CRITERION 2 - TEACHING-LEARNING AND EVALUATION





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CRITERION 2- TEACHING-LEARNING AND EVALUATION

2.1.3 Student enrollment pattern and student profile to demonstrate national/international spread of enrolled students from other states and countries





BIU COLLEGE OF HUMANITIES & JOURNALISM

(Bareilly International University)

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Student-Centric Learning Methodologies: Enhancing Holistic Education

The evolving educational landscape emphasizes a shift from traditional teaching to student-centric methods, which prioritize active participation, critical thinking, and real-world problem solving. These methods not only enhance the learning experience but also encourage students to engage deeply with their subjects, fostering skills that extend beyond theoretical knowledge. The implementation of various student-centric learning strategies leads to improved student outcomes, better retention of knowledge, and a holistic educational experience. Below is a detailed description of the student-centric methodologies adopted by the institution for enhancing the learning experience.

1. Experiential Learning

Experiential learning is a dynamic approach that emphasizes learning through direct experience. This methodology engages students in practical, real-world applications of their academic knowledge. Activities such as field trips, internships, laboratory work, and hands-on workshops are integral components of experiential learning. Students gain firsthand experience, leading to a deeper understanding of the subject matter. The experiential learning process enhances critical thinking, problem-solving, and decision-making skills.

2. Integrated/Inter-Disciplinary Learning

Integrated or interdisciplinary learning enables students to explore subjects from multiple perspectives. By connecting knowledge across disciplines, students develop a more comprehensive understanding of complex issues. For example, a project that combines elements of science, ethics, and history allows students to see how these areas interconnect. This approach promotes a holistic view of knowledge and helps students apply learning across various contexts, fostering innovation and creativity.

3. Participatory Learning

Participatory learning fosters an active learning environment where students are encouraged to collaborate, interact, and contribute to their learning process. This methodology emphasizes group discussions, collaborative projects, peer teaching, and community engagement. By participating actively in their education, students develop critical communication, teamwork, and leadership skills, which are crucial in today's collaborative work environment.

4. Problem-Solving Methodologies

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Problem-solving is at the core of modern education. By encouraging students to solve real-world problems, this approach helps them develop critical thinking and analytical skills. Whether through case studies, simulations, or challenges, students learn to apply theoretical knowledge to find solutions. This methodology also fosters creativity, adaptability, and resilience as students encounter and tackle complex problems.

5. Self-Directed Learning

Self-directed learning empowers students to take control of their education. This method emphasizes independent learning, where students identify their learning needs, set goals, and seek out resources to achieve those goals. It fosters lifelong learning and encourages students to be proactive, self-motivated, and responsible for their educational journey.

6. Patient-Centric and Evidence-Based Learning

In healthcare and related disciplines, patient-centric and evidence-based learning is essential. This methodology emphasizes understanding patient needs and applying scientific evidence to clinical practice. Students engage in case studies, clinical rotations, and research projects, where they learn to integrate evidence-based guidelines into patient care. This approach ensures that students are prepared to deliver high-quality, compassionate, and data-driven care.

7. The Humanities

The Humanities provide students with a deep understanding of human experiences, cultures, and societal structures. Through subjects like literature, philosophy, history, and sociology, students develop critical thinking, ethical reasoning, and emotional intelligence. In the context of journalism, the Humanities play a pivotal role in helping students understand societal narratives, human behavior, and cultural contexts. Journalism students, for instance, are taught to consider the socio-political implications of the stories they cover, ensuring that their work is thoughtful, responsible, and inclusive.

8. Project-Based Learning

Project-based learning engages students in long-term, hands-on projects that require them to apply their knowledge to solve real-world problems. These projects often span weeks or months and culminate in a final product or presentation. By working on projects, students gain valuable skills in project management, research, teamwork, and presentation. This approach mirrors professional environments where projects are collaborative and goal-oriented.

9. Role Play

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Role play is an interactive learning technique where students assume specific roles in simulated scenarios to better understand various perspectives and real-world situations. This method is particularly useful in fields like law, healthcare, education, and journalism. For example, in journalism, students may role-play as reporters, editors, or sources, learning to navigate ethical dilemmas, investigative processes, and media representation of events. Role play fosters empathy, communication, and problem-solving skills.

School-Wise Activity Report with Photographs

The following is an overview of the activities carried out across various schools within the institution to implement the above student-centric learning methodologies:

a) Experiential Learning

Activities like internships, field visits, and live case studies have been organized across departments, including journalism students visiting media houses and healthcare students participating in hospital rotations. Photographs documenting these activities illustrate the immersive learning experiences provided.

b) Integrated/Inter-Disciplinary Learning

Workshops and projects have been designed that integrate knowledge from various disciplines. An example includes the collaboration between science and technology students to develop solutions for environmental issues, or media students working with social sciences students to explore cultural narratives.

c) Participatory Learning

Student-led seminars, panel discussions, and collaborative community projects have been organized, encouraging active participation. Events such as debates, group discussions, and cultural exchanges have been documented to highlight the importance of peer interaction and shared learning.

d) Problem-Solving Methodologies

Case study competitions, design challenges, and real-world problem-solving workshops have been conducted. The activities have been well-documented through photographs of student teams presenting innovative solutions to real-life issues.

e) Self-Directed Learning

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Digital platforms, self-paced learning modules, and research-based assignments have been utilized to foster self-directed learning. Evidence of student engagement with these resources, including student portfolios and project reports, is included.

f) Patient-Centric and Evidence-Based Learning

In healthcare programs, students have been involved in practical, patient-centered learning experiences, including clinical practice and evidence-based research projects. Photographs from clinical settings and research collaborations are part of the report.

g) The Humanities

Humanities students have engaged in projects that explore historical events, societal changes, and cultural phenomena. The inclusion of journalism students' involvement in these discussions has led to a deeper understanding of the societal roles media plays in shaping public discourse.

h) Project-Based Learning

Cross-disciplinary project-based learning has been implemented, with students working on long-term projects that integrate theory with practice. Photographs of final project presentations and outcomes highlight the success of this approach.

i) Role Play

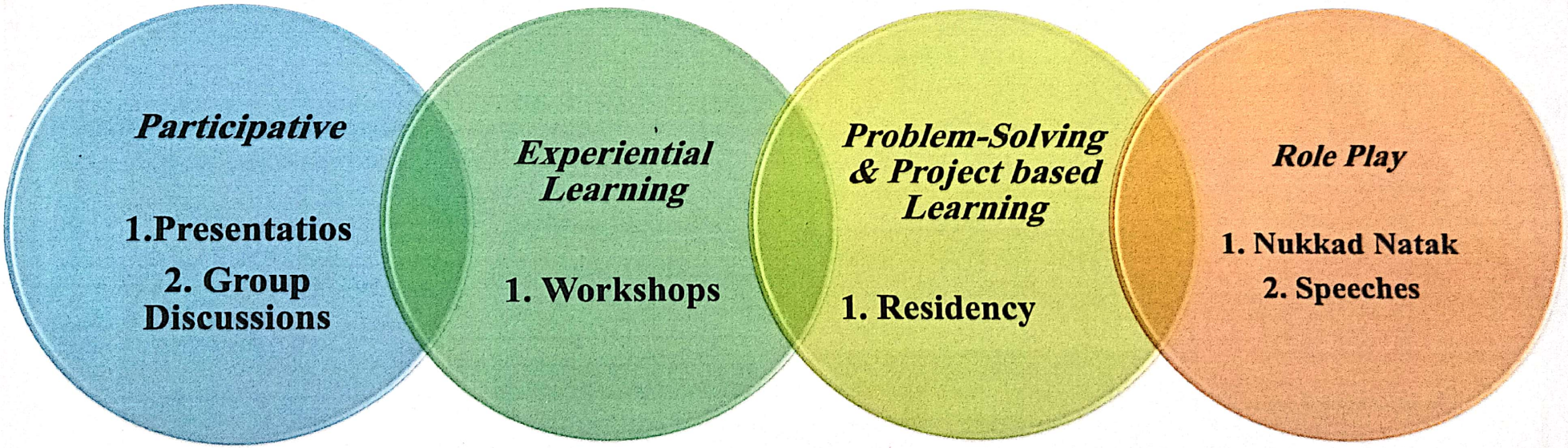
Role-playing exercises in various disciplines, particularly journalism, have been documented, showcasing students' ability to embody different perspectives and navigate real-world challenges in media and communication.

Conclusion

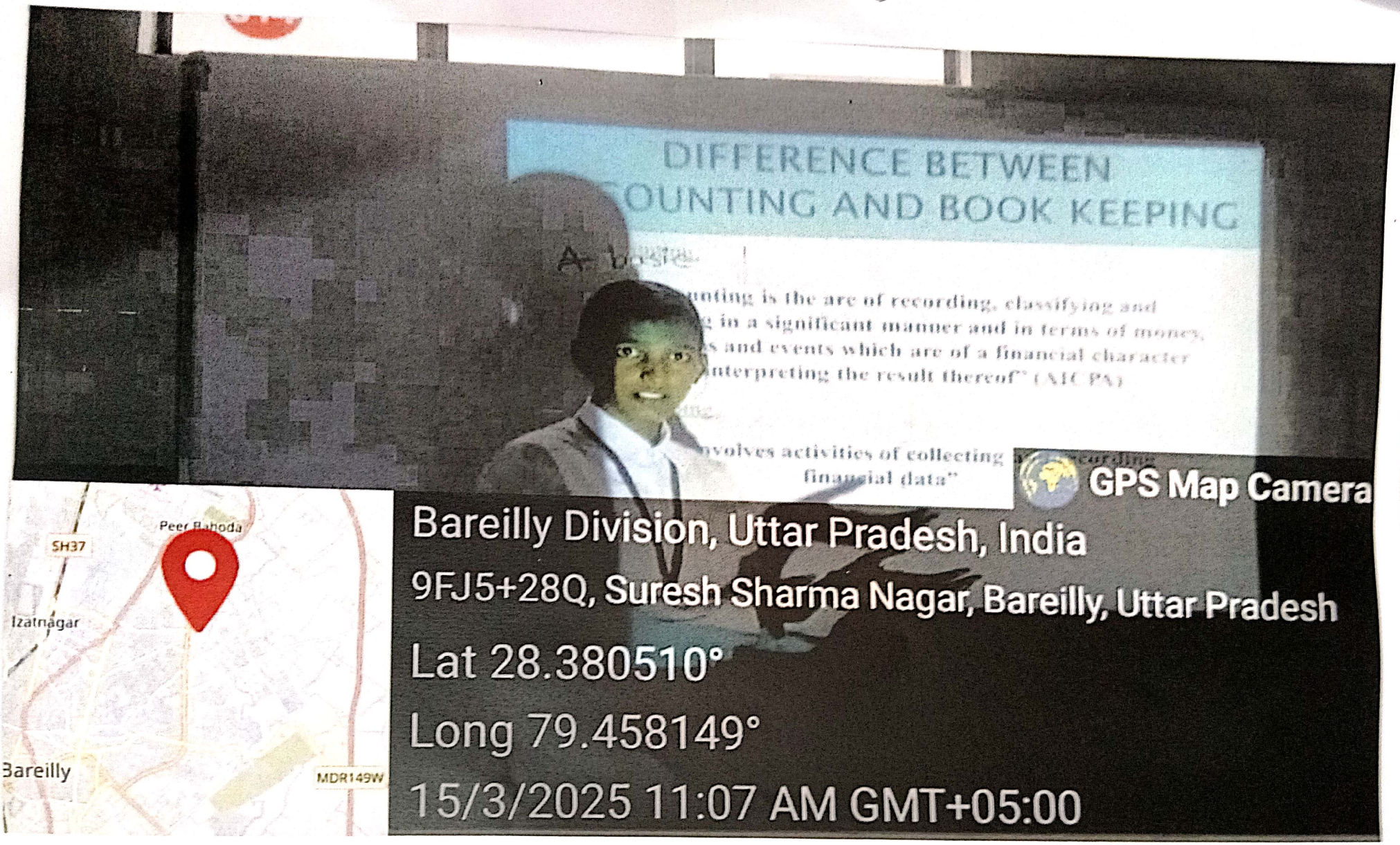
The adoption of these student-centric learning methods has significantly enhanced the overall educational experience at our institution. By fostering critical thinking, creativity, and real-world application, students are well-equipped to succeed in their chosen fields. The integration of the Humanities, particularly in the context of Journalism, has helped students gain a more profound understanding of human society, ethics, and culture, ensuring that they are responsible, reflective, and compassionate communicators. The photographs and reports from various departments underscore the active participation and enthusiasm of students, contributing to a vibrant learning environment.

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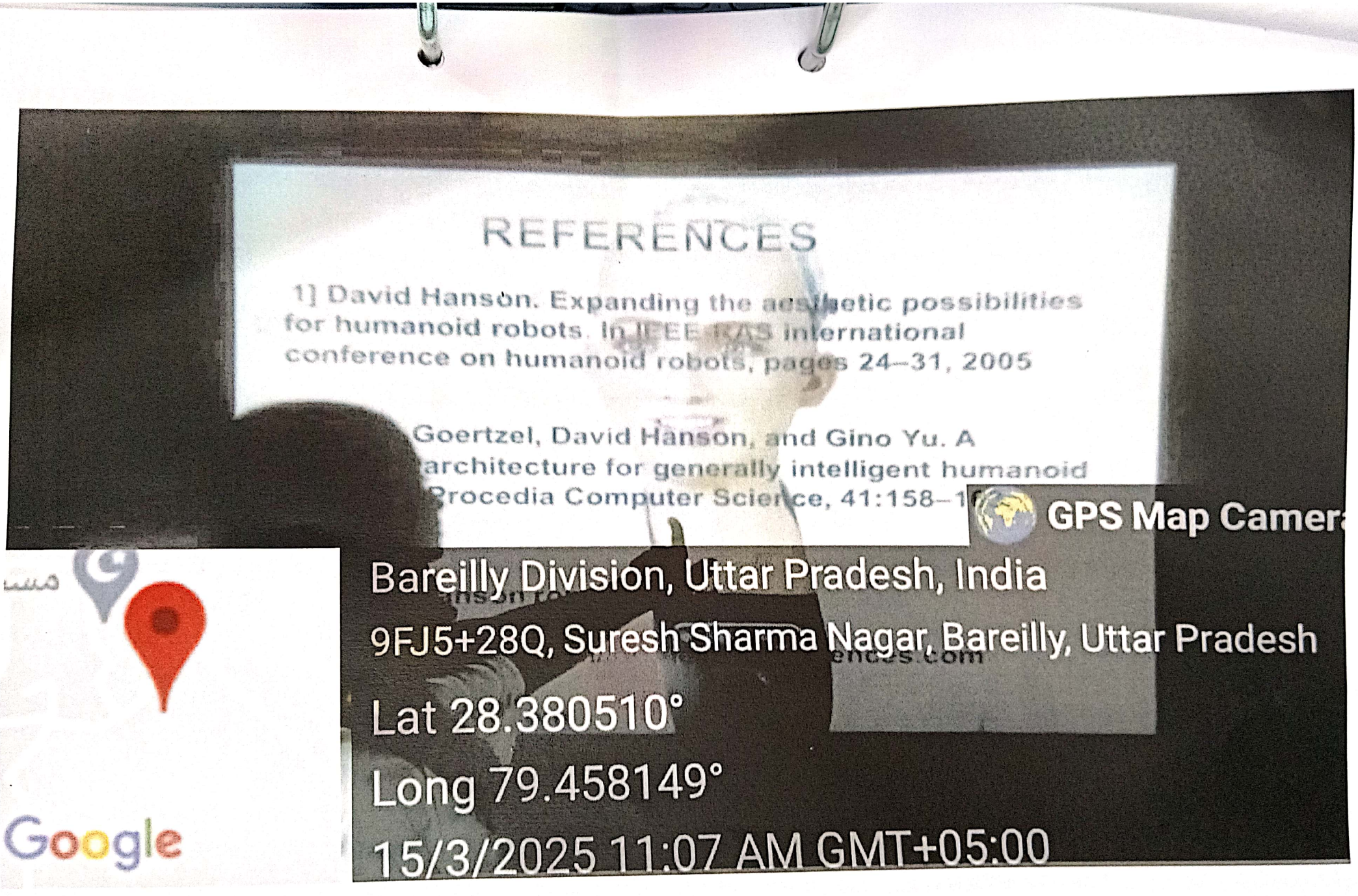
2.3.1 – Student – Centric Methods Are Used For Enhancing Learning.



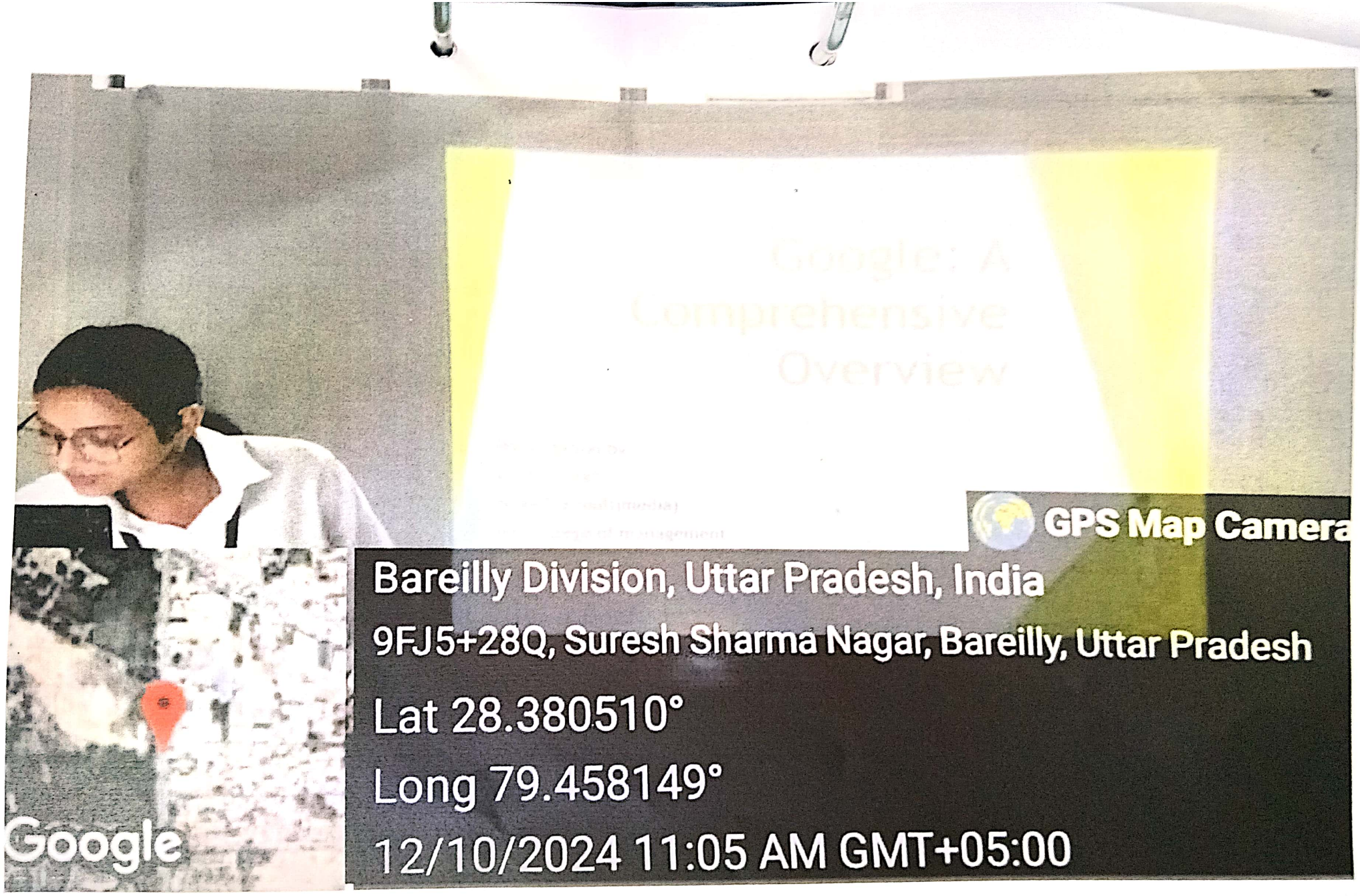
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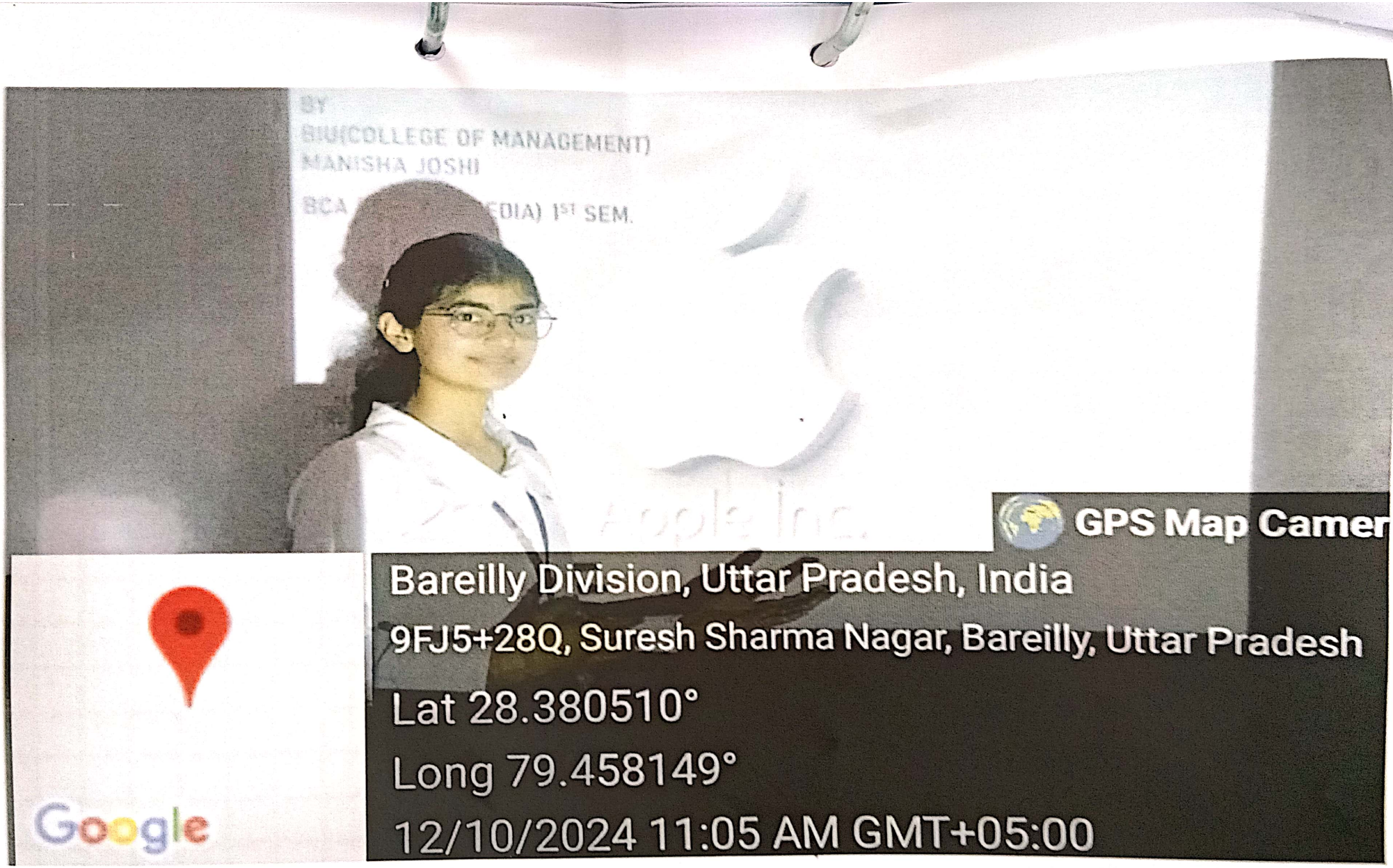
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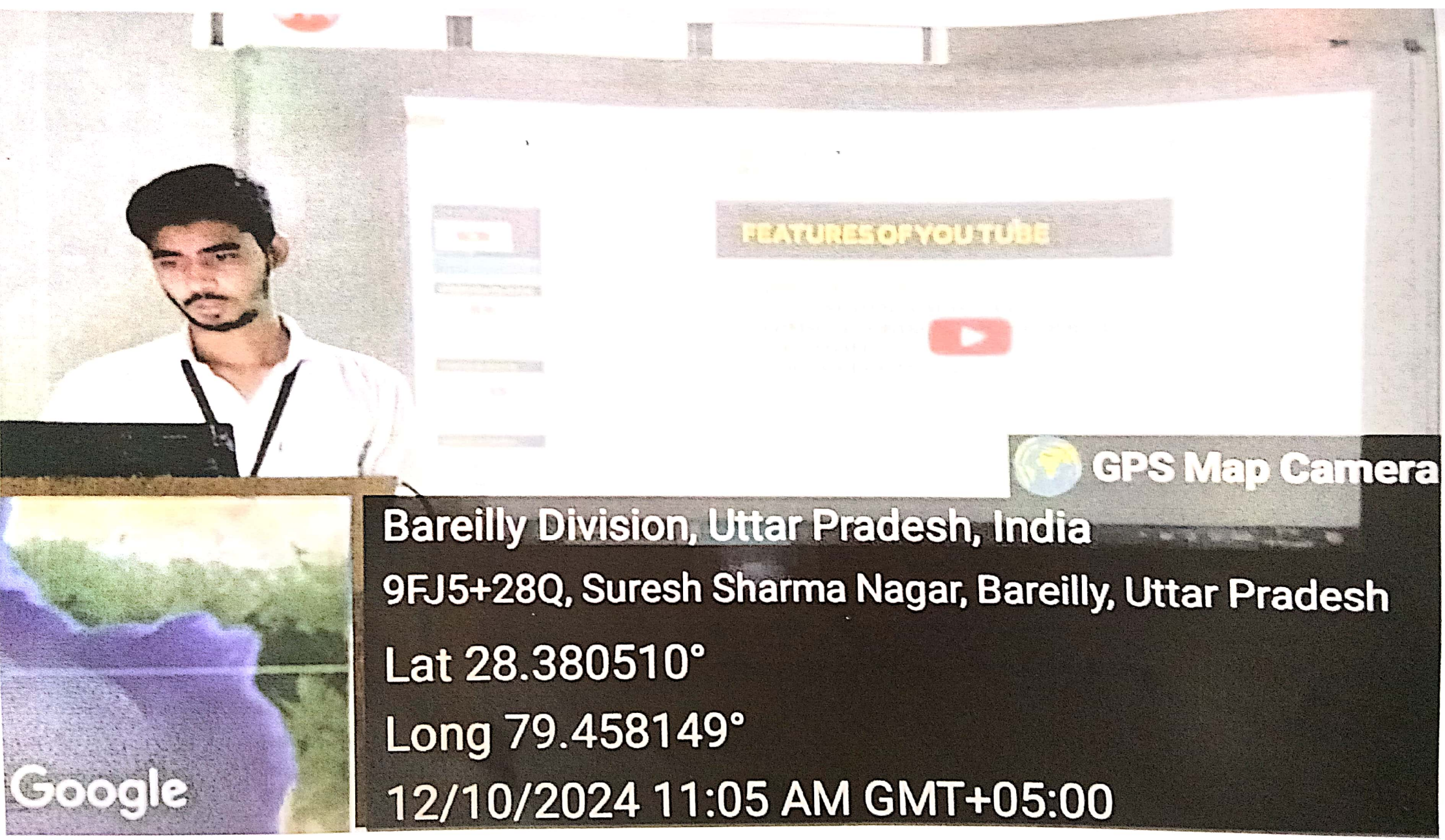
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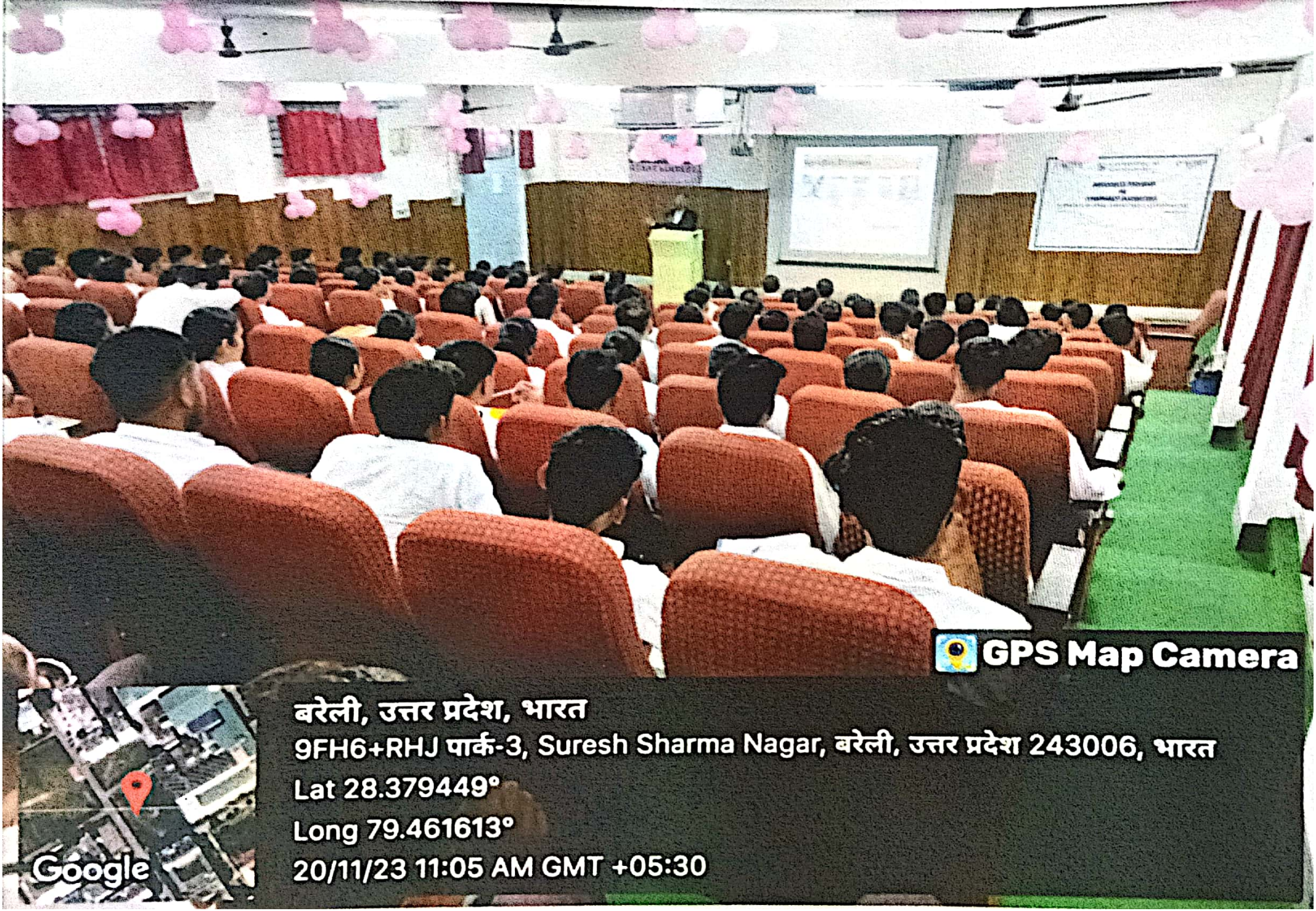
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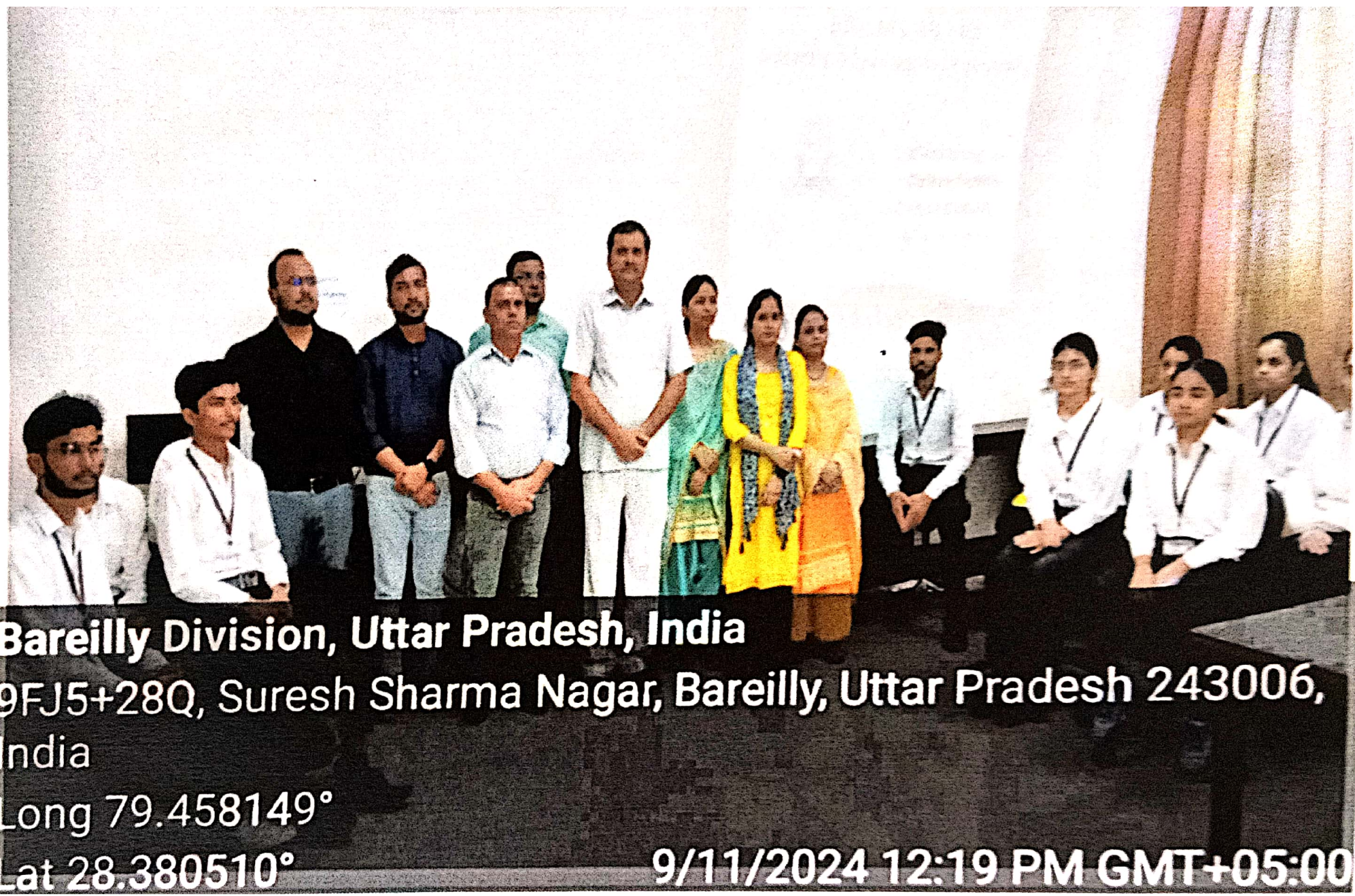


