# DEPARTMENT OF ARTS Course - Outcomes I SEMESTER ACADEMIC YEAR 2023-2024

SUBJECTS:	
PSYCHOLOGY	
JOURNALISM	
GENERIC ENGLISH	
KANNADA	
HINDI	
SANSKRIT	
CTCW	
EVS	

### Course Outcomes – Bachelor of Arts ODD SEMESTER

### **SUBJECT: PSYCHOLOGY**

	COURSE OUTCOMES		
	Name of the Course	Foundation of Psychology	
	Class	I SEM BA	
	Course Code	DCPY101	
CO1	Students will recall the genesis of Psychology and summarize major concepts.		
CO2	Students will analyze psycho-physiological correlates accounting for general biological phenomena.		
CO3	The students will apply the principles of psychology in day-to-day life to evaluate themselves and others.		
CO4	Students will differentiate learning principles, categorize mechanisms across various types, evaluate theoretical frameworks, implement learning mechanisms in daily life, and organize knowledge effectively.		
CO5	Students will demonstrate the application of memory methods in real-life contexts, explain mechanisms and principles of memory and forgetting.		

### **SUBJECT: JOURNALISM**

Title of the Paper : Introduction to Journalism Concepts and Practices(Discipline Core Elective)

### **CLASS: I SEM BA**

Course Code	DCJMP101
CO1	Students will understand journalism principles and apply them across various media formats.
CO2	Students will analyze the historical evolution of mass media and journalism worldwide, encompassing early practices to modern advancements.
CO3	Students will evaluate press theories and the significance of wire services in contemporary media landscapes.
CO4	Students will apply photojournalism principles, including caption writing and visual composition, through case studies of renowned photographers.

### **SUBJECT: GENERIC ENGLISH**

Course Outcomes		
Name of the Course	Generic English	
Class	I Sem BA	
Course Code	AECC02.1	
CO1	To acquire the LSRW Skills	
CO2	Learn to appreciate literary art.	
CO3	To be aware of social responsibilities.	
CO4	To acquire the skills of creativity to express one's experience	
CO5	To increase their analytical Skills.	

Fac	ulty of Science	
Course Title ABILITY ENHANCEMENT (AECC) - 1.2 - GENERIC ENGLISH	COMPULSORY COURSE LANGU	AGE
Total Contact Hours: 52/60 Course Credits: 3		
Formative Assessment Marks: 40 Internal Assessment		
Summative Assessment Marks: 60	Duration of ESA/Exam: 3 h	ours
PART I-WORK BOOK	K- IMPRINTS-I	Total 52/60hrs
Unit I: Receptive Skills: Reading S	skills and Listening Skills	13hrs
Chapter 1: Comprehension passages (Skin	mming and Scanning)	3hrs
Chapter 2: Data Interpretation – Bar Grap	oh, Pie Chart, Tree Diagram	4hrs
Chapter 3: Listening vs. hearing Types of Listening		3hrs
Chapter 4: Listening Activities - listening interviews and conversations. (Classroom Participation Activity)	to pre-recorded audios on	3hrs
Unit 2: Productive Skills: Speakin	g Skills and Writing Skills	21hrs
Chapter 5: Introducing oneself, Introducin Offering help, Congratulating, Making Enquermission.		8hrs
Chapter 6: Giving instructions to do a task Directions	and to use a device, Giving	6hrs
Chapter 7: Question Forms, Question Tag	s,	3hrs
Chapter 8: Subject -Verb Agreement, Der	ivatives	4hrs
Part 2 – Course Book	-IMPRINTS -1	18hrs
Chapter 9: When Free Speech is Truly F	ree - Sundar Sarukkai	3hrs
Chapter 10: Democracy: Langston Hughe	3hrs	
Chapter 11: Farewell Address at Chicago	- Barack Obama	3hrs
Chapter 12: The Unknown Citizen - W. H.		3hrs
Chapter 13: The Golden Dream - Poorna		3hrs
Chapter 14: From a German War Primer	- Bartalt Bracht	3hrs

### **SUBJECT: KANNADA**

Course Outcomes		
Name of the Course:		
Class:		
Course Co	ode: 🗆 🗆 🗆 🗆 -AECKA 1.1	
CO1		
CO2		
CO3		
CO4		
CO5		

