDIA RESEARCH

COURSE CODE: MC18503

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the genesis of conducting a Scientific Research in the field of Mass Media.	Understand
CO2	Students apply the Methodologies of the Scientific Research to conduct their research intending on the specified subject matter.	Apply
CO3	Students analyze various methods of Qualitative Research in order to find out the research findings of the specific subject matter.	Analyze

CO4	Students analyze various methods of Quantitative Research in order to find out the research findings of the specific subject matter.	Analyze
CO5	Students evaluate various underlying theories of Mass media in order to understand the effects of the desired outcomes of the subjective research outcomes.	Evaluate

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S			S	S		S		H
C02	S	H	S	S	S	H	S	H	S	H		H
C03	H	S	H	H	H		H	S		S	H	H
C04	H	H	H	H	S		H	S	H	H		S
C05	H		H	H	S		S	H		H		H

H: Highly Supportive
S: Supportive

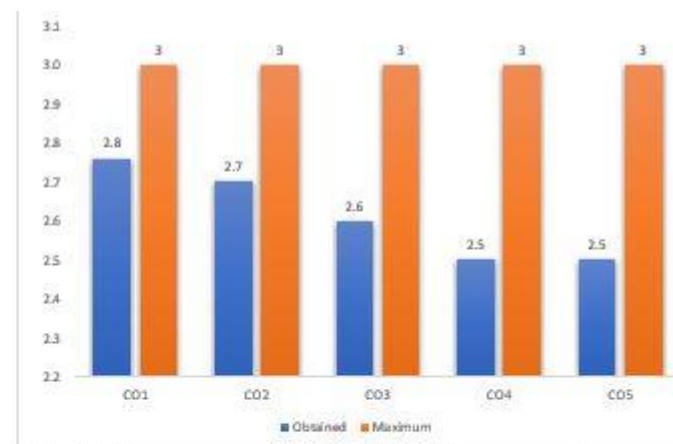
Table 2: COURSE OUTCOME ATTAINMENT
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	100.0	3.0			83.6	2.0	100.0	3.0	100.0	3.0	69.1	1.0	2.4	96.4	3.0	3.0	2.8
CO2	100.0	3.0			83.6	2.0			100.0	3.0	69.1	1.0	2.3	96.4	3.0	3.0	2.7
CO3	100.0	3.0	69.1	1.0	83.6	2.0			100.0	3.0	69.1	1.0	2.0	96.4	3.0	3.0	2.6
CO4			69.1	1.0	83.6	2.0			100.0	3.0	69.1	1.0	1.8	96.4	3.0	3.0	2.5
CO5			69.1	1.0	83.6	2.0			100.0	3.0	69.1	1.0	1.8	96.4	3.0	3.0	2.5

AVERAGE	AVERAGE
3	2.612

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76		H 2.76					
CO2		H 2.7				H 2.7		H 2.7
CO3	H 2.6		H 2.6	H 2.6	H 2.6		H 2.6	
CO4	H 2.5	H 2.5	H 2.5	H 2.5			H 2.5	
CO5	H 2.5		H 2.5	H 2.5				H 2.5
AVERAGE OF COS FOR POS	2.59	2.6	2.59	2.533333333	2.6	2.7	2.55	2.6
AVERAGE OF POS	2.5475	2.6	2.5475	2.5333	2.6	2.7	2.55	2.6
AVERAGE	2.584731667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: MEDIA MANAGEMENT

COURSE CODE: MC18504A

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the conceptual patterns of mass media organizations and its underlying trends of media management and ownership prospects.	Understand
CO2	Students apply them to strategically approach in the Print media.	Apply
CO3	Students analyze a broader picture of the management process of Film Industry and also to understand the transitional shifts in the field of Cinema.	Analyze
CO4	Students understand the broader perspective on various Government regulatory mechanisms and policies.	Understand

CO5	Students evaluate by decoding the changing trends in the Broadcast media.	Evaluate
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TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S			S	S		S		H
C02	S		H	H			H	S		H		H
C03	H		S	H	H		H	S		H		H
C04	H	S	H	H	S		H	S		S		S
C05	H	S	H	H	S		S	H		H		H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

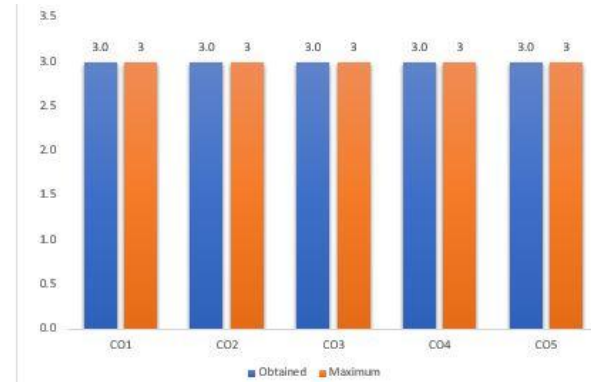
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%=