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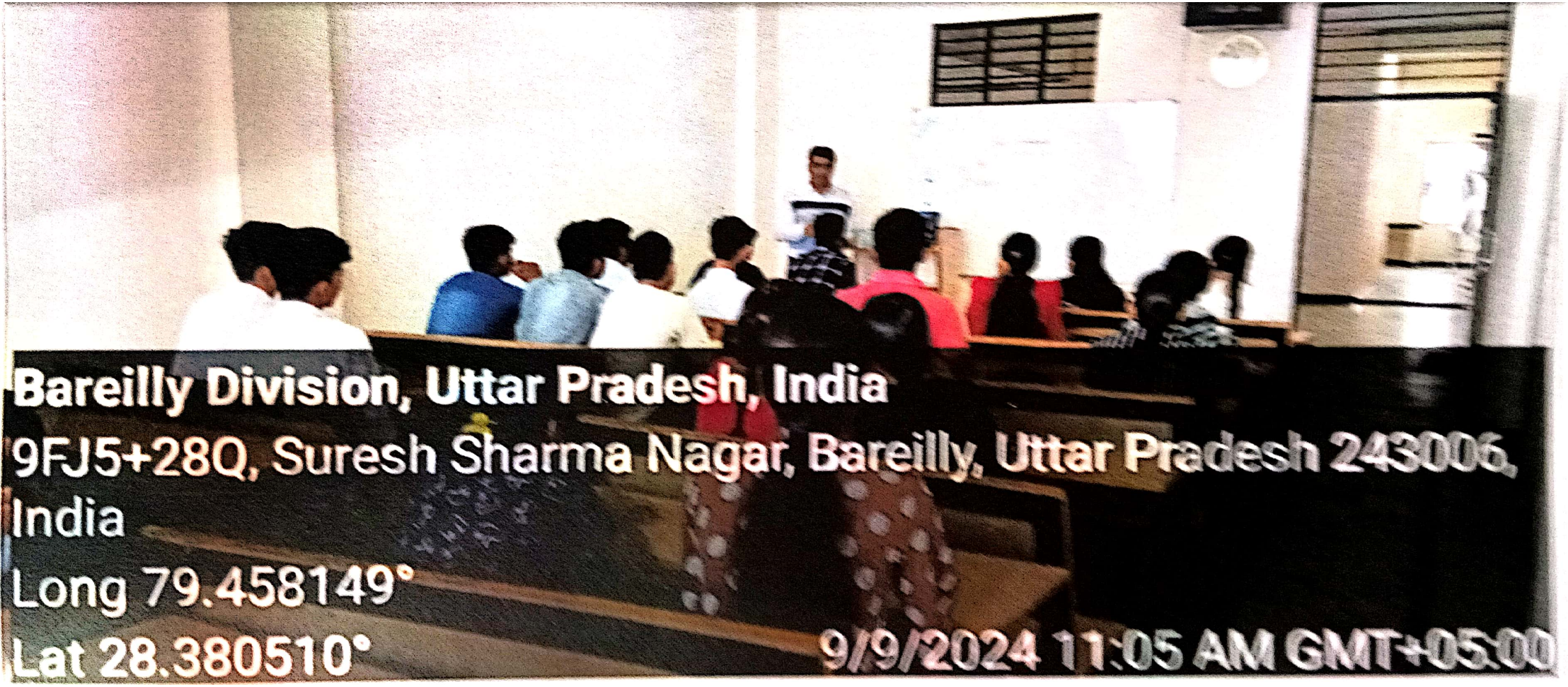
RESIDENCY



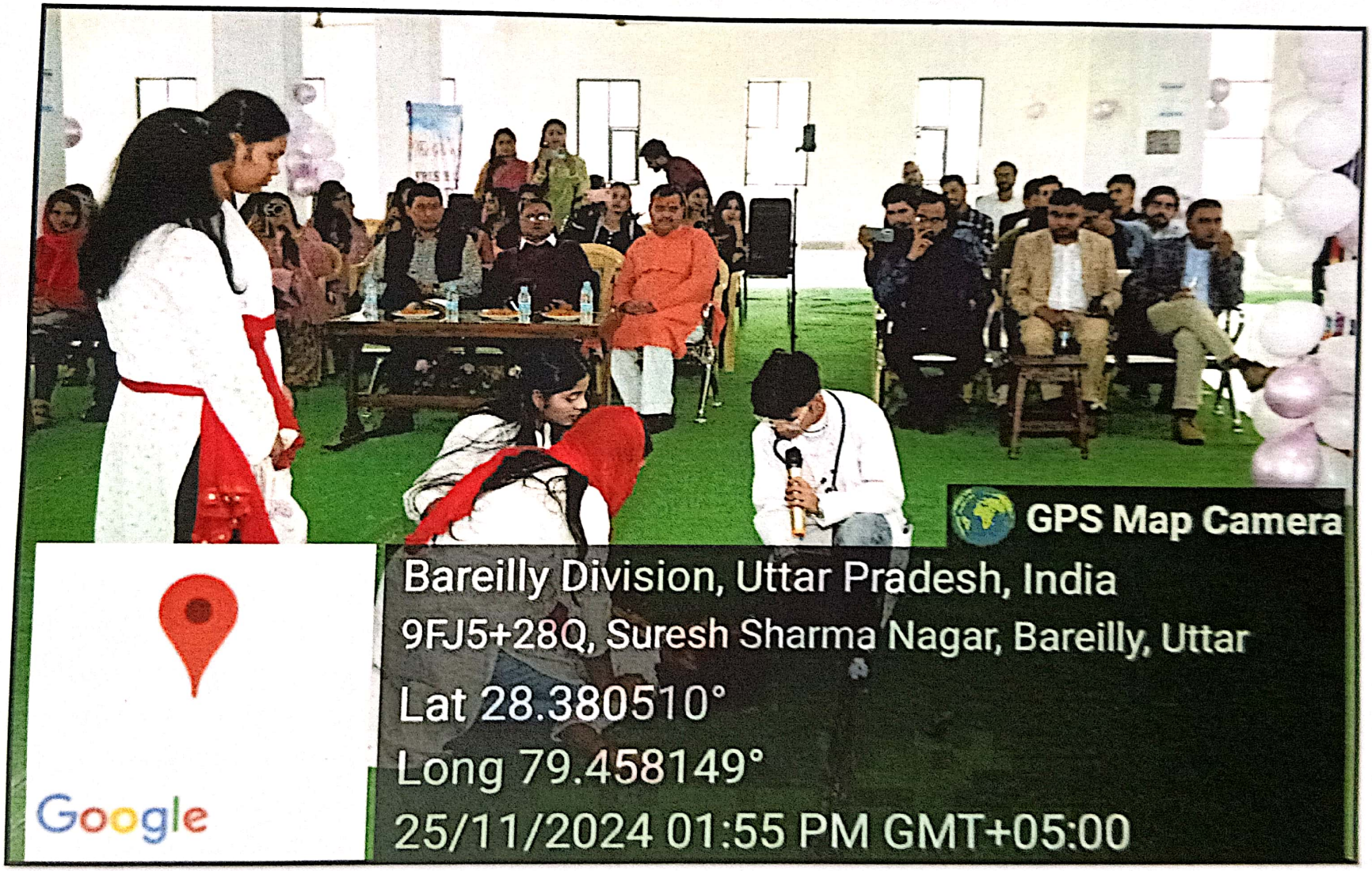
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CRITERION 2- TEACHING-LEARNING AND EVALUATION

2.3.3 Teachers use ICT-enabled tools for effective teaching and learning process, including online e-resources



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NAAC report with a focus on Humanities and Journalism, highlighting the use of ICT tools and faculty innovation:

ICT-Enabled Tools for Effective Teaching and Learning in Humanities and Journalism

In the dynamic landscape of education, faculty members in the Humanities and Journalism departments are leveraging ICT-enabled tools to foster a more student-centric learning environment. These tools facilitate the creation, management, and delivery of content that caters to diverse learning styles and enhances student engagement. A variety of online e-resources, such as digital libraries, online journals, and multimedia presentations, are regularly incorporated into lessons. This integration supports active learning, allowing students to explore content in a flexible and interactive manner. Faculty members use platforms like Google Classroom, Moodle, and Blackboard for communication, content distribution, and assessment purposes. Tools such as Kahoot, Quizizz, and Turnitin aid in formative assessments and plagiarism checks, ensuring academic integrity while encouraging participation.

In Humanities, especially within disciplines like Literature, History, and Philosophy, ICT tools are essential for creating rich, multi-layered learning experiences. For instance, virtual tours, historical simulations, and online debates offer students an immersive exploration of content beyond the traditional classroom boundaries. Similarly, Journalism faculty members make use of multimedia tools such as Adobe Creative Suite, Canva, and video editing software to help students create high-quality news stories, documentaries, and reports. Online platforms such as WordPress, Wix, and Medium are used to publish student blogs, articles, and news reports, enhancing their digital literacy while encouraging real-world application of their journalistic skills.

Faculty members in both departments have developed a variety of innovative learning materials, including video lectures, podcasts, e-books, and interactive study modules, which are available on the institution's ICT platform. These materials allow students to access learning resources at their own pace, further promoting personalized learning. Collaborative platforms such as Zoom, Microsoft Teams, and Skype are regularly used for guest lectures, webinars, and group discussions, fostering a collaborative learning environment. Additionally, faculty members are continuously enhancing their digital skills to design learning experiences that are responsive to the evolving needs of the modern learner.

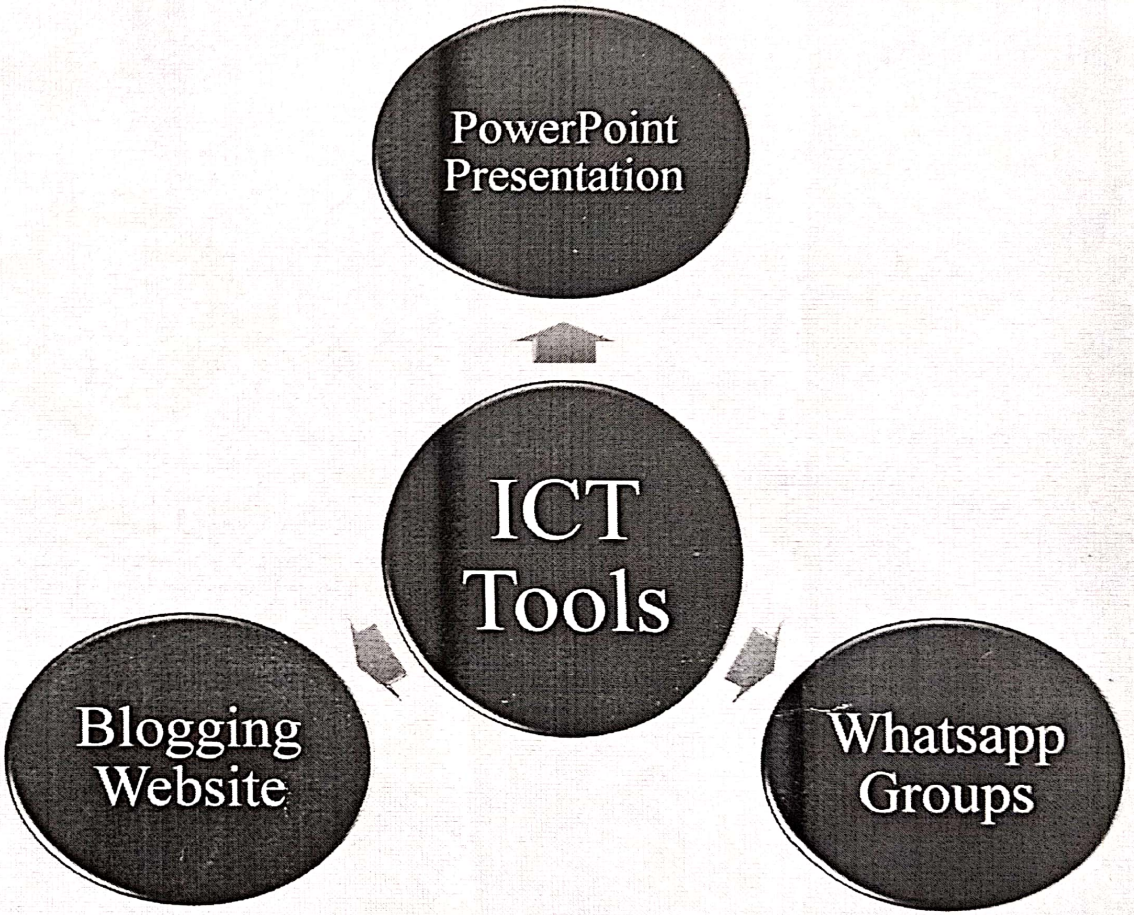
In the Humanities and Journalism departments, ICT tools are not just supplementary but integral to the learning and assessment processes. They enable faculty to design and implement dynamic,

engaging, and relevant learning experiences that prepare students for both academic success and professional excellence.

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2.3.3 – ICT Tool.

BIUCHJ faculty makes effective use of power points, videos, computer assisted laboratory, online resources to orient students for advanced knowledge and practical skills as the University is well-equipped with all the required IT facility for teaching and learning process. The computer labs and studio are equipped with projectors and network connections for smooth conduction of the classes.



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BIUCM and BIUHJ students(Batch-2022,2023,2024)

Group · 48 members

Voice chat

Add

Search

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BIUCM & BIUCHJ

Group · 10 members

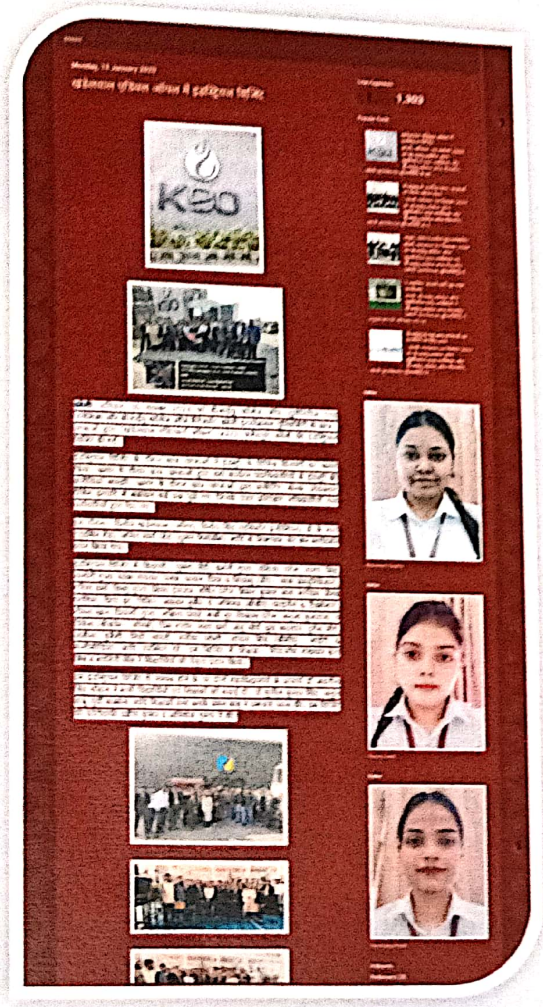
Audio

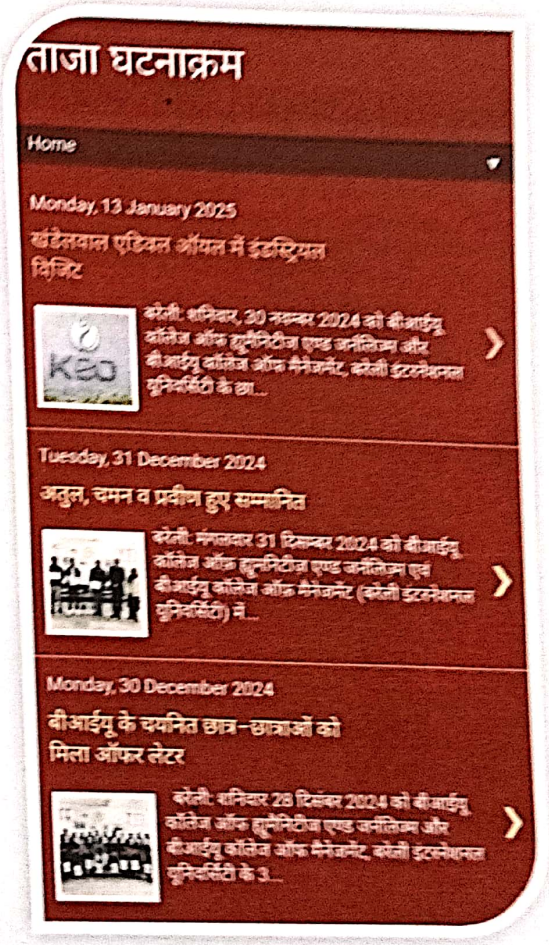
Video

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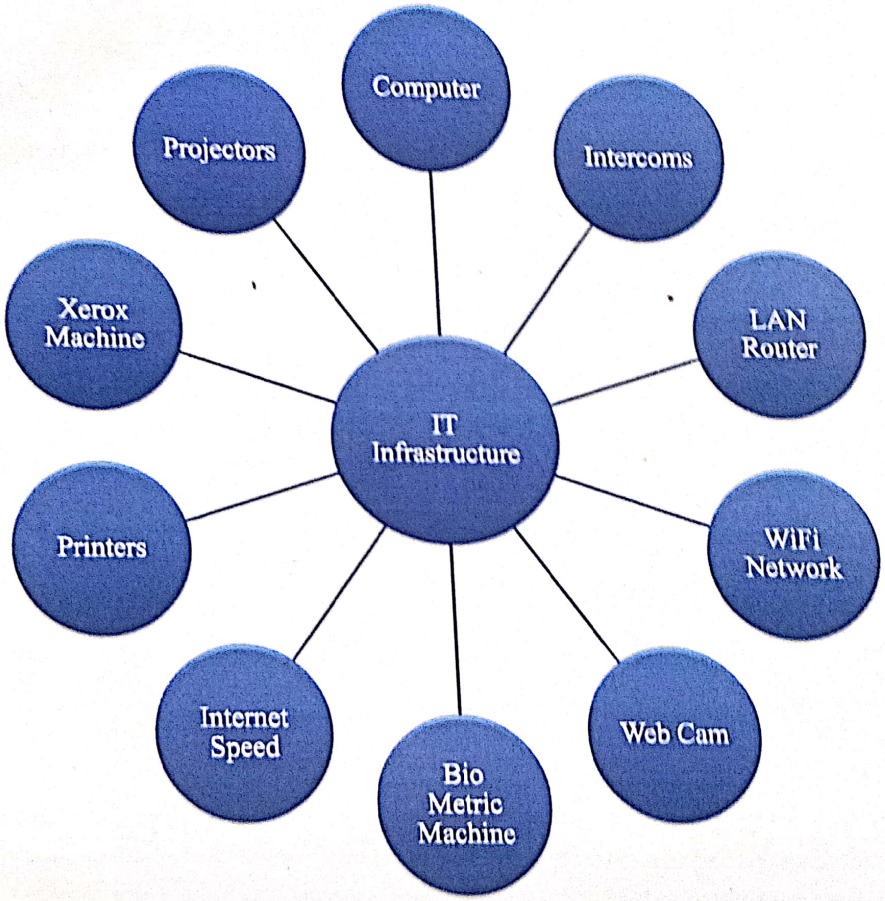
Blogging Website



