



ST. FRANCIS COLLEGE
Koramangala
Affiliated to Bengaluru City University

DEPARTMENT OF ARTS
BA – JOURNALISM ,ECONOMICS & OPTIONAL ENGLISH
2019-20 Onwards (CBCS Scheme)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOS):

- PEO 1.** To provide students a well-defined education programme in Economics.
PEO 2. To prepare students for a successful career with effective communication skills, team work skills and work with values that meet the needs of industry, academia and research.
PEO 3. To promote awareness among student graduates towards issues of social relevance and introduce them to professional ethics and practice.

PROGRAMME OUTCOMES (POS):

- PO 1.** Understand human values
PO 2. Responsible citizens
PO3. Knowledge of economic activities
PO 4. Change in the outlook
PO 5. Develop research skills
PO 6. Develop communication skills
PO 7. Creating an interest in literature
PO 8. Develop communication skills
PO 9. Keeping abreast with new technology
PO 10. Problem solving skills
PO 11. Understand the relevance of economic policies

PROGRAMME SPECIFIC OUTCOMES (PSOS):

- PSO 1.** Enhancing creativity and ability in all the four skills-reading, writing, speaking and listening.
PSO 2. Creating interest and developing skills to equip with e- media products.
PSO 3. Understand the current economic scenario at national and international levels.

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COURSE OUTCOMES (COs)

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I SEM BA

AP251 INTRODUCTION TO COMMUNICATION

- CO 1.** Students will be able to make effective oral presentations on a variety of topics in public settings.
CO 2. Students will be able to apply basic and advanced human communication theories and models to academic and professional situations.
CO3. Students will be able to make effective business and professional presentations to internal and external audiences.
CO4. Students will be able to find, use, and evaluate primary neademic writing associated with the communication discipline.
CO5. Students will be able to communicate effectively orally and in writing.

AP251 : JOURNALISM 1 PRACTICAL

- CO1.** Create messages appropriate to the audience, purpose and context **CO2.** Employ communication theories, perspectives, principles and concepts **CO3.** Analyze transmitter and receiver circuits.
CO4. Identify and solve basic communication problems.
CO5. Students would critically analyze messages

A0221 MICRO ECONOMICS

- CO1.** Develop the ability to explain micro economic concepts.
CO2 Identify factors affecting demand and supply.
CO 3. Discuss the application of marginal utility principle.
CO 4. Conduct economic analysis by using equations and graphs.
CO 5. Understand different cost concepts.
CO6. Identify different types of markets



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A0361 OPTIONAL ENGLISH

CO 1. To know and appreciate the location of literature within humanities.

CO 2. To establish connections across frontiers of disciplines.

CO 3. To critically engage with culture, gender and marginality.

CO 4. To become acquainted with narration and representation.

A0991 : ENVIRONMENTAL STUDIES

CO1. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.

CO 2. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.

CO3. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

CO4. Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

CO5. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

II SEM BA

CS 2.1 :FUNDAMENTALS OF JOURNALISM

CO 1. Capable of entry-level media work in one of the major areas of emphasis.

CO 2. The ability to prepare content for news media outlets.

CO 3. Informed about journalistic ethics and capable of articulating an ethical decision.

CO 4. Able to explain the importance of journalism.

CO 5. Conversant about contemporary media issues.

BP221-JOURNALISM PRACTICAL

CO 1. Students would be able to design a news package

CO 2. Students would be able to acquaint them with important aspects of the process of journalism.

CO 3. Students would be able to develop the knowledge of skills of journalism.

CO 4. Students would be able to enhance understanding of the technical terms and jargons of journalism.



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A0221:MACRO ECONOMICS

CO 1. Identify the interaction between household sector, business sector, Government sector and foreign sector

CO 2. Understand the concepts of National Income.

CO 3. Discuss the relationship between Price level and value of money.

CO 4. Critically evaluate the causes and effects of inflation

CO 5. Compare different phases of the business cycle.

B0361 OPTIONAL ENGLISH

CO 1. Appreciate, interpret and critically evaluate literary genres.

CO 2. Understanding the usage of literary devices.

CO 3. Form an idea about the various stages in the development of English language and its structure.

CO 4. Learning the accurate pronunciation through phonetics.

OE: INDIAN CONSTITUTION AND HUMAN RIGHTS

CO 1. Able to understand historical background of the Constitutional making and its importance for building a democratic India, the structure of Indian government, the structure of state government, the local Administration, Knowledge/Understand

CO 2. Able to apply the knowledge on directive principle of state policy, the knowledge in strengthening of the constitutional institutions like CAG, Election Commission and UPSC for sustaining democracy.

