

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**

COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: ENGLISH-I

COURSE CODE: AW19101

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.

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

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MAPPING
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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 – BT – L2
CO2	Analyse reading as a critical activity	Analyse – BT – L4
CO3	Apply the concepts of effective listening, note making, paraphrasing and summarizing in forming a terse writing style	Apply – BT – L3
CO4	Compose plagiarism free articles	Create – BT – L6
CO5	Organize paragraphs in a logical structure	Apply – BT – L3

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: ENGLISH - I

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CB1	S	H			S			S	S		S	S	S
CB2	H	H			S	S		S	H		S	S	S
CB3	S	H			S			H	H	S	H	S	H
CB4		H				H		S	H		S	H	H
CO5		H				S		H	H		H	S	S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

Pass percent of 85% and above= 3

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

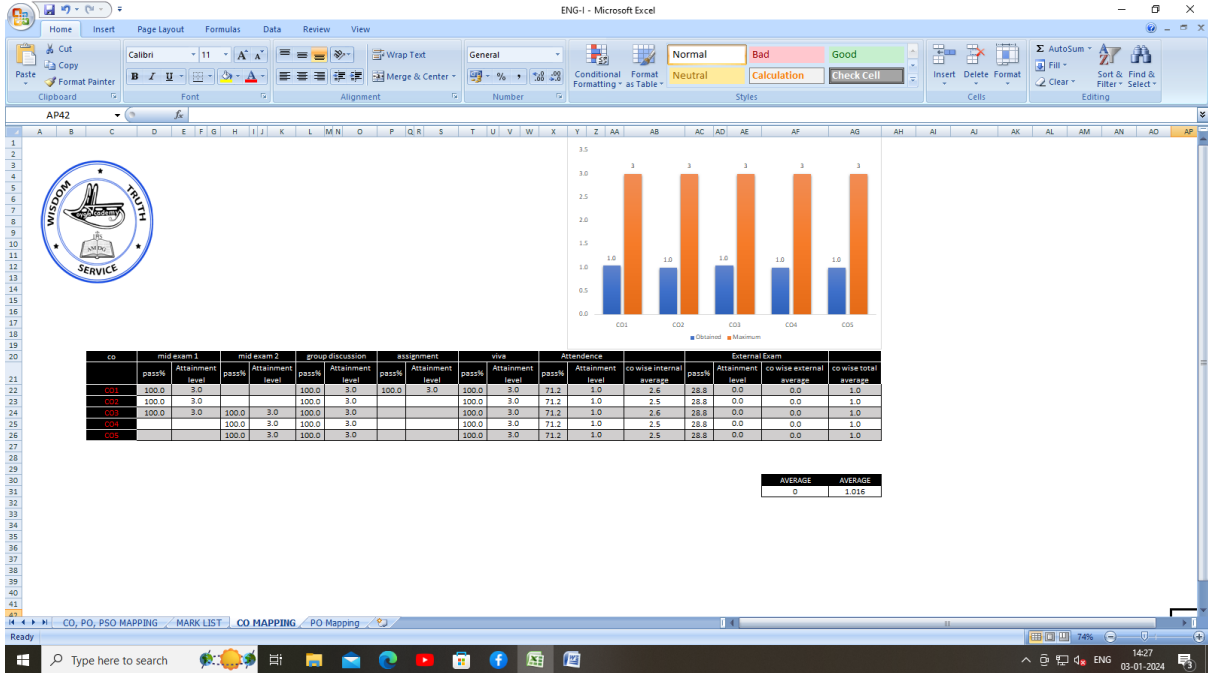


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.04						
CO2	H 1	H 1.04						
CO3		H 1.04						H 1.04
CO4		H 1				H 1		
CO5		H 1						H 1
AVERAGE OF COs FOR POs	1	1.016				1		1.02
AVERAGE OF POs	1	1.0112			1.0078		1	1.02
AVERAGE								

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: INDIAN HERITAGE AND CULTURE

COURSE CODE: IC19101

CREDITS: 2

DEPARTMENT: MASS COMMUNICATION

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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.

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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	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 – BT – L2
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 – BT – L4
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.	Understand – BT – L2
CO4	Students will Evaluate various challenges face by the youth and the evils effects of terrorism on society	Evaluate – BT – L5
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 – BT – L6

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S			S	H	S	S	
CO2	H	S	S	S	H	S			S	H	S		
CO3	S	S	S		S	S				H	S		
CO4	H	S			H	S	S			S	S	S	
CO5	S	S	S		S	S		S		H	S	S	

H: Highly Supportive
S: Supportive

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

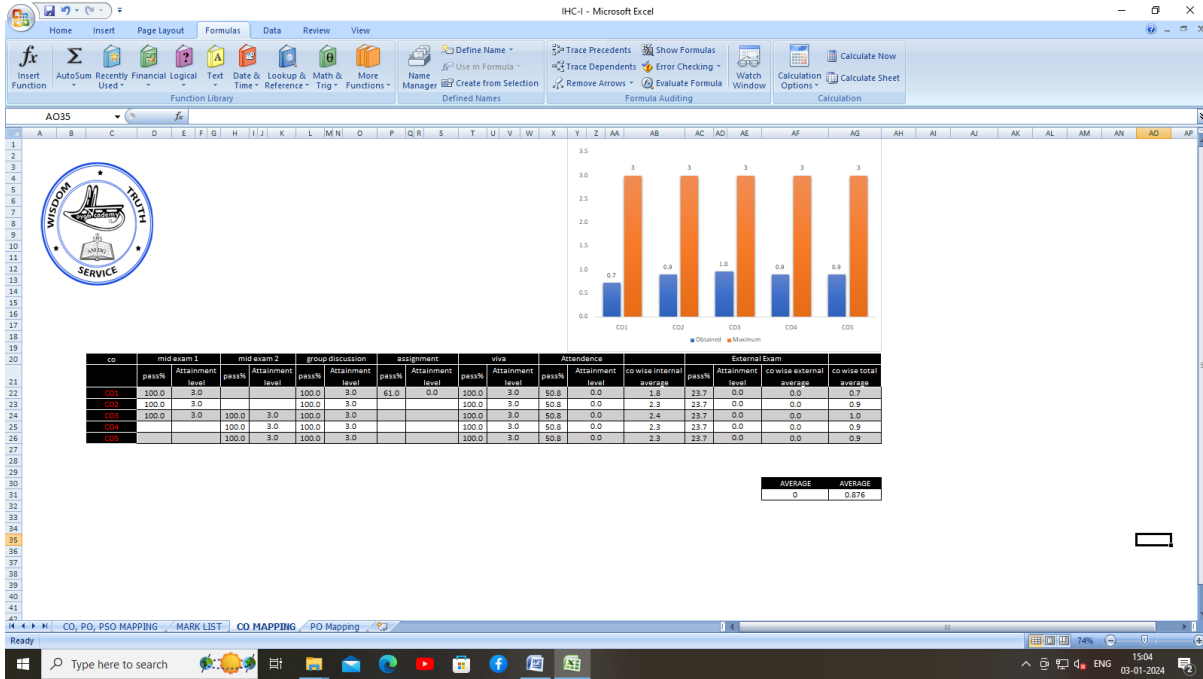
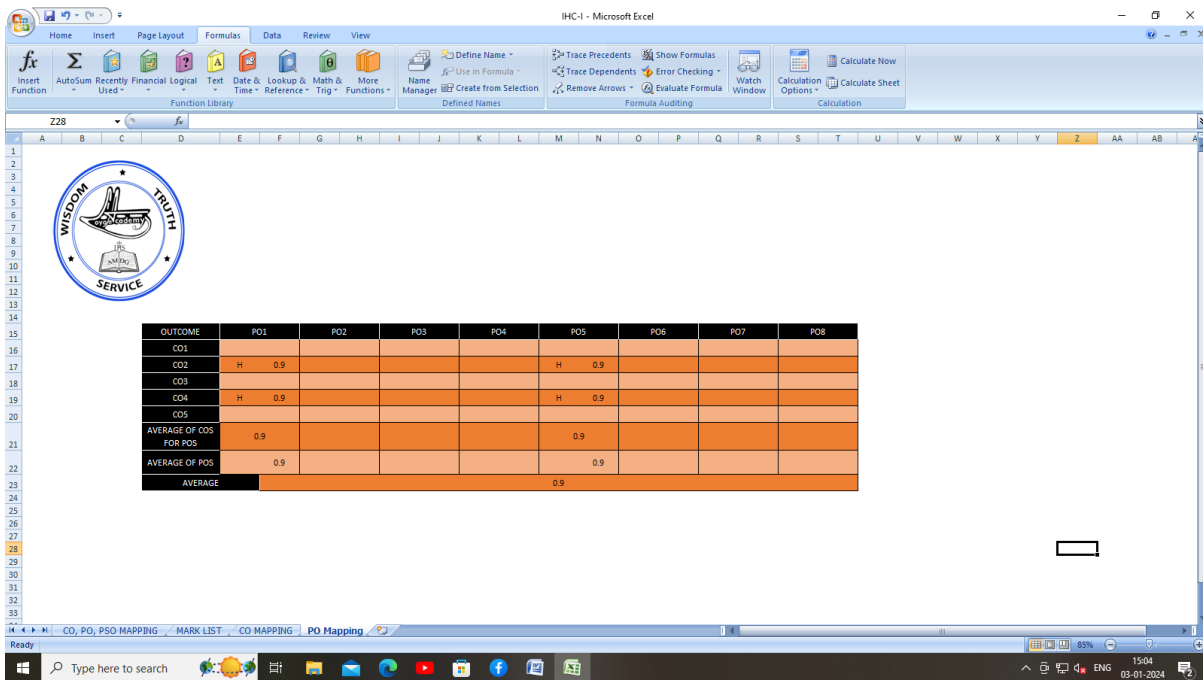


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
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2022- 2023
COURSE OUTCOME MAPPING**

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: MC22101

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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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.

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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 what's human communication, it's types and how communication differs in various levels	Understand- 02
CO2	Students understand the characteristics, nature and scope of journalism and mass communication	Understand- 02
CO3	Students apply different communication models to help communicate messages and understand the audience.	Apply- 03
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- 04
CO5	Students understand how traditional media and various folk forms help people communicate to the audience.	Understand- 02



DEPARTMENT:

SUBJECT:

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	S				H		H	H	
C05	S		H				S	H		H	H	

H: Highly Supportive
S: Supportive

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: INTRODUCTION TO SOCIO-POLITICAL INDIA

COURSE CODE: MC22102

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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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 current social, economic and cultural conditions and problems of India	Understand – BT – L2
CO2	Students understand the Indian political system, Panchayat Raj and the understanding of the Indian Constitution.	Understand – BT – L2
CO3	Students understand the various status of different sectors of Indian societies and the schemes involved to alleviate them.	Understand – BT – L2
CO4	Students apply the concepts of human rights in India and how it is implemented by various organizations.	Apply – BT – L3
CO5	Students understand Globalization, its impact and the crisis agriculture society which also includes the civil movements involved.	Understand – BT – L2

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: B A MASS COMMUNICATION

SUBJECT: INTRODUCTION TO SOCIO-POLITICAL INDIA

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S		S	S	S	S	H	H	S	S	
CO2	S	S	S	H	S	S		S	S	H	S	S	
CO3	H	S	H	H	S	S			S	S	S		
CO4	H	S	S	S	S	S		S	S	H	S	S	
CO5	H	S	H	H	S		S	S	S	S	S		