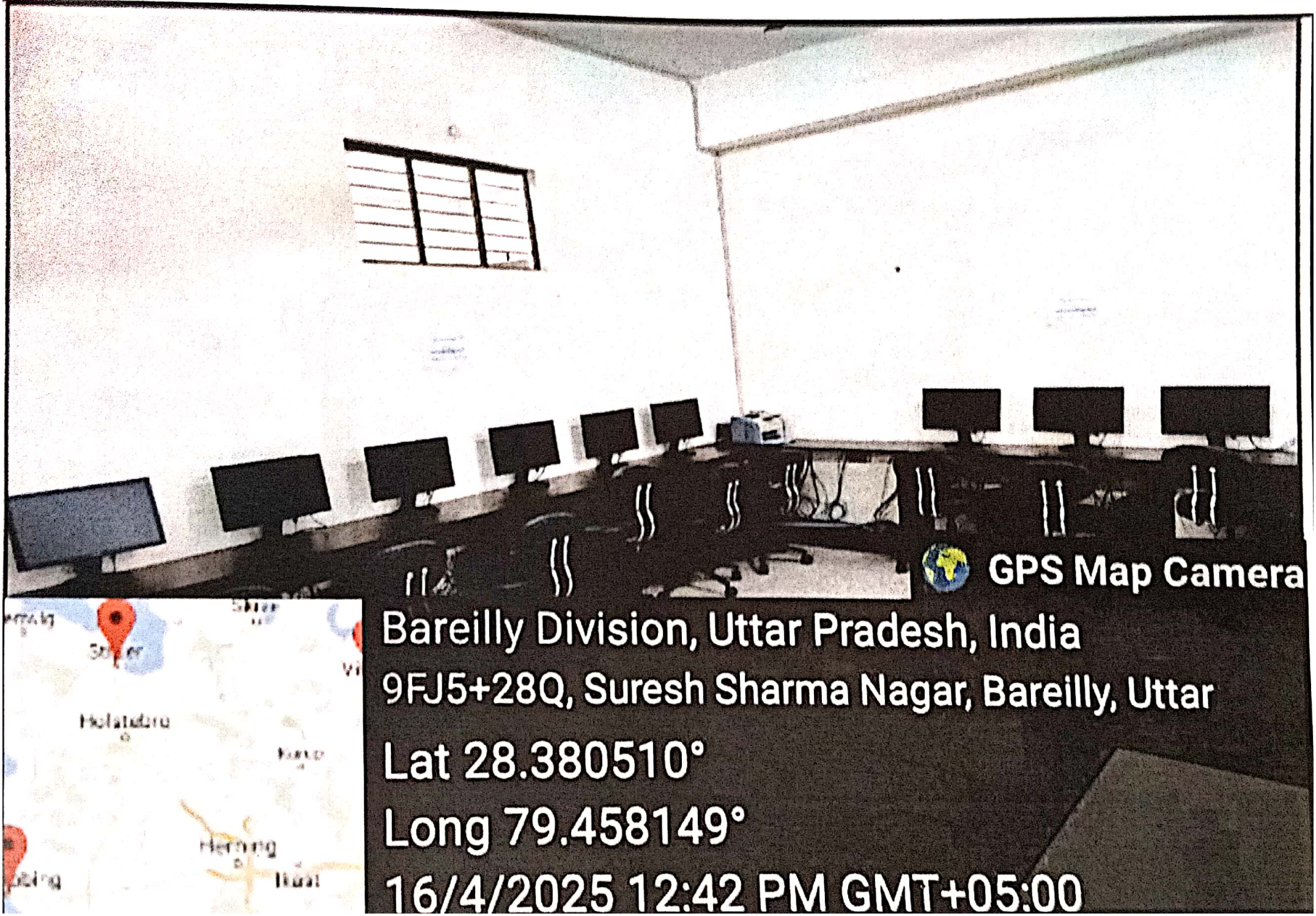


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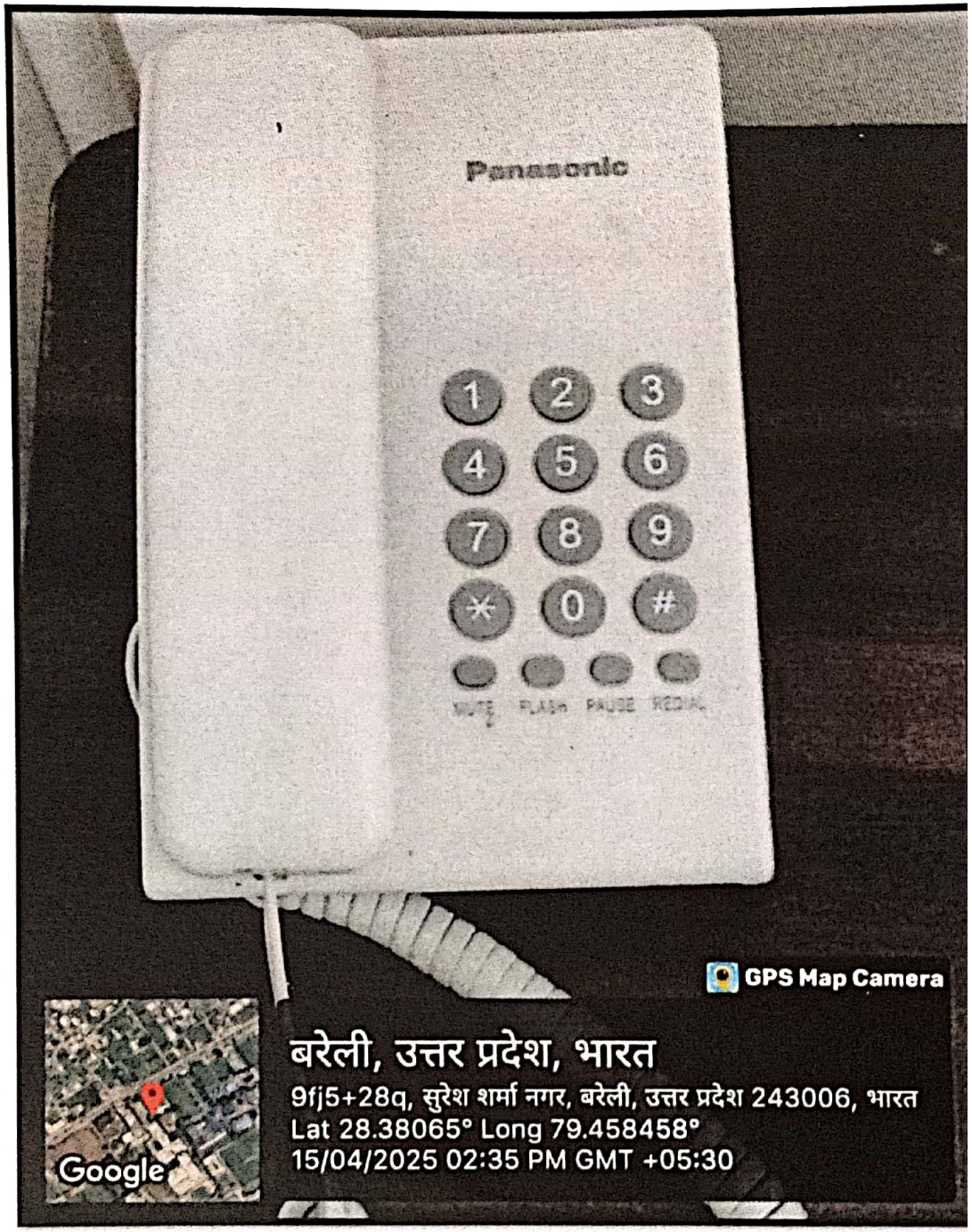
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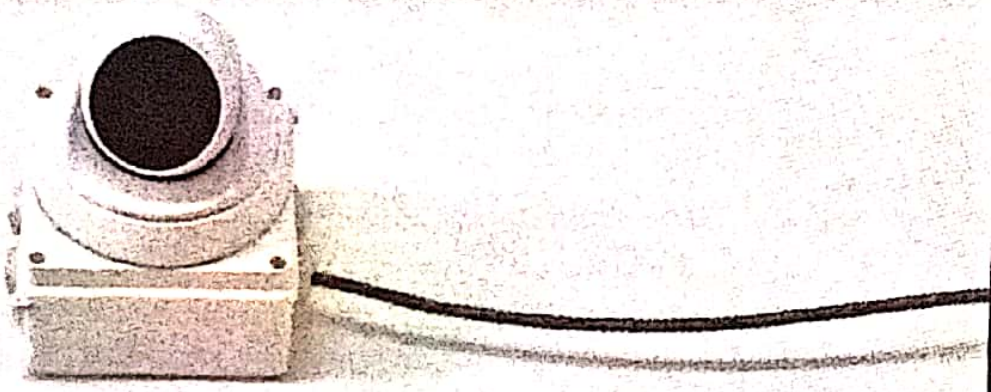
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GPS Map Camera

बरेली, उत्तर प्रदेश, भारत

9fj5+28q, सुरेश शर्मा नगर, बरेली, उत्तर प्रदेश 243006, भारत

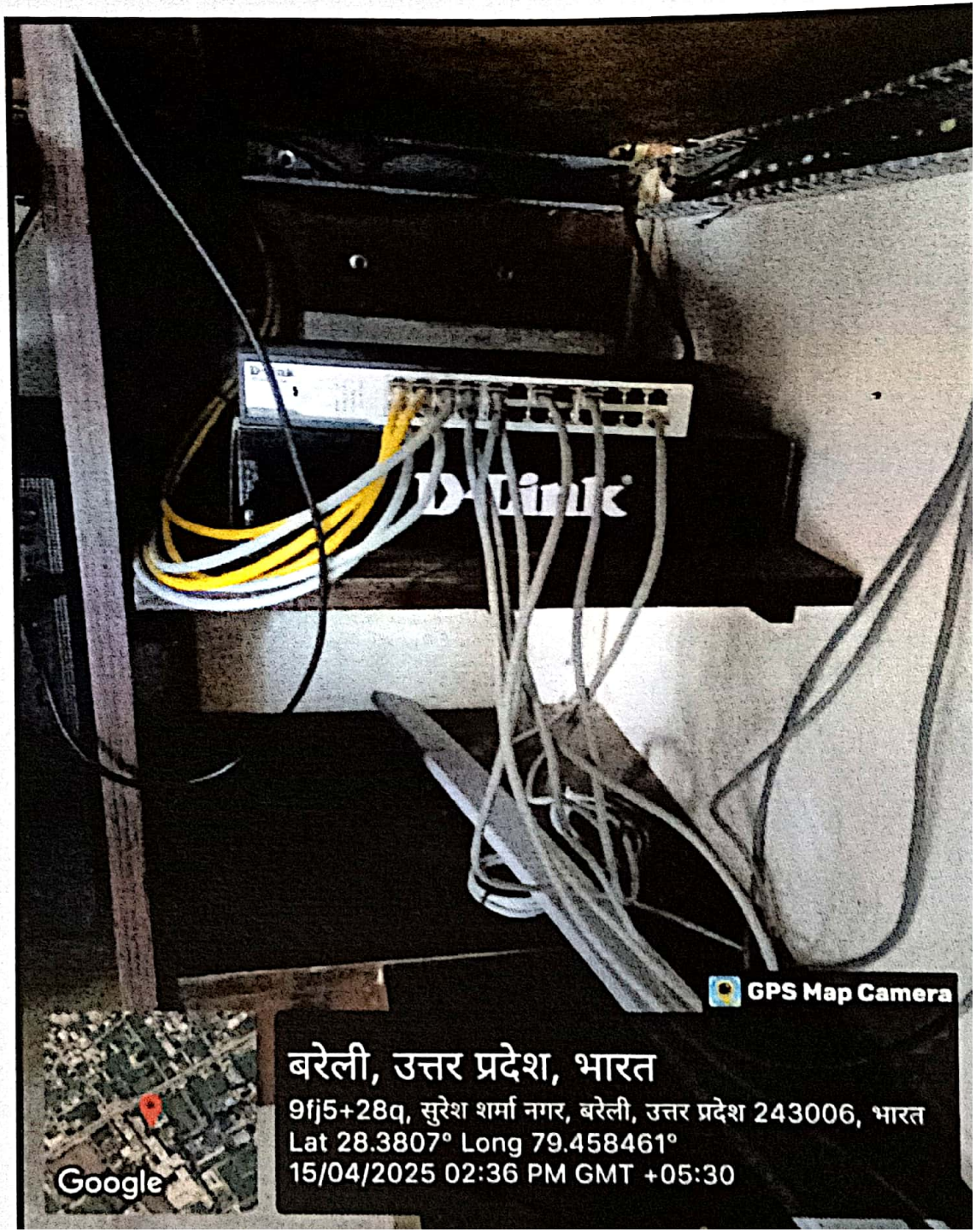
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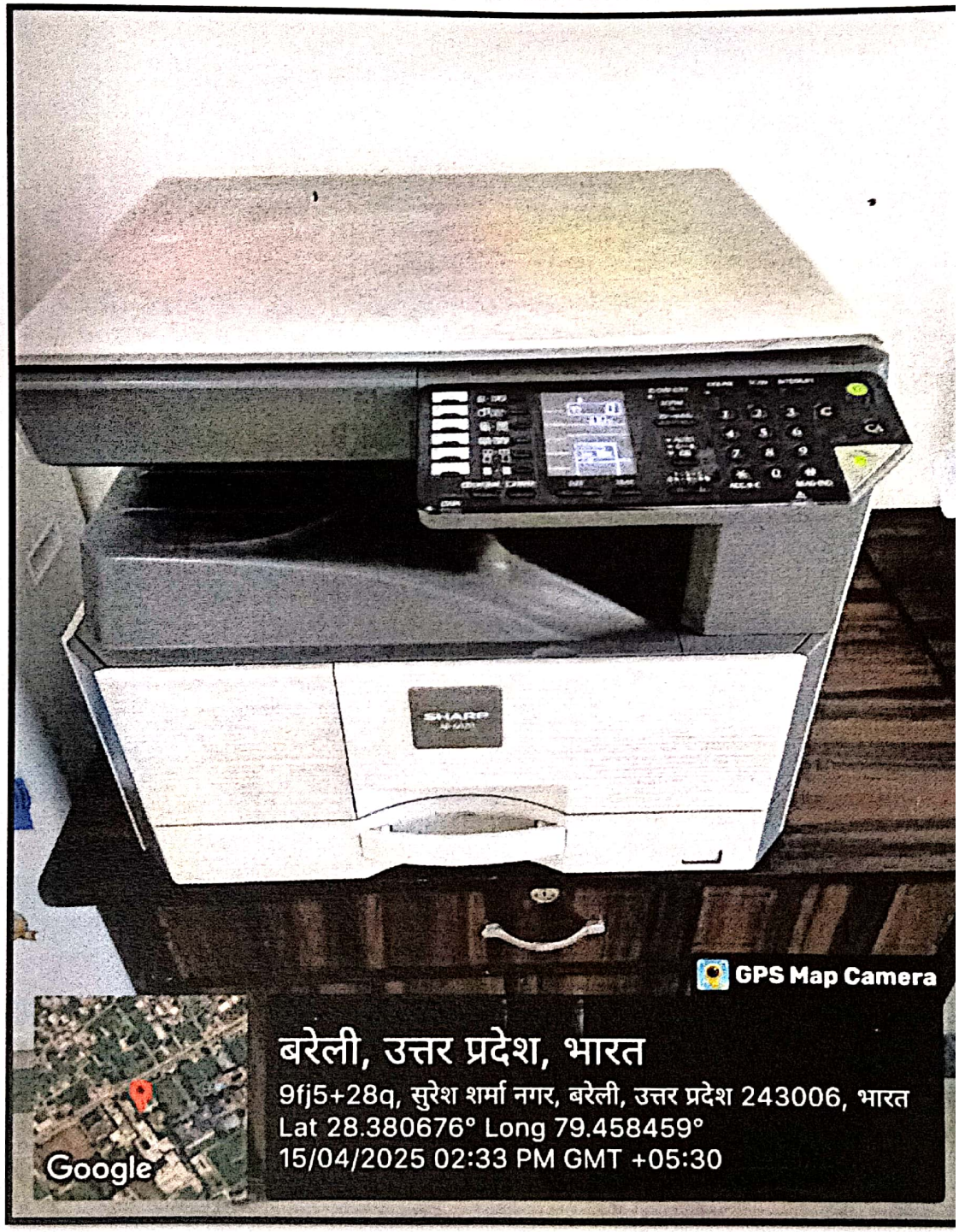
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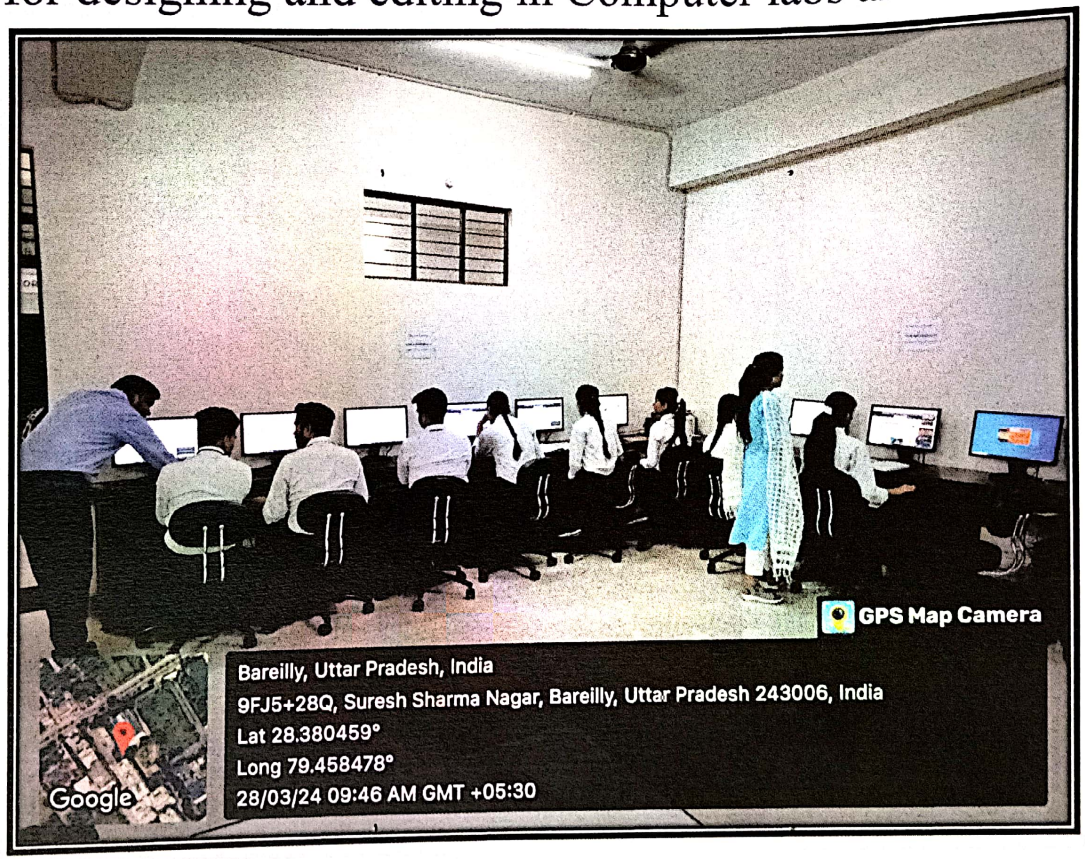


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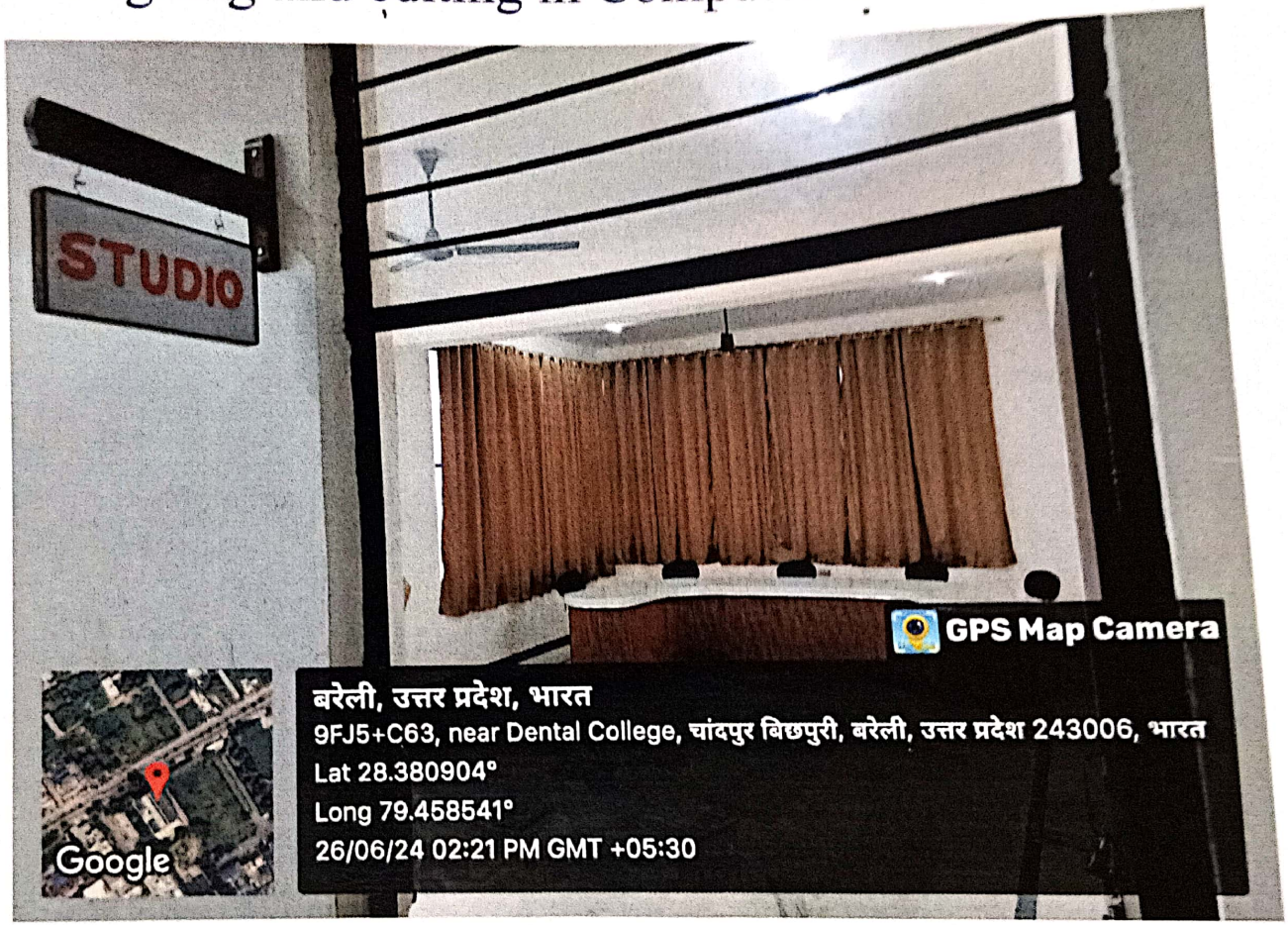
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PCs for designing and editing in Computer labs and Studio.



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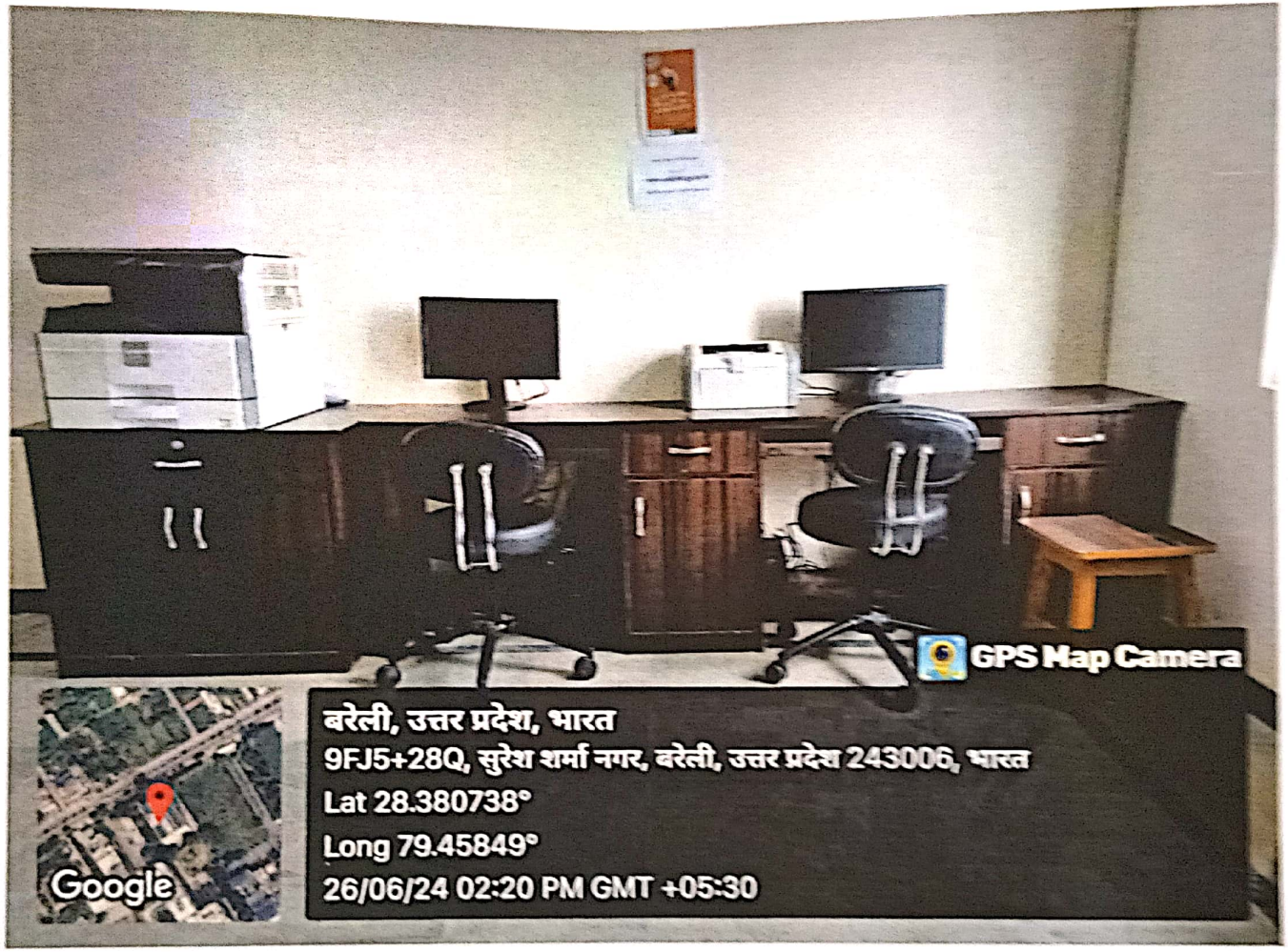
PCs for designing and editing in Computer labs and Studio.