CO 3. Able to analyse the History, features of Indian constitution, the role Governor and Chief Minister, role of state election commission, the decentralization of power between central, state and local self-government.

CO 4. Able to evaluate Preamble, Fundamental Rights and Duties, Zilla Panchayat, block level organization, various commissions



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III SEM BA

CS 3.1 : JOURNALISM (REPORTING)

CO1 To understand techniques of reporting in different media.

CO2: To understand techniques of news gathering techniques.

CO3 : Students will understand various types of reporting including crime, court, environment, development, political, sports, education, culture and entertainment.

CO4 : Students will understand different types of interviews and preparation and techniques of interview.

CO5: To gain knowledge of types headlines writing.

CS 3.1 A : REPORTING PRACTICAL

CO 1. Practice writing and reporting

CO 2. Practice various types of Interview

CO 3. Translate any text from any literature in their known language.

CO 4. Students will be able to write reports/rewrite and edit copies by themselves

CO 5. Students will be well versed in the techniques and technicalities of making a One Page Newsletter.

C0220 : PUBLIC ECONOMICS

CO1. Understand the various concepts of tax system in India.

CO2. Evaluation and impact of Incidence of tax, taxable capacity and effects of tax.

CO3. Understand the actual cause and effects of public expenditure.

CO4. Analyzing the reasons of increase in public debt in India.

CO5. Students will be able to understand the implementation of Fiscal policy and budget system to stabilize economy.

OPTIONAL ENGLISH

CO1. To know and appreciate the location of literature within humanities.

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CO3. To critically engage with culture, gender and marginality.



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CO4. To become acquainted with narration and representation.

FC : CULTURE,DIVERSITY AND SOCIETY

CO1: Understand the geographical, cultural and religious diversity of India and to communicate different cultural views and values

CO2: Understand the way in which race, ethnicity, caste and family structure are socially constructed and to recognize that social system developed out of adaptation to environmental circumstances.

CO3: Understand the contemporary challenges before the Indian society and having awareness of ethical problems, social rights, values & responsibilities of individuals.

IV SEM BA

CS 4.1 EDITING

- CO1.** Explain the editorial Department, its policy and responsibilities of editor and sub-editor
- CO2.** Discuss the editorial page and its various elements
- CO3.** Discuss the role of journalists and the importance of news sources
- CO4.** Write and edit news for print media

CS 4.1 A EDITING PRACTICAL

- CO1.** Write headlines and caption for the news story
- CO2.** Explain the principles of design and layout
- CO3.** Explain various forms of visual elements used in print media

INTRODUCTION TO STATISTICS FOR ECONOMICS

- CO1.** Students will be able to understand basic concepts of statistics.
- CO2.** Solve economic issues by using advanced statistical tools.
- CO3.** Understand how economics and statistics are correlated.
- CO4.** Analyze the use of Index numbers in economic factors like, price, quantity, etc.
- CO5.** Use of Time Series analysis to estimate changes in future.



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OPTIONAL ENGLISH

- CO1.** To know and appreciate the location of literature within humanities.
- CO2.** To establish connections across frontiers of disciplines.
- CO3.** To critically engage with culture, gender and marginality.
- CO4.** To become acquainted with narration and representation
- CO5.**

FC : PERSONALITY DEVELOPMENT

- CO1.** Enhance personal communication skills to effectively engage with diverse audiences.
- CO2.** Develop confidence and professional demeanor suitable for a career in journalism.
- CO3.** Cultivate critical thinking and problem-solving abilities to handle real-world journalism challenges.
- CO4.** Foster leadership and teamwork skills to collaborate effectively in journalistic settings.

V SEM BA

E0240: INDIAN ECONOMY -I

- CO 1.** Students will know the Indian Economy, during Pre-British rule.
- CO 2.** Students will be able to compare the economic status of India pre and post British rule.
- CO 3.** Critically understanding the impact of agriculture on Indian economy.
- CO 4.** Analysing the role and significance of Industrial revolution in India.
- CO 5.** Understanding the recent trends in Infrastructure development.

E0270:-ENVIRONMENTAL ECONOMY-2

- CO 1.** Good experience with the concept, policies and issues in environmental economics.
- CO 2.** Understand the power of market and market failure.
- CO 3.** Evaluate and suggest proper remedies to solve environmental issues.
- CO 4.** Understanding the policies to protect environment for the healthy and development society.
- CO 5.** Understand the economics of sustainability.



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CS 5.2 INTRODUCTION TO ELECTRONIC MEDIA

CO 1. Effective users of creative technology and social media platforms.

CO 2. Give a brief theoretical background in order to facilitate radio and television programme production and film appreciation.

CO 3. Use the techniques and stages of documentary and short filmmaking.

