



# ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-Accredited 'A' Grade & Affiliated to Bengaluru City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF PSYCHOLOGY

NAME OF THE PROGRAM: BACHELOR OF ARTS  
IN PSYCHOLOGY, JOURNALISM & OPTIONAL ENGLISH

COURSE OUTCOMES (CO'S)

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*BA: I semester*

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**Subject name: INTRODUCTION TO COMMUNICATION**

CO1- Construct communication strategies across various media platforms such as, Print, Electronic and New Media

CO2-Validate the Models & Theories of Communication to the Contemporary New Media Technologies

CO3- Demonstrate Effective Presentation, Public Speaking, Verbal and Non-Verbal Communication Skills

**Subject name: BASIC PSYCHOLOGICAL PROCESSES – I**

Upon completion of the course students should be able to:

1. Summarize the history and origins of Psychology and early schools of thought.
2. Conceptualize the aspects of learning and the components involved in learning.
3. Apply the models of memory into improving one's own memory.
4. Critically evaluate the theories of intelligence and tools used to measure intelligence.
5. Develop insight into human motivation and align their behavior with their goals.

**Subject name: Optional English Paper I**

After Completion of this Course Students will be able to ...

1. Reflect on the literary theories and literary criticism
2. Discuss on British Literature, European literature and American literature
3. Demonstrate the Literatures of India including both Indian writing in English and Regional language literature in English translation
4. Conduct discourse on Language theories, phonetics and grammar

**Sub: FUNDAMENTALS OF JOURNALISM**

CO 1: To analyse the growth of Journalism in Karnataka

CO 2: To differentiate the trends between news values and norms of India and the anglo saxon media

CO 3: Adapt techniques of reporting and writing script for all major programs

**Subject name: BASIC PSYCHOLOGICAL PROCESSES – II**

Upon completion of the course students should be able to:

1. To understand different processes in terms of biological, cognitive processes and their impact on behavior.
2. Conceptualize the role of biological bases in human behavior.
3. Understand sensory processes and explain the capabilities and limitations of sensory processes.
4. Critically evaluate the theories of personality and tools used to measure behavior.
5. Gain insight into complex human emotional states and analyse the experience of self in day-to-day life.

**Subject name: Optional English Paper II**

After Completion of this Course Students will be able to ...

1. Do practical criticism on literary texts
2. Discuss on both colonial and post-colonial literature
3. Reflect on Literatures colonies and translated texts
4. Conduct discourse on Language theories, phonetics and grammar

**Subject name: REPORTING**

CO 1: Analyse news writing formats, techniques, in print, broadcast and digital platforms.

CO 2: Construct special news story report on agriculture, environment, elections, crime, and education by applying the news gathering and, Interview techniques.

CO 3: Compile in-depth descriptive report on trending topics and develop an insightful OP-ED

**Subject name: DEVELOPMENTAL PSYCHOLOGY**

By the end of the course, students will be able to

1. Comprehend the fundamentals of developmental psychology, its objectives, scope, and principles.
2. Identify & illustrate the major issues, stages, and milestones of human development and connect it with real world scenarios.
3. Evaluate the essence, strengths and weaknesses of major theories of lifespan development
4. Contemplate the influence of biological, cognitive, socio-emotional and environmental factors on different domains of development throughout the lifespan.

**Subject name: OPTIONAL ENGLISH - III**

After Completion of this Course Students will be able to ...

1. Analyse reality and rummage in the lusty archives of the past for clues to migrate the morass of conflicting national interests.
2. Explain Pan-Asian studies to promote the political and economic unity & cooperation of Asian people.
3. Acquire the diversity to foster and develop a greater holistic perspective of cultures, growing out of one's local cocoon.
4. Value the texts beyond boundaries and develop a syllabus containing writers from Asia.
5. Practice evaluation and pre-reading activities incorporated as part of every lesson, interpret literature as a form of cultural expression.

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*BA: IV semester*

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**Subject name: EDITING**

CO 1: Develop editing skills which are essential for the media writing

CO 2: Create the page layout for newspaper and magazines

CO 3: Practice principles of news writing, editing and rewriting

CO 4: Analyze the editorials, opinion columns

**Subject name: SOCIAL PSYCHOLOGY**

By the end of the course, students will be able to

1. Identify and integrate major theories and principles in individual behavior in society.
2. Promotes the ability to formulate and hypothesis solution to day to day problems in life and society.
3. Helps students to adapt to changing society with balanced mindset.
4. Students can create various models for sustainable leadership and group management; to overcome discrimination and bullying.
5. Enhances the skills and abilities to manage adversities in life and society.

**Subject name: Optional English Paper IV**

After Completion of this Course Students will be able to ...

1. Discuss social, political, and cultural issues addressed in the colonial and post colonial literary works
2. Reflect on European literature in translation and classics from major non British countries
3. Demonstrate the Literatures of India as a corpus of indigenous cultures and social reforms

**Subject name: REPORTING PAPER V**

CO 1: Analyse news writing formats, techniques, in print, broadcast and digital platforms.

