

Bhavan's Vivekananda College
of Science, Humanities and Commerce
(Sainikpuri, Secunderbad, Telangana – 500094)
Autonomous College – Affiliated to Osmania University
Accredited with 'A' Grade by NAAC

BA

Program Outcomes:

PO1 Knowledge: Demonstrate basic knowledge and techniques across disciplinary boundaries of economics, political science and mass communication and how the multi-disciplinary learning affects human values and bring changes in the social systems.

PO2 Skills: Explore the unstructured real-world problems that require knowledge and skills from diverse disciplines of social sciences.

PO3 Logical Reasoning: Demonstrate the ability to apply logical reasoning for making effective conclusions based on evaluation of the choices.

PO4 Critical Thinking and Analysis: Integrate the multi-disciplinary understanding and perspective to evaluate critical assessment of social and civil affairs.

PO5 Communication: Communicate effectively on problems, issues and solutions with community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO6 Ethics & Environment: Apply ethical principles and commit to professional ethics and responsibilities and norms in research and the functional areas, understand the issues in environmental context and sustainable development.

PO7 Individual and Team-work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO8 Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio, economic and technological changes.

Program Specific Outcomes

PSO1 Demonstrate: Independent learning skills and enthusiasm about the individual and social behaviour arising in economics, political science and mass communication, including debates and consequences.

PSO2 Apply the discipline specific theoretical knowledge to understand contemporary issues, to make comparisons across cultures and to take informed positions as students.

PSO3 Identify and understand the complex national and international issues by incorporating multi-disciplinary knowledge and factual perspective.

Course Outcomes:

Name of the Course		INTRODUCTION TO POLITICAL SCIENCE
Course Code		PS191
CO1	Apply the Political Theory to understand political problems.	
CO2	Apply methods appropriate for accumulating and interpreting data.	
CO3	Develop analytic skills to evaluate political institution	
CO4	Evaluating the decision-making process for national welfare.	
CO5	Creating jurisprudence and the skill to execute law.	

Name of the Course		CONCEPTS AND INSTITUTIONS IN POLITICASCIENCE
Course Code		PS 291
CO1	Develop analytic skills for understanding civil society.	
CO2	Political Analyst for poll projection	
CO3	Applying comparative skills on working of government institutions	
CO4	Evaluating the decision making process for national welfare.	
CO5	Skill to apply critical thinking about the proceedings of justice	

Name of the Course		INDIAN CONSTITUTION AND GOVT
Course Code		PS391
CO1	Skill to apply Indian government to other countries around the world.	
CO2	Analyse and Apply the strength and weakness of the Indian Political System.	
CO3	Analytical skill to understand law, business management and community development.	
CO4	Evaluate Constitutional and Legal analysis for national welfare.	
CO5	Creating knowledge and skill to resolve conflict of interest.	

Name of the Course		POLITICAL PROCESS IN INDIA
Course Code		PS491
CO1	Skill to apply Constitutionalism in India.	
CO2	Analyze the strength and weakness of the Indian Political System.	
CO3	Analytical skill to understand law, management and community development.	
CO4	Evaluation of Constitutional and Legal analysis for national welfare.	
CO5	Creating skill to Poll Projection Consultancy, Campaign Management, Developing Election Manifesto, Social Media Management, PRO, etc.	

Name of the Course		COPORATE LEGAL COMPLIANCES-I
Course Code		SE491
CO1	Apply the skill to establish own business establishment.	
CO2	Applying entrepreneurship approaches to Legal System.	

Name of the Course		INDIAN POLITICAL THOUGHT
Course Code		PS591
CO1	Skill to apply critical thinking on public policy and politics.	
CO2	The ability to apply abstract theory to concrete problems.	
CO3	Analyze social reforms in fields such as psychology and philosophy.	
CO4	Evaluate as a Political Strategist and Analyst & Speech Writing.	
CO5	Creating skill to suggest measures for national development.	