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

Pass percent of 85% and above= 3
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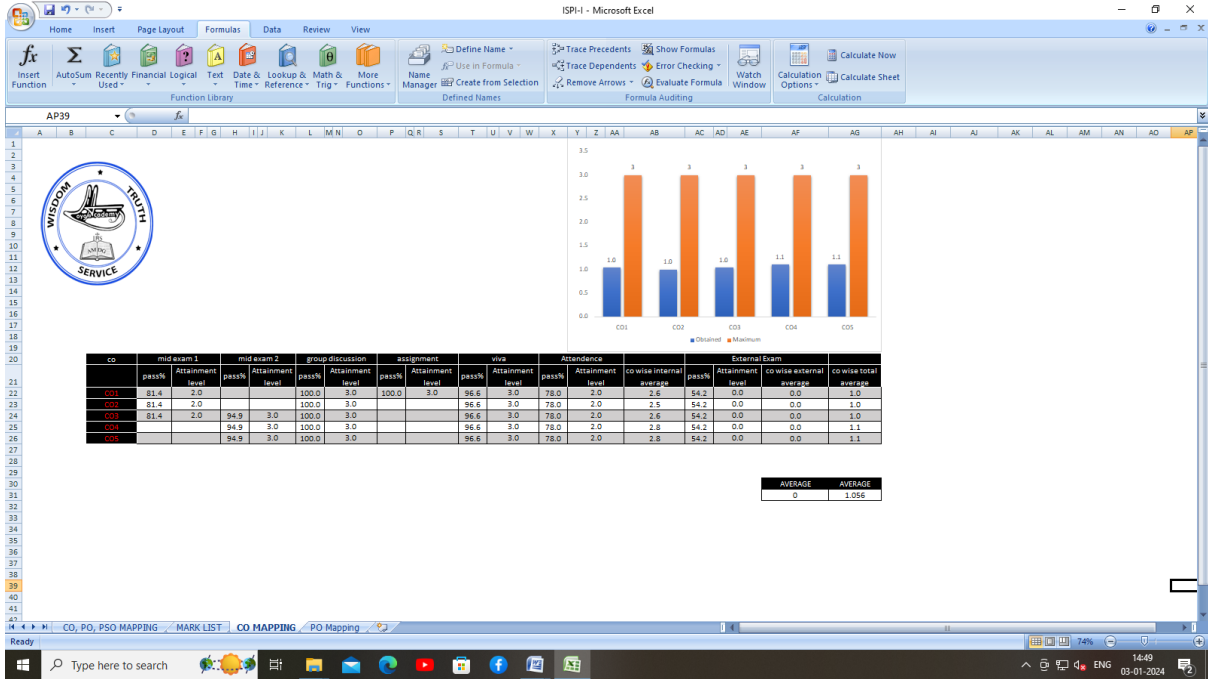
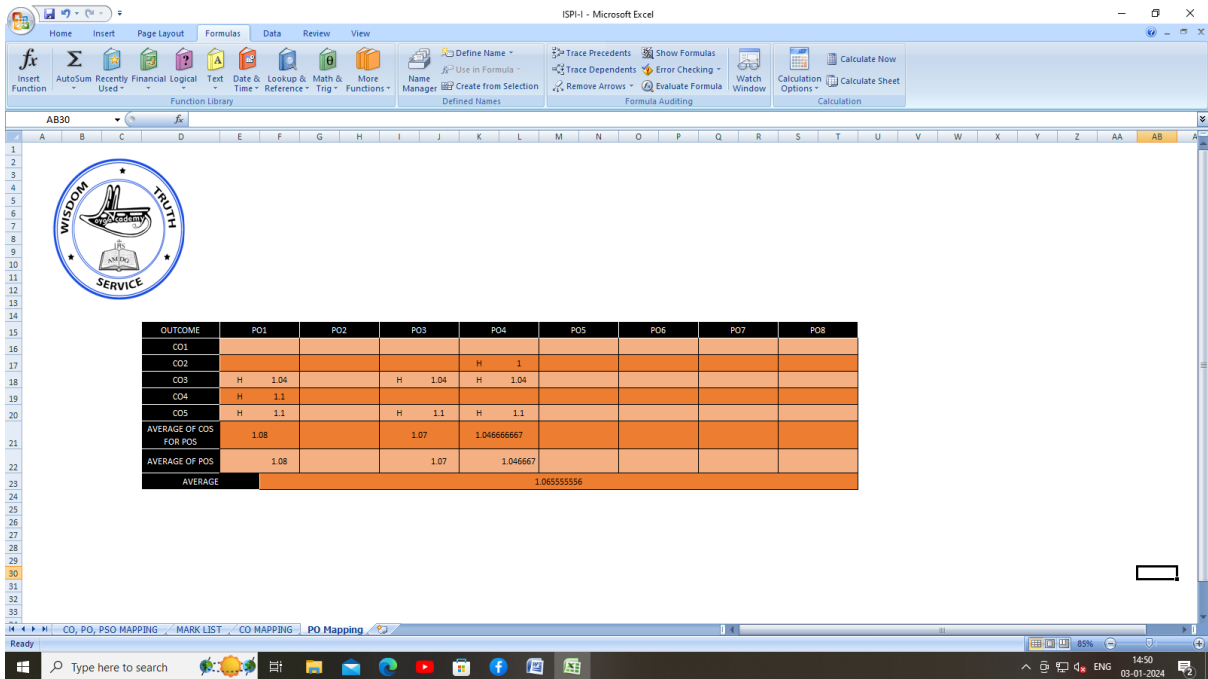


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: DIGITAL AUDIO PRODUCTION

COURSE CODE: MC18103

CREDITS: 3

DEPARTMENT: MASS COMMUNICATION

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

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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.	Identify – BT-L1
CO2	Students understand the history of recording and format. They learn the use of RTA software.	Understand – BT-L2
CO3	Students understand the importance of the sound equipments in sound designing.	Understand – BT-L2
CO4	Students apply the concepts of sound production while designing the sound.	Apply – BT-L3
CO5	Students learn the process of sound mixing.	Analyze – BT-L4

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		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

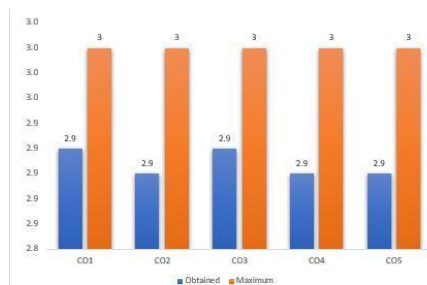
Table 2: COURSE OUTCOME ATTAINMENT

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**DEPARTMENT OF MASS COMMUNICATION
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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							

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COURSE OUTCOME MAPPING

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PROGRAM OUTCOMES:**

COURSE TITLE: ENGLISH – II

COURSE CODE: AW19201

CREDITS: 3

DEPARTMENT: MASS COMMUNICATION

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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	Interrelate argument, discussion, comparison, and cause and effect	Compare – BT – L5
CO2	Interpret generalisation, numbers and visual information	Interpret – BT – L2
CO3	Apply basic rules of grammar and syntax in writing	Apply– BT – L3
CO4	Create well revised and proofread articles	Create – BT – L6
CO5	Compose professional reports, essays, questionnaires and surveys	Compose – BT – L3

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: ENGLISH - II

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	S				S	S	S	S	S		S
CO2	S	S						H	S	S	S		S
CO3	S	S						S	S		S		
CO4		H						S				S	S
CO5	S	S	S					S	S		S	S	S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

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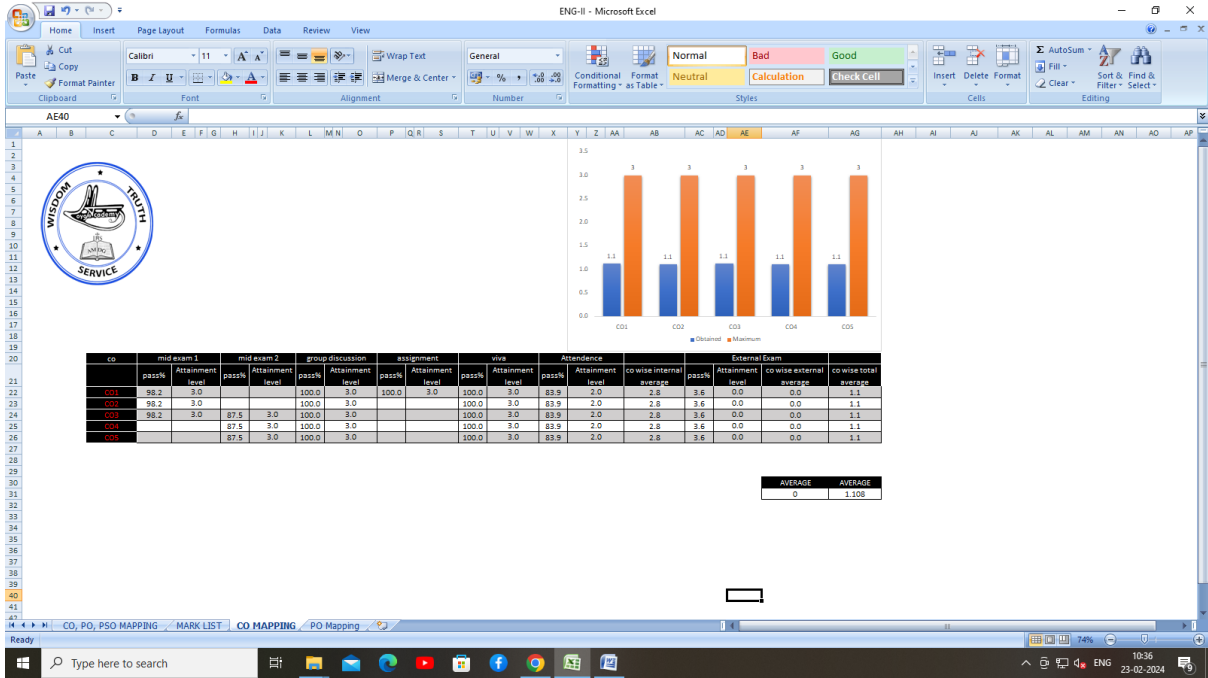
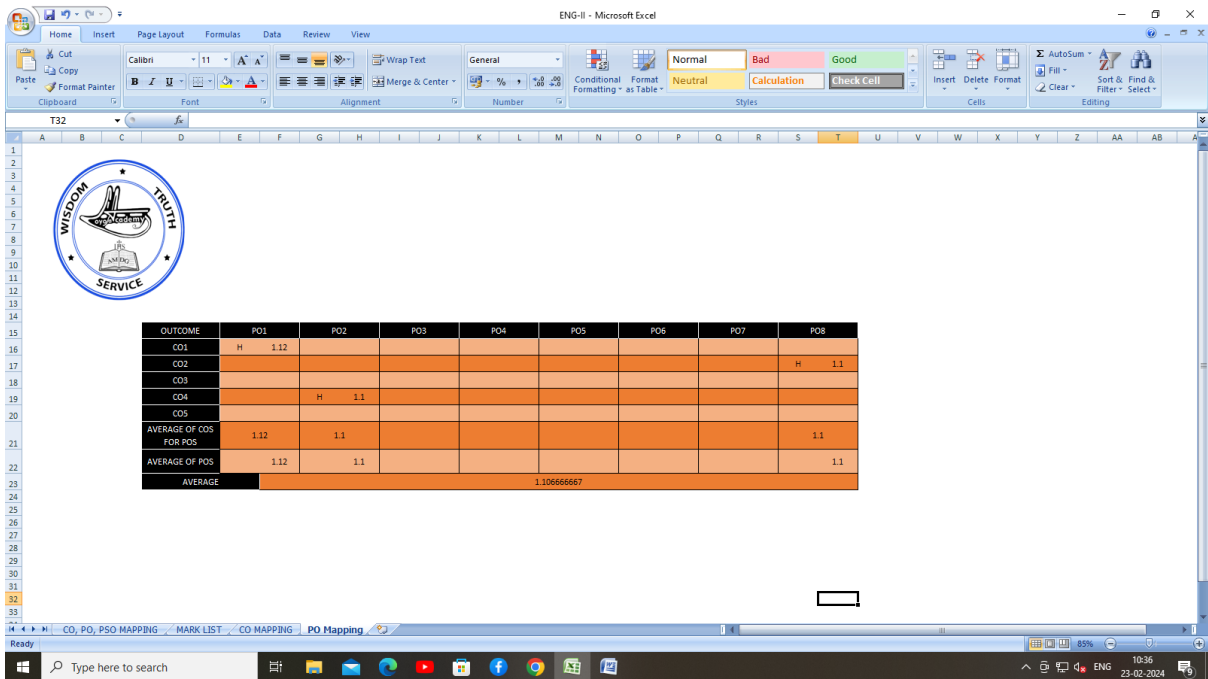


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
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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