CO 2: Construct special news story report on agriculture, environment, elections, crime, and education by applying the news gathering and, Interview techniques.

CO 3: Compile in-depth descriptive report on trending topics and develop an insightful OP-ED

**Subject name: EDITING PAPER VI**

CO 1: Develop editing skills which are essential for the media writing

CO 2: Create the page layout for newspaper and magazines

CO 3: Practice principles of news writing, editing and rewriting

CO 4: Analyze the editorials, opinion columns

**Subject name: ABNORMAL PSYCHOLOGY - V**

Upon completion of the course students should be able to:

1. Analyze the criteria of abnormality and differentiate from normality.
2. Develop the skills of identifying the characteristics, causes and management for disorders.
3. To focus on different approaches of dealing with mental health concerns.
4. To choose appropriate mental health provisions and to be familiar with the respective legal implications.

**Subject name: COUNSELING PSYCHOLOGY - V**

Upon completion of the course students should be able to:

1. Explain the evolution of counselling trends and be able to differentiate and choose appropriately from amongst the different approaches to counselling and gain an insight into personality development.
2. Work through each step of counselling process and deal with the client issues.
3. Development of personal characteristics suitable for the profession of counselling which will also contribute to personal growth and development.

**Subject name: INDUSTRIAL – ORGANIZATIONAL PSYCHOLOGY - V**

Upon completion of the course students should be able to:

1. Demonstrate fundamental knowledge about history and various related fields of I/O Psychology along with the scope of the field.
2. Comprehend the concept of Job analysis and examine various selection procedures with special emphasis on psychological testing.
3. Students will demonstrate a basic understanding of the effect of various conditions like attitudes, motivation on productivity.
4. Students will develop reasoning to apply organizational theories to specific organizational situations.

**Subject name: LITERATURES OF INDIA: AN INTRODUCTION Paper V**

1. Analyse the social, political, and cultural issues addressed in the literary works in native tongues
2. Reflect on the role of translation in the development of Indian literatures in English
3. Illustrate the Literatures of India as a corpus of indigenous cultures and social reforms

**Subject name: EUROPEAN AND NON-EUROPEAN LITERATURE Paper VI**

1. On successful completion of the course, students will be able to situate classical European, i.e., Greek and Latin literary cultures and their socio-political-cultural contexts.
2. Students will be exposed to the popular works of western literature and will learn to analyse and interpret them from different viewpoints.
3. Students will be able to appreciate classical literature of Europe and pursue their interests in it.
4. Students will be able to examine different ways of reading and using literary texts across a wide range of classical authors, genres and periods with comparative perspectives.

**Subject name: MEDIA MANAGEMENT - VII**

**CO1** – To examine the dynamics and challenges of media economics

**CO2** – To critically evaluate the revenue model of Print, electronic news media

**CO3** – To evaluate the long term challenges of generating revenue in new media

**Subject name: ADVERTISING AND PUBLIC RELATIONS - VIII**

**CO1** – To evaluate the dynamics and challenges of Advertisement model in News media

**CO2** – To Analyse the modern Political PR methods

**CO3** – To describe the use of data driven analysis of political campaign and outcome

**Subject name: ABNORMAL PSYCHOLOGY- VII**

Upon completion of the course students should be able to:

1. To compare and classify different types of Personality Disorders.
2. To exactly determine the symptoms and causes of Schizophrenia and Paranoia
3. To distinguish the symptoms and causes of different mood disorders.
4. To focus on different approaches of dealing with different brain disorders and other cognitive impairments.
5. Develop the skills of identifying the characteristics, causes and management for different disorders.

**Subject name: COUNSELING PSYCHOLOGY- VII**

Upon completion of the course students should be able to:

- 1) Students emerge with an intermediate understanding of counselling psychology and the assessments involved in the field.
- 2) Students will be able to identify the major issues, concerns and special areas in the counselling process.
- 3) Students evaluate the pros and cons of various approaches to help them adopt the most conducive one for the counselling process.
- 4) Students will choose appropriate mental health provisions and familiarise themselves with respective ethical implications.

**Subject name: INDUSTRIAL – ORGANIZATIONAL PSYCHOLOGY- VIII**

Upon completion of the course students should be able to:

1. Identify various training and development methods to enhance organizational effectiveness.
2. Critically examine interpersonal and communication skills for effective organizational functioning
3. Develop leadership skills and apply appropriate strategies for working in a team to accomplish organizational goals.
4. Students will apply stress management and wellness measures in organizational situations.

**Subject name: Optional English Paper 7 – Literatures of India**

1. Locate the different themes and concerns of modern Indian poetry in different period
2. Reflect on the social, cultural and political milieu represented in modern Indian narratives
3. Explain Literatures of India as a body of narratives that presents various facets of India

**Subject name: Optional English Paper 8 – British and European Literature**

1. Locate the different themes and concerns of modern British and European literature
2. Reflect on the social, cultural and political milieu represented in American and Canadian literature
3. Demonstrate skill in Linguistics, Literary criticism at a higher level