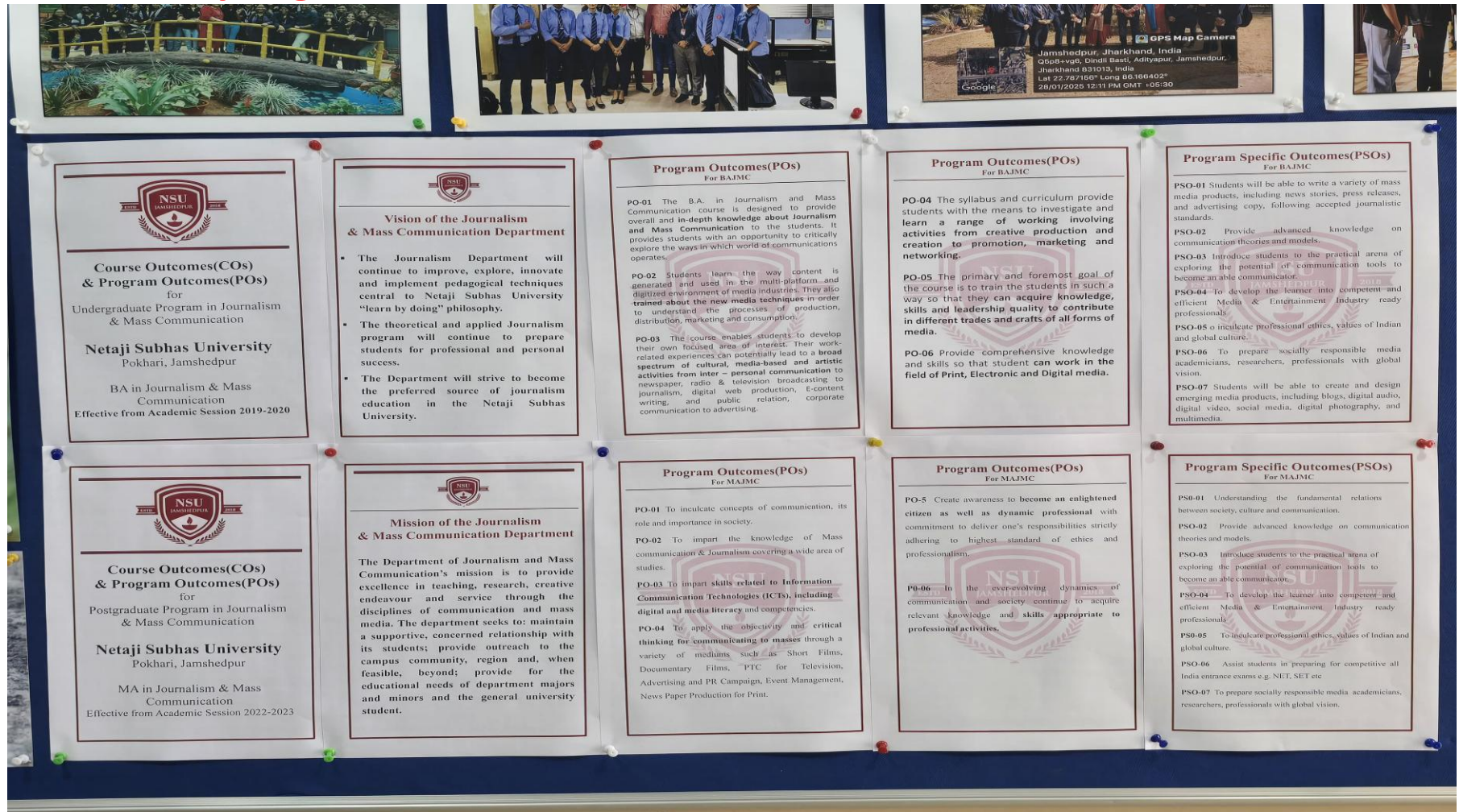


Department of Journalism & Mass Communication

Application of Outcome Based Education(OBE) in the PG and UG programs of Journalism & Mass Communication



NSU JAMSHEDPUR

Course Outcomes(COs) & Program Outcomes(POs) for Undergraduate Program in Journalism & Mass Communication

Netaji Subhas University
Pokhari, Jamshedpur

BA in Journalism & Mass Communication
Effective from Academic Session 2019-2020

NSU JAMSHEDPUR

Vision of the Journalism & Mass Communication Department

- The Journalism Department will continue to improve, explore, innovate and implement pedagogical techniques central to Netaji Subhas University "learn by doing" philosophy.
- The theoretical and applied Journalism program will continue to prepare students for professional and personal success.
- The Department will strive to become the preferred source of journalism education in the Netaji Subhas University.

NSU JAMSHEDPUR

Program Outcomes(POs) For BAJMC

PO-01 The B.A. in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operates.

PO-02 Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

PO-03 The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter-personal communication to newspaper, radio & television broadcasting to journalism, digital web production, e-content writing, and public relation, corporate communication to advertising.

NSU JAMSHEDPUR

Program Outcomes(POs) For BAJMC

PO-04 The syllabus and curriculum provide students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking.

PO-05 The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.

PO-06 Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media.

NSU JAMSHEDPUR

Program Specific Outcomes(PSOs) For BAJMC

PSO-01 Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards.

PSO-02 Provide advanced knowledge on communication theories and models.

PSO-03 Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.

PSO-04 To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.

PSO-05 To inculcate professional ethics, values of Indian and global culture.

PSO-06 To prepare socially responsible media academicians, researchers, professionals with global vision.

PSO-07 Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

NSU JAMSHEDPUR

Course Outcomes(COs) & Program Outcomes(POs) for Postgraduate Program in Journalism & Mass Communication

Netaji Subhas University
Pokhari, Jamshedpur

MA in Journalism & Mass Communication
Effective from Academic Session 2022-2023

NSU JAMSHEDPUR

Mission of the Journalism & Mass Communication Department

The Department of Journalism and Mass Communication's mission is to provide excellence in teaching, research, creative endeavour and service through the disciplines of communication and mass media. The department seeks to maintain a supportive, concerned relationship with its students; provide outreach to the campus community, region and, when feasible, beyond; provide for the educational needs of department majors and minors and the general university student.

NSU JAMSHEDPUR

Program Outcomes(POs) For MAJMC

PO-01 To inculcate concepts of communication, its role and importance in society.

PO-02 To impart the knowledge of Mass communication & Journalism covering a wide area of studies.

PO-03 To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

PO-04 To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.

NSU JAMSHEDPUR

Program Outcomes(POs) For MAJMC

PO-05 Create awareness to become an enlightened citizen as well as dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.

PO-06 In the ever-evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.

NSU JAMSHEDPUR

Program Specific Outcomes(PSOs) For MAJMC

PSO-01 Understanding the fundamental relations between society, culture and communication.

PSO-02 Provide advanced knowledge on communication theories and models.

PSO-03 Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.

PSO-04 To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.

PSO-05 To inculcate professional ethics, values of Indian and global culture.

PSO-06 Assist students in preparing for competitive all India entrance exams e.g. NET, SET etc.

PSO-07 To prepare socially responsible media academicians, researchers, professionals with global vision.