Name of the Course		INTERNATIONAL RELATIONS
Course Code		PS591(A)
CO1	Skill to apply critical thinking on public policy and politics.	
CO2	The ability to apply abstract theory to concrete problems.	
CO3	Analyze International org. structure, constraints and progress.	
CO4	Evaluate as a Political and Economic Strategist for trade.	
CO5	Creating skill to suggest measures to contemporary Global issues.	

Name of the Course		ALTERNATIVE DISPUTE RESOLUTION UNDER INDIAN CONSTITUTION
Course Code		GE591
CO1	Apply the skill to find alternative solution for the problems.	
CO2	Applying alternative solution for international trade litigations.	

Name of the Course		WESTERN POLITICAL THOUGHT
Course Code		PS 691
CO1	Skill to apply critical thinking to form an ideal state.	
CO2	Ability to apply abstract theory to contemporary socio-political issues.	
CO3	Analyze the concept of Psychology, Philosophy and Law for betterment of individual.	
CO4	Evaluating efficiency as a Political Strategist, Political Speech Writer and Reporter.	
CO5	Skill to apply critical thinking to deliver justice as a jurist.	

Name of the Course		INDIA'S FOREIGN POLICY
Course Code		PS691(A)
CO1	Skills to apply critically thinking to India's Foreign Policy.	
CO2	The ability to apply foreign studies as International experts.	
CO3	Analyze India's relationship as a foreign policy consulate.	
CO4	Evaluate as a strategist for India's trade and commerce.	
CO5	Creating skill as a Political Analyst and International Reporter.	

Name of the Course		COPORATE LEGAL COMPLIANCES-II
Course Code		SE691
CO1	Apply the skill to establish own business establishment.	
CO2	Applying entrepreneurship approaches to Legal System.	

Name of the Course		INTELLECTUAL PROPERTY RIGHTS
Course Code		GE 691
CO1	Apply the skill to solve the problem relating to IPR.	
CO2	Applying procedural knowledge for international trade litigations.	

Name of the Course		Semester – I - MICROECONOMICS – I (Discipline Specific Course)
Course Code		Paper I (EC 194)
CO1	Understand that economics is about the allocation of scarce resources and appreciate positive as well as normative viewpoints of concepts.	
CO2	Understand economic behavior of consumers, firms and institutions.	
CO3	Understand the role of prices in allocating scarce resources for optimum use.	
CO4	Infer how the allocation of resources results in prioritization of resources for best outcome and apply economic reasoning to the individuals and firm's behavior.	
CO5	Understand the various cost concepts and their importance in the decision making of the firms.	

Name of the Course		Semester – II - MICROECONOMICS – II (Discipline Specific Course)
Course Code		Paper II (EC294)
CO1	Understand the importance of incremental concepts of revenue and cost for decision making.	
CO2	Learn the operation and functioning of different markets in the economy.	
CO3	Understand how different degrees of competition in a market effect price and output.	
CO4	Understand different pricing strategies adopted by the firms.	
CO5	Understand the relationship between factor pricing and productivity of a factor.	

Name of the Course		Semester – III - MACRO ECONOMICS (Discipline Specific Course)
Course Code		Paper III(EC 394)
CO1	Understand the relationships among GDP, NNP, National Income, Personal Income, Disposable Income and Per capita Income and learn the different approaches for the calculation of national Income.	
CO2	Understand the theories of output and employment and the concept of Aggregate demand and Aggregate Supply and the factors affecting them.	
CO3	Learn the concept of capital and investment, investment multiplier and accelerator and understand the Keynesian view on the determination of equilibrium rate of interest and also the concept of Liquidity trap.	
CO4	Understand the definition of money, its functions, measures of supply of money and theories of demand of money.	