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Studio



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Studio

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CRITERION 2- TEACHING-LEARNING AND EVALUATION

2.5.4 Reforms in the process and procedure in the conduct of evaluation/examination; including Continuous Internal Assessment to improve the examination system



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Reforms in the Process and Procedure in the Conduct of Evaluation/Examination: Continuous Internal Assessment and Improvement of the Examination System

To enhance the quality of education and ensure a holistic assessment of students, the institution has introduced several reforms in the process and procedures of evaluation and examination, with a particular focus on Continuous Internal Assessment (CIA). These reforms aim to shift from traditional examination models to more comprehensive, consistent, and transparent evaluation systems that reflect a student's overall learning trajectory, including their academic growth, practical application, and intellectual engagement in the subject matter.

In the context of **Humanities and Journalism**, the reforms have been tailored to address the unique needs of these disciplines, where theoretical knowledge and practical skills are intertwined. For instance, assessments for subjects such as **Journalism** focus not only on written exams but also on practical assignments, media project work, news reporting, and field-based evaluations. In **Humanities**, a balanced approach is used, combining periodic written tests, project work, group discussions, seminar presentations, and research assignments to evaluate the students' comprehensive understanding of critical theories, analytical abilities, and communicative skills.

Continuous Internal Assessment (CIA) is an integral component of this reform. It involves a systematic evaluation of students throughout the semester, helping educators track progress, identify learning gaps, and provide timely feedback. The assessment includes regular quizzes, assignments, class participation, presentations, and peer reviews, ensuring that students are consistently engaged in their learning process and receive constructive feedback to improve their performance.

Examination Manual (Registration, Examination, Result Declaration, Grievance Redressal, Graduation)

The Examination Manual has been carefully structured to provide clarity and transparency in every step of the evaluation process. This includes the following key components:

1. **Registration**: Clear guidelines for student registration for examinations, including eligibility criteria, registration timelines, and required documentation.
2. **Examination**: A well-structured examination process that includes both theoretical and practical assessments, catering to the requirements of specific subjects like **Humanities** and **Journalism**. The manual ensures that students are informed about the examination format, schedule, and any special considerations.

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3. **Result Declaration:** The process for timely and accurate result declaration is defined, with provisions for provisional results, re-evaluation, and appeals. Results are released through an online portal to ensure easy access for all students.

4. **Grievance Redressal:** A transparent mechanism for addressing grievances related to the examination process, including challenges faced during assessments, result discrepancies, and issues in marking. Students can file complaints through an online platform or by directly approaching the examination committee.

5. **Graduation:** Clear protocols for the awarding of degrees, ensuring that all graduation requirements have been met, including completion of mandatory assessments, practicals, projects, and internships (where applicable). The graduation process also emphasizes the importance of holistic learning and achievement in both academic and co-curricular activities.

Examination Regulations

The Examination Regulations are designed to uphold academic integrity, fairness, and transparency while providing a level playing field for all students. Key aspects of these regulations include:

- **Conduct of Exams:** Adherence to strict conduct guidelines to maintain fairness in the examination environment.
- **Evaluation Criteria:** Clearly defined evaluation parameters for both formative and summative assessments, ensuring consistency and objectivity.
- **Rules on Malpractice:** Defined consequences for academic malpractice, with provisions for investigation and corrective measures.
- **Eligibility:** Students must meet the minimum attendance and academic performance requirements to sit for examinations.
- **Re-evaluation and Review:** Clear protocols for students to request re-evaluation or review of their examination papers in case of discrepancies.

Architecture of the Examination Management System

The Examination Management System (EMS) is an integrated digital platform designed to streamline and automate the entire examination process. It encompasses the following core components:

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- **Student Portal:** A user-friendly interface that allows students to register for exams, view schedules, access results, and track their assessment progress.
- **Faculty Portal:** A system where faculty can design assessments, enter results, and track students' progress over time, ensuring timely evaluation and feedback.
- **Administrative Module:** A backend system that supports the coordination of registration, scheduling, result entry, and grievance management, reducing administrative burden and enhancing efficiency.
- **Grievance Management:** An integrated system that allows students to lodge complaints, track the status of grievances, and receive resolutions in a transparent manner.
- **Data Analytics:** The EMS is designed to generate reports on student performance, assessment quality, and course efficacy. This data supports continuous improvement and decision-making at both the individual and institutional levels.

Together, these reforms in evaluation, examination, and internal assessment systems are designed to foster a more dynamic, comprehensive, and transparent academic environment that is in alignment with national and international standards. These reforms not only enhance academic rigor but also ensure that students in **Humanities** and **Journalism** receive a well-rounded education that is responsive to industry needs and academic goals.

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Towards Professional Excellence

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Examination Manual

Department of Examinations

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DEFINITIONS:

These Rules, Regulations and Standard Operating Procedures (SOP) of Examinations of BIU will be applicable for all stakeholders, and will be called 'Examination Manual' or 'Exam Rule Book'. In this Examination Manual, unless the context otherwise requires:

a. BIU means Bareilly International University, Bareilly
b. 'Examination' (or 'Exam') and 'Examinations' (or 'Exams') respectively mean Examination and Examinations as the case may be conducted by BIU.
c. 'Examination Committee', unless otherwise stated means Examination Committee of BIU.
d. 'Rules' means Rules of Examinations as framed by BIU from time to time.
e. 'Vice Chancellor' or 'VC' means the Vice Chancellor of BIU.
f. 'Controller of Examinations' or 'CoE' or 'COE' means the Controller of Examinations of BIU.
g. 'Centre Superintendents' or 'CS' or Centre Suptd.' means the Officer-in-charge of the Examination Centre of BIU.
h. 'Examination Centre' means a College/Faculty of Study/Institution approved by BIU for the conduct of the Examinations.
i. 'Mark sheet' means statement of marks issued by BIU.
j. 'Transcript' means a set of documents to show the student's records of studies issued by BIU.
k. 'Degree' means qualification awarded to students upon successful completion of a course of study in higher education issued by BIU.
l. 'Certificate' means certificates issued by BIU.
m. 'Candidate' means examinee of examinations conducted by BIU.
n. 'AR' means Assistant Registrar Examinations.

NOTE:

The decision of the Examination Committee / approval shall be final on any question related to interpretation of any provision of the Examination Manual or on any such matter which is not specifically mentioned in this Examination Manual. Examination Manual may be amended from time to time.

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CHAPTER: 1

1.1 EXAMINATION OFFICE SECURITY PROTOCOL AND PROCEDURE

a. The Examination Branch of the University is considered as the most sensitive and restricted area of the University where all examination work is carried out and exam records of the students are preserved. Only faculty / Staff members engaged in examination related works are allowed in certain marked areas only.

b. Examination Branch has only one entry/ exit gate, which is manned by a Security Guard.

c. Use of any storage / information retrieval devices such as Smartphone, recording camera, PDA, external hard drives etc. is strictly prohibited in the Examination Branch.

d. All the doors of Strong Room, Evaluation Room, Answer Books Store Room, Tabulation/ Result Room, Secrecy Room and office of Controller of Examinations are daily sealed. Signatures of persons who make them open are taken in the Register by the Security Guard. The Strong Room and Answer Book Store Room are only open on the verbal/written orders of the Controller of Examinations/AR Exams / person authorized by the competent authority by the University (Vice Chancellor / Chancellor).

1.2 SECURITY/SECRECY DURING PRINTING OF QUESTION PAPERS

a. Question Papers/Questions Banks are received through Pen-drive / Hard copy (in sealed Envelope)/ e-mails (official email Id) only.

b. The Question Bank Software prints the Question Papers which is edited as per pattern of the paper.

c. For Question Papers which are not generated by the Question Bank Software, minimum two sets of Question Papers are received from the Paper Setters, which are formatted as per the Scheme and pattern of the Examinations. On the orders

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of the Controller of the Examination one is printed as per the number of examinees appearing in the examinations, packed in Envelopes and sealed.

d. The sealed Question Papers are placed in the Strong Room of the Examination Branch and are handed over to the Examination Centers Superintendents one hour before the schedule of the examinations.

e. All the waste papers are shredded every day.

1.3 SECURITY/ SECRECY DURING EVALUATION OF ANSWER BOOKS-

a. The Answer Books received from the Examination Centers are kept in the Store Room and are coded for evaluation. The identity details of the students are hidden from Evaluators.

b. The coded Answer Books are provided to Evaluators in the Central Evaluation room at the Examination Branch.

c. The Award Lists provided by the Evaluators are de-coded and students details are filled in the Award List at the places provided.

d. The evaluated Answer Books are stored in the Store Room.

1.4 SECURITY/ SECRECY DURING CONFEDENTIAL TABULATION OF RESULTS

a. The Tabulators are provided with Award Lists of students for posting in TR and declaration of results of the examinations.

b. All the Computers in result section have unique id.

c. All Computers have latest anti-virus and files are password protected.

d. AR exam log in / log out all systems.

e. The Tabulators fill all the required entries viz. theory awards, practical awards, internal, viva voce marks etc.

f. Prepared TR sheet is processed for two stages verifications.

g. The Tabulators have to preserve the Award Lists, Attendance Lists of Examinees in records and Result TR Sheets. The TR Sheets are hard bound and are permanent records in two sets of the University. No waste papers are discarded; all are destroyed by shredding.

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CHAPTER: 2

2.1: HONORARIUMS AND TA BILL PROCESSING AND PAYMENTS

a. The Finance Committee of the University provides the Honorariums amount rate list for Examination related work viz. Thesis Evaluation/ Paper Setting / Conducting Practical / Viva voce/theory evaluation etc. to the Office of the Controller of Examinations.

b. The panel of External Experts approved by the Board of Studies of respective Faculty of Studies is requested from the Deans at least two (2) months before scheduling the End Term Examinations. On receiving the panel of External Experts, the office of the Controller of Examination gets it approved from the Vice-Chancellor.

c. Controller of Examinations/Institute send the Invitation letter for Practical Examination to the External Experts.

d. The External Experts for Paper Setting send the Question Paper in confidence to the Controller of Examinations along with duly filled Bill Form.

e. The External Experts conduct the Practical Examinations with theory evaluation and the Dean/Principal of the Faculty/college of Study submit duly signed award sheet with all other documents to the Controller of Examinations.

f. The Superintendents of Conduct Branch will verify the submitted documents for Practical and Paper Setting etc., and forward the same for approval to the Controller of Examinations.

g. Remuneration Bill Form shall be forwarded to the Office of the Chief Finance Officer / Account Department for verification and payment.

h. The Office of the Chief Finance Officer / Account Department shall complete the payment of Bills to the Examiner within fifteen (15) days of receiving the Bill of payment forwarded by the Office of the Controller of Examinations.

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CHAPTER: 3

3.1: SOFTWARE, MACHINE AND EQUIPMENT PURCHASE, MAINTENANCE AND RENEWAL

The Examination Branch have hardware like PCs, Printers, OMR Readers, Photocopies and software etc. which are used for various examinations work. As examination is a continuing work so all the said equipment and machines shall remain functional all the time.

a. For requirement of hardware / software, a note sheet of requirement with hardware / software specifications forwarded to the Vice-Chancellor. After assessing the requirement, the Vice-Chancellor directs the Head-IT Cell to list down the companies, their authorized vendors with product specification and price lists and put it before Purchase Development Committee for purchase. The Purchase Committee may call the companies/vendors to demonstrate the products to the Controller of Examinations. On the approbation of the Examination Branch, the Purchase Development Committee forwards purchase recommendation from the listed company/vendor to the Head-Purchase. The Head-Purchase takes necessary approval from the Competent Authority and, after approval, the new Hardware / software will be purchased.

b. For repair and maintenance, Annual Maintenance Contracts (AMC) is signed with the Product Manufacturer or with companies/firms which provide the AMCs of specific / all the products. Concerned department provides a copy of the AMCs to the office of the Controller of Examinations for reference and record.

c. The Head-IT/Head-Purchase shall keep the records of all the original agreements and take necessary action regarding their renewals from time to time ensuring that the work of Examination Branch does not get hampered.

d. IT-Cell of the University has to provide IT related support to Examination Branch of the University on priority.

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CHAPTER: 4

4.1: PROCUREMENT AND PRINTING OF EXAMINATIONS MATERIALS

a. AR Examinations maintains the record of all the examination materials, Stationery items etc., required for examination purposes. In case of any requirements AR Examinations generates request for materials to the Central Store / Purchase department with specifications of the items.

b. The Controller of Examinations shall forward the purchase requisition to Store In- charge with his/her recommendations along with a photocopy / sample / design copy of the item(s) to the Head-Purchase/Purchase Manager.

c. The Purchase Manager places order for purchase after approval of the Competent Authorities.

d. After delivery of items ordered for purchase, the Purchase Manager shall intimate the Controller of Examinations/AR Examinations to examine the items purchased.

e. If the purchased items are of general nature, then the Controller of Examinations well inform the Purchase Manager to get the item delivered at the Examination Branch and if the item(s) is/are specific then he/she may himself/herself go or send the Store In-charge to Central Store to verify item(s) purchased as per specification(s).

f. If the item(s) delivered is/are not found as per specification(s) requested, then the Controller of Examination may reject and request for re-purchase.

g. After verification of item(s) purchased, the Purchase Manager will get the item(s) delivered at the Examination Branch with Challan, copy of the Bill.

h. AR Examinations makes entry of the delivered items in the Register as per Challan.

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CHAPTER: 5

5.1: ELIGIBILITY OF A STUDENT TO APPEAR IN EXAMINATIONS

a. The students should fulfill the following criteria to be eligible for appearing in the End Term University Examinations:

I. The student should bear a good moral character.

II. The student should have at least 75 % attendance (or attendance criteria as per the Regulatory Body / Council) in a theory and practical subject inclusive of non - lecture teachings i.e field work, seminars, group discussion, tutorials, projects etc., and demonstrations, hospital posting (tertiary, secondary, primary), bed side clinics for Medical & Health Sciences students.

III. The student should not be a defaulter in payment of any dues of the Bareilly International University.

IV. There should not be any disciplinary action pending against the student.

V. The student should have submitted her/ his Examination Form on ERP / Hard copy as per the instructions notified by Controller of Examinations/Registrar.

b. The shortage of attendance can be condoned by the Dean/Director/Principal of the concerned faculty of Study to the extent of 5% in exceptional cases. The exemption of attendance can be granted by the Dean/Director/Principal for;

I. Some students voluntarily donate blood to Blood Bank. Attendance of all the lectures / practical / Tutorial etc. of that day may be given.

II. The students appearing in Re-appear / Supplementary Examinations of any previous semester/ year may be given benefit of attendance of that day.

III. The students may be given benefit of maximum Twenty One (21) attendance on account of his/her participation in University or Inter Collegiate Sports Tournament/ Youth Festival/ NCC Camp/ NSS Activity-Camp/ University Educational Excursions, Mountaineering Courses; and maximum 30 days for participation in Inter-University Sports Tournament/ Youth Festivals; provided he/she has obtained prior approval of Dean/Director/Principal of the concerned faculty of Study on the recommendation of the concerned HOD.

IV. Attendance Credit may be given only for the days on which lectures / practical / Tutorial etc. delivered or field work done during the period of participation in the aforesaid events.

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c. The Dean/Director/Principal of respective Faculty of Study shall validate the attendance of students on the University ERP 10 days' prior the commencement of University Examinations.

d. The Finance / Accounts Department of the University shall validate Fee status of the students on University ERP 10 days' prior the commencement of University Examinations.

e. The Examination Department will access the validated list from the University ERP Software and only eligible students shall be permitted to appear in Examination.

f. If students detained due to short attendance, desire to appear in subsequent / next even / odd semester examination then they should have to attend make up classes to fulfil the attendance criteria. Faculty of Study shall submit the verified attendance of make-up classes to the Examination Department of the University which is/are cross-verified and approved by the Hon'ble Vice Chancellor.

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CHAPTER: 6

6.1: EXAMINATION FEE

The Fee Committee of the University proposes the various fees for examinations documents (provisional, Transcript etc.), Examination Form, certification etc. for approval to the Governing Body/ Executive Council of the University. The various fee approved by the Governing Body for the Academic Year is shared with the students through the competent authority of the University.

a. The various Examinations related fee for Regular/Re-appear/Supplementary/Scrutiny Exam, Transcript, Provisional Certificate and other documents fee are to be deposited by the applicant / student at the Accounts Branch.
b. The Student Cell In-charge / Student Section will check the details of the students and then would verify it by signing the Application Form. Further Application form will be signed and stamped by the concerned Dean/Principal and forwarded to the Examination Department of the University along with fee slip.
c. Assistant Registrar (Exam)/ dealing Office Assistant will verify the record of the student and would process for further necessary action.
d. If any Provisional Certificate/ Document are to be issued, then the Certificate/ Document will be prepared and put for the signature of the Controller of Examination and issued to the concerned student or Student Section.

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CHAPTER: 7

MID TERM EXAMINATION

7.1 Two Mid Term / sessional Examinations are conducted for each course as per the Annual Academic Calendar. Respective faculty of study shall conduct the Mid Term / sessional Examinations.

7.2 Re-sessional Examinations may be conducted by faculty / department at-least two week before the start of End Term Examinations.

7.3 Re-sessional Examinations are conducted only for those students who are unable to appear in any one or both of the Mid Term Examinations due to some genuine reason on Medical grounds only, provided they have informed the concerned authorities before commencement of examination. Upon recommendations of the Committee constituted by the HoD students will be permitted to appear for the re- sessional examination in a course which he/she has missed.

7.4 Re-sessional Examination will cover the complete syllabus till date.

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b. In the panel of Examiners, there should be at least five names of Examiners (3 External & 2 Internal) in each paper, along with complete details viz. address, contact no. and "email id" of the person concerned.

c. An External Examiner shall be one who is not teaching in the Bareilly International University and shall be a teacher with a requisite qualification & experience as per the concerned council of course or as per the UGC / University regulation.

d. An Internal Examiner shall be one who is teaching in the University and having requisite qualification and experience as per concerned council or University regulations.

e. The person should be **mentally fit** or should not have been **convicted of any offence, which involved moral turpitude.**

f. **None of his/her relative is appearing in the examinatio**n for which he / she is being recommended as Paper Setter/Examiner Expert.

g. An Examiner may set only two question paper for a course in a Term.

8.2 APPOINTMENT OF MODERATOR

a. Dean / Head of the Department or his / her nominee shall moderate the question paper. The Vice Chancellor may also nominate the subject expert either from the University or outside the University to assist the Head of the Department in the Moderation of the Question Paper.

b. The Moderator will check the question paper thoroughly and ensure that the question paper conforms to the syllabus and guidelines to set the question paper.

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8.3 APPOINTMENT OF INVIGILATOR

The Controller of Examinations on the basis of scheduled Examinations, will write to Deans/Directors/Principals/Heads of respective Faculty of Studies to provide the list of faculty members, clerks/data entry operator and peons, which should contain the name, designation, total experience, contact number and e-mail id. Controller of Examination appoints the Invigilators and other supporting staff for smooth conduct of examination.

8.3.1 Invigilators shall follow the general instructions listed below:

a. The Invigilator shall collect the blank answer booklets, question paper and attendance sheet along with five Malpractice Forms from the Examination Control Centre at least 20 minute prior to the commencement of the Exam.
b. He/ She shall ensure that all the answer booklets are in proper condition and carry the booklet number.
c. He/ She shall ensure that number of answer booklets and question papers are the same as the number of students listed in the attendance sheet.
d. He/She shall ensure that students should enter answer booklet no. in the attendance sheet.
e. He/She should reach the examination hall 15 minutes prior to the commencement of the examination, so as to ensure that students enter the exam room only in his/her presence.
f. He/She must also ensure that no other students, apart from those whose names appear in the attendance sheet, have appeared in the examination.
g. All malpractice cases should be reported to Centre Suptd. in the prescribed form.
h. After the exam is over, he/she will collect the booklet from each student individually.
i. He/She will arrange the answer booklets according to the sequence roll number in attendance sheet.
j. He/She will deposit the answer booklets and attendance sheet to the. Centre Suptd.

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8.4 APPOINTMENT OF EXAMINATION CENTRE SUPERINTENDENTS

The Controller of Examination appoints the Center Superintendent/ Dy. Center Superintendent/ Assistant Superintendent and Invigilators as per the experience of faculty members. The Center Superintendent/ Dy. Center Superintendent should be of the rank of Associate Professor or higher. COE may also depute an Assistant professor if found suitable for the same.

8.5 APPOINTMENT OF FLYING SQUADS AND OBSERVER

The Controller of Examination appoints the Flying Squads team and Observer for smooth functioning and proper observation. The Flying Squad teams are headed by the Convener, who should not be below the rank of Associate Professor with at least 10-year experience.

8.6 APPOINTMENT OF EVALUATOR

a. A Paper Setter is preferably appointed for the evaluation of answer books and another examiner may also be appointed.
b. The controller of Examinations may appoint any Internal or External Examiner for evaluation the Answer Books.
c. The answer book shall ordinarily be evaluated centrally at Central Evaluation Centre at Examination Branch in the University premises.

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CHAPTER: 9

9.1 QUESTION PAPERS SETTING AND PRINTING

a. As per the Examination Schedule approved by Vice Chancellor, The Controller of Examinations writes to Deans/Directors/Principals/Heads of respective Faculty of Studies to provide the panel of internal and external examiners approved by the Board of Studies. This communication should ideally be made 03 months prior to the date of commencement of examination of particular Faculty of Study.

b. The Controller of Examinations after receiving the proposed names of internal and external examiners will put forward the names for approval to Vice-Chancellor. The Vice-Chancellor approve the name(s) of examiner(s) for setting the question paper(s).

c. On approval, the Controller of Examinations sends the appointment letter(s) to the examiner(s) at least 2 months prior to the scheduled examination for setting of question papers enclosed with Instructions / Guidelines, Syllabus and Scheme of Examination.

d. Paper Setter shall submit the question paper(s) to the Controller of Examinations in a sealed envelope or through e-mail / Pen Drive in Password protected MS Word file. The password of the question paper(s) file should only be sent/received by SMS on the mobile no. of the Controller of Examinations on or before the date notified in the Offer Letter.

e. The internal paper setter shall submit the soft/hard copy of the question paper in person directly to the department of Examinations.

f. If the Paper Setter does not send the question paper in/on time or delays it indefinitely, then a fresh offer letter should be sent to the another examiner from the panel with a request for urgency. The paper setter who did not send the question paper may be debarred for any future academic work with the University.

g. The Controller of Examinations will get the question papers moderated one (1) month prior to scheduled examination (as per the respective Ordinance) by the Dean/Director/HOD only and not from any other faculty member below the rank of Associate Professor of the concerned Faculty of Study and will ensure that the question paper(s) is/are set as per the prescribed pattern and from the syllabus.

h. The Controller of Examination shall direct the concerned staff of the Secrecy Branch of the Examination Department to print the examination papers according to the number of examinees appearing in the examination and some extra papers as directed by him/her. The printed question papers are sealed and signed by the Controller of Examination and date wise stored in the Strong Room of Secrecy Brach.

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CHAPTER: 10

10.1 SCHEDULING AND CONDUCT OF THEORY EXAMINATIONS

a. As per the schedule, the Conduct Section of the Examination Branch issues notification to the concerned Deans/Principals of the faculty to disseminate the information to the students to fill Examination Form.

b. The Examination Forms for Re-appear Students are signed by the Deans/Principals of the respective Faculty of Study and forwarded to the Office of the Controller of Examinations

c. The Office of the Controller of Examinations verify the Examination Forms of Regular Students by ERP Software and hard copies of Re-appear Students.

d. The Office of the Controller of Examinations shall request Deans/Principals of all Faculty of Studies to provide the names of faculty members not below the rank of Associate Professor for allocation of Examination duty at Examination Centers like Center Superintendent/ Observers/ Deputy Superintendents and as Invigilators. The supporting staff like Office Assistants and Attendants of faculty of Studies is also deputed on examination duty for support and coordination.

e. On the basis of names forwarded by respective faculty of studies, the Controller of Examinations issues an Office Order a week before the scheduled examinations for examination duties.

f. The Superintendent of Examination Centers or Deputy Superintendent shall collect the Question Paper Packets from the Office of the Controller of Examinations half an hour before the start of the examination.

g. The Answer Books of Examinees sealed in envelops/cloth bags along with daily confidential reports should be submitted to the Office of the Controller of Examination/AR Exams every day after conduction of the examination.

h. The stray and unfair means Answer Books of examinees should be submitted in separate envelops to the office of the Controller of Examinations/ AR Exams immediately after conduction of examination.