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	96.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	96.2	3.0	3.0	96.2	3.0	3.0	3.0
CO2	96.2	3.0			100.0	3.0			100.0	3.0	96.2	3.0	3.0	96.2	3.0	3.0	3.0
CO3	96.2	3.0	100.0	3.0	100.0	3.0			100.0	3.0	96.2	3.0	3.0	96.2	3.0	3.0	3.0
CO4			100.0	3.0	100.0	3.0			100.0	3.0	96.2	3.0	3.0	96.2	3.0	3.0	3.0
CO5			100.0	3.0	100.0	3.0			100.0	3.0	96.2	3.0	3.0	96.2	3.0	3.0	3.0

AVERAGE	AVERAGE
3	3

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3		H 3					
CO2			H 3	H 3			H 3	
CO3	H 3			H 3	H 3		H 3	
CO4	H 3		H 3	H 3			H 3	
CO5	H 3		H 3	H 3				H 3
AVERAGE OF COS FOR POS	3		3	3	3		3	3
AVERAGE OF POS	3		3	3	3		3	3
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: NEW MEDIA STUDIES

COURSE CODE: MC18504B

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

Students understand the conceding factors of Digitalization and its implications.

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO 1	Students understand the conceding factors of Digitalization and its implications.	Understand
CO 2	Students apply the Digital Media Trends as a medium of mass media and also make them understand the utilization of CMC in the various new media entities.	Apply
CO 3	Students analyze the conceptualized patterns of new media entities and its connection to the real life events.	Analyze
CO 4	Students understand the complexities of aspects such as Online Relationships, Virtual and Impersonal complexities of the Digital communication trends.	Understand
CO 5	Students understand the theoretical frameworks and conceptualized patterns of New Media Effects and legalities	Understand



TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	S	H	S	S		H	S		
C02	H		H	H			H	S		H		H
C03	H		H	H	H		H	S		H		H
C04	H		H	H	S		H	S		H		S
C05	H		H	H	S		S	H		H		H

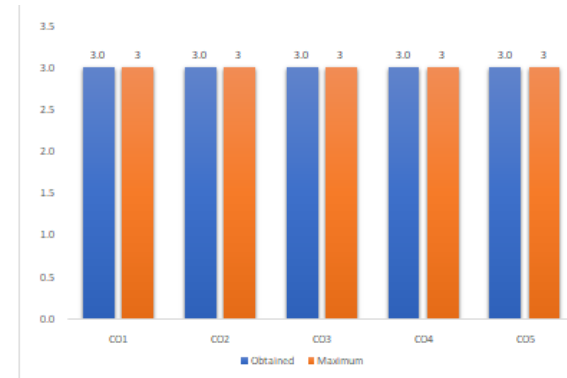
H: Highly Supportive
S: Supportive

Activate Windows

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3
- Pass percent between 75% - 85%= 2
- Pass percent between 65%- 75%= 1
- Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	100.0	3.0	3.0	96.6	3.0	3.0	3.0
CO2	100.0	3.0			100.0	3.0			100.0	3.0	100.0	3.0	3.0	96.6	3.0	3.0	3.0
CO3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	100.0	3.0	3.0	96.6	3.0	3.0	3.0
CO4			100.0	3.0	100.0	3.0			100.0	3.0	100.0	3.0	3.0	96.6	3.0	3.0	3.0
CO5			100.0	3.0	100.0	3.0			100.0	3.0	100.0	3.0	3.0	96.6	3.0	3.0	3.0

AVERAGE	AVERAGE
3	3

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3	H 3	H 3		H 3			
CO2	H 3		H 3	H 3			H 3	
CO3	H 3		H 3	H 3	H 3		H 3	
CO4	H 3		H 3	H 3			H 3	
CO5	H 3		H 3	H 3				H 3
AVERAGE OF COS FOR POS	3	3	3	3	3		3	3
AVERAGE OF POS	3	3	3	3	3		3	3
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: ONLINE JOURNALISM

COURSE CODE: BA21002A

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES (BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the Journalistic approaches through new media entities	Understand
CO2	Students apply the salient features of Online Journalism which helps them to communicate the intended information through the resources available in this field.	Apply

CO3	Students create the underlying concepts of Participatory communication via multimedia approaches of Online Journalism	Create
CO4	Students create and utilize the sources of Online Journalistic approaches through the means of Social Networking platforms.	Create
CO5	Students analyze the laws and ethics of Digital Media Trends.	Analyze



DEPARTMENT:

