

## **B.A. Psychology, Journalism (2022-23)**

### **Programme Specific Outcomes (PSO)**

**PO1:** To equip students with theoretical and practical skills to mold them into psychologists and mental health professionals.

**PO2:** To train students to develop adequate research skills to function in any field of psychology.

**PO3:** To improve communication skills and problem-solving abilities of the students.

**PO4:** To develop storytelling ability and enable student to become effective communicator across various media platforms.

**PO5:** To help students apply their knowledge and skills to deal with contemporary and relevant social problems.

**PO6:** To make the students socially aware and responsible.

### Course Title: Semester 1- Fundamental concepts of Psychology

#### Course Outcomes (CO)

1. Ability to describe the scientific basis of Psychology
2. Comprehending the applicability of basic psychological concepts in daily life
3. Proficiency in critically evaluating different psychological perspectives and theories
4. Fostering intellectual curiosity that motivates and helps engage in research and practice

### Course Title: Semester 1- Open Elective (Psychology for Living)

#### Course Objective (CO)

1. To introduce the students to basic concepts of psychology
2. To enable them to apply the psychological principles in their lives

Course Title: Semester 2- Essentials of Psychology

Course Outcomes (CO)

1. Ability to grasp advanced concepts of psychology
2. Applying theoretical concepts in a practical situations
3. Understanding biological processes underlying human and animal behaviour.
4. Ability to distinguish between adaptive and maladaptive behaviour

Course Title: Semester 2- Open Elective (Organisational Psychology)

Course Outcomes (CO)

1. To understand the theoretical frameworks of psychology that can be applied to make an organization more effective.
2. To gain insight into how organizational behavior affects organizational performance.

Course Title: Semester 3- Child Development

Course Outcomes (CO)

1. Distinguish between major theoretical perspectives in Child Psychology
2. Explaining the relative contributions of 'nature' and 'nurture' in the context of human development
3. Implementing relevant techniques of data collection and analysis in studying behaviour in children
4. Applying concepts and theories of development to everyday situations and interactions

Course Title: Semester 3- Open Elective ( Consumer Psychology)

Course Outcome (CO)

1. To equip students with basic knowledge about issues and dimensions in consumer behavior.
2. To promote awareness regarding perception associated with purchase, use and disposal of goods and services.

Course Title: Semester 4- Psychology of Adolescence and Adulthood

Course Outcomes (CO)

1. Understanding the various aspects of human development
2. Gaining insights into one's own developmental process
3. Developing the skills to help others to adapt to developmental challenges
4. Ability to discern between methods of assessments for various stages of development

Course Title: Semester 5- Industrial and Organizational Psychology (Compulsory Paper)

Course Outcomes (CO)

1. Develop analytical and critical thinking skills that can be used to solve organizational problems
2. Training to become aware of diversity and socio-cultural differences in workplace
3. Application of theories and principles of production, marketing and consumption
4. Recognize employee motivation and strategies to improve work efficiency
5. Gain different perspectives of utility of research in industrial-organizational settings

Course Title: Semester 5- Foundations of Abnormal Psychology (Elective Paper)

Course Outcomes (CO)

1. Gaining a balanced understanding of contemporary theories of classification of psychological disorders
2. Grasping socio-cultural differences in the diagnosis of Psychological disorders
3. Identify patterns of Psychopathology based on clinical picture
4. Comprehending the various forms of psychological therapy associated with the treatment of psychological disorders
5. Contribute in decreasing stigma attached to mental health issues

Course Title: Semester 5- Counselling Theory and Practice (Elective Paper)

Course Outcomes (CO)

1. Developing an understanding of basic concepts, processes and techniques of counselling
2. Distinguishing between counselling and allied fields of psychotherapy and guidance
3. Understanding the various approaches to counselling
4. Fostering the need to understand the role of counselling in various areas of daily life
5. Provide basic foundational skills and knowledge of the stages of counselling

Course Title: Semester 6- Social Psychology (Compulsory Paper)

Course Outcomes (CO)

1. Gaining insights into current social trends and social issues
2. Cultivating an understanding of the rapidly changing social world
3. Grasping psychological theories relevant in the social world
4. Obtaining an appreciation for the use of experimental research in psychology
5. Identifying the applicability of using social psychological skills for the community

Course Title: Semester 6- Major Psychological Dysfunctions (Elective Paper)

Course Outcomes (CO)