CO5	Understand the definition of inflation, its causes, consequences and measures of control and the concept of deflation and stagflation and learn the meaning of business cycles, its phases, causes and remedial measures to control it.
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Name of the Course		Semester – IV–Public Finance and Banking (Discipline Specific Course)
Course Code		Paper IV (EC 494)
CO1	Understand the operation and working of modern public finance and the sources and classification of public revenues in India and their economic effects.	
CO2	Understand the basis and types of public expenditures and to analyze its effects and explain the sources of public debt and evaluate debt trap as its consequence.	
CO3	Analyze public revenues and expenditures through the budget and to analyze the instruments and objectives of fiscal policy, explain the functions of Finance Commission to understand the Centre- State financial relations and understand Fiscal Responsibility and Budget Management Act.	
CO4	Understand the functioning of commercial banks, learn about the banking sector reforms, and explain the modern banking facility.	
CO5	Understand the functioning of Reserve bank of India and to analyze the instruments of monetary policy.	

Name of the Course		Semester – III Basics of Quantitative Methods for Economists- I (Skill Enhancement Course)
Course Code		SE394
CO1	Understand the basic idea of Mathematics, which is used, for economic decision-making and learn to solve systems of equations using matrix.	
CO2	Demonstrate understanding of derivatives and rules of differentiation, their uses and applications.	

Name of the Course		Semester – IV Basics of Quantitative Methods for Economists- II (Skill Enhancement Course)lo9.
Course Code		SE494
CO1	Understand the basic idea of Statistics, which is used for economic decision- making.	
CO2	Demonstrate understanding of measures of central tendency and apply them for descriptive analysis and learn and apply the statistical technique of correlation and linear regression for analysis.	

Name of the Course		Semester – V - DEVELOPMENT ECONOMICS (Discipline Specific Course)
Course Code		Paper V(EC 594)
CO1	Explain the concept and issues of economic growth and development.	
CO2	Analyze the various indicators of the measurement of economic development.	
CO3	Classify the determinants affecting economic development of less developed countries.	
CO4	Categorize the key models and theories of economic growth and development.	
CO5	Examine the strategies of economic development and growth.	

Name of the Course		Semester – V – FINANCIAL ECONOMICS (Discipline Specific Elective)
Course Code		Paper V C(EC 594C)
CO1	Explain the structure of financial system and its role in economic development.	
CO2	Examining the functioning of the Development and Investment institutions in India.	
CO3	Categorizing the components and instruments of money market in India.	
CO4	Examining the working of the primary and secondary markets in India.	
CO5	Outline the functioning of the stock markets, depositories and financial services in India.	

Name of the Course		Semester – VI- INDIAN ECONOMY (Discipline Specific Course)
Course Code		Paper VI(EC 694)
CO1	Identify the changing structure and sectoral composition of Indian economy.	
CO2	Demonstrate the functioning of agriculture sector of the Indian economy.	
CO3	Examine the dynamics of the changes in the industrial and services sectors in India.	
CO4	Develop an outlook on different aspects on economic planning in India.	
CO5	Explain the composition and contribution of various sectors of Telangana economy.	

Name of the Course		Semester – VI- INTERNATIONAL ECONOMICS (Discipline Specific Elective)
Course Code		Paper VI A(EC 694A)
CO1	Discuss the major economic theories of international trade.	
CO2	Analyzing the terms of trade between nations in international trade.	
CO3	Identifying the major tariff and non-tariff barriers to trade.	
CO4	Categorizing the components of balance of payments and the implications of disequilibrium in BOP.	
CO5	Outlining the types of exchange rates and discussing the implications of WTO agreements on the developing countries.	

Name of the Course		Semester – V-BASICS OF ECONOMICS Generic Elective (or) Inter-Disciplinary Course
Course Code		GE594
CO1	Understand that economics is about the allocation of scarce resources and to study the economic behavior of consumers and firms.	
CO2	Understand the classification of different markets in the economy, the concepts and measurement of National Income and learn the meaning and phases of business cycles.	

Name of the Course		Semester – VI – ECONOMICS OF ENVIRONMENT Generic Elective (or) Inter-Disciplinary Course
Course Code		GE694
CO1	Understand the interrelationship between the Economy and Environment.	
CO2	Demonstrate an understanding of the impact of environmental degradation on sustainable development.	