### **SUBJECT: HINDI**

Course Outcomes		
Name of the course	गद्य शिखर	
Class	बी. ए.। SEM	
<b>Course Code</b>		
CO1	प्रत्यक्ष उदाहरणों द्वारा जीवन जीने की कला का ज्ञान।	
CO2	साहित्य की विभिन्न विधाओं का ज्ञान ।	
CO3	सामाजिक परिवेश का अनुभवों के साथ उल्लेख।	
CO4	व्यवहारिक हिन्दी का ज्ञान प्राप्त करना।	
CO5	भाषा को परिष्कृत करना।	

### **SUBJECT: SANSKRIT**

Name of the	Gajendra Moksha Sangraha, Grammar and Comprehension	
Course		
Class	I Sem B.A	
<b>Course Code</b>		
CO1	Students will gain/learn basic knowledge of Sanskrit language	
CO2	Students will gain/learn knowledge about Indian classical sanskrit poetry, particularly Gajendra Moksha	
CO3	Students will gain/learn Sense of open mindness, impartial behaviour, un-biased nature, Zeal to help others.	
CO4	Students will gain/learn declination and conjugation of nouns and verbs in the Sanskrit language.	
CO5	Students will gain/learn to understand and interpret some simple unread passages.	

### **SUBJECT: CTCW**

Name of the	Critical Thinking and Creative Writing	
Course		
Class	I Sem BA	
<b>Course Code</b>	OEEN112	
CO1	To acquire the LSRW Skills	
CO2	To create, perform, or think in different and diverse ways about the	
	same objects or scenarios.	
CO3	To think 'out of the box' and generate solutions to complex problems in	
	unfamiliar contexts.	
CO4	To acquire the skills of creativity to express one's experience	
CO5	To increase their analytical Skills.	

### **SUBJECT: EVS**

	Name of the Course	
	ENVIRONMENTAL STUDIES	
	Class	
	I SEM BA	
	Course Code	
	BBA 2.4	
CO1	To learn the scope and importance of environmental studies	
CO <sub>2</sub>	To gain detailed knowledge about the ecosystem	
CO <sub>3</sub>	To understand the scope and importance of renewable and non-renewable energies	
CO4	To know the practices appropriated for the conservation of various species	
C05	To gain knowledge about the causes and effects of pollution and control measures	
C06	Environmental policies and Practices	
C07	To have complete knowledge of human communities	
CO8	To have practical exposure to the environment	

## DEPARTMENT OF ARTS III SEMESTER

**SUBJECT: PSYCHOLOGY** 

### **SUBJECT: JOURNALISM**

	COURSE OUTCOMES		
	TITLE OF PAPER	Child Development	
	Class	III Sem BA	
	Course Code	DCPY301	
CO1	Students will be able to understand the process and nature of child development and will be familiarized with different theories of child development		
CO2	Students will be able to understand the genetic and chromosomal abnormalities in fetal development		
CO3	Students will be able to understand the Physical, Cognitive and Language development pertaining to childhood		
CO4	Students will be able to know about the role of Emotional, Social and Moral development in children		
CO5	Students will able to understand the different developmental disorders faced by children in their growth period		

Sem: III BA

Title of the Paper: Photo Journalism

Course Code	DCJM311
CO1	Understand photography evolution, camera types, lighting, and trends.
CO2	Analyze photojournalism scope, roles, sources, and responsibilities.
CO3	Apply photo editing techniques, including caption writing and software.
CO4	Use smartphones for capturing, editing, and uploading news content.

### **SUBJECT: GENERIC ENGLISH**

	Course Outcomes	
Name of the Course	Generic English	
Class	III Sem BA	
<b>Course Code</b>		
	AECEN3.1	
CO1	Acquired enhanced LSRW skills	
CO2	Augmented presentation and analytical skills	
CO3	Ability to critically analyse, interpret and appreciate literary texts	

CO4	Facilitated employability in emerging sectors such as - content writers, interpreters, translators, transcribers
CO5	Acquired language skills for competitive examinations - UPSC/KPSC/IBPS/SSC/RAILWAYS/TOEFL/IELTS and others.

### SUBJECT: ARITIFICIAL INTELLIGENCE

COURSE OUTCOME	
NAME OF	COURSE: AI; CLASS: III SEM BA
CO1	Appraise the theory of Artificial intelligence and list the significance of AI.
CO2	Discuss the various components that are involved in solving an AI problem.
CO3	Illustrate the working of AI Algorithms in the given contrast.
CO4	Analyze the various knowledge representation schemes, Reasoning and Learning techniques of AI.
CO5	Apply the AI concepts to build an expert system to solve the real-world problems.