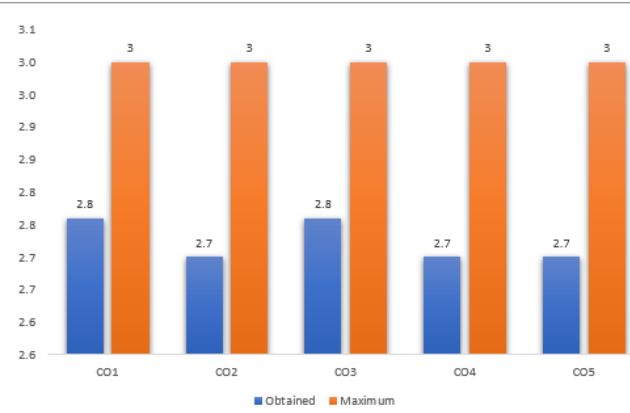
B.A. MASS COMMUNICATION

SUBJECT:

ONLINE JOURNALISM

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	S	H			H	H	H			H
C02	H	H	H			S	H	H	H		H	H
C03	H	H	H			H			H		H	H
C04	S	S	S	H	H			H	H		S	H
C05				H		H			H		H	H

H: Highly Supportive
S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam		co wise total average	
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level		
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	59.3	0.0	2.4	100.0	3.0	3.0	2.8
CO2	100.0	3.0			100.0	3.0			100.0	3.0	59.3	0.0	2.3	100.0	3.0	3.0	2.7
CO3	100.0	3.0	96.3	3.0	100.0	3.0			100.0	3.0	59.3	0.0	2.4	100.0	3.0	3.0	2.8
CO4			96.3	3.0	100.0	3.0			100.0	3.0	59.3	0.0	2.3	100.0	3.0	3.0	2.7
CO5			96.3	3.0	100.0	3.0			100.0	3.0	59.3	0.0	2.3	100.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76		H 2.76			H 2.76	H 2.76
CO2	H 2.7	H 2.7	H 2.7				H 2.7	H 2.7
CO3	H 2.76	H 2.76	H 2.76			H 2.76		
CO4				H 2.7	H 2.7			H 2.7
CO5				H 2.7		H 2.7		
AVERAGE OF COS FOR POS	2.74	2.74	2.73	2.72	2.7	2.73	2.73	2.72
AVERAGE OF POS	2.73333	2.73333	2.73	2.70667	2.7	2.73	2.715	2.70667
AVERAGE	2.719375							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: RADIO PRODUCTION

COURSE CODE: MC18102

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the conceptual process of Radio Production.	Understand
CO2	Students evaluate the complexities of Radio Production as a means of mass communication.	Evaluate
CO3	Students create the Radio scripts and other practical implications of the radio production.	Create
CO4	Students evaluate the complexities of the Radio Broadcasting in detail.	Evaluate
CO5	Students create Radio News Report and also the Radio feature reporting.	Create

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S	H	S	H	S	S	S	H	S	H	H
C02			S	H	S	S	H	H	H		H	S
C03	H	S		H	H		H	S	S	H	S	H
C04		S	H	S	S	S	H		S	S		S
C05	H	S	H		S	H	S	H	H	H	S	H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

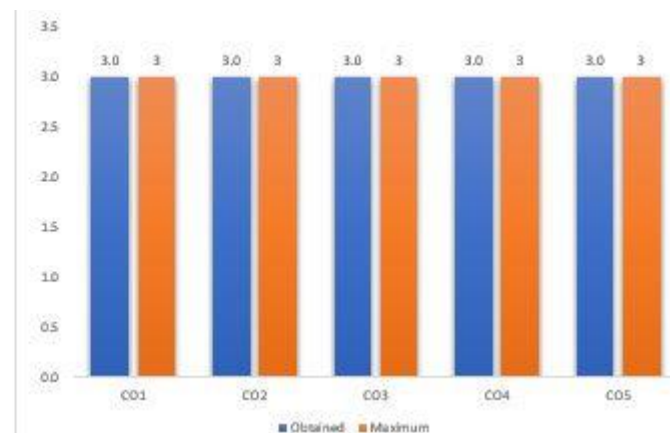
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



CO	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external average	co wise total
CO1	100.0	3.0			85.7	3.0	100.0	3.0	100.0	3.0	92.9	3.0	3.0	96.4	3.0	3.0	3.0
CO2	100.0	3.0			85.7	3.0			100.0	3.0	92.9	3.0	3.0	96.4	3.0	3.0	3.0
CO3	100.0	3.0	96.4	3.0	85.7	3.0			100.0	3.0	92.9	3.0	3.0	96.4	3.0	3.0	3.0
CO4			96.4	3.0	85.7	3.0			100.0	3.0	92.9	3.0	3.0	96.4	3.0	3.0	3.0
CO5			96.4	3.0	85.7	3.0			100.0	3.0	92.9	3.0	3.0	96.4	3.0	3.0	3.0