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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 classify Accepted norms and Counter values and be able to identify the various Dimensions of Human Development.	Classify- 02
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- 05
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- 02
CO4	The students will be able to relate the traits of a good personality and practice Self-exploration.	Relate- 02
CO5	Students will be able to interpret the Purpose of Life and Goal Setting and demonstrate Self-management.	Interpret- 05

TABLE 1: CO, PO, PSO MAPPING



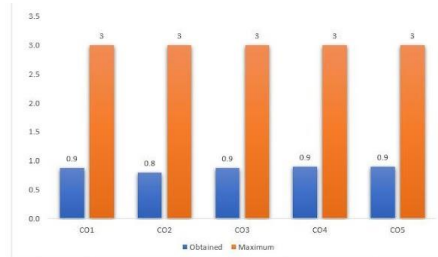
DEPARTMENT:

SUBJECT:

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

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co	mid exam 1		mid exam 2		group discussion		assignment		viva		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			100.0	3.0	100.0	3.0	100.0	3.0	50.0	0.0	2.2	37.5	0.0	0.0	0.9
CO2	82.1	2.0			100.0	3.0			100.0	3.0	50.0	0.0	2.2	37.5	0.0	0.0	0.9
CO3	82.1	2.0	91.1	3.0	100.0	3.0			100.0	3.0	50.0	0.0	2.2	37.5	0.0	0.0	0.9
CO4			91.1	3.0	100.0	3.0			100.0	3.0	50.0	0.0	2.3	37.5	0.0	0.0	0.9
CO5			91.1	3.0	100.0	3.0			100.0	3.0	50.0	0.0	2.3	37.5	0.0	0.0	0.9



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 0.88		H 0.88					
CO2	H 0.8		H 0.8	H 0.8			H 0.8	
CO3	H 0.88		H 0.88	H 0.88	H 0.88		H 0.88	
CO4	H 0.9		H 0.9	H 0.9			H 0.9	
CO5	H 0.9		H 0.9	H 0.9				H 0.9
AVERAGE OF COS FOR POS	0.872		0.872	0.87	0.88		0.86	0.9
AVERAGE OF POS	0.8704		0.8704	0.87	0.88		0.86	0.9
AVERAGE	0.875133333							

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: INTRODUCTION TO ELECTONIC MEDIA

COURSE CODE: MC22202

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

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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 growth of Indian radio and All India Radio.	Understand- Level II
CO2	Students understand the status of radio in the era of TV and New media and its new trends.	Understand- Level II
CO3	Students understand the origin and growth of TV in India and various projects related to its' growth.	Understand- Level II
CO4	Students understand the growth and new trends of TV after the separation of DD from AIR and the Prasar Bharathi Act.	Understand- Level II
CO5	Students remember the introduction of cable TV, STAR and ZEE network and the new trends in TV.	Remember Level- I

TABLE 1: CO, PO, PSO MAPPING



DEPARTMENT:

SUBJECT:

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

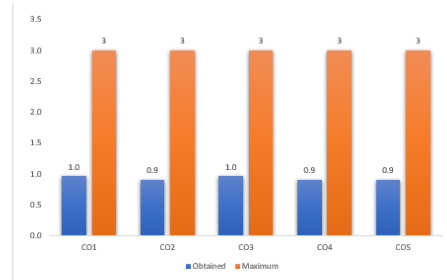
H: Highly Supportive
S: Supportive

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

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co	mid exam 1		mid exam 2		group discussion		assignment		viva		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	pass%	Attainment level	co wise external average	co wise total average
CO1	94.6	3.0			100.0	3.0	100.0	3.0	100.0	3.0	33.3	0.0	2.4	48.2	0.0	0.0	0.0	1.0
CO2	94.6	3.0			100.0	3.0			100.0	3.0	33.3	0.0	2.3	48.2	0.0	0.0	0.0	0.9
CO3	94.6	3.0	85.7	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.4	48.2	0.0	0.0	0.0	1.0
CO4			85.7	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.3	48.2	0.0	0.0	0.0	0.9
CO5			85.7	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.3	48.2	0.0	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 0.96	H 0.96			H 0.96		
CO2		H 0.9				H 0.9		
CO3		H 0.96	H 0.96				H 0.96	
CO4								
CO5								
AVERAGE OF COS FOR POS		0.94	0.96		0.93	0.9	0.96	
AVERAGE OF POS		0.93333	0.96		0.915	0.9	0.96	
AVERAGE		0.93366667						

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: INDIAN PRINT JOURNALISM

COURSE CODE: BA22201

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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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.

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

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Understand the evolution, Appraise various roles of press and analyze the working of the press in India and it's changing landscape globally.	Understand – BT– L2
CO2	Understand the working of press from the past and various pioneers involved in the evolution of Press in India	Understand – BT– L2
CO3	Understand valuate the working of regional press from the past and various pioneers involved in the evolution of Regional Press in India.	Understand – BT– L2
CO4	Understand the coverage of People's movement by Indian Press and their representation.	Understand – BT– L2
CO5	Understand and criticize the impact of globalization and corporatization on Indian press and Effect of internet and social media on Newspaper industry	Understand – BT– L2

TABLE 1: CO, PO, PSO MAPPING

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	S		S	S		S	S	S	H	S	S
CO2	H	S	H		H	S		H	S	H	H	S	S
CO3		S			S	S		S	S	H	S	S	S
CO4	H				S	S		S	H	S	S	S	S
CO5	S		H		S	S		S	S	H	H	S	S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

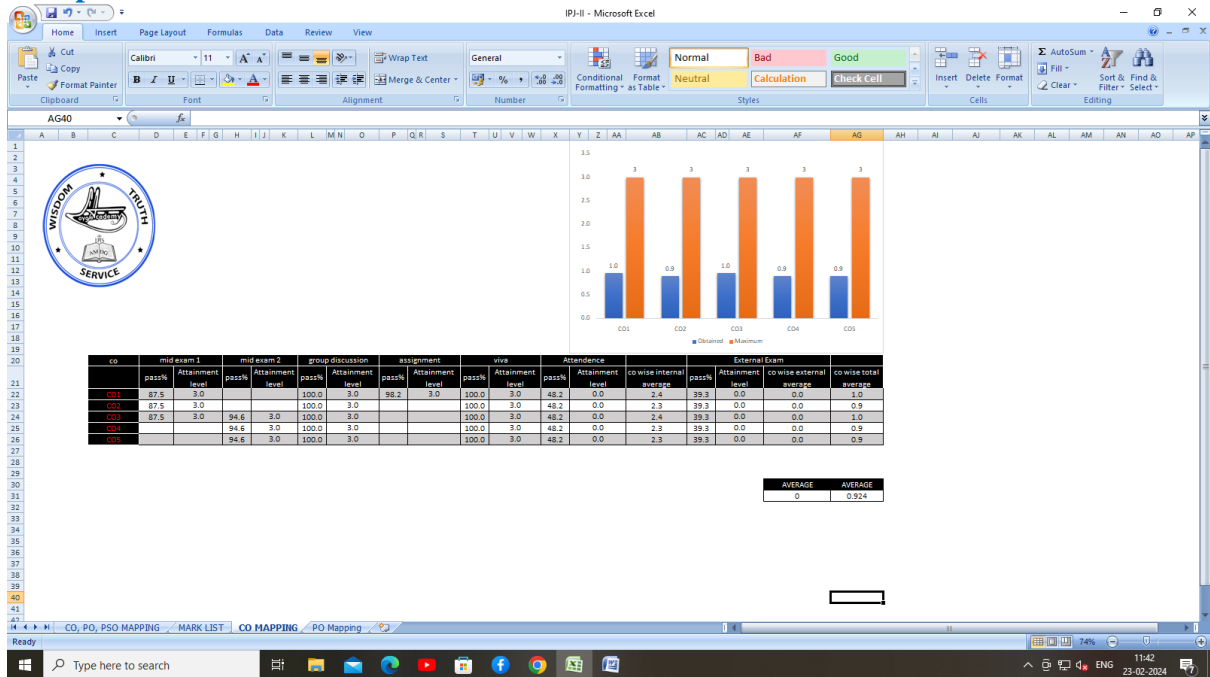


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 0.96						
CO2	H 0.9		H 0.9		H 0.9			H 0.9
CO3								
CO4	H 0.9							
CO5			H 0.9					
AVERAGE OF CO5 FOR PO5	0.9	0.96	0.9		0.9			0.9
AVERAGE OF PO5	0.9	0.96	0.9		0.9			0.9
AVERAGE					0.912			

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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.

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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.

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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 – BT – L2
CO2	Students apply the Types of cameras, lenses and the rules of Photography	Apply – BT – L3
CO3	Students create photographs with the usage of lights and flash.	Create – BT – L6
CO4	Students understand the various types of Photography in Media.	Understand – BT – L2
CO5	Students analyze the post- production process of Photography using software's and it's digital storage formats	Analyze – BT – L3

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: DIGITAL PHOTOGRAPHY

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1								S			H		
CO2								S	S				S
CO3	S							S	S				S
CO4	S							S	S				S
CO5	S							S	S				S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

Pass percent of 85% and above= 3

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

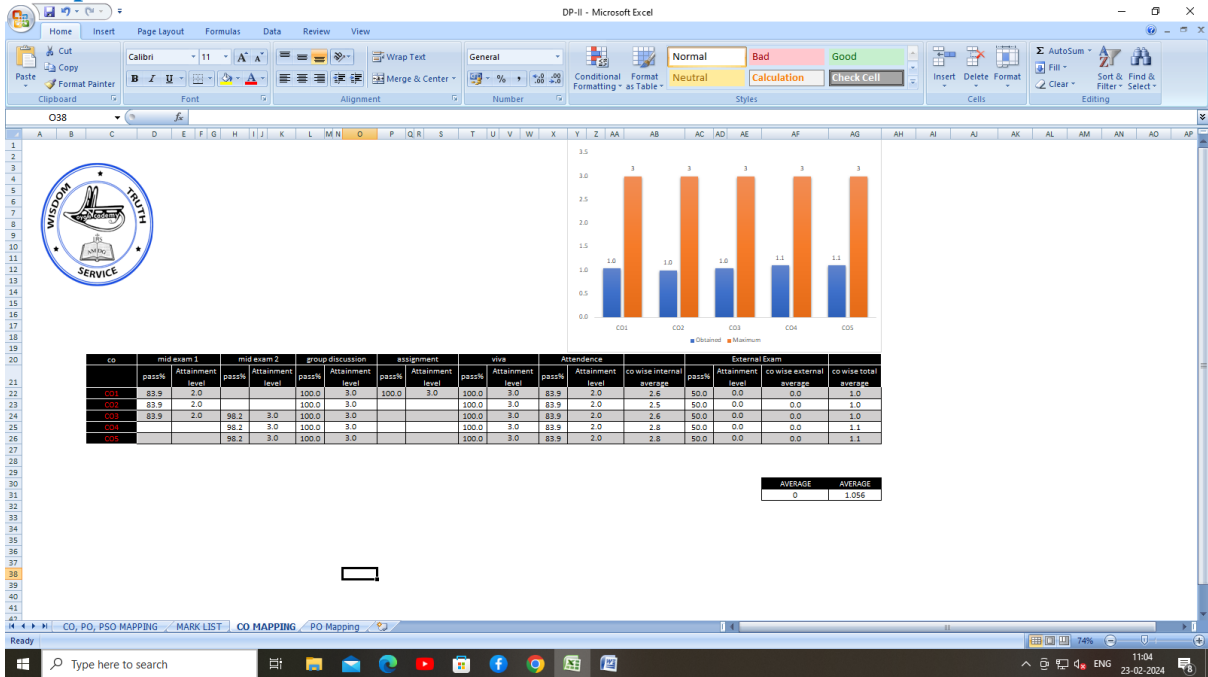


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.04						
CO2		H 1						
CO3			H 1.04					
CO4					H 1.1			
CO5						H 1.1		
AVERAGE OF CO5 FOR PO5		1.02	1.04		1.1	1.1		
AVERAGE OF PO5		1.01	1.04		1.1	1.1		
AVERAGE					1.0625			

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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.