### **SUBJECT: KANNADA**

Course Outcomes	
Name of the	000 000 300 000 000 0
Course:	
Class:	000 000 300 000 000 0
Course	□□□ □□□ -AECKA 3.1
Code:	
CO1	
CO2	
CO3	
	0000 00000000 0000000000 0000000000.
CO4	
CO5	

### **SUBJECT: HINDI**

Course Outcomes	
Name of the	Shreshth Nibandh
course	
Class	III SEM BA
<b>Course Code</b>	AECHN3.1
CO1	साहित्य की विभिन्न विधाओं का गहन ज्ञान
CO2	निबंध का ज्ञान
CO3	विभिन्न विधाओं के समझने और लिखने का ज्ञान
CO4	तकनीकि भाषा का ज्ञान
CO5	समूध भाषा समझने में सहायक

### SUBJECT: ENTREPRENEURSHIP SKILLS

	Name of the Course: Entrepreneurship Skills
Class	III Sem BA
Course	Bcom 3.5 b
Code	
CO1	Discover their strength and weakness in developing the entrepreneurial mind-set
CO2	Familiarize themselves with the mechanisms of setting up, monitoring and maintaining an enterprize
CO3	Understand the various procedures for setting up the startups in India
CO4	Understand the role of Government in supporting entrepreneurship

## DEPARTMENT OF ARTS V SEMESTER

## COURSE: PSYCHOLOGY -5 PSYCHOLOGY- 6 JOURNALISM -5 JOURNALISM- 6 Employability Skills

### **SUBJECT: PSYCHOLOGY PAPER 5**

	<b>Course Outcomes</b>	
	Name of the Course	Social Psychology
	Class	V Sem Paper 5 BA NEP
	Course Code	
CO1	Develop an understanding of the individual in relation to the social world	
CO <sub>2</sub>	Introduce students to realm of social influences on behaviour	
CO <sub>3</sub>	Understand the various social issues prevalent	
CO4	Know the significance of Interpersonal Relationship	
C05	Sensitize the students about Social issues	

### **SUBJECT: PSYCHOLOGY PAPER 6**

	Course Outcomes	
	Name of the Course	Health Psychology
	Class	VI Sem BA NEP
	Course Code	Paper 8
CO1	Understand the subject matter of health psychology	
CO <sub>2</sub>	Understand the correlates of pain, illness and its management	
CO3	Understand the impact of stress on health	
CO4	Have awareness about health enhancing and compromising lifestyles	
CO5	Attain and maintain one's health through coping strategies and interventions	S

**Sem : V Title of the Paper : Introduction to Communication** 

Course Code	JMC 9
CO1	Comprehend the nature and purposes of communication and to incorporate the principles of communication in daily life.
CO2	Identify how communication processes shape human thoughts and actions.
CO3	Apply theoretical perspectives to understand and ask communication-related research questions.
CO4	Understanding the role of digital media in modern communication.

### **SUBJECT: JOURNALISM PAPER 6**

Sem: V

Title of the Paper : Fundamentals of Radio & TV  $\,$ 

Course	5.2
Code	
CO1	To introduce the concepts, technology and skills behind audio and video production
CO2	Enhances the theoretical learning of planning and production in the field of radio & TV.
CO3	Familiarize students with the entire process of television production.
CO4	Develop creative and script writing skills for different types of radio & TV programmes will be able to work in professional atmosphere of radio station & TV channel

### SUBJECT: EMPLOYABILITY SKILLS

	Course Outcomes	
	Name of the Course: Employability Skills	
Class	V Sem BA	
	Course Code: 5.6	
CO1	Develop systematic problem-solving abilities	
CO2	Enhance verbal and non-verbal reasoning skills	
CO3	Improve numerical and analytical abilties	
CO4	Enhance English Language and communication skills	

## DEPARTMENT OF ARTS II SEMESTER

SUBJECTS:
PSYCHOLOGY
JOURNALISM
GENERIC ENGLISH
KANNADA
HINDI
SANSKRIT
CTCW
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### Course Outcomes – Bachelor of Arts EVEN SEMESTER

### **SUBJECT: PSYCHOLOGY**

	Course Outcomes	
	Name of the Course Foundation of Behaviour	
	Class	II Sem BA
	Course Code	DCPY201
CO1	Students will be able to understand and recall the different human emotions	
CO2	Students will critically evaluate and identify determinants of motivation.	
CO3	Students will compare and contrast different theories of intelligence.	
CO4	Students will analyze and relate the concepts of thinking, problem-solving, reasoning, and decision-making to cognition.	
CO5	Students will differentiate human personalities.	

