



FACULTY OF MASS COMMUNICATION
INTEGRAL UNIVERSITY, LUCKNOW
PEOs, PSOs, and POs

Programme: Bachelor of Journalism & Mass Communication

Programme Educational objectives (PEOs)

1. To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.
2. After the completion of the course, the student will be industry ready to successfully merge into the existing industrial requirements.
3. The course will open avenues for students to pursue the career in Print and Electronic, Radio and TV Production, Films, Integrated Marketing, Advertising, etc.
4. Students are provided with a holistic view of the subject in a gradual and progressive manner so, as to allow them the time to understand the key concepts and principles.
5. The LCD projector in class helps the students to see the latest movies and educational CDs related with their professional subjects.

Programme Specific Outcomes (PSOs)

1. Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.
2. Students will be equipped to conceptualize, create, design, and strategies high quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.
3. Students who graduate in communication will be prepared for entry level positions as professionals within communication-related fields.

Programme Outcomes (POs)

1. **Critical Thinking:** Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
2. **Effective Communication:** The course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.
3. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
4. **Social Interaction:** An understanding of the roles and duties of journalism in society, and recognition of the legal and more implication of their work.
5. **Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate.
6. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context sociolect-technological change.