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CHAPTER: 11

11.1 SCHEDULING AND CONDUCT OF PRACTICAL / DISSERTATION / VIVA-VOCE

As per the academic / examinations schedule of the University / respective Faculty of Studies, the Controller of Examinations prepares the schedule of practical/dissertation / Viva Voce and circulates the same to all the Deans/Principals of Faculty of Studies for their information and necessary action.

a. As per the schedule, the Conduct Section of the Examination Branch issues notification to the concerned Deans/Principals of the faculty of study for which practical/ dissertation viva examinations are schedule is order to disseminate the information with their students.
b. The practical examinations are conducted by the respective Faculty of Studies as per the guidelines provided by the Controller of Examination.
c. The Award List of Examinees duly signed by the Examiners are sent to the Office of the Controller of Examination in a sealed envelope on the same day of the examination. If the examination extends more than one day, then the Award List is submitted on the day of conclusion of examination.
d. For MBBS/ MD/ MS/ BDS/ MDS/ M. Sc. (Medical) courses, the Theory End Term Examinations Answer Books are evaluated along with the evaluation of Practical Answer Books during the conduction of practical examinations by the Examiners.
e. The stray and unfair means Answer Books of examinees are submitted in separate envelops to the office of the Controller of Examinations immediately after conduction of examination.

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CHAPTER: 12

12.1 EVALUATION OF ANSWER BOOKS

a. The concerned evaluators / faculty members are informed by the Examination Branch to report to the Central Evaluation Hall in the Examination Branch for Answer Books evaluation.
b. Coded answer books are provided to the concerned Evaluator/ Examiners for evaluation.
c. The evaluators/ examiner shall evaluate the Answer Books of the examinees and award the marks against the code numbers mentioned in the Answer Books.
d. The Award Lists of Examinees are provided to the Decoding Team of the Examination Branch, which will de-code the number with the Roll Nos. of the examinees.
e. The evaluated Answer Books are packed in bundles as per subjects and stored in the Store Room(s) at Examination Branch.
f. The de-coded Award List(s) are submitted to Controller of Examination/ AR Exams who marks it to the result section for posting in the Confidential Tabulation Report (CTR) Sheets for preparation of results.
g. After posting of the awards, the Award List(s) are filed and safely kept in record.
h. The round off rule has to be applied at all stages, where a minimum percentage of marks are required to be obtained, to become eligible for appearing in exams or to pass a subject or part of a subject, and it comes out to be a whole number.
i. Marks with a fraction of 0.5 and above may be rounded off to meet the nearest higher whole number and marks with a fraction of less than 0.5 may be rounded off to the nearest lower whole number. However, the above said rules will not be applicable in respect of "Merit of Admission tests / Entrance exams / Recruitment tests".

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CHAPTER: 13

AWARD OF GRACE MARKS

The following method will be followed for giving "Grace Marks" to the students:

13.1 CALCULATION OF GRACE MARKS

While calculating the available maximum grace marks in a particular Professional/Year/Semester/Trimester, the usual "Round off" rule is to be implemented i.e. if the grace marks comes out to be a fraction then the marks will be changed to the nearest whole number.

13.2 DISTRIBUTION OF GRACE MARKS

a. Grace Marks will be given to a student only if the programme ordinance has a provision of it and does not explicitly overrule the provision of it or such a provision is not permitted or is withdrawn at any point of time by the university or by the respective council regulating the programme.

b. In case the student needs Grace marks in more than one subject or components or parts of it, then the subject/component/part will be chosen for such a provision, where the minimum marks are required by the student to get pass. In case of further availability of remaining grace marks, the next subject/component/part will be chosen in the similar fashion as described above. The said procedure will continue till the availability of Grace Marks.

c. The grace marks will be given only if the addition of it enables the student to get pass in a particular subject/component/part of it and in no case be given only to improve the Percentage/Division/Grade/Earned Points in a subject/course or as a whole.

d. In case the student requires equal value of Grace Marks then the preference will be given to a subject where such an allocation will change the result of the beneficiary from 'FAIL' to 'PASS' in all components/parts of it.

e. In case an equal value of marks is required to a student to get pass, in more than one subjects/courses then the subject/course with a lower or smaller University code value will be put on priority while doing such an allocation of grace marks.

f. In no case the addition of Grace Marks, should lead to "a double jump in the grade" or "a higher value in the marks more than the minimum pass marks", for example a student secures 37 marks and the pass marks are 37.5, then only 0.5 marks to be added as Grace Marks.

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g. It is important to note that the "Round off rule" of the university will be applied first as per the established procedure and then only the application of Grace Marks will be done. Where-ever, such a Round off is not applied due to 'Pass marks' coming out in fraction (such as 37.5 or 12.5 etc.), the student may require grace marks less than 1 or any number with a fractional value, then the addition of the exact required value in fraction, will be made, however a subtraction of a whole number will be made from the available Grace Marks against every such fractional allotment. For example; a student secures 12 marks and the Pass Marks are 12.5, then only 0.5 marks will be added to 12 but a deduction of 1 mark will be made against allocation of such a fraction. In case student secures 11.2 marks then an addition of 1.3 marks is to be made to the originally obtained marks but a deduction of 2 marks will be made from the available Grace Marks.

h. The provision of Grace Marks is a privilege given to a student and is a sole discretion of the university. This should no way be taken as a right to student.

i. In case of any dispute or doubt the Controller of Examinations of Bareilly International University or a person in charge for such position, will be empowered to take the final decision in this regard and no further request will be entertained from anyone in such matters.

j. The University reserves all rights to remove/change/amend or to withdraw any/all of the above-mentioned provisions/procedures, as and when the circumstances require so.

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CHAPTER: 14

14.1 PREPARATION AND DECLARATION OF RESULTS

a. Result shall be prepared as per the Ordinance, Scheme of Examinations. and Passing criteria of the programme.
b. The information of the students for preparation of TR Sheets is taken from the Signature Chart of examinees.
c. The Internal Assessment awards (received from the Faculty of studies 15 Days prior the commencement of the scheduled Examinations), Theory and Practical Awards are posted in the TR Sheets by the Tabulators.
d. Once all the required awards are entered in the TR Sheets by the Tabulators, the Result Section Asstt. Registrar/Superintendent/ Office Asstt. Re-checks the result prepared.
e. The black and white print-out of the result on legal size papers is submitted to Controller of Examinations/Addl. Controller of Examinations for further process of scrutiny.
f. The Controller of Examinations requests the Deans/Principals of respective Faculty of Study to send faculty members for scrutiny of result tabulated.
g. The Scrutinizers check the TR Sheets and verify the award lists, grace awards as per Ordinance and Scheme of Examination, calculations of Percentage/ SGPA/ CGPA-Division (final year results), remark of pass/ re-appear/ detain/ result late etc.
h. The signed TR Sheets are submitted to Controller of Examinations. The Controller of Examinations directs Result Section AR/ Office Asstt. to prepare the Result Gazette and releases it.
i. If Pass Percentage of programme specific is very poor, then TR sheet and details pass percentage is submitted/put – up to the Vice-Chancellor/ Pro Vice-Chancellor for approval.
j. On approval of Vice-Chancellor/ Pro Vice-Chancellor, the Controller of Examinations directs Result Section AR/ / Office Asstt. to prepare the Result Gazette and releases it.
k. The copy of the result is marked to Dean/Principal of the concerned Faculty of Study for display on Notice Boards. A copy is also marked to the Vice-Chancellor/Pro Vice-Chancellor, Registrar, Student Cell, and IT Cell for uploading on the University Website.

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CHAPTER: 15

15.1 SCRUTINY OF ANSWER BOOKS (ONLY THEORY PAPER)

As per the provision in the First Ordinance of the Bareilly International University, the re-checking of Answer Books of Theory Papers is permissible if the students apply for it within 10 days of result notification.

a. There is a prescribed scrutiny fee per Paper however fee is required for viewing the answer book. In case, a paper having Parts/more than one Answer Books, there shall be separate fee to be submitted for each additional Answer Book.
b. It is a onetime opportunity to the student. Request for all of such Papers where scrutiny/viewing is requested should be made in a single Form and no subsequent request/application shall be accepted.
c. The student who desires for scrutiny/viewing of his/her Answer Books should fill the prescribed Form and deposit the required fee at Fee Counter of the University.
d. The student should deposit the duly filled Form and paid fee receipt at the Office of the Dean/Principal of the concerned Faculty/College of Study.
e. The Dean/Principal of the Faculty/College of Study should verify the details of the students and forward the re-checking/ viewing Form to Student Cell and after confirming that the student has applied within the stipulated days forward the same to the Controller of Examinations.
f. Incomplete Form, without fee or form received after due date shall be summarily rejected by the Office of the Controller of Examinations and even if fee has been paid, it will not be refunded in such cases.
g. The option once exercised by the student shall be final and cannot be withdrawn thereafter. As soon as a student submits the Form for scrutiny, it shall be deemed that he/she has surrendered his/her Original Result and the scrutiny result shall be binding upon him/her.

15.2 GENERAL GUIDELINES FOR RE-CHECKING OF ANSWER BOOK

a. The dealing Office Asstt. / Superintendent (Results) will not re-check and re-total the marks awarded by Evaluator.
b. If it is found that the Original Evaluator has not checked any answer and marks for the unchecked answer has not been added in total marks obtained by the student, the Controller of Examinations will inform the Original Evaluator to visit the Examination Branch and re-check and re-total the marks awarded in the Answer Book.
c. The result of Re-checking is issued through a notification by the Office of the Controller of Examination.

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15.3 PROCEDURE FOR VIEWING OF THE ANSWER BOOKS OF THE UNIVERSITY THEORY EXAMS

a. Student should write an Application with all the requisite details and submit the same within 7 days from the declaration of the result.
b. Application Form's details shall be verified and signed by the Mentor, HOD and Dean of the respective Faculty of the Study.
c. Application form of viewing the answer book shall be forwarded to the Hon'ble Vice Chancellor for kind approval.
d. After approval of the Hon'ble Vice Chancellor, Controller of examination directs the Assistant Registrar for further processes.
e. After Viewing of Answer Book if the student observes in his/her Answer Book that there is discrepancy or any answer has not been checked he/ she may apply for re-evaluation or re-checking within 3 days from the date of viewing of the Answer Book.

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CHAPTER: 16

16.1 PROCEDURES OF PRINTING / ISSUANCE OF CERTIFICATES, DIPLOMAS, DEGREES AND PROVISIONAL DEGREE

a. TR shall be prepared as per the format required for merging with Word template.
b. Merged file shall be emailed to the Agency designated for the job for creating pdf file. The pdf file shall be again checked with printed TR and course Scheme. Verified pdf file shall be sent to the Agency for printing Mark Sheets.
c. Agency sends the printed Mark Sheet along with Bill to the Examination Branch, received Mark Sheet are counted to verify Bill.
d. Verified Bill is being signed & stamped by dealing assistance, security staff, security head (Main Gate) and by the Controller of Examination and is dispatched to Store with Indent Book.
e. Mark Sheet is signed by the Section Officer, Assistant & the Controller of Examinations after that the signed Mark Sheets are scanned in jpg file and renamed according to Enrollment No. & Mark Sheet No.
f. Mark Sheet are arranged according to Faculty of Studies, Course, Semester/Year/Trimester and Session wise and forwarding letter is prepared and packed in envelope. Mark Sheet No. shall be written on printed TR.
g. Forwarding letter is being signed by dealing staff member and Controller of Examinations. Respective Faculty of studies is informed to collect their MARK SHEET from Examination Branch. The receiving on Mark Sheet forwarding letter is filed in Mark Sheet dispatch file.

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CHAPTER: 17

17.1 DECLARATION OF RESULT IN CONFIDENCE

a. Confidential result is issued to any candidate who wants to apply to any University / Institution for higher study. Candidate should produce the letter from University / Institution where he/she wants to apply.

b. Application form for issuing the confidential result is provided by the Examination Branch. The candidate is required to fill all the details and also attach photocopies of Mark Sheet, Admit Card and requisite fee slip.

c. The confidential result is prepared when all the awards (Theory, Practical, Internal Assessment etc.) is received by the Examination Branch.

d. Once the result is prepared it is thoroughly scrutinized and signed by the Controller of Examinations.

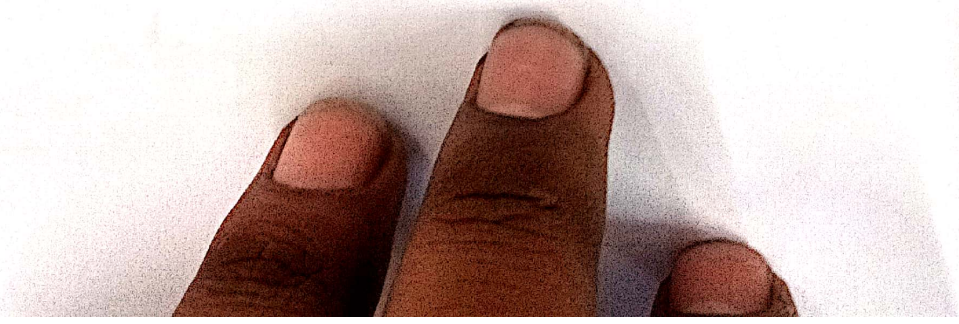
e. The confidential result is sealed in an envelope and dispatched to the Faculty of study / Institution / University mentioned in the application of the candidate.

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CHAPTER: 18

18.1 ISSUING THE PROVISIONAL DEGREES AND MIGRATION CERTIFICATES

a. The student should fill the prescribed Form and attach supporting documents and deposit the required fee at Fee Counter of the University.
b. The Dean/Principal of the Faculty of Study should verify the details of the students and forward the Form to the Office of the Controller of Examinations.
c. Received Application form shall be thoroughly checked with signed Result Gazette and Tabulation Record. After verification, Provisional Degree is prepared and printed on letter head.
d. A copy of Provisional Degree shall be retained by the Examination Branch for record.



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CHAPTER: 19

19.1 AWARDS AND MEDALS

a. The student enrolled in various certificate, diploma or degree programme / courses at the University, on successful completion and passing of prescribed examinations, shall become entitled to the award of the corresponding certificate, diploma or degree for that programme.

b. The student awards and medals are awarded on the recommendation of a Standing Committee. The recommendations of the committee are considered by Academic Council and Board of Management for ratification.

c. Scholarships, medals and prizes are awarded on the basis of academic / other achievements as decided by the Board of Management/ Standing committee.

d. The number of scholarships, medals and prizes to be awarded is determined by the Board of Management of the University, either on its own initiative or on the recommendation of standing committee.

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CHAPTER: 20

20.1 ISSUING THE DEGREE BEFORE CONVOCATION

a. Degree before convocation may be issued to the students for higher study abroad. Self-attested copy of Final Year Mark-sheet, VISA/Passport, Notarized Affidavit on a Non-Judicial Stamp Paper of minimum Rs.10/-, declaration by student in prescribed format, Admission Letter from foreign Institution/College/University are required.

b. The student should fill the prescribed Form and attach relevant document in support and deposit the required fee at Fee Counter of the University.

c. The Dean/Principal of the Faculty of Study shall verify the details of the students and forward the Application for kind approval of Vice Chancellor of the University.

d. After approval of the Vice-Chancellor, application shall be forwarded to the Office of the Controller of Examinations. The Examination Branch prepares the Degree.

e. Degree is sealed and signed by the authorized Officials and dispatched to the concerned Faculty of Study from where the applicant may collect it.

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CHAPTER: 21

21.1 CONVOCATION

a. A list of students eligible for Degree / Diploma is prepared with the help of Result Gazette / TR.
b. List shall be sent to concerned Department / Faculty Head / Dean / Principal for name and other details verification.
c. The verified list is signed and stamped by the concerned Department / Faculty by their HODs / Deans / Principals and soft copy of the same along with signed hard copy is sent to the Examination Branch.
d. The approved list is mailed to Agency in the required format along with the sample format of Degree / Diploma.
e. The agency prepares the pdf file of Degree / Diploma and mails it to Examination Branch.
f. The pdf file is thoroughly checked with verified list and vetted for printing.
g. The printed Degree / Diploma along with Bill are dispatched by Agency to Examination Branch.
h. The signed Degrees / Diplomas are scanned in jpg file and renamed according to enrollment no and Degree / Diploma No.
i. Degree / Diploma are arranged according to Faculty of Studies, Courses, Semester/Year/Tri / session wise and accordingly forwarded to the Director IQAC with covering letter.
j. Degrees / Diplomas No. are to be written on printed TR.
k. Degrees / Diplomas are conferred to the Students in the Convocations.

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CHAPTER: 22

22.1 EXAMINATION GRIEVANCES

The Examination Department has a well-organized mechanism for Redressal of examination related grievances. The student can approach the University Examination Department via Student Section / Exam Coordinator of the respective faculty of study to redress the Examination related grievance.

To address all examination related Grievance, University Examination Department have two stage Grievance Redressal Mechanism.

a. At the level of Assistant Registrar (Examination)
b. To the Controller of Examination (if doesn't get resolved at 1st stage or student is not satisfied with the solution provided by AR)

22.2 MECHANISM FOR REDRESSAL OF GRIEVANCE REGARDING EXAMINATION

A Written signed application from student addressing the exam department via student section/ Exam coordinator or concerned authority, clearly mentioning the grievance shall be submitted to the University Examination Department.

22.3 CLASSIFICATIONS OF GRIEVANCES:

22.3.1 Before Examination: Common grievances of students before the examination are generally:

I. Late application form filing
II. Non-receipt of admit card
III. Wrong entries in the admit Card etc.

In all cases, grievances which are communicated to University Examination Department are resolved at the earliest.

22.3.2 During Examination: During Examinations, if any student finds discrepancy in question, e.g. data given in question paper is insufficient or options are repeated, out of syllabus questions, typing errors, etc. Students may report about the same. In such case Controller of the Examination forms an Expert Committee and committee takes cognizance and submits its report. Grievance shall be resolved in due course of time.

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22.3.3 After Result Declaration: After result declaration, if any student has objection with result, he/she applies to Examination Department via student Section / exam co-ordinator of respective Faculty of Study for the same. After receiving application, examination department resolves the grievance as per the requirement and jurisdiction of the grievance.

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CHAPTER: 23

23.1 UNFAIR MEANS CASE

The examination should be conducted as per the rules and regulations. No attempt should be made to use unethical practices during examination. A candidate found guilty of any of the offences listed in 24.1.1 shall be deemed to have used unfair means and his/her examination result shall be withheld. The decision of the UFM Committee in imposing penalty for the offence committed by the candidate shall be final and binding on him/her.

23.1.1 Offences During Examination

a. Writing name / Mobile No. / any other mark in the Answer Book which may disclose, in any way, the identity of the candidate.
b. Appearing in the Examination Hall other than allotted to the candidate without the permission of CS/ DS.
c. Having possession of book(s), notes, papers or any other like materials.
d. Receiving or giving assistance in copying during examination.
e. Smuggling in / out of the examination hall of Answer Book etc. and tampering with the Answer Book in any way.
f. Using abusive/ threatening / violence /derogatory language orally or in the Answer Book against the Centre Supdt. /Examiner/Invigilator/staff deputed at examination Centre.
g. Impersonation, i.e. sending some other person to take the examination.
h. Communicating with the Examiner or any other person connected with the Examination, with the object of unduly influencing him in any way.
i. Any other type of misconduct or a deliberate previous arrangement to cheat in the examination.
j. Writing questions answers on any paper other than the Answer Book.
k. Wrong statement in the application for admission such as tampering with the certificate/statement of marks, etc. or forging a signature.
l. Any other case of Unfair Means detected at any stage during or after the examination.

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23.2 PROCEDURE TO BE FOLLOWED BY THE CENTRE SUPDT. IN BOOKING UFM/ UMC

a. **Issuance of Second Answer Book:** As soon as any case of unfair means comes to the notice of the Superintendent of the examination Centre he / she shall take possession of the Answer Book of the candidate along with paper or other material found in his possession and provide second Answer Book to the candidate immediately. On the top of the Answer Book it should be superscripted "Second Answer Book". The Superintendent shall record on the first Answer Book the time when the case was brought to his notice. He shall also record the time on the second Answer Book when it was issued to the candidate.

b. **Explanation of the Candidate:** While issuing the second Answer Book the candidate shall be asked by the Centre Supdt. to submit his explanation in writing. In case the candidate refuses to give his statement, he should not be forced to do so, only the fact of his refusal should be recorded by the Invigilator/s on duty at the time of occurrence and such a statement of the Invigilator/s be attested by the Centre Supdt.

c. **Statement of the Invigilator:** The Invigilator's / detector's statement shall be recorded, verified and signed by the Centre Supdt.

d. **Material found from the Candidate:** As far as possible precise information like from where the material was found (in the pocket, desk, shoes etc.) should be mentioned in the statement of the Invigilator/s. The copying material so detected by an Invigilator should also be signed by the Invigilator and countersigned by the Centre Supdt. on each page and the total number of pages detected should be mentioned on the title of the Answer Book duly signed by the Invigilator and Centre Supdt.

e. **Procedure to be followed in case of Smuggling out Answer Book:** In case a candidate has smuggled out Answer Book, the Centre Supdt. Should call the student directly and try to secure the Answer Book. In case of non-availability of the Answer Book, the matter should be reported to the police, and a copy of the FIR be sent to the office of the Controller along with the statement of the Invigilator and candidate. The statement of the peon/police constable etc., if any should also be forwarded.

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23.3 PROCEDURE AFTER UFM / MASS COPYING CASES.

a. All cases of UFM and Mass copying will be examined separately course wise and Faculty wise.
b. Keeping in view the number of students booked under UFM/Mass copying they will be sent a Show Cause Notice and asked to present themselves before the UFM Committee on different dates or submit their statement of defense.
c. Approval of the Chairman will be obtained on the recommendation of the UFM Committee for implementation.
d. Results of the clear cases will be declared on the recommendation of the UFM Committee and other students given time to register themselves for the next examination.
e. Details of the Faculty/Institution booked under Mass Copying and individual UFM Cases will be sent to the student's section for their information.
f. In the event of the following happenings in examination Centre strict action will be taken against the examination Centre as well:
   I. The candidate decamps with the Answer Book.
   II. Allowing candidate of other Examination Centre / outsider (writer) to appear in the examination without the written permission of Office of the controller.

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CHAPTER: 24

24.1 ROLE AND RESPONSIBILITIES OF CENTRE SUPERINTENDENTS (CS) / DEPUTY SUPERINTENDENTS

The roles of Centre Superintendents (CS)/ Deputy CS are very crucial and pivotal in conducting the university examinations. Roles and Responsibilities of Centre Superintendents (CS)/ Deputy CS are described further.

24.1.1 Before Examination

a. The Answer books in sufficient numbers, as per the overall strength of the examination Centre, must be collected from the Examination Department two days in advance, from the date of commencement of exams. Question papers are to be received in sealed packets from the Department of Examination and are to be stored under safe custody of **the Centre Superintendent**. The Centre Superintendent is solely responsible for keeping the question papers in safe custody till the end of the examination.

b. Should ensure that for each subject, adequate numbers of question papers are available in sealed packets as per the approved date sheet/s.

c. Question paper packets shall be opened by the Centre Superintendent in his presence and two senior faculty members of the concerned institution, **15 minutes** before the commencement of examination. The papers are to be distributed in the exam rooms according to student's strength mentioned against a particular question paper, in seating plan. The remaining packets shall be kept in safe custody till the completion of exam hours and the keys shall be with Centre Superintendent.

d. Gate checking shall be done 45 minutes before the commencement of the examination. Examinees will be allowed to enter into the Examination Hall and take their respective seats before **20 minutes** of commencement of examination. Answer Books will be distributed **15 minutes** before the examination. Only One Answer book per student should be distributed; if students ask for supplementary answer books then the CS will inform the Controller of Examinations of the university and Controller has the authority to take decision based upon the scenario.

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e. Question papers shall be distributed only on the commencement of the examination. Unused Answer Books and unused question papers should be counted and returned to the Examination Section after the examination starts.

f. Candidates are not to be allowed reporting after 30 minute (in 3 hours' exam, and proportion). In case of any genuine request comes, the Centre Superintendent may discuss the case with Controller of Examinations and based upon the scenario Controller may allow the candidate.

24.1.2 During Examination

a. All the gates of the examination Centre must be locked and the main gate shall be manned by a person or guard, throughout the period of examination. The gates shall be opened immediately on arrival of any higher official/Flying squad/local administration. The guard will also be instructed by CS for not allowing any unauthorized entry on exam floors.

b. The Centre Superintendent will have to complete all the exam related formalities of the University and will ensure the same from the invigilators and other supporting staff members.

c. The Centre Superintendent has to make necessary arrangement for uninterrupted power supply & water, cleanliness in and around the examination Centre throughout the examination.

d. All the C.C. cameras must be in working condition. If in any hall, camera is not working, the answer books of the hall shall be packed separately with due remark of the Flying Squad.

e. Persons not conversant with the examination rules should not be appointed as invigilator. They must be capable of maintaining discipline in the examination hall. The Invigilator must be from the teaching Faculties/Lab Asst. /Instructional Staff of the Faculty. **Under any circumstances, Outsider not in the payroll of the institute shall not be engaged as the invigilator without specific permission from the Controller.** The day wise Duty chart list with Invigilators engaged along with their designation and branch/subject must be sent to the Examination Department. **It is the duty of the Invigilator to get the signature of the student in the attendance sheet. After due verification of data filled in by the candidate in the Answer Book and verification of the Identity of the candidate, the Invigilator shall put her/his signature in appropriate place in**

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the Answer Book of the student. In no case, any person other than the Invigilator of the hall shall enter into the examination hall for any purpose.

f. If the University feels that the Centre Superintendent is not capable of conducting the examination in a free and fair manner, the Centre may be cancelled for the next examinations and a new Centre superintendent shall be appointed by the University for the Current Examination.

g. The attendance sheet of the examinees will be properly signed by the concerned examinees. The Invigilator must mark the absentee student with **"ABSENT"** (in **Capital letters, in red ink) against his/her name. In case of any discrepancy in the signature chart, the CS shall bring the same in the notice of the office of Controller and should not allow anyone to make a manual entry without any specific permission by the Controller of the Examination.**

h. For every **30** students, there will be at least one Invigilator. At least 10% reliever Invigilator should be engaged for invigilation during the temporary absence of the Invigilator. The Invigilator must remain in the Examination Hall for entire period of **3 or 4** hours and they should be advised to move around the hall with utmost vigilance.

i. **Use of Cell Phone or other electronic gadgets by the Invigilators and examinees during conduct of examination is strictly prohibited**. No examinees shall be allowed to talk to each other. Utmost discipline shall be ensured meticulously.