### **SUBJECT: JOURNALISM**

### **Title of the Paper : Computer Applications for Media (Discipline Core Elective)**

<b>Course Code</b>	DCJMP201; II SEM BA
CO1	Understand internet applications in media, including network types and convergence, and utilize social media effectively.
CO2	Demonstrate proficiency in visual communication and media software applications for content creation and design.
CO3	Develop and edit internet content, mastering file transfer protocols, graphics creation, and editing software utilization.
CO4	Comprehend multimedia fundamentals and applications across print, electronic, and cyber media, including web-based transmission and online research tools.

### **SUBJECT: GENERIC ENGLISH**

Course Outcomes		
Name of the	Generic English	
Course		
Class	II Sem BA	
<b>Course Code</b>	AECEN2.1	
CO1	To acquire the LSRW Skills	
CO2	Learn to appreciate literary art.	
CO3	To be aware of social responsibilities.	
CO4	Increase their reading speed.	
CO5	To increase their analytical Skills.	

### : CTCW

Course Outcomes		
Name of the Course	Critical Thinking And Creative Writing	
Class	II Sem B.A	
Course Code	OEEN212	
CO1	To acquire the LSRW Skills.	
CO2	Learn to appreciate literary art.	
CO3	To create, perform, or think in different and diverse ways about the same objects or scenarios.	
CO4	To acquire the skills of creativity to express one's experience.	
CO5	To think 'out of the box' and generate solutions to complex problems in unfamiliar contexts.	

S U B J E C

### **SUBJECT: HINDI**

	Course Outcomes	
	Name of the course: Daak Bangala	
	CLASS: II BA	
Course Code		
CO1	नारी जीवन में आने वाली सामाजिक, मानसिक व पारिवारिक परिस्थितियां।	
CO2	अभिभावकों के निजी जीवन का बच्चों पर प्रभाव।	
CO3	सही समय पर निर्णय लेने की आवश्यकता बताना।	
CO4	नारी की मानसिक दशा के एक पक्ष को समझना।	
CO5	तकनीकि शब्दों का ज्ञान।	

### **SUBJECT: SANSKRIT**

Course Outcomes	
	Name of course: Simhasana Dwatrimshika (5 selected stories) Grammar, Translation and Comprehension
	Class: II SEM BA
	Course Code: AECSK2.5
CO1	Students will be introduced to popular tales & fables in Sanskrit.
CO2	Students will gain knowledge about some well known books in Katha Sahitya such as Panchatantra, Hitopadesha etc.,.
CO3	Students will learn different types of Humanities, necessity of practicing different types of human nature, house holder and his duties towards society etc.
CO4	Students will gain knowledge about social behaviour and values from Simhasana Dwatrimshika.
CO5	Students will learn to frame sentences, splits and effects the sandhis and learns the translation from Sanskrit to Kannada/English

### **SUBJECT: DF**

	Name of the Course: Digital Fluency	
Class	II SEM BA	
<b>Course Code</b>	BBA 1.4	
CO1	Understand the Operating systems and basic usage	
CO2	Enabling the students about various Networking device and awareness about security Aspects in networking	
CO3	Understand the database management system and the process of online collection & analysis of Data, and also aspects of Digital Society	
CO4	Understand the Practical implications of networking and Google forms	

### **SUBJECT: KANNADA**

	Course Outcomes		
Name of	the Course: □□.□		
Class:			
Course (	Code: AECKA2.1		
CO1			
CO2			
CO3			
CO4			
CO5			