CO 4. The students will know how to produce high-quality multimedia

CO 5. Make digital images/ contents and videos.

CS 5.1 : MEDIA LAWS

CO 1. Add essential legal framework of their rights and responsibilities as journalists.

CO 2. Be prepared to think, discuss and participate.

CO 3. Further it explains current legal issues impacting journalists.

CS 5.1 A MEDIA LAW PRACTICAL

CO 1. Write and analyse and write keeping in mind the media laws

CO 2. Will be able avoid and sort seditious contents

CO 3. Write/speak appropriate contents keeping defamation in mind

CO 4. Write/speak appropriate contents keeping cyber law in mind. They will be able to safeguard themselves and other from the cyber crime world

(OPTIONAL ENGLISH)EUROPEAN LITERATURE

CO1:Demonstrate critical thinking skills in understanding the dynamics of American and European literature.

CO2: Recognize the development of literary genres across Europe and America.

CO3: Trace the historical, geographical and cultural contexts through their reading of the prescribed representative literary and cultural texts

CO4: Apply critical and theoretical approaches to the reading and analysis of texts in multiple genres

CO5: Identify, analyse, interpret and expound critical ideas, values, and themes to understand the way it informs and impacts culture and society.



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(OPTIONAL ENGLISH)AMERICAN LITERATURE

- CO 1** Know how a literary text, explicitly or allegorically negotiates,
- CO 2** Trace the history of various literary movements and its textual representations.
- CO3** Locate and represent the various voices through the selections.
- CO 4**Apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres
- CO5** Distinguish between the different varieties of English used all over the world.

OE : BANKING AND FINANCE

- CO1.** Understand the structure of Indian banking and the role of banks in monetary policy.
- CO2.** Analyze the functioning of banks and different types of accounts and other services offered by banks.
- CO3.** Evaluate recent developments in the Indian banking sector, including digital banking, payment banks, and non-performing assets.
- CO4.** Describe the overview of the Indian financial system, including financial markets, financial instruments, and financial regulation.
- CO5.** Analyze the challenges faced by Indian banks and the implications of banking reforms for the Indian economy.
- CO6.** Develop critical thinking and analytical skills in evaluating various financial products and services banks and capital markets offer

VI SEM BA

ADVERTISING AND PUBLIC RELATIONS

- CO 1.** The fundamental understanding of advertising and its place in business, branding, and society.
- CO 2.** Explain public relations as an ethical practice, a planned process, a managerial concept
- CO 3.** Advertisements/Advertising as a behavioural science.



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ADVERTISING AND PUBLIC RELATIONS PRACTICAL

CO 1. The fundamental understanding of advertising and its place in business, branding, society, and making ads.

CO 2. Explain public relations as an ethical practice, a planned process, a managerial concept, and jingle designing

CO 3. Advertisements/Advertising slogan writing

INTRODUCTION TO DIGITAL MEDIA THEORY

CO 1. Express themselves creatively using technology.

CO 2. Explore how to produce high-quality multimedia.

CO 3. Develop digital images and videos.

INTRODUCTION TO DIGITAL MEDIA PRACTICAL

CO 1. Express themselves creatively using technology like blogging and supporting themselves legally (Cyber Law).

CO 2. Explore how to produce high-quality multimedia photography and videography.

CO 3. Develop digital images and videos.

F0260: HUMAN RESOURCE MANAGEMENT

CO 1. Good experience with the fundamentals of HRM.

CO 2. Understand the vital aspects of HRM.

CO 3. The students will be able to understand the basic functions of Business organisation.

CO 4. Understand the difference between IQ and EQ.

CO 5. The students will be able to apply Time management and Stress management in day to day activities.

F0240: INTERNATIONAL TRADE THEORY AND POLICY

CO 1. Good acquaintance with the concept and theories of international trade.

CO 2. Understand the importance of international trade.

CO 3. Knowledge on understanding foreign trade and balance of payments.



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CO 4. Understand the concepts of terms of trade.

CO 5. Understand the origin, structure and of IMF and its relation with India.

FC : ENTREPRENEURSHIP & INNOVATION

CO1 . The students will be able understand the nature and concepts of entrepreneurship.

CO 2. Analyses the impact of Make in India, Start-up India and Mudra Bank.

CO 3. Understand the business ideas and innovative techniques.

CO 4. Develops innovative business plans and strategies among students. CO 5. Explain the process of business projects reports.

OPTIONAL ENGLISH –

CO 1 Know how a literary text, explicitly or allegorically negotiates.

CO 2 Trace the historicity of the textual representations.

CO 3 Locate and represent the various voices through the selections.

CO 4 Apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres.

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