Name of the Course		Semester I - Introduction to Communication (Discipline Specific Course)
Course Code		Paper I (MC 193)
CO1	Demonstrate various models of communication, their functions and valuations	
CO2	Interpreting the process of communication to communication theory as a field.	
CO3	Explain the role of Newspapers and Radio in the functioning of the society.	
CO4	Debate the use of Television and Social Media as a development tool.	
CO5	Review the organization structure of the Media units of the Governments.	

Name of the Course		Semester II- Introduction to Journalism (Discipline Specific Course)
Course Code		Paper II (MC 293)
CO1	Identify the different sources of news and the different types of news.	
CO2	Prepare reports on Crime, Sports and Politics.	
CO3	Debate the social responsibility and social change factor through media.	
CO4	Apply various acts related to press and develop an understanding on issues like freedom of the press.	
CO5	Explain the role and functions of Press Council and PIB	

Name of the Course		Semester III - Reporting and Writing/Editing for Print Media (Discipline Specific Course)
Course Code		Paper III (MC 393)
CO1	Locate the organizational setup in print media	
CO2	Summarize different styles of a news story.	
CO3	Execute the process of newspaper editing	
CO4	Argue media laws in India.	
CO5	Comment on the recommendations of operating and regulating media bodies.	

Name of the Course		Semester IV- Writing for Media (Discipline Specific Course)
Course Code		Paper IV (MC 493)
CO1	Summarize the concept of news and types of news.	
CO2	Review the news process from the event to the reader.	
CO3	Adapt Journalistic writing style of the Print media industry.	
CO4	Writing scripts for Radio and TV.	

CO5	Outline Media Laws in India
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Name of the Course		Semester V - Advertising and Public Relations (Discipline Specific Course)
Course Code		Paper V (MC 593)
CO1	Examine role and characteristics of Advertising.	
CO2	Develop an advertising plan and present and defend it persuasively	
CO3	Classify advertising from various media points of view	
CO4	Design Public Relations campaign	
CO5	Categorize Public Relations organizations in govt and private sector.	

Name of the Course		Semester V - Media and Development (Discipline Specific Elective)
Course Code		Paper VI (MC 593A)
CO1	Outline the concepts of media and development through communication frameworks	
CO2	Interpret various media reports published in print and electronic media	
CO3	Criticize on developmental activities in the state of Telangana	
CO4	Compose a development communication plan for the progress of the community	
CO5	Review reports related to the development issues.	

Name of the Course		Semester VI - Broadcast Journalism (Discipline Specific Course)
Course Code		Paper VII (MC 693)
CO1	Podcast for the online platforms	
CO2	Identify key elements in a news story	
CO3	Film short videos for documentaries and short-films	
CO4	Direct a news bulletin program production	
CO5	Compose stories across various media platforms	

Name of the Course		Semester VII - Introduction to Film Studies (Discipline Specific Elective)
Course Code		Paper VIII (MC 693C)
CO1	Review how film has changed over time as an industry.	
CO2	Demonstrate the pre-production, production and post-production film making process	
CO3	Debate how a film offers a set of social, political and cultural ideas .	

CO4	Categorize various elements in a film
CO5	Quote various film theories while reading a film

SEC

Name of the Course	Semester IV - Basics in Photography (Skill Enhancement Course)
Course Code	SE493
CO1	Compose different shots using basic photography rules
CO2	Interpret visual forms and their aesthetic functions

GE

Name of the Course	Semester V - Basics in Journalism (Generic Elective)
Course Code	GE593
CO1	Outline the concepts in Journalism
CO2	Summarize the concept of news and types of news.

Name of the Course	Semester VI - Film Appreciation (Generic Elective)
Course Code	GE693
CO1	Identify and use key concepts, models and tools in film criticism.
CO2	Criticize the representational meanings in the cinema