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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):

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

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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- Level- II
CO2	Students understand the media and the psychological effects of media content on the society.	Understand- Level- II
CO3	Students evaluate the impact of media on an individual and society and why people use media.	Evaluate- Level- V
CO4	Students analyze culture, its ideology and pop-culture.	Analyse- Level- IV
CO5	Students understand the unconventional forms of media in modern society.	Understand- Level- II

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		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

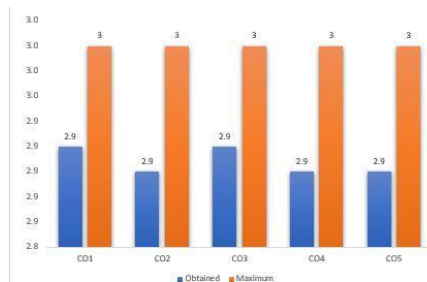
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

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Pass percent between 75%- 65%= 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							

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MAPPING
2022- 2023**

COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: MAGAZINE JOURNALISM

COURSE CODE: MC20303

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.

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

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2022- 2023**

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 write, edit and design content for different genres of magazines.	Analyze & Understand – BT – L3 & L2
CO2	Students Analyze the production elements of contemporary magazines, including online publications, to show how the traditional categories have evolved in the digital age.	Analyze – BT – L3
CO3	Students apply the methods of planning a magazine element used in designing.	Apply – BT – L3
CO4	Students analyze to write engaging and well-researched elements of production suitable for magazine publication, covering a wide range of topics.	Analyze – BT – L3
CO5	Students investigate and analyze the current state of a specific magazine or segment of the magazine industry in India, consider the role of electronic media, market trends, and challenges faced by these entities.	Analyze – BT – L3

TABLE 1: CO, PO, PSO MAPPING

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H			S		S	S	S	S	S	H
CO2	S	S	H			S		S	S	S	S	S	H
CO3				S				S	S			S	H
CO4	S	S			S	S		S	S	S	S	S	S
CO5	H	H	S	S			S		S	S	S	H	S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**

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**

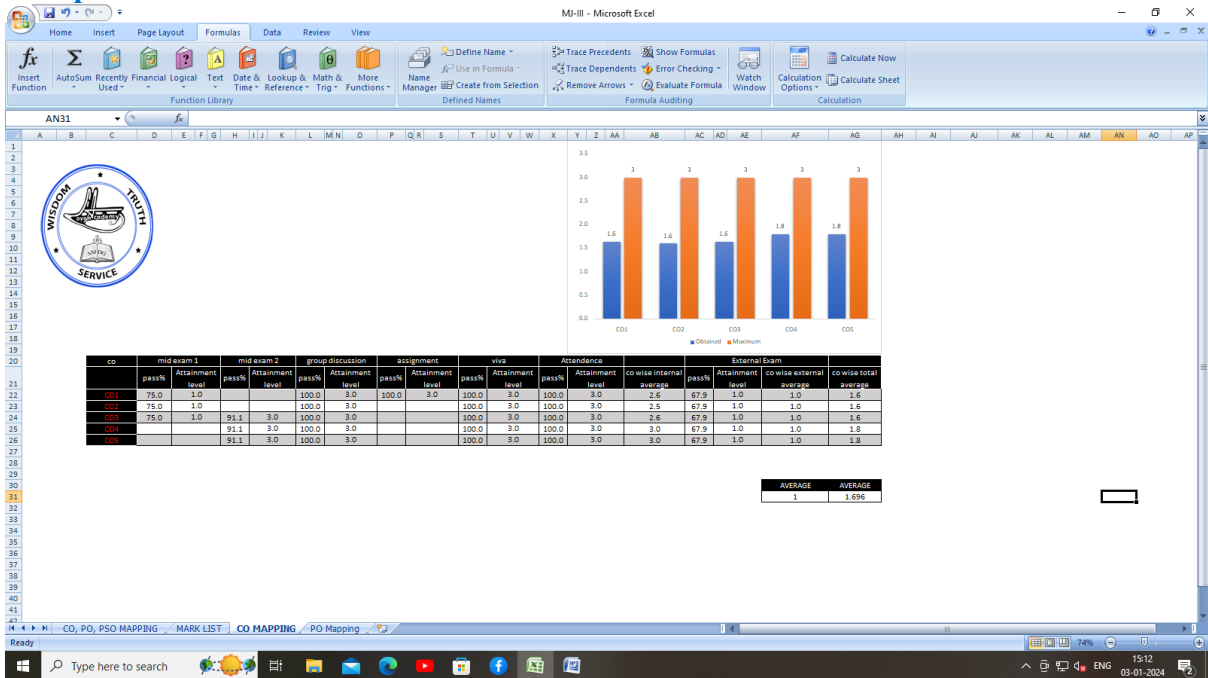
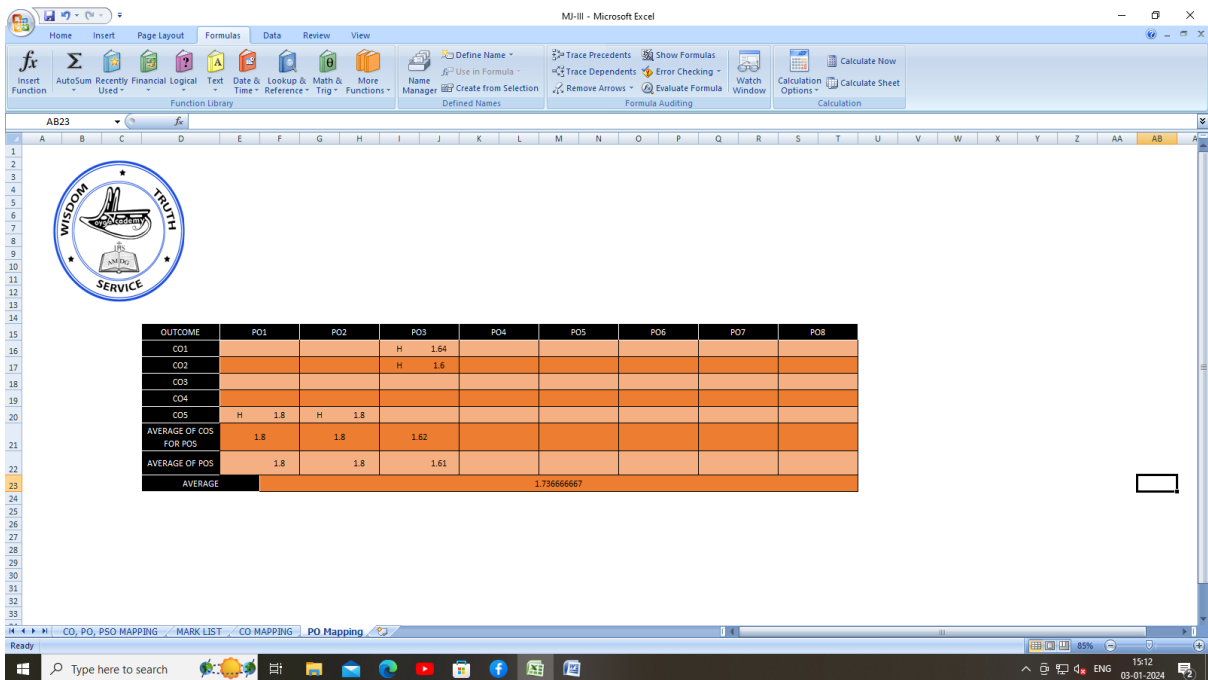


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**

COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: REPORTING & 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.

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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 – BT – L3
CO2	Students apply the news elements and sources, different formats of news writing and types of lead.	Apply – BT – L3
CO3	Students understand the different tools of news gathering, interviews, principles of editing and style sheet.	Understand– BT – L2
CO4	Students apply the principles and techniques of writing headlines and editorials and their types.	Apply – BT – L3
CO5	Students analyze the importance of newspaper design and layout, page makeup, caption and cutline.	Analyze – BT – L3

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: REPORTING & EDITING

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	SO1	SO2	SO3	SO4	SO5
CO1	S	S			S	S		S	H	S	S	S	S
CO2	S	H			H	S		S	S	S	S	S	S
CO3		S			S			H	S		H	S	S
CO4	H	S			S	S		S	S		H	S	S
CO5		S				S		H	S		H	S	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

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

Pass percent between 75%- 65%= 1
Pass percent of less than 65%= 0

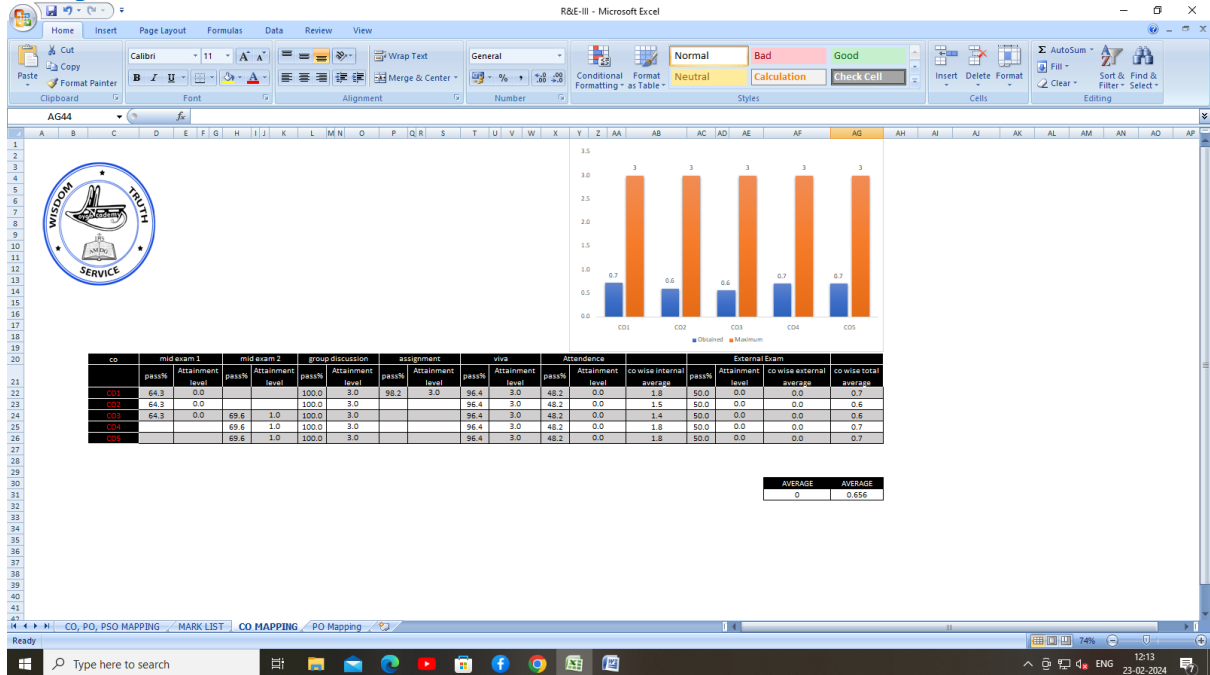


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2		H 0.6			H 0.6			
CO3								H 0.56
CO4	H 0.7							
CO5								H 0.7
AVERAGE OF CO5 FOR PO5	0.7	0.6			0.6			0.63
AVERAGE OF PO5	0.7	0.6			0.6			0.63
AVERAGE	0.6325							

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**

**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.

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.

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	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students understand the types of television and structure of a television studio.	Understand- 02
CO2	Students apply the scripting techniques for television production	Apply- 03
CO3	Students analyze the technical functioning of camera and its parts	Analyze- 04
CO4	Students analyze the basic editing and lighting techniques.	Analyze- 04
CO5	Students understand the role of Director and Producer	Evaluate- 05

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	H		H	S
C02	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

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2022- 2023
COURSE OUTCOME MAPPING**

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: WRITING FOR MEDIA

COURSE CODE: MC18302

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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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.