*j. **The examinee should not write his/ her identity (Mobile no. Or Registration No., Address) anywhere in Answer Book, otherwise the concerned subject mark will be awarded Zero.***

24.1.3 After Examination

a. All the answer books of Malpractice (UFM/UMC) cases with the seized materials must be sent separately after proper entries in the concerned form. The Centre superintendent is to ensure that all the columns of the form must be filled in properly. In case of incomplete information, the CS will have to present himself in front of the UFM committee, if the committee desires so.

b. However, the Answer Books of the examinees, booked under UFM, should be sealed in a separate packet along with the Malpractice report of unfair means/misbehavior during the examination, enclosing incriminating materials seized from the examinees. The Centre Superintendent should ensure that the

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MP reports are duly filled in and the same should be signed by her/him. The Centre Superintendent/Squad member shall put their signature on these sealed packets of Answer Books, soon after the completion of examination.

c. The Centre Superintendent will fully co-operate with the Observer and Flying Squad Team and furnish necessary information relating to the examination.

d. A report by the Centre Superintendent - as to how many UFMs have been reported by invigilators, how many by the Centre Superintendent and how many by the Flying squad, shall be handed over to the Flying squad.

e. The Centre Superintendent will ensure that the answer books of different batches of the same programme and semester/year will be packed separately. The answer books should be submitted to Examination department within 30 minutes after completion of Examination.

f. **The Answer Books should preferably be arranged as per the roll number of the students.**

g. In case of any discrepancy arising out of any exceptional situation, the CS will immediately seek a solution from the Controller of Examination of the university.

24.2 All the formal documents, related to exams, with complete entries, such as Docket, Absentee, Attendance Sheet & Question Paper. shall be submitted along with the packets of answer books and remaining question papers at the Department of Examination after completion of the exam.

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CHAPTER: 25

25. 1 GRADING METHOD AND COMPUTATION OF SGPA/CGPA

The grading method for evaluating students' performance involves award of grade according to the range of total marks in the course. The range of marks between any two grades is framed in such a manner that the effect of individual marking/checking technique on the overall grading is minimal.

25.2 KEY DEFINITIONS:

a. **Programme:** An educational programme leading to award of a Degree, diploma or certificate.
b. **Course:** Usually referred to, as 'papers' is a component of a programme. All courses need not carry the same weight.
c. **Credit:** A unit by which the course work is measured. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours for Practical Work/Field Work/ Research Based Paper /Project per week.
d. **Credit Point:** It is the product of grade point and number of credits for a course i,e, Credit Point = No. of credit in a course x "grade value" of the grade obtained in the course.
e. **Semester Grade Point Average (SGPA):** The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the Courses undergone by a student, i.e. SGPA(Si) =$\sum$ (Ci x Gi) /$\sum$Ci
f. **Cumulative Grade Point Average (CGPA):** CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of programme, i.e, CGPA =$\sum$(Ci x Si) / $\sum$Ci
g. **Grade Point:** It is a numerical weight allotted to each letter grade on l0-point scale with 7/6/5LETTER GRADES: It is an index of the performance of students in a said course.
h. Grades are denoted by letters like O, A+, A, B+, B, C, D and F.

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25.3 SGPA AND CGPA CALCULATIONS CAN BE EXPRESSED AS

$$\text{SGPA (Si)} = \sum_{i=1}^{n} CiGi \;/\; \sum Ci$$

$$\text{CGPA} = \sum_{j=1}^{N} SGPAj \left(\sum_{i=0} Ci\right)j \;/\; \sum_{j=0}^{N} \left(\sum_{i=0}^{n} Ci\right)j$$

Where

n = Number of courses

registered, Ci = Course credits,

Gi = Grade point,

N = Number of semesters.

Formula for calculating percentage of marks;

CGPA×10 (The multiplication factor)

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CHAPTER: 26

26.1 GUIDELINES FOR GRANTING OF WRITER OR AMANUENSIS

a. A candidate may be allowed for writer if:
   I. Candidate is blind;
      OR
   II. Candidate is permanently disabled from writing. OR
   III. Candidate is temporary disabled from writing, such as fracture of the right or left arm, forearm or dislocation of the shoulder, elbow, wrist, etc.

b. On the written request from the blind candidate(s) through the Head of the Department / Dean / Principal of the respective Faculty of Study, Superintendent in Chief or Controller of the Examination is authorized to appoint writer in accordance with the prescribed qualification of the writer.

c. In case of other handicapped candidate(s), writer shall be appointed with the approval of the Vice Chancellor.

d. In certain circumstances if candidate is incapable to answer the paper in prescribed time, an extra time up to one hour for a paper may be allowed. For blind candidates, however, the extra time of one hour will be allowed.

e. The writer / amanuensis shall be two grades lower in education than the candidate and writer should not have secured more than 60% marks in the examination. Condition of more than 60% marks may be relaxed if the qualification of the writer is more than two grades lower than the candidate.

f. In case of blind candidate, writer shall be of one grade lower in education than the candidate and should not have secured more than 60% marks in the examination.

g. Writer should be the same person for all the papers of an examination and in case there is a need to change the writer for the reasons beyond the control of the concerned examinee or the writer and a request in this behalf is made, change may be allowed. Such a change in writer will be permissible once during the course of an examination.

h. A certificate in proof of the educational qualification of the writer and declaration should be produced to the Office of the Controller of Examination.

i. The writer should not be from the similar programme or faculty of study.

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j. The Centre Superintendent shall make special arrangement for candidate and may appoint one additional Invigilator for the same.

k. The candidate other than blind person shall pay the prescribed fee per paper in advance. The expenses towards remuneration to the writer will have to be borne by the candidate concerned.

l. Application Form and prescribed fee slip shall be submitted to the Office of the Controller of the Examinations 7 days before the commencement of the Examinations.

m. Application form received after due date shall be rejected summarily by the Office of the Controller of Examinations and if fee has been paid, it will not be refunded in such cases.

26.2 DOCUMENTS REQUIRED FOR GRANTING OF WRITER OR AMANUENSIS

Candidate shall produce the following documents for grant of the Writer / Extra Time

a. Application in candidate's own hand writing. In respect of candidates, who cannot write, their representatives may write on behalf of the candidate (stating the relationship with him/her) and forward the application.

b. Certificate from Professor of the specialty concerned of a Medical College / Institution or the Civil Surgeon of the District concerned that the candidate is unable to write due to temporary disablement. Certificate should specify clearly the nature and extent of permanent disability.

c. Educational qualification documents of the writer

d. Two color passport size photos (4.5x3.5 cm) taken within last 3 months, for Admit card of Writer/ Amanuensis card.

e. Any other document in support of request for grant of the facility of a writer and/or extra time as aforementioned.

f. On receipt of the above documents the office of the Controller of the Examination will issue an Admit / concession card which will be valid for a due course of time.

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CHAPTER: 27

27.1 WEEDING OUT AND DISPOSAL OFF OF OLD RECORDS OF EXAMINATION BRANCH

a. The old records/documents of the Examination Branch which are not required as permanent records of the Examination Department of the University are to be weeded and disposed from time to time as pre-approved schedule by Vice Chancellor.

27.2 GENERAL GUIDELINES TO BE FOLLOWED FOR WEED OUT

To weed out the obsolete records, following guidelines shall be adhered to:

a. Each Section Viz. Establishment, Conduct, Result and Secrecy prepares a list of the documents as preserve permanently, preserve for due course of time and for disposal.
b. In case no disposal is required in any section, a certificate of "Nil Destruction Required" must be submitted.
c. The committee which consists of odd number of members shall examine the details of obsolete records being proposed for weed out.
d. In each section, a 'Register of Records Destruction/Retention' should be maintained with the date and method of disposal / destruction.
e. The records should be weeded out by way of shredding in each section.
f. In case the records are needed to be preserved because of any matter pending before court or any similar legal or other requirements, respective Section is responsible for preserving of such records.
g. The decision of the committee will be final to approve any amendment, exemption or deviation required with respect to the weed out/retention of records.
h. After completion of the process, committee shall submit a certificate of record destruction and retention.
i. One copy of the preservation and weed out / destruction certificates should be submitted to the Registrar's Office for Official Record.

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CHAPTER: 28

28.1 MISCELLANEOUS

a. Promotion of the students to the next session will be done by the Dean of the respective Faculty of Study.

b. Any other provision not mentioned shall be governed by the rules and regulations framed by the University from time to time.

c. The Vice-Chancellor is authorized to interpret or clarify the above rules wherever it is necessary and such interpretation/clarification shall be final.

d. The guidelines of this Examination Manual may be revised / changed as per the guidelines of the competent authority (Vice Chancellor / Chancellor) time being enforced.

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CRITERION 2- TEACHING-LEARNING AND EVALUATION

2.6.1 The Institution has stated learning outcomes /graduate attributes as per the provisions of Regulatory bodies which are integrated into the assessment process and widely publicized through the website and other documents



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BIU COLLEGE OF HUMANITIES & JOURNALISM

(Bareilly International University)
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Phone: - 0581-2526011, 2526012 (EPABX) Fax: 2526054, 2303345
E-mail: biucm18@gmail.com www.rmchbareilly.com

The institution adheres to a systematic and transparent approach in aligning its educational offerings with the prescribed guidelines from regulatory bodies, ensuring that students develop the knowledge, skills, and attributes necessary for their academic and professional growth. The learning outcomes and graduate attributes, derived from the relevant regulatory frameworks, are seamlessly integrated into the assessment process. These outcomes are publicized across multiple platforms, including the institutional website and other documents, making them easily accessible to all stakeholders.

For each academic program, including those within the Humanities and Journalism disciplines, the corresponding Course Outcomes (COs), Program Outcomes (POs), and Program Specific Outcomes (PSOs) are clearly defined and shared on the institution's website. These elements provide a clear mapping of the learning objectives to be achieved by students throughout their academic journey.

In line with the commitment to transparency, the institution ensures that all places of dissemination for the Program-wise CO, PO, and PSO are listed, providing clarity on how these outcomes are communicated to both students and faculty. Sample documents, such as curriculum guides, program handbooks, and syllabi, where the PO and PSO are explicitly published, are readily available for review, further ensuring the integration of these outcomes into everyday academic practice.

In addition, the institution adheres to an Outcome-Based Education (OBE) framework, supported by a comprehensive OBE-Assessment Manual. This manual outlines the processes and methodologies used to evaluate the achievement of learning outcomes, ensuring consistency and accountability in the assessment procedures. Within the Humanities and Journalism programs, these processes are carefully tailored to ensure that students not only gain theoretical knowledge but also practical, real-world skills such as critical thinking, media literacy, and ethical journalism practices, which are integral to their professional success.

By consistently following these guidelines, the institution upholds its commitment to delivering high-quality education that prepares students for the dynamic challenges of the contemporary world, particularly within the realms of Humanities and Journalism.

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BA (Mass Communication)

Course Name: BA (Mass Communication)

Course Duration : 3 Years

Annual Intake : 20

Eligibility : Passed 10+2 (Any group) from any recognized board with minimum 50% marks. In case of candidates belonging to SC/ ST must have obtained 45% instead 50%.

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Admission Process : Admission is made only in 1st year and is made once in a year. The candidate, who fulfills the eligibility criteria, shall get registered. The candidate is required to appear in the written test on the notified date. The merit list shall be prepared on the basis of test and the admission list will be notified thereafter.

Hostel : Hostel charges (annual) shall be applicable as per the category of the hostel opted. However, cooperative mess charges shall be payable as per the provision of the mess.

Tuition Fee : Check Now (notice/Fees-Structure-2025-26 new.pdf), Other charges shall be extra

Examination System : Semester

How to Apply : The candidate seeking admission shall contact the admission cell and get registered with the university on the prescribed form. All the registered candidates shall appear in the written admission test on the date assigned and collect information for the admission test. The candidate, as per admission list, shall report for admission.

Program Outcomes (POs)

PO1: Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.

PO2: Gain knowledge of Mass Communication and the related avenues.

PO3: Acquire the knowledge related to various avenues of Mass Communication and their impact.

PO4: Get skills enough to excel in professional techniques of media industry.

PO5: Empower himself by journalistic, communicative and professional skills.

PO6: Become socially responsible leaders with global media vision.

Program Specific Outcomes (PSOs)

PSO1: Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy.

PSO2: Students will be able to know journalistic standards, including Associated Press Style.

PSO3: Students will be able to create and design emerging media products.

PSO4: Students will be able to know blogs, digital audio, digital video, social media, digital photography, and multimedia.

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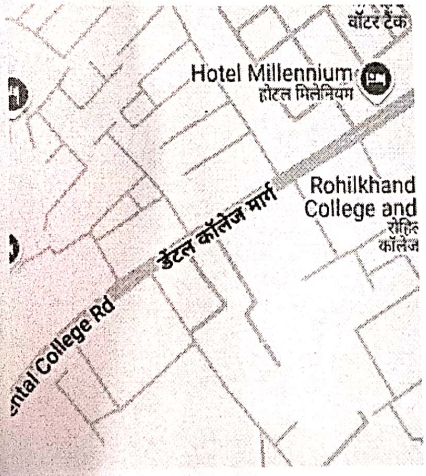
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B.I.U.

Bareilly International University, Bareilly is established in accordance to UGC Act 1956 by the Uttar Pradesh Govt. Act No. 26 of 2016 dated 16th Sept 2016. The University has commenced academic activities from session 2016-17 with various courses.

Read more (history.php)

Google Map



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B.A. (Mass Communication)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

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Asingh (Dr Asingh)

(Dr Pushpendra)

(Atul Babu)

(Dr Sunil Kr Singh)

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Course Outcomes

Sr. No.	Name of the Programme	Name of the Course	Course Outcomes
1.1	B A (Mass Communication)	Communication and Mass Media	After the completion of the course, students will be able to: • Understand the importance of communication. • Learn various aspects of mass communication in various mediums. • Know the process of communication in different situations as well as different theories of communication, which are applied or used in various scenarios.
1.2		Mass Communication: Concepts and Processes	After the completion of the course, students will be able to: • Understand the concepts of communication and implement them in their professions and everyday life. • Identify the use of media in providing meaningful information. • Explain and review the theories of mass communication.
1.3		Introduction to Print Media	After the completion of the course, Student will be able to: • Identify news values and comprehend the news process in print media. • Demonstrate interviewing and newsgathering skills, organize a news story according to the news structure and write different leads, the body text and ending. • Display editing skills including proof reading and headline writing.
1.4		Communicative English	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in English. • Understand various aspects of English language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
1.5		Communicative Hindi	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in Hindi. • Understand various aspects of Hindi language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
2.1		Reporting Techniques and Skills	After the completion of the course, students will be able to: • Recognize how to plan and complete

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			reports for maximum impact in mass communication. • Understand concept and theories of reporting techniques and skills and learn who, what, when, where, why and how type questions for making reports. • Know how to tailor a report for a specific audience and recognize when to use data back up the report, using reporting techniques and skills.
2.2		Editing; Layout and Design	After the completion of the course, students will be able to: • Understand the concepts of editing, layout and design and learn the process as well. • Apply page layout and design in the teaching-learning process and develop the visual content for a desired target audience. • Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
2.3		Basics of Camera, Light and Sound	After the completion of the course, students will be able to: • Understand the basics of video, camera, light and sound. • Describe camera movements, mounts, shots, angles and compositions. • Understand techniques of lighting for video production. • Understand methods of recording and in-cam editing.
2.4		Indian Constitution, Politics and Economy	After the completion of the course, students will be able to: • Describe the functioning and structure of the state, legislature, executive and the judiciary. • Identify forms of government, coalitions and alliances. • Analyze political issues in the overall context of the Indian political system.
2.5		Computer for Mass Communication	After the completion of the course, students will be able to: • Understand the basic concepts of computer fundamentals. • Work on MS Office tools, Photoshop and Internet for the professional world. • Learn theories and practicals, practicing MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design in the computer lab.
3.1		Media, Society and Culture	After the completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize

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			the impact of mass media on culture and society. • Develop competency and efficiency for becoming media and entertainment industry-ready-professional. • Become socially responsible media academician, researcher, and professional with global version.
3.2		Introduction to Electronic Media	After the completion of the course, students will be able to: • Understand introductory concepts with multiple resources in electronic media. • Understand the role of electronic media in mass communication and identify different Radio and TV programmes and their formats of communication. • Learn the skills of script writing for radio and the production of Radio and TV programmes.
3.3		New Media and Cyber Journalism	After the completion of the course, students will be able to: • Explain new media, its origin and evolution and impact on readers, business and society. • Distinguish new media from print and electronic media. • Define important terms of digital world, explaining the role and scope of a new media.
3.4		Introduction to Audio-Visual Media	After the completion of the course, students will be able to: • Understand the history, forms, elements, theories, meaning, and principles of audio-visual media. • Identify the conventions of audio-visual media and learn the process of making audio and video. • Participate actively in class-room discussions and critique ideas and techniques employed by peers in a constructive manner.
3.5		Radio Programme Production	After the completion of the course, students will be able to: • Understand the concept and theories of radio programme production, interpreting the challenges and solutions of the radio industry. • Learn how to practice broadcast journalism. • Prepare radio programs in different formats and style for different audiences.

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(Atul Babu) (Dr. Sunil Kr Singh)

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4.1		World Media Scenario	After the completion of the course, students will be able to: • Understand the concept, importance and scope of world media, covering areas of present studies. • Identify the milestones of print and internet journalism in India and worldwide. • Learn the scenario of global news, news websites, print and online magazines, newspapers, etc.
4.2		Media Ethics and Laws	After the completion of the course, students will be able to: • Identify ethical issues faced by the media and discuss trends in commercialization of news. • Discuss various media laws and their implications on conduct of media. • Analyze the issues of media regulation in India and their impact on media houses.
4.3		Fundamentals of Film	After the completion of the course, students will be able to: • Learn the fundamentals of film, its form and content in theory and practice. • Understand crucial fine points that make cinema, classify various fascinating aspects of cinema and learn its language for captivating the masses. • Create a simple script and implement a shoot based on the same.
4.4		Documentary Production	After the completion of the course, students will be able to: • Identify and explain the major traditions of documentary studies for the past 100 years. • Connect their field-based experiences with appropriate archival sources and literatures. • Communicate effectively with individuals or groups outside.
4.5		Environmental Sciences	After the completion of the course, students will be able to: • Articulate the interconnected and interdisciplinary nature of environmental studies. • Understand and evaluate the global scale of environmental problems. • Use critical thinking, problem-solving devices, and methodological approaches of environmental studies.
5.1		Corporate Communication	After the completion of the course, students will be able to: • Provide basic and emerging concepts and principles in relation to better decision making in corporate communication.

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(Dr Abhishek)

(Dr Prashpendra)

(Abdul Bashar)

(Dr Sunil Kr Singh)

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			• Integrate various functions with organizational goals and strategies to provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant softwares, especially in media planning and production of campaigns.
5.2		Development Communication	After the completion of the course, students will be able to: • Recognize and explain the concept and importance of development communication. • Distinguish between communication and development communication with special reference to mass media. • Use of different media in development communication and their utility for the masses.
5.3		Advertising	After the completion of the course, students will be able to: • Discuss the meaning, nature, concept and tools of different types of advertising for various mediums of mass communication. • Comprehend the role and importance of advertising in society and develop and demonstrate strategic plans and planning methods in advertising for brand building. • Compose ad copy in a variety of media, as demonstrated through critical evaluation of visuals, graphics and the written words and designing the practice kit.
5.4		Public Relations	After the completion of the course, students will be able to: • Understand various theoretical perspectives of public relations. • Critically assess the use of rhetoric in an array of public relation materials, as demonstrated through successful completion of quizzes and critical analyses. • Online and offline critiques of PR campaign materials, closely monitoring numerous media channels for public comment about a company or product image.
5.5		Television Programme Production	After the completion of the course, students will be able to: • Comprehend the evolution of TV industry and its growth in India and illustrate the basics of TV genres and essentials of TV journalism. • Explain the handling and operating video camera and sound controlling equipments used in TV production. • Create the projects which will be beneficial for their career growth.

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(Dr Sunil Kr Singh)

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6.1		Communication Research	After the completion of the course, students will be able to: • Develop foundational knowledge of communication research, cultivating communication competence. • Apply human communication strategies in a diverse world. • Evaluate and utilize evidence-based research in the field of mass communication.
6.2		Photo Journalism	After the completion of the course, students will be able to: • Describe the fundamental concept of the medium of photography, combine the science and art on photography, relate the history of the medium, and design storytelling through this visual medium. • Understand the advanced techniques, display exposure of photography and handle the specialized techniques of lighting and composition. • Develop projects that address both the art of the medium as well as the commercial applications.
6.3		Non-linear Video Editing	After the completion of the course, students will be able to: • Understand how to generate a video by applying knowledge of mass media. • Present the edited video to the specific audiences. • Record short clips by using camera and edit these clips by using softwares.
6.4		Event Management	After the completion of the course, students will be able to: • Comprehend EM companies' functions as independent organizations and develop understanding of the events as prevalent tools of marketing. • Analyze the role of events in building/developing corporate image and get an insight into the important aspects of crisis/risk management in such events. • Learn how to manage an event and how to frame it as well.
6.5		National Security and Media	After the completion of the course, students will be able to: • Identify and explain journalistic process and how it intersects with the national security, applying appropriate research in press freedom and national security, applying appropriate research principles and methods. • Demonstrate autonomy, critical thinking and analysis skills and expert judgement

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			and responsibility in the field of press freedom and national security, with an eye to giving clear conclusions on law reform options. • Have the cognitive and technical skills to independently examine, research and analyze existing and emerging legal issues relating to press freedom and national security.

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BIU COLLEGE OF HUMANITIES AND JOURNALISM

List of Places of Dissemination of CO, PO, PSO :

- In all the Classrooms.

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BAREILLY INTERNATIONAL UNIVERSITY

Program Name : BA (Mass Comm.)

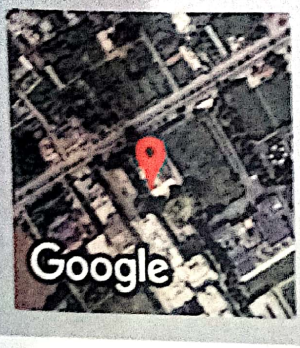
Program Outcomes (POs)

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- **PO1** Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- **PO2** Gain knowledge of Mass Communication and the related avenues.
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- **PO4** Get skills enough to excel in professional techniques of media industry.
- **PO5** Empower himself by journalistic, communicative and professional skills.
- **PO6** Become socially responsible leaders with global media vision.

Program Specific Objectives (PSOs)

- **PSO1** Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy.
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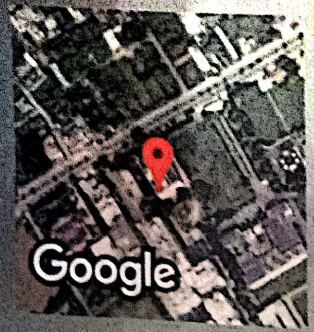
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Program Specific Objectives (PSOs)

- PSO1 Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy.
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Program Name : BA (Mass Comm.)

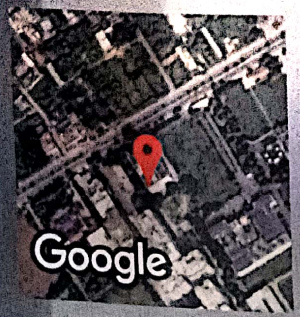
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Quality Manual Outcome Based Education

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	BIU COLLEGE OF HUMANITIES AND JOURNALISM	OBE MANUAL

CONTENT

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PREFACE

Outcome Based Education is a student-centric instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes. Its focus remains on evaluation of outcomes of the program by stating the knowledge, skill and behavior a graduate is expected to attain upon completion of a programme. OBE is a performance-based approach, offers a powerful and appealing way of reforming and managing education. The emphasis is on the product, what sort of graduates would be produced, rather than on the educational process. In OBE, the educational outcomes are clearly and definitely specified. It determines the curriculum content and its organization, courses offered, teaching methods and strategies and the assessment processes.

Outcome based education should have a broader perspective of grooming students as good citizens and strengthening democracy. And, this would come only with the cooperation of all teachers when they played an active role. OBE is moving from teacher centric learning tolearnercentriclearning.Theteacherandlearnerbothneedtobeengaged.The teacher has to be an active agency of teaching, which has to deeply engage the learner by allowing space for questions, arguments and making the teaching - learning process lively. Our college graduate should have the combination of different kinds of knowledge, skills and attitudes.

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1. COLLEGEVISION

To instill Character in the minds of the students by providing value Based Education to manifest the perfection already in them and to enable them to excel by providing Quality Higher Education and Research opportunities on par with International Standards.

2. COLLEGEMISSION

To provide Quality Education, Training and Research facilities to the students of our nation and the world. To inculcate ethical, moral and social values in the minds of educators and students and also to motivate and nurtureco-operation, tolerance and mutual respectinour nation of diversity.

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3. OBE PROCESS AND FRAMEWORK

There are four levels of outcomes are considered in OBE Processes such as Course Outcomes (CO), Program Outcomes (PO), Program Specific Outcomes (PSO) and Program Educational Objectives (PEO).

PROGRAMME EDUCATIONAL OBJECTIVES(PEOs)

PEO refers to specific goals consistent with the institutions mission and vision that are responsive to the expressed interest of programmes take holders, in particular the requirements of professional bodies. PEOs describe the expected achievements of graduates in their career and professional life a few years after graduation.

PROGRAMME OUTCOMES(POs)

PO refers to the statements that describe what students are expected to know and be able to perform or attain by the time of graduation. These relate to the skills, knowledge, and behavior that students acquire through the programe. It is vital for lecturers and students to visualize the relevance of POs in achieving the overarching PEOs of their programme.

PROGRAM SPECIFIC OUTCOMES(PSOs)

Program Specific Outcomes are the statements that assert what the grandaunts of a specific programme should do what they can able to do.

COURSE OUT COMES(COs)

Course Outcome is a statement that describes what students are expected to know and be able to perform or attain upon completion of a course. Each CO contributes to the achievement of PO via curriculum design, course delivery and assessment tasks that are most appropriate to attain that CO.