## DEPARTMENT OF ARTS IV SEMESTER

COURSE:
PSYCHOLOGY
JOURNALISM
GENERIC ENGLISH
KANNADA
HINDI
FEIA
INDIAN CONSTITUION

### **SUBJECT: PSYCHOLOGY**

	Course Outcomes	
	Name of the Course	Developmental Psychology
	Class	IV Sem BA
	Course Code	DCPY401
CO1	Understand how social categories such as gender, race, ethnicity age, sexuality and religion that relates to diverse experiences across the lifespan	
CO2	Students will be able to understand the various changes that takes place in puberty and an awareness of risk factors due to substance abuse	
CO3	Students will demonstrate comprehensive understanding of middle adulthood, encompassing physical changes, cognitive development, and psycho-social adjustments, including relationships and vocational considerations.	
CO4	Students will be able to analyze physical changes in late adulthood, including sensory and psychomotor functioning	
CO5	Understand the concept of Death grief and the factors influencing old age	

### **SUBJECT: JOURNALISM**

Sem: IV

### **Title of the Paper: News Editing and Processing (Discipline Core Elective)**

Course Code	DCJMP301
CO1	Understand editing principles and techniques for multimedia.
CO2	Recognize newsroom structures and editorial roles.
CO3	Develop skills in news judgment and language mastery.
CO4	Apply creative headline writing and photo editing techniques.

### **SUBJECT: GENERIC ENGLISH**

Name of the Course	Generic English	
Class	IV Sem BA	
Course Code	AECEN4.1	
CO1	Learnt to identify and understand social context and ethical frame works in the texts	
CO2	Skills to communicate confidently and effectively	
CO3	Obtained persuasive and creative social media writing skills	
CO4	Ability to articulate their views with clarity and confidence	
CO5	Eligibility to take up jobs such as content writing, journalism and such other jobs with proficiency in English	

### **SUBJECT: HINDI**

	Course Outcomes	
Name of the c	Name of the course: Shambhuk	
Class: IV SEN	и ва	
Course		
Code		
CO1	नाट्य विधा के साथ उसके मंचन व प्रदर्शन से छात्र अवगत होता है।	
CO2	छात्रों में नैतिक मूल्यों का विकास।	
CO3	स्रातक परिस्थितियों को समझने में सक्षम होते है।	
CO4	पूंजीपति वर्ग का शिक्षा पर पडने वाला प्रभाव।	
CO5	तकनीकि शब्दों का ज्ञान।	

### **SUBJECT: FE & IA**

Name of the	Financial Education and Investment Awareness
Course	
Class	IV Sem BA
<b>Course Code</b>	BBA 3.4
CO1	Understand the concept of Understand the Role of Financial Managers
	effectively in an organization.
CO <sub>2</sub>	Apply the compounding & discounting techniques for time value of
	money Time value of Money
CO <sub>3</sub>	Understand various investment options available for Individual and
	Mutual funds
CO4	Understand the usage of various functions in excel and preparation of
	Financial Plan

### **SUBJECT: INDIAN CONSTITUION**

	Name of the Course	CONS	STITUION O	F INDIA	
	Class	IV Sei	m BA		
	Course Code		Ability Enhancement III Sem B.Com/BBA and I and o	TUTION OF INDIA  Compulsory Courses(AECC)  V Sem BA/B.SC/BCA/BHM/BSW ther Courses NSTITUTION OF INDIA	
CO1	Understand the philosophy of the	Total C	ontact Hours:24	Course Credits:2	
001	1 1 0	No. of T	Ceaching Hours/Week:2	Duration of ESA/Exam:1Hou	rs
	constitution and its structure.	Formati	ve Assessment Marks:20	Summative Assessment Mark	s:30+20=50
CO2	measure the powers and fuctions of various offices under the constitution.	The pu constitu a Repul operatio Learnin After co	<ul> <li>Measure the powers and functions of various offices under the Constitution.</li> </ul>		
		Unit	Contents	s of Course:	24Hours
CO3	appriciate the role of constitution in	Unit-I	Chapter-1 Making of Indian Assembly-Composition, Object features of the Indian Constitut Chapter-2 Fundamental Rights Principles.	tives, Preamble and Salient	8Hours
	democracy.	Unit-II	Chapter-3 Union Government Council of Ministers Chapter-4 State Government Council of Ministers	t-President, Prime Minister and -Governor, Chief Minister and	8Hours
				-Governor, Chief Minister and	