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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 press and its role and its evolution through the years.	Understand – BT – L2
CO2	Students remember in detail about the history of press and its contribution in the nationalist movement.	Remember– BT – L1
CO3	Students understand the introduction of local press and newspapers in different regional languages.	Understand – BT – L2
CO4	Students understand the role of press in society through various movements.	Understand – BT – L2
CO5	Students understand the trends that evolved in press.	Understand – BT – L2

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION
 SUBJECT: WRITING FOR MEDIA

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H					H		S	S	S	S	S	
CO2						S		H	H	S	H	S	
CO3	S	S			S	S		S	S	S	S	H	
CO4	H	S			S	H		S	S	S	S	S	
CO5	S	S			S	S		S	S	S	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
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DEPARTMENT OF MASS COMMUNICATION

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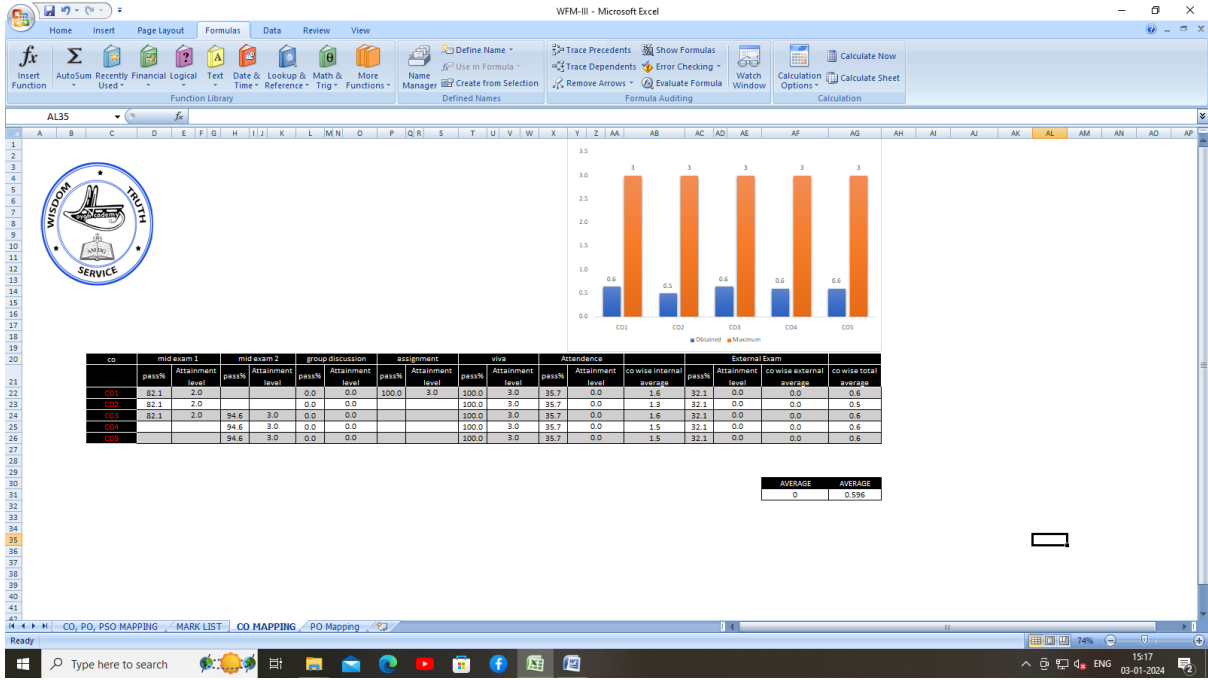
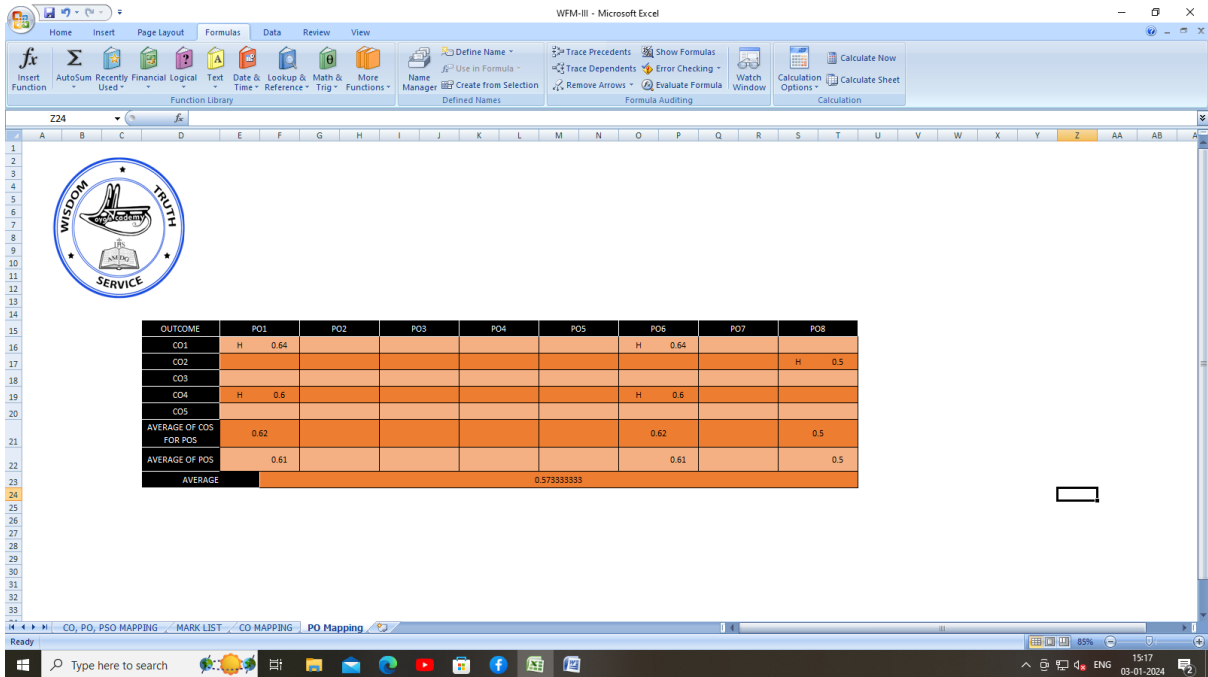


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
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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.

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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):

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

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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 advertising and its role in society	Understand- Level- II
CO2	Students understand the evolution and role of advertising in PR.	Understand- Level- II
CO3	Students analyze advertising in various forms of media	Analyse- Level- IV
CO4	Students apply advertising in the concept of marketing and media planning	Apply- Level-III
CO5	Students analyze the various aspects and stages of advertising	Analyse- Level- IV

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		H	S	S	H
C02			S	H	H	S			H	S	S	S
C03	S	H					H	H	H	H	H	S
C04	H	S	H			H	S	H	S	H	H	S
C05	H	S	H	S	H	S	S		S	S		S

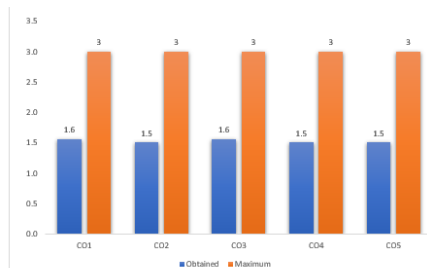
H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

- Pass percent of 85% and above= 3**
- Pass percent between 75% - 85%= 2**
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co	mid exam 1		mid exam 2		group discussion		assignment		viva		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	89.8	3.0			98.3	3.0	98.3	3.0	98.3	3.0	42.4	0.0	2.4	67.8	1.0	10	15
CO2	89.8	3.0			98.3	3.0			98.3	3.0	42.4	0.0	2.3	67.8	1.0	10	15
CO3	89.8	3.0	86.4	3.0	98.3	3.0			98.3	3.0	42.4	0.0	2.4	67.8	1.0	10	16
CO4			86.4	3.0	98.3	3.0			98.3	3.0	42.4	0.0	2.3	67.8	1.0	10	15
CO5			86.4	3.0	98.3	3.0			98.3	3.0	42.4	0.0	2.3	67.8	1.0	10	15

AVERAGE	AVERAGE
T	1524

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.56			H 1.56			H 1.56	
CO2				H 1.5	H 1.5			
CO3		H 1.56					H 1.56	H 1.56
CO4	H 1.5		H 1.5			H 1.5		H 1.5
CO5	H 1.5		H 1.5		H 1.5			
AVERAGE OF COS FOR POS	1.52	1.56	1.5	1.53	1.5	1.5	1.56	1.53
AVERAGE OF POS	1.50667	1.56	1.5	1.515	1.5	1.5	1.56	1.53
AVERAGE	1.521458333							

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: DIGITAL FILM MAKING

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.

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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):

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.

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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 different film movements, development of classical Indian and Hollywood cinema and Origin of classical narrative.	Understand – BT – L2
CO2	Students analyze the aspects and process of pre-production in film making	Analyze – BT – L3
CO3	Students analyze the production process, role of director, understand cinematography and work with sound.	Analyze – BT – L3
CO4	Students apply basic methodology and grammar of editing and use of visual effects	Apply – BT – L3
CO5	Students understand Film distribution, marketing and the film market	Understand – BT – L2

TABLE 1: CO, PO, PSO MAPPING

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04	PS05
CO1		S	S			S		S		S	S	S	
CO2		S	S	H		S		S	H	S	S	S	
CO3	H	H	S			S		S		S	S	S	
CO4		S	S			S	H	H		S	S	H	
CO5		S	H			S		S		S	S	S	

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

Pass percent of 85% and above= 3

Pass percent between 75% - 85%= 2

Pass percent between 75%- 65%= 1

Pass percent of less than 65%= 0

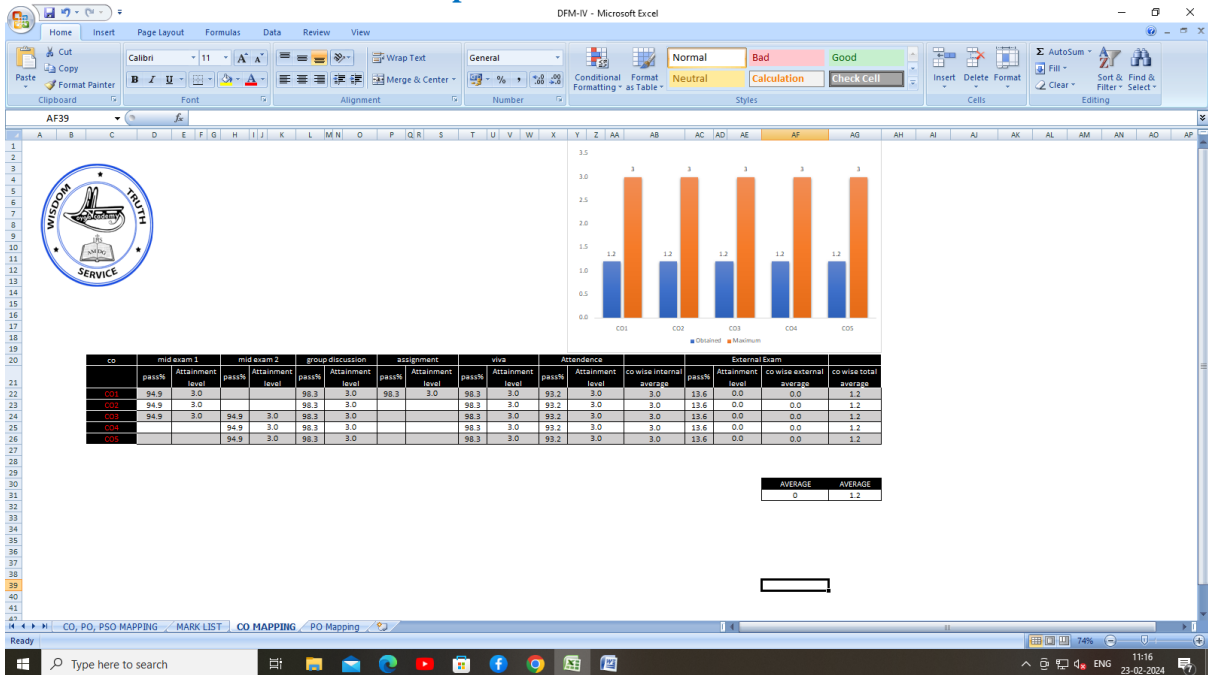


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				H 1.2				
CO2				H 1.2				
CO3	H 1.2	H 1.2						
CO4							H 1.2	H 1.2
CO5				H 1.2				
AVERAGE OF CO5 FOR PO5	1.2	1.2	1.2	1.2			1.2	1.2
AVERAGE OF PO5	1.2	1.2	1.2	1.2			1.2	1.2
AVERAGE	1.2							

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: ENVIRONMENTAL STUDIES & GENDER SENSITIZATION

COURSE CODE: ES18201

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.