AVERAGE	AVERAGE
3	3

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3		H 3		H 3			
CO2				H 3			H 3	H 3
CO3	H 3			H 3	H 3		H 3	
CO4			H 3				H 3	
CO5	H 3		H 3			H 3		H 3
AVERAGE OF COS FOR POS	3		3	3	3	3	3	3
AVERAGE OF POS	3		3	3	3	3	3	3
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: PUBLIC RELATIONS

COURSE CODE: MC18505

CREDITS: 4

DEPARTMENT: MASS COMMUNICATION

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

PO1 : Critical Thinking : Take informed actions after identifying the assumptions that frame our thinking and actions critically evaluate the validity of arguments and conclusion, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: 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 word by connecting people, ideas, books, media, and technology.

PO3 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4 : Conduct Investigation of Complex Problems : Use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusion.

PO5 : Effective Citizen Ship : Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civil life through a volunteering.

PO6 : Ethics : Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO7 : Environment and Sustainability : Understand the issues of environmental contexts and sustainable development.

PO8 : Self-Directed and Lifelong Learning : Acquire the ability to engage in independent and lifelong learning in the broadest way.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1 : Understand the nature and basic concepts of Mass Communication and express them effectively in writing, speaking and audio-visual medium.

PSO2 : Analyse the relationship between media and society, and the various ways individuals respond to socio-political-religious-cultural-ethical economic and sustainable goals.

PSO3 : Think critically about debut, films, documentaries, articles, editorials and music while taking into account of diverse interpretations from different view point. Being exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

PSO4 : Apply the theories of Mass Communication to understand the complex problems of society and create a content, catering to the needs of pluralistic society.

PSO5 : Designing creative content that suits for various media platform.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the theoretical knowledge of the conceptual patterns of PR as a tool of mass communication and also apply PR as a Management function.	Understand
CO2	Students apply the principles of PR as a process of mass communication and also helps them to achieve the interrelationships with the clients.	Apply
CO3	Students apply the Organizational structure of Public Relations and also to learn about the process of Public Relations under different occasions of marketing.	Apply

CO4	Students analyze the complexities of Public Relations and its 3 tier systems. They also create the practical knowledge to build the positive relationships with the PR Agencies and clients.	Analyze
CO5	Students create an Event through PR as a tool of management communication and also to engage the intended target audience.	Create

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01		S	S					H	H			H
C02	S	H		H		S		H	H	S		H
C03		S			S			H	H			H
C04		S				S		H	H			H
C05	H		H				S	H	H			H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

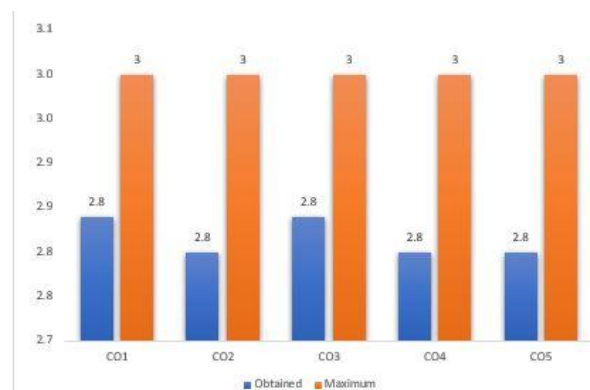
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 65%- 75%= 1

Pass percent of less than 65%= 0



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			98.2	3.0	100.0	3.0	100.0	3.0	70.9	1.0	2.6	92.7	3.0	3.0	2.8
CO2	100.0	3.0			98.2	3.0			100.0	3.0	70.9	1.0	2.5	92.7	3.0	3.0	2.8
CO3	100.0	3.0	100.0	3.0	98.2	3.0			100.0	3.0	70.9	1.0	2.6	92.7	3.0	3.0	2.8
CO4			100.0	3.0	98.2	3.0			100.0	3.0	70.9	1.0	2.5	92.7	3.0	3.0	2.8
CO5			100.0	3.0	98.2	3.0			100.0	3.0	70.9	1.0	2.5	92.7	3.0	3.0	2.8

AVERAGE	AVERAGE
3	2.816

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								H 2.84
CO2		H 2.8		H 2.8				H 2.8
CO3								H 2.84
CO4								H 2.8
CO5	H 2.8		H 2.8					H 2.8
AVERAGE OF COS FOR POS	2.8	2.8	2.8	2.8				2.816
AVERAGE OF POS	2.8	2.8	2.8	2.8				2.8112
AVERAGE	2.80224							