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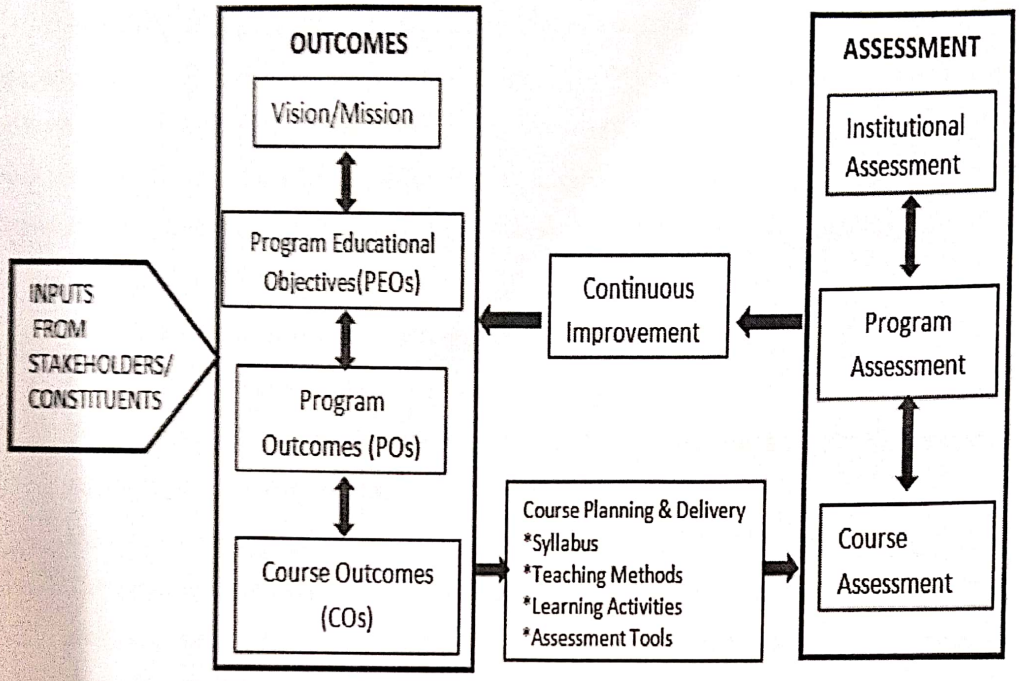


Figure1: OBE Framework

OBE ADDRESSES THE FOLLOWING

- What the students should be able to do?–**OBE(Education)**
- How to align out comes with the syllabus?–**OBC(Curriculum)**
- How to make the students to achieve the outcomes?–**OBLT(Learning and Teaching)**
- How to measure the students' success?–**OBA(Assessment)**

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OUTCOMEBASEDCURRICULUM

Outcome-based education approaches the curriculum decision making based on the competencies students should demonstrate at the end of their educational program, thus the outcomes or competencies dictate the curriculum content and organization, the teaching methods and strategies, the course offered, the educational environment and the assessment strategies. All curriculum and teaching decisions are made based on how best to facilitate the desired final outcome.

Steps for planning and implementing outcome based curriculum:

1. **Deciding on the outcomes:**

   The educational outcomes are clearly identified and unambiguously specified regarding the content, context and competence.

2. **Demonstrating outcomes:**

   The expected outcome should be defined by setting benchmarks for each level of the program. Each benchmark is a skill that must be demonstrated by the student. Benchmarks should tackle and define specifically the goals of the curriculum and verify ways to assess whether students have reached these goals at that level of study.

3. **Deciding on contents and teaching strategies:**

   OBE can be implemented as a whole class models which aim to bring all learners in a classroom up to high levels of learning before proceeding further or by the Flexible models which use flexible grouping, continuous progress, technological approaches and instructional management.

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4. Assessments in OBE:

OBE is driven by assessments that focus on well-defined learning outcomes and not by other factors such as what is taught, the duration taken by the 10 students to achieve the outcomes or which path the students take to achieve their targets.

The outcome-based curriculum is based on following levels,

1. Institution Level
    - Vision and Mission of the Institution and Department
    - Framework of curriculum
2. Programme Level
    - PEOs ,POs, PSOs
3. Course Level
    - Course Design(COs)
    - Content Delivery (Theory, Practical, Project, Assignment, Tutorial etc.,.,)

OUTCOME BASED LEARNING AND TEACHING

Outcome-based Teaching and Learning(OBTL) is a student-centered education approach where the programmes intended learning outcomes are explicitly defined for students to achieve. Teaching and learning activities are then carefully designed to facilitate students to achieve these outcomes. The success of OBTL is based on evidences from the assessment results and student learning experience. Periodic reviews of these evidences will lead to continuous improvement of programme quality.

The Outcome based Teaching and learning approach focuses on:

- The alignment of the desired graduate attributes, programme intended learning outcomes and module intended learning outcomes.
- The development of teaching and learning activities in enhancing student learning experiences.
- The design of assessment processes to monitor students' learning progress and the achievement of the desired outcomes and attributes.

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- The collection of stake holders' feedback for continuous

improvement. Delivery of an Outcome Based Curriculum to the students by providing the,

- Syllabus
- Course Plan
- Lecture Notes
- Learning Styles

OUTCOME BASED ASSESSMENT

Assessmentisoneormoreprocesseswhichiscarriedoutbytheinstitution,thatidentify,collect and prepare data to evaluate the achievement of course outcomes and program outcomes.

Attainment is the action of achieving a standard result towards accomplishment of desired goals. Primarily attainment is the standard of academic attainment as observed by test and examination result.

Two types of CO assessment methods are employed in Outcome Based Assessment,

1. Direct Assessment
2. **Indirect Assessment**

The direct methods **(Mark based Assessments)** display the student's knowledge and skills from their performance in the continuous internal assessment tests, semester examinations and supporting activities such as seminars, assignments, case study, group discussion, online quiz, mini project etc., These methods provide a sampling of what students know and can do and provide strong evidence of student learning.

The indirect method **(Survey based Assessments)** done through surveys and interviews, it asksthestakeholderstoreflecttheirviewsonstudent'slearning.Theinstituteassessesopinions or thoughts about graduate's knowledge or skills by different stakeholders

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4. GRADUATEATTRIBUTES (GAs)

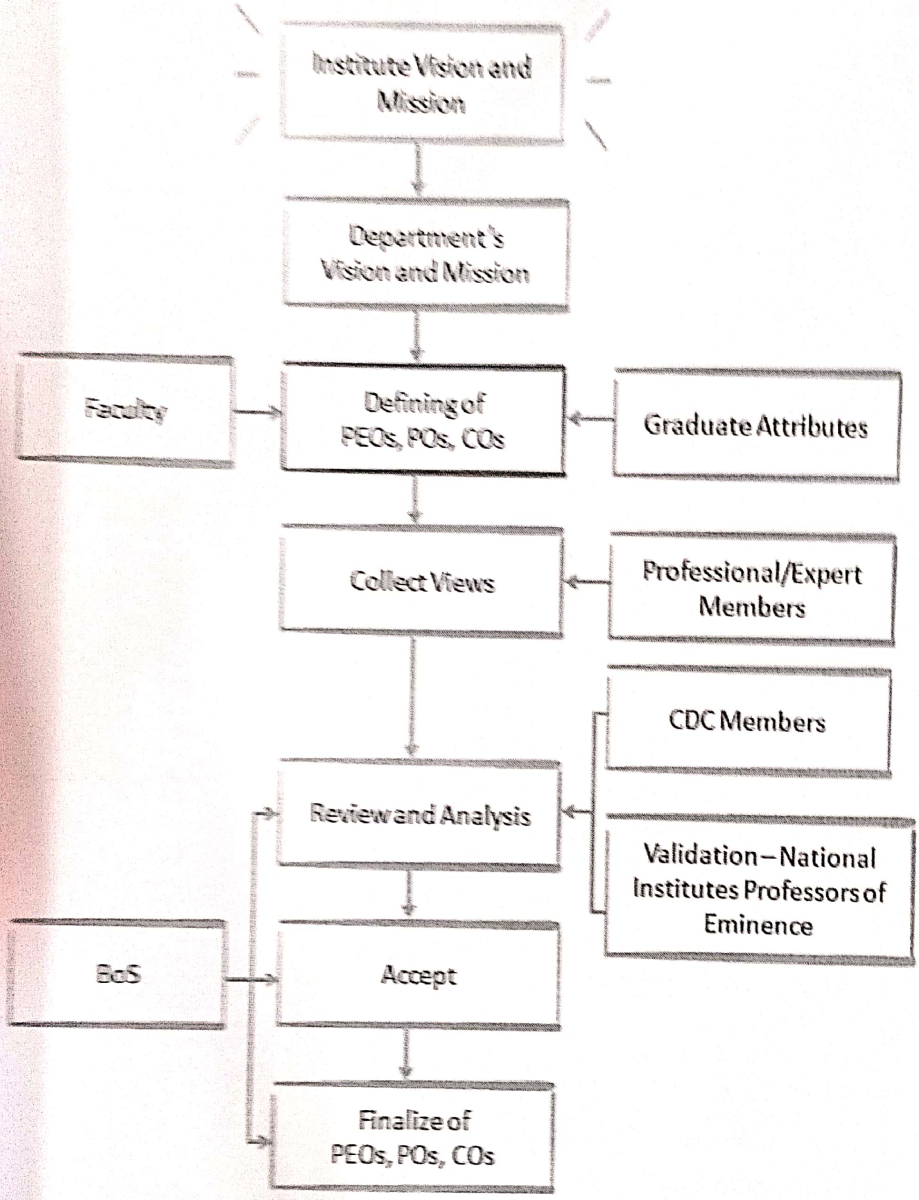
On the successful completion of the programme, the following are the Graduate Attributes.

1. **Domain Knowledge:** Apply the knowledge in the relevant areas of arts, science and Management fields.
2. **Problem Analysis:** Identify and analyze the complex problems using the knowledge acquired in various domains.
3. **Design/Development of solutions:** Define solutions for complex problems with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems:** Develop competency to carry out the research with their ability to design and execute the experiment.
5. **Society and ethics:** Apply contextual knowledge for societal welfare and commit to professional ethics.
6. **Environment and sustainability:** Understand the Environmental factors and focus towards sustainable development.
7. **Project management and team work:** Demonstrate knowledge and understanding the principles of Project management in various domains to lead effectively and work a steam
8. **Communication:** Demonstrate the effective communication skills for interaction with personnel as well as presentation in appropriate forums.
9. **Inculcate innovative thinking:** To identify the sources of business opportunity and develop entrepreneurial skills for entrepreneurship development.
10. **Lifelong learning:** Recognize the needs to engage in lifelong learning with moral values.

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5. PROCESS TO DEPICTPEOs, Pos AND Cos OF THE DEPARTMENT

The process steps followed for establishing the Vision, Mission, PEOs, Pos and Cos for programmes are illustrated in the flow chart



6. BLOOM'SKNOWLEDGELEVELS&ACTIONVERBS

Action Verbs to be used for different knowledge level while framing the question paper

Knowledge level		Action Verbs
K1	Remembering	Choose • Define • Find • How • Label • List • Match • Name • Omit • Recall • Relate • Select • Show • Tell • What • When • Where • Which • Who • Why
K2	Understanding	Classify • Compare • Contrast • Demonstrate • Explain • Extend • Illustrate • Infer • Interpret • Outline • Relate • Rephrase • Show • Summarize • Translate • Journalize
K3	Applying	Apply • Build • Choose • Construct • Develop • Experiment with • Identify • Make use of • Model • Organize • Plan • Select • Solve • Utilize • Prepare
K4	Analyzing	Analyze •Assume • Categorize • Classify • Compare • Conclusion • Contrast • Discover • Dissect • Distinguish • Divide •Examine • Function • Inference • Inspect • List • Motive • Relationships • Simplify • Survey • Take partin • Test for • Theme • Journalize
K5	Evaluating	Agree • Appraise • Assess • Award • Choose • Compare • Conclude • Criteria • Criticize • Decide • Deduct • Defend • Determine • Disprove • Estimate • Evaluate • Explain •Importance • Influence • Interpret • Judge • Justify •Mark • Measure • Opinion • Perceive • Prioritize • Prove • Rate • Recommend • Rule on • Select • Support • Solve •Value •Journalize • Prepare • Solve
K6	Creating	Adapt • Build • Change • Choose • Combine • Compile • Compose • Construct • Create •Delete • Design • Develop • Discuss • Elaborate • Estimate • Formulate • Happen • Imagine •Improve • Invent • Make up • Maximize • Minimize • Modify • Original • Originate • Plan • Predict • Propose • Solution • Solve • Suppose • Test • Theory

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BIU COLLEGE OF HUMANITIES AND JOURNALISM

(2024 – 25)

CO-PO ATTAINMENT

Attainment of Course Outcomes

1. Describe the assessment processes used together the data upon which the Evaluation of Course Outcome is based

Assessment process includes tutorial questions, assignments, seminars, internally developed assessment exams, project presentations and external exams for theory and laboratory.

ASSESSMENT PROCESS FORDATA COLLECTION

- Outcome Based Education (OBE): Assessment is done through various processes carried out by the institution to identify, analyze and evaluate data towards the achievement of Course Outcomes (COs).
- As an important exercise of Outcome-Based Education (OBE) the assessment of course outcomes is done. Initially, Course Outcomes (CO's) for each course are defined based on the Program Outcomes (PO's) and other requirements. At the end of each course, the COs are assessed and evaluated to check whether they have been attained or not.
- Assessment is carried out by the department through identification, collection, and consolidation of data and achievement of program Outcomes evaluated.
- Attainment is the action of achieving a standard result towards accomplishment of desired goals. Primarily attainment is the standard of academic attainment as observed from test or examination result.
- Examination and test results are meticulously reviewed to attain a standard result facilitating accomplishment of desired goals.
- Attainments of the Cos are measured both directly and indirectly.
- Direct attainment is determined by evaluating the student's knowledge and skills from their performanceinalltherelevantassessmentmethodssuchasinternalassessments,assignments,quizand external university examination. These methods provided comprehensive summary of student learning.
- Through indirect methods like surveys and interviews, our graduate's opinions and thoughts have been analyzed.
- CO attainment for the Laboratory is continuously assessed through observation notes, record marks, viva performance and experiment marks. Assessment Process for theory courses, practical courses and project works is shown in Table 1, Table 2 and Table 3.

Table1 Assessment Process for Theory courses

Assessment Tool	Assessment period	Assessed by	Reviewed by
Assignment I	Once after every Three units	Subject in charge	Internal Examination committee
Assignment II			
University Exam	Once per semester	BIUCHJ/BIU	

Table2AssessmentProcessforPracticalCourses

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AssessmentTool	Assessment period	Assessedby	Reviewed by
UniversityExam	Onceepersemester	BIUCHJ/BIU	

TableJAssessmentProcessforProjectWork

AssessmentTool	Assessment period	Assessedby	Reviewed by
1st Review	4 weeks after commencementof class work	Review Committee BIUCHJ	
2nd Review	4weeksafterthe first review		
3rd Review	4weeksafterthe Second review		

2. RecordtheattainmentofCourseOutcomesofallcourseswithrespecttosetAttainmentlevels

(Examples of data collection processes may include, but are not limited to, specific exam/ tutorial questions, assignments, laboratory tests, project evaluation, student portfolios(A portfolio is a collection of artifacts that demonstrate skills, personal characteristics and accomplishments created by the student during study period), internally developed assessment exams, project presentations, oral exams etc.)

Assessment of the student's learning is carried out not only by conventional methods like assignments, tutorial questions, laboratory tests, project evaluations, but also real time working models prepared by students are duly acknowledged, appreciated and demonstrated in the classroom and marks are awarded as a part of the internal assessment. An improved pedagogy strategy has been adopted through VEDIC (Vishnu Educational Development and Innovation Center) workshops and faculty development programs. This exercise has significantly strengthened our faculty, student's knowledge, skill portfolios , augmented the attainment of our Course Outcomes.

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The following assessment processes are used for the attainment of COs

1. Internal Tests and Assignments
2. University Examination
3. Course Outcome Feedback

CO Assessment Process Theory Courses:

The attainment process of COs is taken from three assessment Tools-Internal Tests and Assignments, University Examination, and Course Outcome Feedback. Here Internal Tests, and Assignments, University Examinations are considered for direct attainment and Course Outcome Feedback for indirect attainment.

Assessment Tool-Internal Tests and Assignments:

As per the Curriculum of BE CSE, the student has to write two internal examinations each semester in a particular course. Each midterm exam is conducted for 30 Marks. The marks obtained for each question and corresponding COs to which these COs are mapped are collected for each subject and then CO attainment is calculated. Assignments given for each course are two, where each assignment carries 10 marks. The CO assessment is calculated by measuring the percentage of students crossing a predefined bench mark.

A correlation is established between COs and POs in the scale of 1 to 3, where 1 indicates slight correlation(low), 2 indicates moderate correlation(medium) and 3 indicate substantial correlation(high). A mapping matrix is prepared in this regard for every course in the program.

CO attainment levels can be measured based on the results of the internal assessment and external examination conducted bythe university. This is a formof direct measurement of attainment.As per university regulations, two internal assessment tests are conducted for each course in a semester. In each test, the percentageofstudentscrossingthesettargetlevelineachquestioniscalculatedandthatvaluedecidesthelevelof attainment of COs which are correlated to that question.

Attainment Level 1: If percentage of students crossing the set target level is upto 60%

Attainment Level 2: If percentageofstudentscrossingthe settargetlevelisbetween60%to80%

Attainment Level 3: If percentage of students crossing the set target level is above 80%

Assessment Tool-University Examination:

At the end of the Semester, University conducts examination for 70 marks for every course. The grade points obtained for each student is calculated to measure the attainment. After the declaration of the university results i.e. grade points are as shown in Table 4, the percentage of students crossing a set target level is measured. Here, it is ensured that the questions answered by a student covers all the course outcomes definedfor that course.

Attainment Level 1: If percentage of students crossing the set target level is upto 60%

Attainment Level 2: If percentageofstudentscrossingthe settargetlevelisbetween60%to80%

Attainment Level 3: If percentage of students crossing the set target level is above 80%

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Table4UniversityExaminationGradePoints

Lettergrade	GradePoints
O	10
A+	9
A	8
B+	7
B	6
C	5
D	4
FRA	0
AB	0
DT	0

COFeedbackmethodology

At the end of the course, CO feedback forms are collected from students to get feedback on COs. For each CO a question is prepared and that questionnaire is shared withstudents. For example, if a course has six COs, then six questions are asked. The student is expected to grade Excellent, Very Good, Good, Satisfactory and Poor. These feedback forms are collected and the data is consolidated.

Course Outcome Attainment:

Theattainmentprocessisexplainedthroughanexample

Direct attainment

AttainmentlevelthroughUniversityExaminationconsideredasModerate1.e.2 Attainment level through Internal Examination considered as Moderate i.e. 2 Attainment level through Assignment considered as Substantial i.e. 3

Indirect attainment

Itismeasuredfromthecourseoutcomefeedbackgivenbystudentsforacourse,letsassumethatitisat Substantial level i.e. 3

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AttainmentofProgramOutcomesandProgramSpecificOutcomes

1. Describetheassessment toolsandprocessesusedformeasuringtheattainmentofeachoftheProgram Outcomes and Program Specific Outcomes

POassessmentisdoneusingbothdirectassessmenttoolsandindirectassessmenttools Direct

assessment Tools:

Someofthedirectassessment toolsusedfordirectattainmentaredescribedasfollows.
InternalExamTest-IandII:AsperUniversityschedule,InternalExamTest–IandIIare conducted.

Project presentation: Projectpresentationis conductedthrice in the final semester,reviewed and assessed by Project Review Committee.

University Exam: The University Exam is conducted once per semester. The University Lab Exam is assessedby Internal and External Examiners appointed by University.

The University Theory exams are evaluated externally. The attainment of POs and PSOs is evaluated based on the semester result. Assessment process for POs and PSOs attainment is shown Table 3.6.

IndirectassessmentTools

Iindirectassessmenttoolsusedforindirectattainmentaredescribedasfollows.

Student's exit level Feedback: The attainment of POs and PSOs is evaluated on the basis of feedback collected from final year (8th Semester) students.

Alumni survey: A feedback is collected from alumni students to track the growth of our students. Assessmentprocess for measuring the attainment of POs and PSOs for outcome-based education as shown in Figure 1

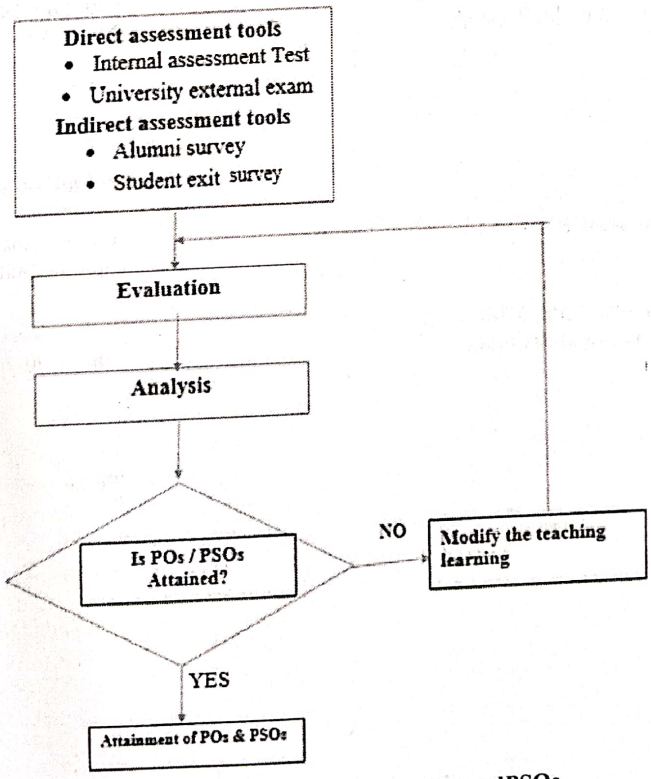


Figure1Assessmentprocessformeasuringtheattainmentof POsandPSOs.

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Table6AssessmenttoolsforPOsandPSOsattainment

AssessmentType	Assessmentmethod	Assessmentperiod	AssessedandReviewed by
	AssignmentIand II	OnceaftereveryThree units	SubjectIn-charge&InternalExamination committee
	UniversityExam	Onceper semester	ExternalAssessmentand Valuation.ResultsareExternallyreviewed by BIUCHJ.
Indirect assesment	StudentExit survey	Onceper year	Facultycoordinator
	AlumniSurvey	Onceperyear	Facultycoordinator

IndirectAssessment

Surveys,Analysis,customizedtoanaveragevalueasperlevels1,2&3.Assumedlevel-2

POAttainment
Note: SimilartableistobepreparedforPSOs

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Pos PSOs

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MAPPING OF COs, POs and PSOs

Programme Name-B A (Mass Communication)

Course Name-Communication and Mass Media

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	2	3	-	1	-	-	2
CO2	3	2	3	1	3	1	3	2	2	3
CO3	2	2	3	1	2	2	-	1	3	2
Avg.	2.3	1.6	2	1.3	2.6	1	1.3	1	1.6	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Mass Communication: Concepts and Processes

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	3	3	2	2	1	2	3
CO2	3	2	3	3	3	3	2	2	1	3
CO3	3	3	2	-	2	-	1	3	1	3
Avg.	2.6	2	2.3	2	2.6	1.6	1.6	2	1.3	3

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MAPPING OF COs, POs and PSOs

Programme Name- B.A. (Mass Communication)

Course Name- Introduction to Print Media

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	-	3	3	2	-
CO2	1	2	1	2	3	1	2	2	3	3
CO3	2	2	2	3	3	3	3	3	3	2
Avg.	2	2	1.6	2	2.6	1.3	2.6	2.6	2.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Communicative English

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	2	3	2	3	2	2	2
CO2	3	3	3	2	3	2	3	1	2	2
CO3	2	2	2	1	2	2	2	2	1	1
Avg.	2.6	1.6	1.6	1.6	2.6	2	2.6	1.6	1.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B.A (Mass Communication)

Course Name- Communicative Hindi

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	2	3	2	3	2	1	1
CO2	2	2	2	1	2	2	2	2	2	1
CO3	3	3	3	2	3	1	3	1	2	2
Avg.	2.6	1.6	1.6	1.6	2.6	1.6	2.6	1.6	1.6	1.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Reporting Techniques and Skills

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2	3	2	3	3	2	2
CO2	3	2	1	2	2	1	3	3	2	3
CO3	1	2	2	1	2	1	2	1	1	2
Avg.	2.3	2	2	1.6	2.3	1.3	2.6	2.3	1.6	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Editing Layout and Design

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	1	2	-	2	2	2	3
CO2	2	2	1	2	-	1	3	3	3	2
CO3	2	2	1	2	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Indian Constitution, Politics and Economy

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	2	3	2	1	1	3
CO2	2	1	1	1	2	3	2	2	1	3
CO3	1	2	2	1	2	3	2	2	2	3
Avg.	1.3	1.6	1.6	1	2	3	2	1.6	1.3	3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Computer for Mass Communication

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	2	2	3	3	3	3
CO2	3	2	1	2	3	1	3	3	1	2
CO3	3	1	3	2	1	2	1	2	1	2
Avg.	2.6	2	2.3	2.3	2	1.6	2.3	2.6	1.6	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Human Values and Professional Ethics

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	2	3	3	-	1	1	2
CO2	3	1	1	2	3	2	3	2	2	2
CO3	1	3	2	2	1	2	3	2	2	1
CO4	1	2	2	1	2	3	1	3	2	1
Avg.	1.5	2	1.7	1.7	2.2	2.5	1.7	2	1.7	1.5

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Basics of Camera, Light and Sound

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	3
CO2	1	3	1	2	-	-	3	2	3	2
CO3	2	2	1	1	2	1	2	3	2	2
CO4	2	1	1	2	2	3	1	2	2	3
Avg.	1.5	2	1.2	2	1.5	1	2	2.2	2.5	2.5

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Electronic Media

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	2	1	2	3	2	2
CO2	1	3	1	3	3	2	3	3	1	2
CO3	3	1	3	2	1	2	1	2	2	1
Avg.	2	2	2.3	2.3	2	1.6	2	2.6	1.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-New Media and Cyber Journalism

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	3	3	3	2	3	3	3	3
CO2	3	2	1	2	3	1	3	3	2	2
CO3	2	1	3	3	1	2	1	2	1	2
Avg.	2	1.6	2.3	2.6	2.3	1.6	2.3	2.6	2	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Event Management

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	2	2	-	3	2	3	2
CO2	2	3	2	2	2	2	2	3	2	2
CO3	2	2	1	1	-	2	1	2	2	3
Avg.	1.6	2.3	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Radio Programme Production

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	3	1	3	2	2	3
CO2	1	2	2	2	3	-	2	3	3	-
CO3	3	2	2	3	2	3	3	3	3	2
Avg.	2	2	1.6	2	2.6	1.3	2.6	2.6	2.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Audio-Visual Media

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	-	-	3	2	2	3
CO2	2	2	1	1	2	3	2	3	2	2
CO3	1	3	2	2	2	1	1	2	3	2
Avg.	1.6	2	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Media Industry and Management

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.25	1.5	2	1.75	1.25	2	2.25	2.5	2.25

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Media Ethics and Laws

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	3	2	1	2	3
CO2	-	1	1	-	2	3	2	2	1	3
CO3	1	1	2	1	2	3	1	2	2	3
Avg.	0.6	1.3	1.6	0.6	1.6	3	1.6	1.6	1.6	3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Environmental Science

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	-	-	2	2	1	1	2
CO2	1	2	2	1	1	3	2	2	1	2
CO3	2	2	2	1	1	2	2	1	1	2
Avg.	1.3	2	2	0.6	0.6	2.3	2	1.3	1	2

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Documentary Production

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	1	2	-	3	2	2	2
CO2	1	2	1	2	-	1	2	3	2	3
CO3	2	2	1	2	2	3	1	2	3	2
Avg.	1.6	2.3	1	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Program Name- B A (Mass Communication)