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.

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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	To understand the importance of ecological balance for Sustainable Development	Understand – BT – L2
CO2	To understand the impacts of developmental activities and mitigation measures	Understand – BT – L2
CO3	To understand the environmental policies and regulations.	Understand – BT – L2
CO4	To develop students sensibility with regard to issues of gender in contemporary India	Develop – BT – L6
CO5	To provide a perspective on the socialization of men and women	Analyze– BT – L4

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: ENVIRONMENTAL STUDIES & GENDER SENSITIZATION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S		S		H	H	H	S		S	S		
CO2	S		S		H	H	H	S		S	S		
CO3	S		S		H	H	H	S		S	S		
CO4	S		S		H	H	H	S		S	S		
CO5	S		S		H	H	H	S		S	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 75%- 65%= 1**

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

Pass percent of less than 65%= 0

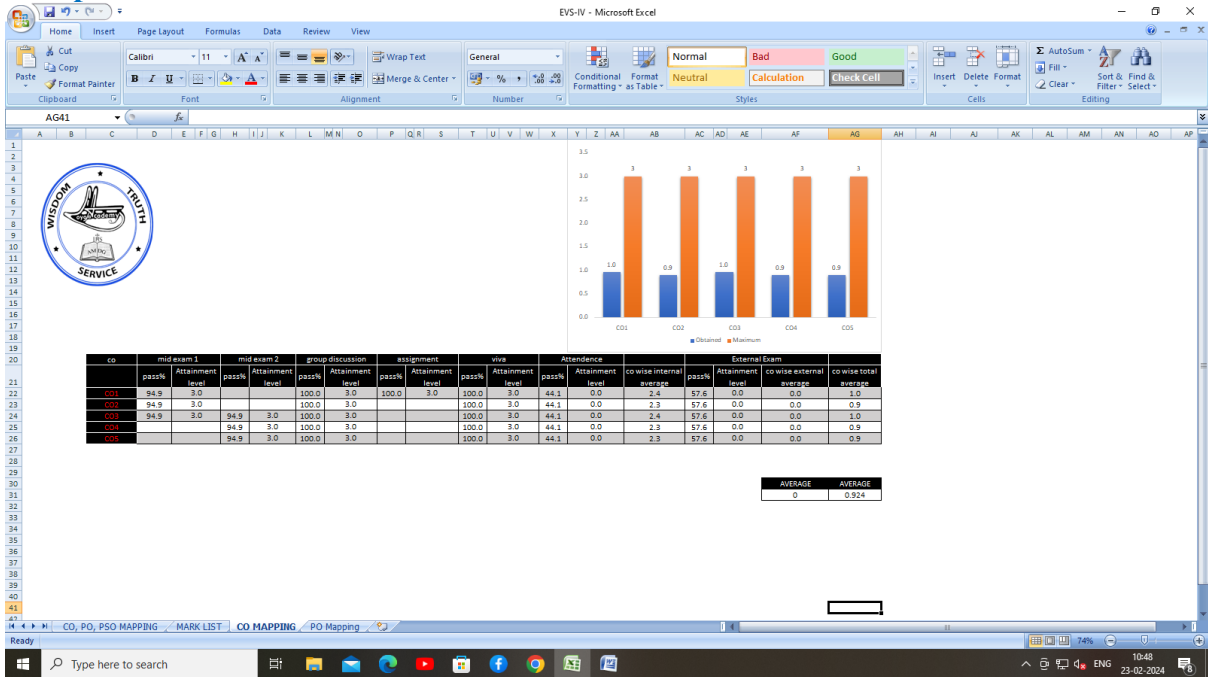
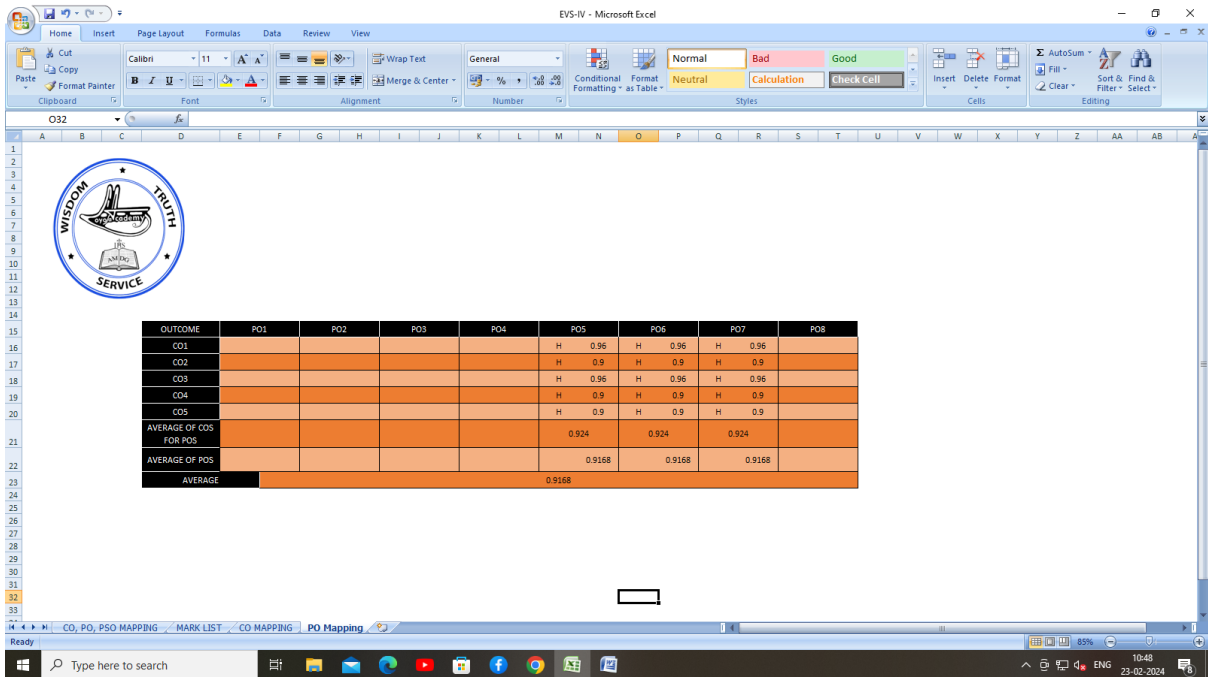


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
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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.

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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 history of cinema, evolution of narratives, film language and classic Hollywood narratives, and the discovery of shot.	Understand – BT – L2
CO2	Students understand about classic and modern Hollywood cinema and Japanese cinema.	Understand – BT – L2
CO3	Students understand about French new wave, Italian neo-realism and Indian art cinema.	Understand – BT – L2
CO4	Students apply the film theory and criticism, cinema and storytelling, cinematic codes, cinematography and editing.	Apply – BT – L3
CO5	Students understand the genre and form of Indian cinema, song and dance sequences, films on social issues and censorship	Understand – BT – L2

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION
 SUBJECT: FILM STUDIES

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1						S		S	S	S			
CO2						H		S	H	S	S		
CO3		H				S		S	S	H	S		
CO4	S					S		H			H		
CO5	S	H				S		S		H			

H: Highly Supportive
 S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

Pass percent of 85% and above= 3

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

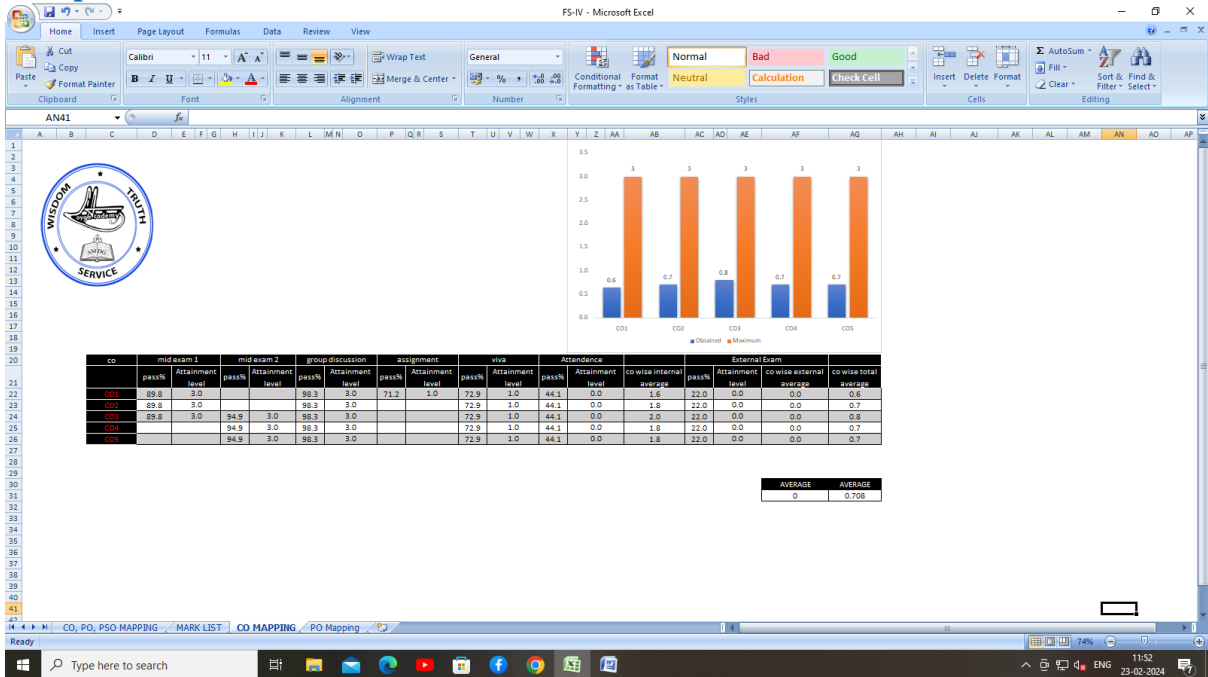


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1									
CO2						H	0.7		
CO3		H	0.8						
CO4								H	0.7
CO5		H	0.7						
AVERAGE OF CO5 FOR POS		0.75				0.7		0.7	
AVERAGE OF POS		0.75				0.7		0.7	
AVERAGE						0.71666667			

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023
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.

**DEPARTMENT OF MASS COMMUNICATION
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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- 02
CO2	Students apply the scripting techniques for television production.	Apply- 03
CO3	Students analyze the technical functioning of camera and its parts.	Analyze- 04
CO4	Students analyze the basic editing and lighting techniques.	Analyze- 04
CO5	Students understand the role of Director and Producer.	Understand- 02



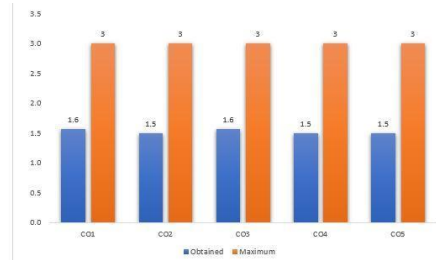
DEPARTMENT:

SUBJECT:

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	H			H		H		H	H		H	
CO2	H	H				H		H	H		H	
CO3		S	S	H				H	H		H	
CO4		H	H					H	H		H	
CO5	H	H		S					H		H	

H: Highly Supportive
S: Supportive

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023



co	mid exam 1		mid exam 2		group discussion		assignment		viva		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	93.2	3.0			98.3	3.0	98.3	3.0	98.3	3.0	32.2	0.0	2.4	71.2	1.0	1.0	1.6
CO2	93.2	3.0			98.3	3.0			98.3	3.0	32.2	0.0	2.3	71.2	1.0	1.0	1.5
CO3	93.2	3.0	86.4	3.0	98.3	3.0			98.3	3.0	32.2	0.0	2.4	71.2	1.0	1.0	1.6
CO4			86.4	3.0	98.3	3.0			98.3	3.0	32.2	0.0	2.3	71.2	1.0	1.0	1.5
CO5			86.4	3.0	98.3	3.0			98.3	3.0	32.2	0.0	2.3	71.2	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.56			H 1.56		H 1.56		H 1.56
CO2	H 1.5	H 1.5				H 1.5		H 1.5
CO3				H 1.56				H 1.56
CO4		H 1.5	H 1.5					H 1.5
CO5	H 1.5	H 1.5						
AVERAGE OF COS FOR POS	1.52	1.5	1.5	1.56		1.53		1.53
AVERAGE OF POS	1.5066667	1.5	1.5	1.56		1.515		1.5225
AVERAGE	1.517361111							

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
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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.