1. Examining bio-psycho-social risk factors that contributes to abnormal behaviour
2. Comprehend the spectrum of psychological disorders afflicting childhood
3. Distinguishing between the theoretical perspectives used in the treatment of psychological disorders
4. Fostering skills and knowledge that can be used in the understanding of various clinical contexts of practice

Course Title: Semester 6- Counselling Across Groups (Elective Paper)

Course Outcomes (CO)

1. Providing foundational skills aimed at pursuing further education, practice and research in counselling
2. Distinguishing between the use of counselling skills for individuals and groups
3. Advancing the use of tests and assessments in the counselling context
4. Obtaining the skills and knowledge of applying counselling skills for special groups

## Journalism

Course Title here : Semester 1: Introduction to Journalism (DSC)

Course Outcomes (CO)

1. To introduce the concept of media and mass communication in general and journalism in particular.
2. To familiarize the students with different facets of journalism.
3. To educate about the role of journalism in society and development.
4. To recognize and use terms specific to media.
5. To recognize the significance of changes in the practice of journalism

Course Title here : Semester 1: Writing for Media (OE)

Course Outcomes (CO)

1. To make them familiar with writing for media and develop interest in writing
2. Introduce the students to cultivating of sources.
3. Equip the students with new trends in media writing.

Course Title here : Semester 2: Computer Applications for Media (DSC)

Course Outcomes (CO)

1. To introduce students to the basics of computers
2. To familiarize the students to the applications of computers in print and electronic journalism
3. To facilitate the students to learn the practical applications of computers at different levels in media.
4. To identify the distinct nature of journalism and its professional aspects, including career opportunities.

Course Title here : Semester 2: Photo Journalism (OE)

Course Outcomes (CO)

1. To attract students towards photo journalism
2. To familiarize the students to techniques of photography and photo journalism
3. To give a practical knowledge in the field of photography

Course Title here : Semester 3: Reporting for Print (DSC)

Course Outcomes (CO)

1. To introduce the concept of Reporting and its standards
2. To familiarize the students with Kinds of reporting, principles and challenges.
3. To educate about role & responsibilities of reports, ethics & etiquettes of reporting.
4. To report the events and also write the news reports, features & reviews
5. To understand the responsibilities of reports and ethics one needs to adhere to.

Course Title here : Semester 3: Radio Production (OE)

Course Outcomes (CO)

1. To introduce the history of radio broadcasting and its growth.
2. To familiarize the students with writing script for different radio formats
3. To educate about production process in radio broadcasting.

Course Title here : Semester 4: Editing and Design (DSC)

Course Outcomes (CO)

1. To introduce to the newsroom, its roles and responsibilities.
2. To familiarize the students with editing process.
3. To educate about the relevance of typography and design.
4. To understand the newsroom hierarchy, roles & responsibilities.
5. To familiarize with editing process, writing headline and caption.

Course Title here : Semester 5: Broadcast Journalism (DSC)

Course Outcomes (CO)

1. To give an insight about the technicality of how the industry works
2. To familiarize students about various formats of news and programme production
3. To introduce camera skills to students and help them understand the basics of composition
4. To educate about production process in television broadcasting.
5. Become skilled at pre-production and production techniques

6

Course Title here : Semester 5: Advertising and Public Relations (DSC)

Course Outcomes (CO)

1. To familiarize students to the Fundamental concepts in Public Relations and Advertising, Their Importance, Functions and Applications.
2. Educate them about the Historical developments across the World and India in the field of PR and Advertising.
3. To enhance the Understanding of students with regards to the Apex Institutions of Public Relations and Advertising.
4. To Develop the Critical and Analytical thinking for PR and Advertising.
5. To Sensitize the students towards the Ethical and Social Obligations of the Profession.

Course Title here : Semester 6: Digital Journalism (DSC)

Course Outcomes (CO)

1. To highlight the aspects of online media
2. To educate students about various content development format
3. To inculcate the techniques of web designing
4. Learn the history of online journalism and its effectiveness
5. Understand the technical knowledge about cyber world, and the laws that govern it.

Course Title here : Semester 6: Digital Marketing (DSC)

Course Outcomes (CO)

1. To introduce the relevance of digital marketing
2. To familiarize the digital marketing channels & metrics
3. To bring forth an understanding towards techniques or usage of digital marketing platforms
4. To understand the utility of digital platforms in marketing
5. To develop the social media campaigns
6. To understand and analyse the difference digital tools can bring in marketing