Course Name-Fundamentals of Film

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	2	2	2	1	3	2	2	3
CO2	2	2	1	1	2	-	2	2	3	2
CO3	2	1	1	2	-	3	1	3	2	2
Avg.	1.6	2	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Program Name- B A (Mass Communication)

Course Name – World Media Scenario

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	2	2	1	3	2	3	3
CO2	2	2	2	2	2	2	2	3	2	2
CO3	2	2	2	1	1	2	1	2	2	3
Avg.	1.6	2.3	1.6	1.6	1.6	1.6	2	2.3	2.3	2.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name - Media Society and Culture

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	1	3	2	3	1
CO2	2	2	1	1	2	2	2	3	2	2
CO3	1	2	2	2	1	2	1	2	1	2
Avg.	1.6	2	1.6	1.6	1.3	1.6	2	2.3	2	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Television Programme Production

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	2	2	1	2	1
CO2	1	2	2	-	-	2	2	1	1	2
CO3	1	2	2	1	1	3	2	2	1	2
CO4	2	2	2	1	1	2	2	1	1	2
Avg.	1.25	2	2	0.75	0.75	2.25	2	1.25	1.25	1.75

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Indian Knowledge System

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	2	3	2	3	2	2	2
CO2	3	3	3	2	3	2	3	2	1	2
CO3	2	2	2	1	2	2	2	1	2	1
Avg.	2.6	2	1.6	1.6	2.6	2	2.6	1.6	1.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B.A (Mass Communication)

Course Name- Communication Research

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	2	3	2	3	2	1	1
CO2	1	2	1	2	2	2	3	2	2	2
CO3	1	3	2	1	2	3	1	3	3	2
AVE	1.6	2	1.6	1.6	2.3	2.3	2.3	2.3	2	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Corporate Communication

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	2	2	3	2
CO2	2	3	1	2	-	1	3	3	2	3
CO3	2	2	1	1	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.3	1.3	1.6	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Development Communication

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	2	2	3	2
CO2	2	3	1	2	--	1	3	3	2	3
CO3	2	2	1	1	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.3	1.3	1.6	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Internship

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	3	2	3	2	3
CO2	2	2	2	2	3	2	3	2	2	3
CO3	3	3	3	2	1	2	2	2	3	2
CO4	3	2	2	2	3	2	1	2	3	2
Avg.	2.75	2.25	2.25	2	2.5	2.25	2	2.25	2.5	2.5

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Project

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	3	3	3	2
CO2	2	3	2	2	1	2	2	2	3	2
CO3	3	2	3	2	3	3	2	2	2	3
CO4	3	2	2	2	3	2	1	2	2	3
Avg.	2.75	2.25	2.25	2	2.5	2.25	2	2.25	2.5	2.5

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02. Once entered for Cos, Pos& PSOs, calculate the average. The score of Each course average would require during the mapping of the Cos, Pos, and PSOs of the Program. As depicted below:

Sem.	Course Code	Course Title	Credit	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
I	1801101	Communication and mass media	4	2.3	1.6	2.3	1.3	2.6	1.3	1.6	1.3	2	2.3
	1801102	Mass communication: concepts and processes	4	2.6	2	2.3	2.3	2.6	2	1.6	2	1.3	3
	1801103	Introduction to print media	4	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2
	1801104	Communicative English	4	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6
	1801105	Communicative Hindi	4	2.6	2	2	1.6	2.6	1.6	2.6	1.6	1.6	1.3
II	1801201	Reporting techniques and skills	4	2.3	2	2	1.6	2.3	1.3	2.6	2.3	1.6	2.3
	1801202	Editing , layout and design	4	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801203	Indian constitution , politics and economy	4	1.3	1.6	1.6	1	2	3	2	1.6	1.3	3
	1801204	Computer for mass communication	4	2.6	2	2.3	2.3	2	1.6	2.3	2.6	1.6	2.3
	1801205	Human values and professional ethics	4	1.5	2	1.7	1.7	2.2	2.5	2	2	1.7	1.5
III	1801301	Basics of camera,	4	1.5	2	1.2	2	1.7	1.5	2	2.2	2.5	2.5

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		light and sound											
	1801302	Introduction to electronic media	4	2	2	2.3	2.3	2	1.6	2	2.6	1.6	1.6
	1801303	New media and cyber journalism	4	2	1.6	2.3	2.6	2.3	1.6	2.3	2.6	2	2.3
	1801304	Event management	4	1.6	2.3	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801305	Radio Program production	4	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2
IV	1801401	Introduction to audio - visual media	4	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801402	Media industry and management	4	1.5	2.2	1.5	2	1.7	1.5	2	2.2	2.5	2.2
	1801403	Media ethics and laws	4	1	1.3	1.6	1	1.6	3	1.6	1.6	1.6	3
	1801404	Documentary production	4	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801405	Environmental science	4	1.3	2	2	1	1	2.3	2	1.3	1	2
V	1801501	Fundamentals of film	4	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801506	Television Program Production	4	1.6	2.3	1.6	1.6	1.6	1.6	2	2.3	2.3	2.6
	1801503	Media, society and culture	4	1.6	2	1.6	1.6	1.3	1.6	2	2.3	2	1.6
	1801504	World media scenario	4	1.2	2	2	1.2	1	2.2	2	1.2	1.2	1.7
	1801507	Indian Knowledge System	4	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6

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VI	1801601	Communication research	4	1.6	2	1.6	1.6	2.3	2.3	2.3	2.3	2	1.6
	1801602	Corporate communication	4	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3
	1801603	Development communication	4	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3
	1801607	Internship	4	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5
	1801608	Project	4	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5
Avg.				1.8	2	1.7	1.6	1.9	1.8	2.1	2	1.9	2.1

Note: C – Credits, Program Outcome, PSO - Outcome

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BIU COLLEGE OF HUMANITIES AND JOURNALISM
(2023 – 24)

CO-PO ATTAINMENT

Attainment of Course Outcomes

1. Describe the assessment processes used together the data upon which the Evaluation of Course Outcome is based

Assessment process includes tutorial questions, assignments, seminars, internally developed assessment exams, project presentations and external exams for theory and laboratory.

ASSESSMENT PROCESS FORDATA COLLECTION

- Outcome Based Education (OBE): Assessment is done through various processes carried out by the institution to identify, analyze and evaluate data towards the achievement of Course Outcomes (COs).
- As an important exercise of Outcome-Based Education (OBE) the assessment of course outcomes is done. Initially, Course Outcomes (CO's) for each course are defined based on the Program Outcomes (PO's) and other requirements. At the end of each course, the COs are assessed and evaluated to check whether they have been attained or not.
- Assessment is carried out by the department through identification, collection, and consolidation of data and achievement of program Outcomes evaluated.
- Attainment is the action of achieving a standard result towards accomplishment of desired goals. Primarily attainment is the standard of academic attainment as observed from test or examination result.
- Examination and test results are meticulously reviewed to attain a standard result facilitating accomplishment of desired goals.
- Attainments of the Cos are measured both directly and indirectly.
- Direct attainment is determined by evaluating the student's knowledge and skills from their performanceinalltherelevantassessmentmethodssuchasinternalassessments,assignments,quizand external university examination. These methods provided comprehensive summary of student learning.
- Through indirect methods like surveys and interviews, our graduate's opinions and thoughts have been analyzed.
- CO attainment for the Laboratory is continuously assessed through observation notes, record marks, viva performance and experiment marks. Assessment Process for theory courses, practical courses and project works is shown in Table 1, Table 2 and Table 3.

Table1 Assessment Process for Theory courses

Assessment Tool	Assessment period	Assessed by	Reviewed by
Assignment I	Once after every Three units	Subject in charge	Internal Examination committee
Assignment II			
University Exam	Once per semester	BIUCHJ/BIU	

Table2AssessmentProcessforPracticalCourses

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AssessmentTool	Assessment period	Assessedby	Reviewed by
UniversityExam	Oncepersemester	BIUCHJ/BIU	

Table3AssessmentProcessforProjectWork

AssessmentTool	Assessment period	Assessedby	Reviewed by
1st Review	4 weeks after commencementof class work	Review Committee BIUCHJ	
2nd Review	4weeksafterthe first review		
3rd Review	4weeksafterthe Second review		

2. RecordtheattainmentofCourseOutcomesofallcourseswithrespecttosetAttainmentlevels

(Examples of data collection processes may include, but are not limited to, specific exam/ tutorial questions, assignments, laboratory tests, project evaluation, student portfolios(A portfolio is a collection of artifacts that demonstrate skills, personal characteristics and accomplishments created by the student during study period), internally developed assessment exams, project presentations, oral exams etc.)

Assessment of the student's learning is carried out not only by conventional methods like assignments, tutorial questions, laboratory tests, project evaluations, but also real time working models prepared by students are duly acknowledged, appreciated and demonstrated in the classroom and marks are awarded as a part of the internal assessment. An improved pedagogy strategy has been adopted through VEDIC (Vishnu Educational Development and Innovation Center) workshops and faculty development programs. This exercise has significantly strengthened our faculty, student's knowledge, skill portfolios , augmented the attainment of our Course Outcomes.

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Thefollowingthreetoolsareusedtoassessthecourseoutcomes

1. InternalTestsand Assignments
2. UniversityExamination
3. CourseOutcomeFeedback

COsAssessmentProcess-TheoryCourses:

The attainment process of COs is taken from three assessment Tools-Internal Tests and Assignments, University Examination, and Course Outcome Feedback. Here Internal Tests, and Assignments, University Examinationare considered for direct attainment and Course Outcome Feedbackfor indirect attainment.

AssessmentTool-InternalTestsandAssignments:

As per the Curriculum of BIUCHJ, the student has to write two internal examinations each semester in a particular course. Each midterm exam is conducted for 30 Marks. The marks obtained for each question and corresponding COs to which these COs are mapped are collected for each subject and then CO attainment is calculated. Assignments given for each course are two, where each assignment carries 10 marks. The CO assessment is calculated by measuring the percentage of students crossing a predefined bench mark.

A correlation is established between COs and POs in the scale of 1 to 3, where 1 indicates slight correlation(low), 2 indicates moderate correlation(medium) and 3 indicate substantial correlation(high). A mapping matrix is prepared in this regard for every course in the program.

CO attainment levels can be measured based on the results of the internal assessment and external examination conducted bythe university. This is a formof direct measurement of attainment.As per university regulations, two internal assessment tests are conducted for each course in a semester. In each test, the percentageofstudentscrossingasettargetlevelineachquestioniscalculatedandthatvaluedecidesthelevelof attainment of COs which are correlated to that question.

Attainment Level 1: If percentage of students crossing the set target level is upto 60%
AttainmentLevel2: Ifpercentageofstudentscrossingthe settargetlevelisbetween60%to80%
Attainment Level 3: If percentage of students crossing the set target level is above 80%

AssessmentTool-UniversityExamination:

At the end of the Semester, University conducts examination for 70 marks for every course. The grade points obtained for each student is calculated to measure the attainment. After the declaration of the university results i.e. grade points are as shown in Table 4, the percentage of students crossing a set target level is measured. Here, it is ensured that the questions answered by a student covers all the course outcomes definedfor that course.

Attainment Level 1: If percentage of students crossing the set target level is upto 60%
AttainmentLevel2: Ifpercentageofstudentscrossingthe settargetlevelisbetween60%to80%
Attainment Level 3: If percentage of students crossing the set target level is above 80%

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TableUniversityExaminationGradePoints

Lettergrade	GradePoints
O	10
A+	9
A	8
B+	7
B	6
C	5
D	4
F/RA	0
AB	0
DT	0

COFeedbackmethodology

At the end of the course, CO feedback forms are collected from students to get feedback on COs. For each CO a question is prepared and that questionnaire is shared withstudents. For example, if a course has six COs, then six questions are asked. The student is expected to grade Excellent, Very Good, Good, Satisfactory and Poor. These feedback forms are collected and the data is consolidated.

Course Outcome Attainment:

Theattainmentprocessisexplainedthroughanexample

Direct attainment

AttainmentlevelthroughUniversityExaminationconsideredasModeratei.e.2 Attainment level through Internal Examination considered as Moderate i.e. 2 Attainment level through Assignment considered as Substantial i.e. 3

Indirect attainment

Itismeasuredfromthecourseoutcomefeedbackgivenbystudentsforacourse,letsassumethatitisat Substantial level i.e, 3

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CO

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AttainmentofProgramOutcomesandProgramSpecificOutcomes

1. Describetheassessment toolsandprocessesusedformeasuringtheattainmentofeachofthe Program Outcomes and Program Specific Outcomes

POassessmentisdoneusingbothdirectassessmenttoolsandindirectassessmenttools Direct

assessment Tools:

Someofthedirectassessment toolsusedfordirectattainmentaredescribedasfollows.
InternalExamTest-1and11:AsperUniversityschedule,InternalExamTest–1and11are conducted.

Project presentation: Projectpresentationis conductedthrice in the final semester,reviewed and assessed by Project Review Committee.

University Exam: The University Exam is conducted once per semester. The University Lab Exam is assessedby Internal and External Examiners appointed by University.

The University Theory exams are evaluated externally. The attainment of POs and PSOs is evaluated based on the semester result. Assessment process for POs and PSOs attainment is shown Table 3.6.

IndirectassessmentTools

Indirectassessmenttoolsusedforindirectattainmentaredescribedasfollows.

Student's exit level Feedback: The attainment of POs and PSOs is evaluated on the basis of feedback collected from final year (8th Semester) students.

Alumni survey: A feedback is collected from alumni students to track the growth of our students. Assessmentprocess for measuring the attainment of POs and PSOs for outcome-based education as shown in Figure 1

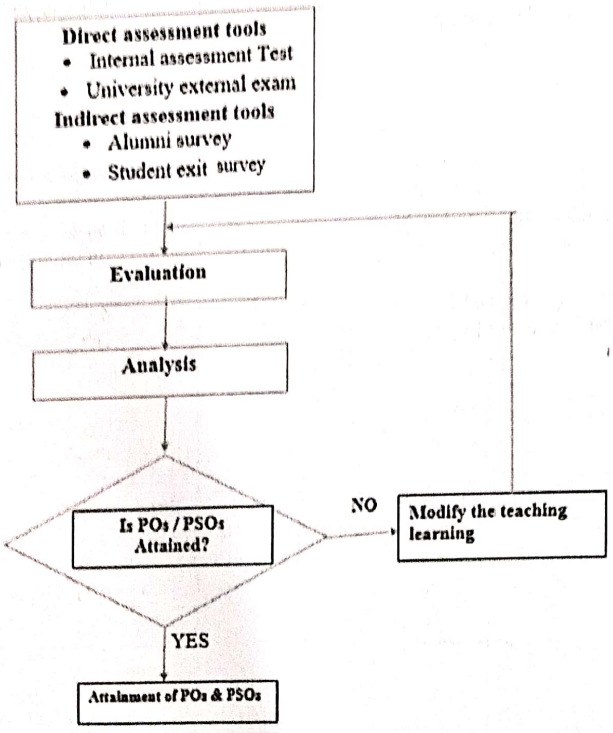


Figure1Assessmentprocessformeasuringtheattainmentof POsandPSOs.

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Table6AssessmenttoolsforPOsandPSOsattainment

AssessmentType	Assessmentmethod	Assessmentperiod	AssessedandReviewed by
	Assignmentland II	OnceaftereveryThree units	SubjectIn-charge&InternalExamination committee
	UniversityExam	Onceper semester	ExternalAssessmentand Valuation.ResultsareExternallyreviewed by BIUCHJ.
Indirect assesment	StudentExit survey	Onceper year	Facultycoordinator
	AlumniSurvey	Onceperyear	Facultycoordinator

IndirectAssessment

Surveys,Analysis,customizedtoanaveragevalueasperlevels1,2&3.Assumedlevel-2

POAttainment
Note: SimilartableistobepreparedforPSOs

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Pos PSOs

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MAPPING OF COs, POs and PSOs

Programme Name-B A (Mass Communication)

Course Name-Communication and Mass Media

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	2	3	-	1	-	-	2
CO2	3	2	3	1	3	1	3	2	2	3
CO3	2	2	3	1	2	2	-	1	3	2
Avg.	2.3	1.6	2	1.3	2.6	1	1.3	1	1.6	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Mass Communication: Concepts and Processes

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	3	3	2	2	1	2	3
CO2	3	2	3	3	3	3	2	2	1	3
CO3	3	3	2	-	2	-	1	3	1	3
Avg.	2.6	2	2.3	2	2.6	1.6	1.6	2	1.3	3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Print Media

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	-	3	3	2	-
CO2	1	2	1	2	3	1	2	2	3	3
CO3	2	2	2	3	3	3	3	3	3	2
Avg.	2	2	1.6	2	2.6	1.3	2.6	2.6	2.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Communicative English

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	2	3	2	3	2	2	2
CO2	3	3	3	2	3	2	3	1	2	2
CO3	2	2	2	1	2	2	2	2	1	1
Avg.	2.6	1.6	1.6	1.6	2.6	2	2.6	1.6	1.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Communicative Hindi

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	2	3	2	3	2	1	1
CO2	2	2	2	1	2	2	2	2	2	1
CO3	3	3	3	2	3	1	3	1	2	2
Avg.	2.6	1.6	1.6	1.6	2.6	1.6	2.6	1.6	1.6	1.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Reporting Techniques and Skills

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2	3	2	3	3	2	2
CO2	3	2	1	2	2	1	3	3	2	3
CO3	1	2	2	1	2	1	2	1	1	2
Avg.	2.3	2	2	1.6	2.3	1.3	2.6	2.3	1.6	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Editing Layout and Design

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	1	2	-	2	2	2	3
CO2	2	2	1	2	-	1	3	3	3	2
CO3	2	2	1	2	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Indian Constitution, Politics and Economy

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	2	3	2	1	1	3
CO2	2	1	1	1	2	3	2	2	1	3
CO3	1	2	2	1	2	3	2	2	2	3
Avg.	1.3	1.6	1.6	1	2	3	2	1.6	1.3	3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Computer for Mass Communication

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	2	2	3	3	3	3
CO2	3	2	1	2	3	1	3	3	1	2
CO3	3	1	3	2	1	2	1	2	1	2
Avg.	2.6	2	2.3	2.3	2	1.6	2.3	2.6	1.6	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Human Values and Professional Ethics

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	2	3	3	-	1	1	2
CO2	3	1	1	2	3	2	3	2	2	2
CO3	1	3	2	2	1	2	3	2	2	1
CO4	1	2	2	1	2	3	1	3	2	1
Avg.	1.5	2	1.7	1.7	2.2	2.5	1.7	2	1.7	1.5

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Basics of Camera, Light and Sound

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	3
CO2	1	3	1	2	-	-	3	2	3	2
CO3	2	2	1	1	2	1	2	3	2	2
CO4	2	1	1	2	2	3	1	2	2	3
Avg.	1.5	2	1.2	2	1.5	1	2	2.2	2.5	2.5

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Electronic Media

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	2	1	2	3	2	2
CO2	1	3	1	3	3	2	3	3	1	2
CO3	3	1	3	2	1	2	1	2	2	1
Avg.	2	2	2.3	2.3	2	1.6	2	2.6	1.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-New Media and Cyber Journalism

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	3	3	3	2	3	3	3	3
CO2	3	2	1	2	3	1	3	3	2	2
CO3	2	1	3	3	1	2	1	2	1	2
Avg.	2	1.6	2.3	2.6	2.3	1.6	2.3	2.6	2	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Event Management

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	2	2	-	3	2	3	2
CO2	2	3	2	2	2	2	2	3	2	2
CO3	2	2	1	1	-	2	1	2	2	3
Avg.	1.6	2.3	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Radio Programme Production

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	3	1	3	2	2	3
CO2	1	2	2	2	3	-	2	3	3	-
CO3	3	2	2	3	2	3	3	3	3	2
Avg.	2	2	1.6	2	2.6	1.3	2.6	2.6	2.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Audio-Visual Media

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	-	-	3	2	2	3
CO2	2	2	1	1	2	3	2	3	2	2
CO3	1	3	2	2	2	1	1	2	3	2
Avg.	1.6	2	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Media Industry and Management

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.25	1.5	2	1.75	1.25	2	2.25	2.5	2.25

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MAPPING OF COs, POs and PSOs

Programme Name- B.A (Mass Communication)

Course Name-Media Ethics and Laws

Semester - 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	3	2	1	2	3
CO2	2	1	1	2	2	3	2	2	1	3
CO3	1	1	2	1	2	3	1	2	2	3
Avg.	0.6	1.3	1.6	0.6	1.6	3	1.6	1.6	1.6	3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Environmental Science

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	-	-	2	2	1	1	2
CO2	1	2	2	1	1	3	2	2	1	2
CO3	2	2	2	1	1	2	2	1	1	2
Avg.	1.3	2	2	0.6	0.6	2.3	2	1.3	1	2

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Documentary Production

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	1	2	-	3	2	2	2
CO2	1	2	1	2	-	1	2	3	2	3
CO3	2	2	1	2	2	3	1	2	3	2
Avg.	1.6	2.3	1	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Program Name- B A (Mass Communication)

Course Name-Fundamentals of Film

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	2	2	2	1	3	2	2	3
CO2	2	2	1	1	2	-	2	2	3	2
CO3	2	1	1	2	-	3	1	3	2	2
Avg.	1.6	2	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Program Name- B A (Mass Communication)

Course Name – World Media Scenario

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	2	2	1	3	2	3	3
CO2	2	2	2	2	2	2	2	3	2	2
CO3	2	2	2	1	1	2	1	2	2	3
Avg.	1.6	2.3	1.6	1.6	1.6	1.6	2	2.3	2.3	2.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name - Media Society and Culture

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	1	3	2	3	1
CO2	2	2	1	1	2	2	2	3	2	2
CO3	1	2	2	2	1	2	1	2	1	2
Avg.	1.6	2	1.6	1.6	1.3	1.6	2	2.3	2	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Television Programme Production

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	2	2	1	2	1
CO2	1	2	2	-	-	2	2	1	1	2
CO3	1	2	2	1	1	3	2	2	1	2
CO4	2	2	2	1	1	2	2	1	1	2
Avg.	1.25	2	2	0.75	0.75	2.25	2	1.25	1.25	1.75

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Indian Knowledge System

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	2	3	2	3	2	2	2
CO2	3	3	3	2	3	2	3	2	1	2
CO3	2	2	2	1	2	2	2	1	2	1
Avg.	2.6	2	1.6	1.6	2.6	2	2.6	1.6	1.6	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Communication Research

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	2	3	2	3	2	1	1
CO2	1	2	1	2	2	2	3	2	2	2
CO3	1	3	2	1	2	3	1	3	3	2
Avg.	1.6	2	1.6	1.6	2.3	2.3	2.3	2.3	2	1.6

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Corporate Communication

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	2	2	3	2
CO2	2	3	1	2	-	1	3	3	2	3
CO3	2	2	1	1	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.3	1.3	1.6	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Development Communication

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	2	2	3	2
CO2	2	3	1	2	--	1	3	3	2	3
CO3	2	2	1	1	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.3	1.3	1.6	2	2.3	2.3	2.3

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Internship

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	2	2	3
CO3	3	3	3	2	1	2	2	2	3	2
CO4	3	3	3	2	3	2	1	2	3	2
Avg.	3	3	3	2.5	2.5	2.5	2	2.25	2.5	2.5

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MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Project

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	3	3	3	2
CO2	2	3	2	2	1	2	2	2	3	2
CO3	3	2	3	2	3	3	2	2	2	3
CO4	3	2	2	2	3	2	1	2	2	3
Avg.	2.75	2.25	2.25	2	2.5	2.25	2	2.25	2.5	2.5

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02. Once entered for Cos, Pos& PSOs, calculate the average. The score of Each course average would require during the mapping of the Cos, Pos, and PSOs of the Program. As depicted below:

Sem.	Course Code	Course Title	Credit	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
I	1801101	Communication and mass media	4	2.3	1.6	2.3	1.3	2.6	1.3	1.6	1.3	2	2.3
	1801102	Mass communication: concepts and processes	4	2.6	2	2.3	2.3	2.6	2	1.6	2	1.3	3
	1801103	Introduction to print media	4	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2
	1801104	Communicative English	4	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6
	1801105	Communicative Hindi	4	2.6	2	2	1.6	2.6	1.6	2.6	1.6	1.6	1.3
II	1801201	Reporting techniques and skills	4	2.3	2	2	1.6	2.3	1.3	2.6	2.3	1.6	2.3
	1801202	Editing , layout and design	4	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801203	Indian constitution , politics and economy	4	1.3	1.6	1.6	1	2	3	2	1.6	1.3	3
	1801204	Computer for mass communication	4	2.6	2	2.3	2.3	2	1.6	2.3	2.6	1.6	2.3
	1801205	Human values and professional ethics	4	1.5	2	1.7	1.7	2.2	2.5	2	2	1.7	1.5
III	1801301	Basics of camera,	4	1.5	2	1.2	2	1.7	1.5	2	2.2	2.5	2.5

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		light and sound											
	1801302	Introduction to electronic media	4	2	2	2.3	2.3	2	1.6	2	2.6	1.6	1.6
	1801303	New media and cyber journalism	4	2	1.6	2.3	2.6	2.3	1.6	2.3	2.6	2	2.3
	1801304	Event management	4	1.6	2.3	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801305	Radio Program production	4	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2
IV	1801401	Introduction to audio - visual media	4	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801402	Media industry and management	4	1.5	2.2	1.5	2	1.7	1.5	2	2.2	2.5	2.2
	1801403	Media ethics and laws	4	1	1.3	1.6	1	1.6	3	1.6	1.6	1.6	3
	1801404	Documentary production	4	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801405	Environmental science	4	1.3	2	2	1	1	2.3	2	1.3	1	2
V	1801501	Fundamentals of film	4	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801506	Television Program Production	4	1.6	2.3	1.6	1.6	1.6	1.6	2	2.3	2.3	2.6
	1801503	Media, society and culture	4	1.6	2	1.6	1.6	1.3	1.6	2	2.3	2	1.6
	1801504	World media scenario	4	1.2	2	2	1.2	1	2.2	2	1.2	1.2	1.7
	1801507	Indian Knowledge System	4	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6

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VI	1801601	Communication research	4	1.6	2	1.6	1.6	2.3	2.3	2.3	2.3	2	1.6
	1801602	Corporate communication	4	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3
	1801603	Development communication	4	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3
	1801607	Internship	4	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5
	1801608	Project	4	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5
Avg.				1.8	2	1.7	1.6	1.9	1.8	2.1	2	1.9	2.1

Note: C – Credits, Program Outcome, PSO - Outcome

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