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
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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 – BT – L2
CO2	Students understand the socio-economic prospects and decentralization patterns for the betterment of underdeveloped nations through mass media.	Understand– BT – L2
CO3	Students analyze the importance of implementing Rural development strategies for the community development in Rural India.	Analyze – BT – L4
CO4	Students evaluate the conceptual patterns of Development Support Communication and also to inculcate the Participatory communication process.	Evaluate – BT – L5
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– BT – L4

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: DEVELOPMENT COMMUNICATION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S		S		S	S	H	S	S	S	S	S	
CO2	H		S		S	S	S	S	S	S	S	H	
CO3	S		S		S	S	S	S	H	S	S	S	
CO4	S		H		S	S	S	S	S	H	S	S	
CO5	S		S		H	S	S	S	S	S	S	H	

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

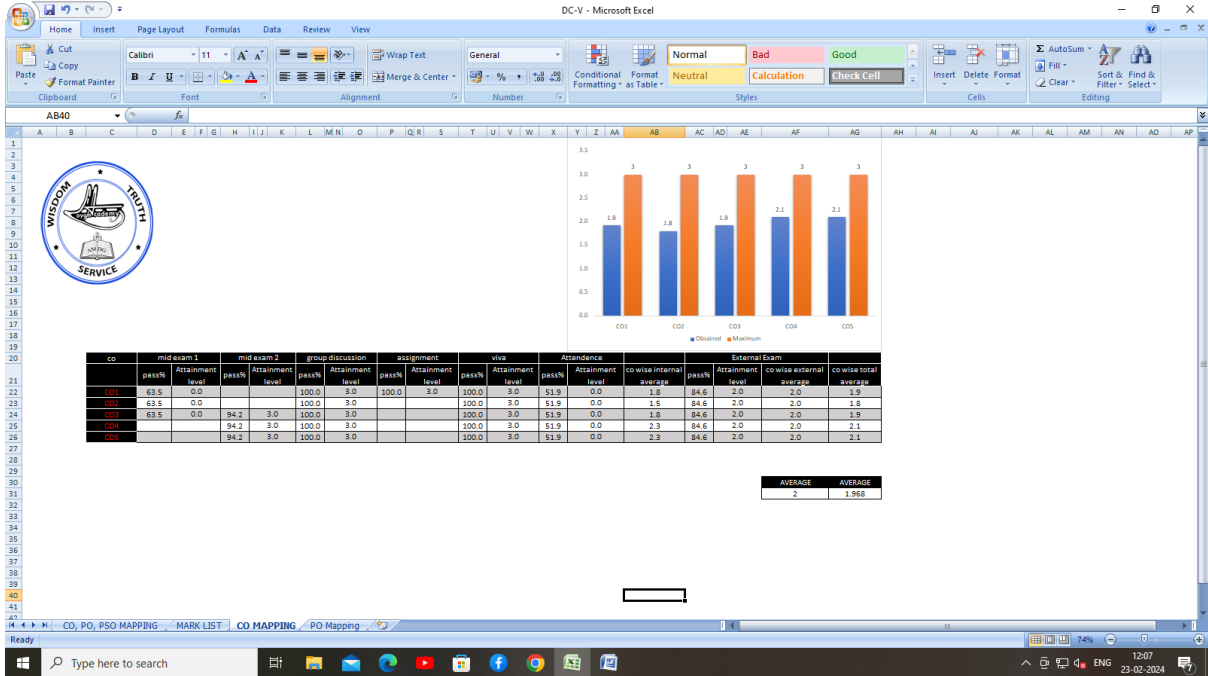
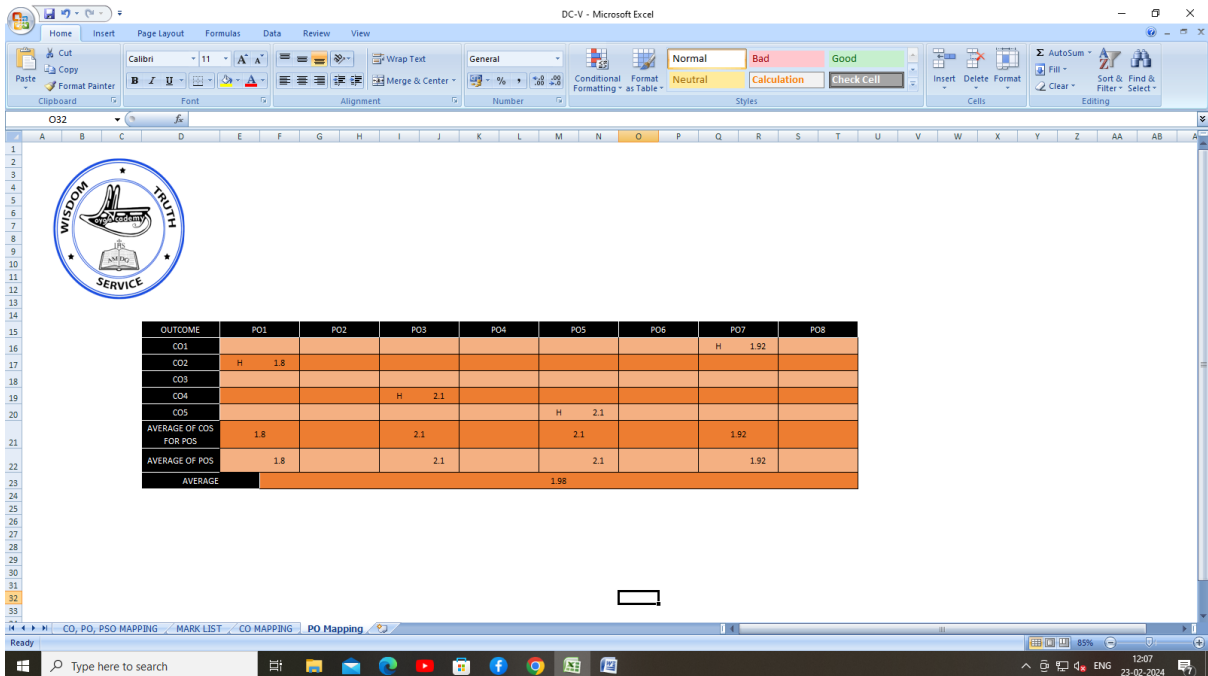


Table 3: PROGRAMME OUTCOME MAPPING



**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**

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

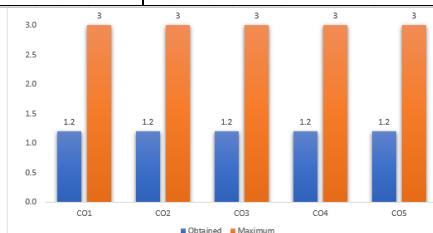
**DEPARTMENT OF MASS COMMUNICATION
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exposed to wide range of perspective the students gain the ability to construct a public opinion which is socially responsible, ethical and humane leading to effective citizenship.

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- Level- II
CO2	Students apply them to strategically approach in the Print media.	Apply- Level- III
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- Level- IV
CO4	Students evaluate by decoding the changing trends in the Broadcast media.	Evaluate- Level-V
CO5	Students understand the broader perspective on various Government regulatory mechanisms and policies.	Understand- Level-II



co	mid exam 1		mid exam 2		group discussion		assignment		viva		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	96.7	3.0	3.0	33.3	0.0	0.0	1.2
CO2	100.0	3.0			100.0	3.0			100.0	3.0	96.7	3.0	3.0	33.3	0.0	0.0	1.2
CO3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	96.7	3.0	3.0	33.3	0.0	0.0	1.2
CO4			100.0	3.0	100.0	3.0			100.0	3.0	96.7	3.0	3.0	33.3	0.0	0.0	1.2
CO5			100.0	3.0	100.0	3.0			100.0	3.0	96.7	3.0	3.0	33.3	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2

TABLE 1: CO, PO, PSO MAPPING

**DEPARTMENT OF MASS COMMUNICATION
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2022- 2023**



DEPARTMENT: B.A. MASS COMMUNICATION

SUBJECT: MEDIA MANAGEMENT

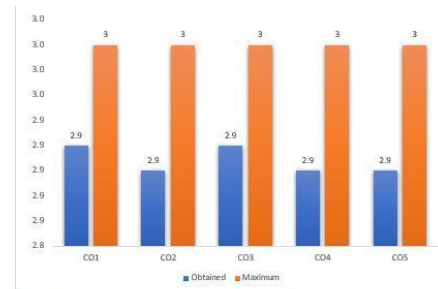
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
CO1	H	S	H	S			S	S		S		H
CO2	S		H	H			H	S		H		H
CO3	H		S	H	H		H	S		H		H
CO4	H	S	H	S			H	S		S		S
CO5	H	S	H	H	S		S	H		H		H

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	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

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.2		H 1.2					
CO2			H 1.2	H 1.2			H 1.2	
CO3	H 1.2			H 1.2	H 1.2		H 1.2	
CO4	H 1.2		H 1.2				H 1.2	
CO5	H 1.2		H 1.2	H 1.2				H 1.2
AVERAGE OF COS FOR POS	1.2		1.2	1.2	1.2		1.2	1.2
AVERAGE OF POS	1.2		1.2	1.2	1.2		1.2	1.2
AVERAGE	1.2							

Table3: PROGRAMME OUTCOME MAPPING

**DEPARTMENT OF MASS COMMUNICATION
MAPPING
2022- 2023**

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.

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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 – BT – L2
CO2	Students understand the laws related to the Press; rights, liabilities and limitations in Indian context	Understand– BT – L2
CO3	Students apply the special privileges of Indian Parliament; the rights and legalities in Indian context with regard to the Press.	Apply– BT – L3
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– BT – L2
CO5	Students analyze the legalities with respect to the two Press Commissions in India and its implications on Print and Electronic Media.	Analyze– BT – L4

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: MEDIA LAWS AND ETHICS

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04	PS05
CO1	S				H	H		S	S	H	S	S	
CO2	H				H	H		S	S	S	S	S	
CO3	S				H	H		S	S	H	S	S	
CO4	S				H	H		S	S	S	S	S	
CO5					H	H		S	S	H	S	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

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

Pass percent between 75%- 65%= 1
Pass percent of less than 65%= 0

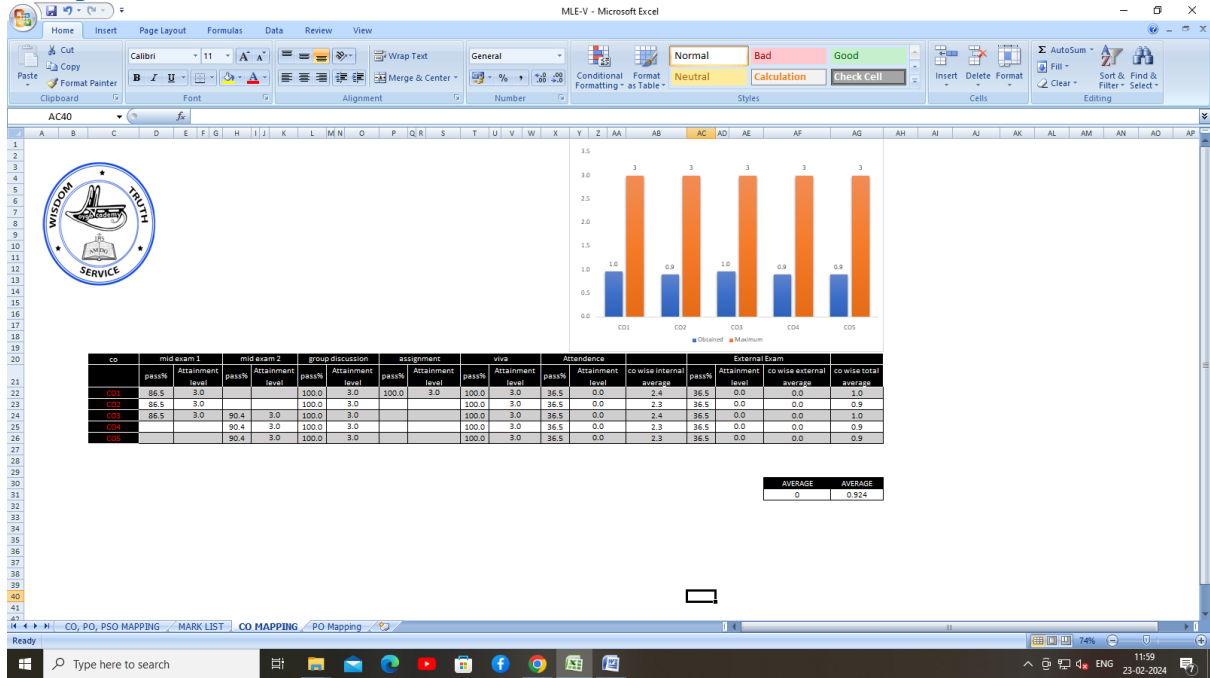


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 0.96	H 0.96		
CO2	H 0.9				H 0.9	H 0.9		
CO3					H 0.96	H 0.96		
CO4					H 0.9	H 0.9		
CO5					H 0.9	H 0.9		
AVERAGE OF CO5 FOR PO5	0.9				0.924	0.924		
AVERAGE OF PO5	0.9				0.9168	0.9168		
AVERAGE					0.9112			

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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):

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.