### **SUBJECT: KANNADA**

	Course Outcomes
	Name of the Course : ಕಲಾ ಸೌರಭ
	CLASS: 4ನೇ ಸೆಮಿಸ್ಟರ್
	COURSE CODE: ಕಲಾ ಸೌರಭ -AECKA 4.1
CO1	ಪದವಿದರರು ಕಾಯಕ, ಬಡತನ, ಕಾಲ, ಸಂಕೀರ್ಣ ಈ ವಿಷಯಗಳಲ್ಲಿ ಪದವಿದರರು ಜ್ಞಾನ ಮತ್ತು ತಿಳುವಳಕೆಯನ್ನು ಪಡೆದುಕೊಂಡರು
CO2	ಪದವಿದರರು ಭ್ಲಾಷೆ ಪಠ್ಯಗಳಲ್ಲಿ ಬರುವ ಲೇಖನಗಳ ಅಧ್ಯಾಯನದಿಂದ ಕಂಡುಬರುವ ಸಮಸ್ಯೆಗಳಿಗೆ ಪರಿಹಾರ ಕಂಡುಕೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯವನ್ನು ಬೆಳಸಿಕೊಂಡರು
CO3	ಪದವಿರರು ಪಠ್ಯಗಳಲ್ಲಿ ಬರುವ ಅನೇಕ ರೀತಿ ಸಮಸ್ಯಗಳಿಗೆ ಪರಿಹಾರ ಹುಡುಕುವಂತಹ ಬುದ್ದಿಮತ್ತೆಯನ್ನು ಬೆಳೆಸಿಕೊಂಡರು.
CO4	ಪದವಿದರರು ಭಾಷೆ ಪಠ್ಯದಲ್ಲಿ ಬರುವ ಪಾತ್ರಗಳಲ್ಲಿ ಕಂಡುಬರುವ ಗುಣಗಳನ್ನು ಗಮನಿಸಿ ನಾಯಕತ್ವ ಗುಣವನ್ನು ಹೊಂದಿದರು
CO5	ಪದವಿರರು ವಿವಿಧ ಭಾಷೆಗಳ ಸಾಮಾನ್ಯ ಅಧ್ಯಯನದೊಂದಿಗೆ ಔದ್ಯೋಗಿಕ ಮತ್ತು ಸಂಶೋಧನಾತ್ಮಕ ಕೌಶಲ್ಯ ಕಲಿತರು

## DEPARTMENT OF ARTS VI SEMESTER

COURSE:	
PSYCHOLOGY -7	
PSYCHOLOGY- 8	
<b>JOURNALISM -7</b>	
JOURNALISM- 8	

### **SUBJECT: PSYCHOLOGY 7**

	Course Outcomes		
	Name of the Course Abnormal Psychology		
	Class	VI Sem Paper 7 BA NEP	
	Course Code		
CO1	Impart knowledge about the difference between the concepts of normality and abnormality to dispel myths regarding abnormality		
CO <sub>2</sub>	Familiarize students with criteria and classification of psychological disorders		
CO <sub>3</sub>	Provide an overview of the symptoms and etiology of various psychological disorders		
CO4	Introduce students to different perspectives regarding the causation of mental illnesses		
C05	Familiarize students with a conceptual overview of abnormal behaviour		

### **SUBJECT: PSYCHOLOGY 8**

	Course Outcomes		
	Name of the Course Human Resource Management		
	Class	Class VI Sem Paper 8 BA NEP	
	Course Code		
CO1	Understand the nature, objectives and functions of HRM		
CO <sub>2</sub>	Understand the processes of selection and tools of training		
CO <sub>3</sub>	Know the tools of performance appraisal in work setting		
CO4	Know the application of electronic in HR and management of international HR		

### **SUBJECT: JOURNALISM 7**

### **Course Outcomes**

Sem: VI Paper 7

Title of the Paper: Advertising and Public

Course	6.1
Code	
CO1	Understand the nature, structure, and types of advertising agencies.
CO2	Gain comprehensive understanding of advertising agencies' roles, functions, and copywriting techniques.
CO3	Define public relations, exploring its scope, and assessing the qualities of PR officers.
CO4	Analyze the organizational structure and functions of PR departments.

### **SUBJECT: JOURNALISM 8**

Sem: VI

Title of the Paper: Introduction to Digital Media

Course Code	JMC C 14
CO1	To introduce students to the new and emerging technologies and their application in the fields of digital media
CO2	Articulate innovative insights of digital marketing enabling a competitive edge
CO3	Understand how to create and run digital media based campaigns
CO4	Identify and utilise various tools such as social media.