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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 conceding factors of Digitalization and its implications.	Understand – BT – L2
CO2	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 – BT – L3
CO3	Students analyze the conceptualized patterns of new media entities and its connection to the real life events.	Analyse – BT – L3
CO4	Students understand the complexities of aspects such as Online Relationships, Virtual and Impersonal complexities of the Digital communication trends.	Understand – BT – L2
CO5	Students understand the theoretical frameworks and conceptualized patterns of New Media Effects and legalities	Understand – BT – L2

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: NEW MEDIA STUDIES

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1			S					S	S				
CO2	S	S	S		S			S	S	S	S		
CO3	H	S						S	S	S	S	S	
CO4	H	S						S	S	S	S	S	
CO5	H	S						S	S	S	S	S	

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

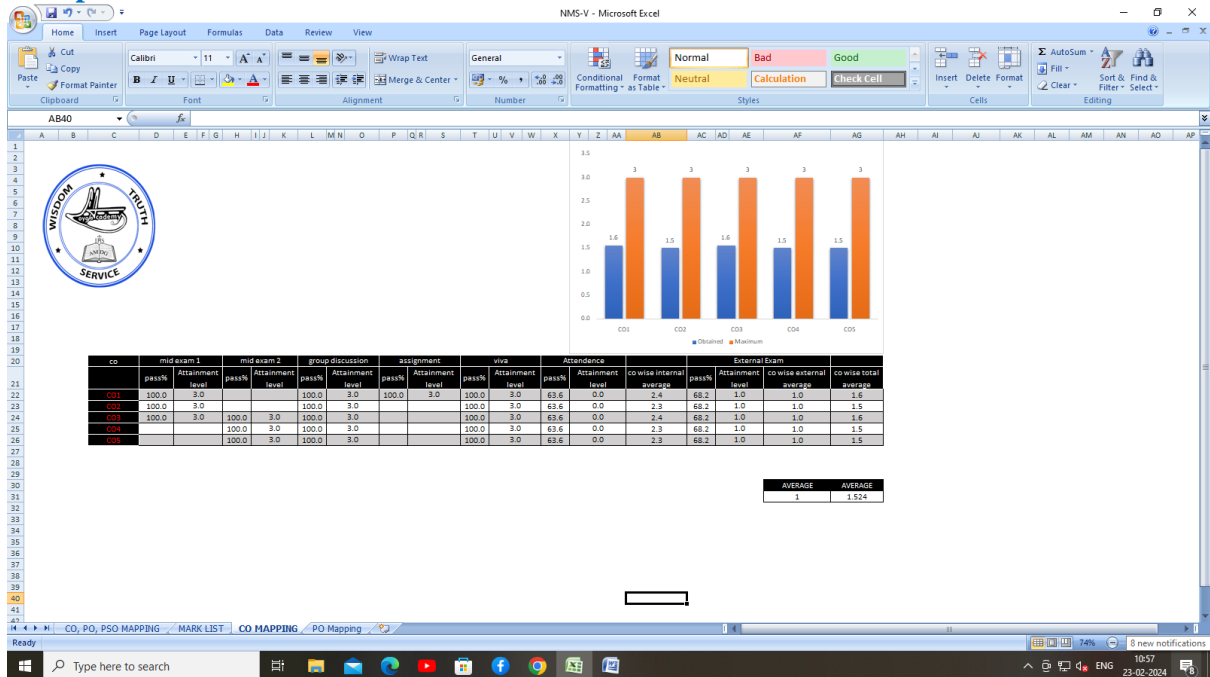


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3	H	1.56						
CO4	H	1.5						
CO5	H	1.5						
AVERAGE OF COs FOR POs	1.52							
AVERAGE OF POs	1.52							
AVERAGE	1.52							

**DEPARTMENT OF MASS COMMUNICATION
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COURSE OUTCOME MAPPING**

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: ONLINE JOURNALISM

COURSE CODE: BA21001A

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.

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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- 02
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- 03
CO3	Students create the underlying concepts of Participatory communication via multimedia approaches of Online Journalism	Create- 06
CO4	Students create and utilize the sources of Online Journalistic approaches through the means of Social Networking platforms.	Create- 06
CO5	Students analyze the laws and ethics of Digital Media Trends.	Analyze- 04



DEPARTMENT:

SUBJECT:

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	H
C04	S	S	S	H	H			H	H		S	H
C05				H		H			H		H	H

H: Highly Supportive
S: Supportive

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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.

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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

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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- Level- II
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- Level- III
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- Level- III
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- Level- IV
CO5	Students create an Event through PR as a tool of management communication and also to engage the intended target audience.	Create- Level- VI

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						H	H			H
C05	H		H			S	S	H	H			H

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

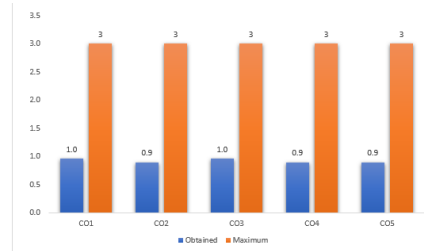
ATTAINMENT SCALE:

Pass percent of 85% and above= 3

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Pass percent between 75% - 85%= 2
Pass percent between 75%- 65%= 1

Pass percent of less than 65%= 0



co	mid exam 1		mid exam 2		group discussion		assignment		viva		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	86.5	3.0			100.0	3.0	100.0	3.0	100.0	3.0	30.8	0.0	2.4	0.0	0.0	0.0	1.0
CO2	86.5	3.0			100.0	3.0			100.0	3.0	30.8	0.0	2.3	0.0	0.0	0.0	0.9
CO3	86.5	3.0	90.4	3.0	100.0	3.0			100.0	3.0	30.8	0.0	2.4	0.0	0.0	0.0	1.0
CO4			90.4	3.0	100.0	3.0			100.0	3.0	30.8	0.0	2.3	0.0	0.0	0.0	0.9
CO5			90.4	3.0	100.0	3.0			100.0	3.0	30.8	0.0	2.3	0.0	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

Table 3: PROGRAMME OUTCOME MAPPING



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								H 0.96
CO2		H 0.9		H 0.9				H 0.9
CO3								H 0.96
CO4								H 0.9
CO5	H 0.9		H 0.9					H 0.9
AVERAGE OF COS FOR POS	0.9	0.9	0.9	0.9				0.924
AVERAGE OF POS	0.9	0.9	0.9	0.9				0.9168
AVERAGE	0.90336							

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COURSE OUTCOME MAPPING

**MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF
PROGRAM OUTCOMES:**

COURSE TITLE: RADIO PRODUCTION

COURSE CODE: BA18001B

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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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.

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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):

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.

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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 – BT – L2
CO2	Students evaluate the complexities of Radio Production as a means of mass communication.	Evaluate– BT – L5
CO3	Students create the Radio scripts and other practical implications of the radio production.	Create – BT – L6
CO4	Students evaluate the complexities of the Radio Broadcasting in detail.	Evaluate – BT – L5
CO5	Students create Radio News Report and also the Radio feature reporting.	Create – BT – L6

TABLE 1: CO, PO, PSO MAPPING

DEPARTMENT: BA MASS COMMUNICATION

SUBJECT: RADIO PRODUCTION

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1								S	S			S	S
CO2		H						H	S			S	S
CO3	S	S						S	S	S	S	S	S
CO4		H						S	H			H	S
CO5	S	H						S	S	H	S	S	S

H: Highly Supportive
S: Supportive

Table 2: COURSE OUTCOME ATTAINMENT

ATTAINMENT SCALE:

Pass percent of 85% and above= 3

DEPARTMENT OF MASS COMMUNICATION MAPPING 2022- 2023

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

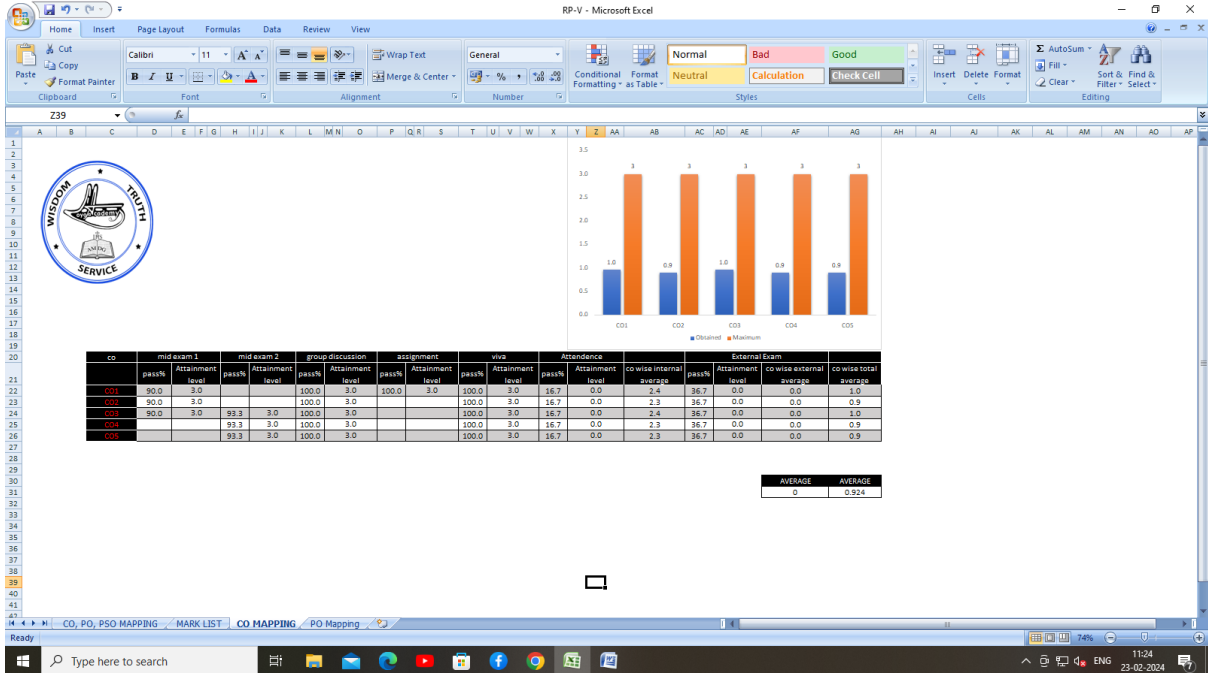


Table 3: PROGRAMME OUTCOME MAPPING

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2		H 0.9						H 0.9
CO3								
CO4		H 0.9						
CO5		H 0.9						
AVERAGE OF CO5 FOR PO5		0.9						0.9
AVERAGE OF PO5		0.9						0.9
AVERAGE					0.9			