

## PROGRAMME OUTCOMES (PO):

At the end of the graduate programme at Kannur University, a student would:

<b>PO1</b>	<b>Critical Thinking and Problem-Solving:</b> Apply critical thinking skills to analyze information and develop effective problem-solving strategies for tackling complex challenges.
<b>PO2</b>	<b>Effective Communication and Social Interaction:</b> Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections
<b>PO3</b>	<b>Holistic Understanding:</b> Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.
<b>PO4</b>	<b>Citizenship and Leadership:</b> Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.
<b>PO5</b>	<b>Global Perspective:</b> Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalized world.
<b>PO6</b>	<b>Ethics, Integrity and Environmental Sustainability:</b> Uphold high ethical standards in academic and professional endeavors, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.
<b>PO7</b>	<b>Lifelong Learning and Adaptability:</b> Cultivate a commitment to continuous self- directed learning, adapting to evolving challenges, and acquiring knowledge throughout life.

**PROGRAMME SPECIFIC OUTCOMES (PSO):**

At the end of the Bachelor of Journalism with Multimedia and Communication Honours with Research Programme (BJMC) at Kannur University, a student would possess:

<b>PSO1</b>	In-depth theoretical knowledge and practical skills required for a professional career in the fields of journalism, multimedia and mass communication, keeping abreast of the times.
<b>PSO2</b>	Capacity to understand and analyse the distinct characteristics, the wide scope and the inherent limitations of print, broadcast and new media, and of films, advertising and public relations.
<b>PSO3</b>	Capability to put into practice the theoretical input, having equipped with employability skills, expertise, exposure, and experiences in multimedia, journalism and communication productions, and practical assignments.
<b>PSO4</b>	Proficiency to analyse the latest global, national and regional trends in the media and communication arena for emerging as an entrepreneur, researcher, innovator, and specialist.
<b>PSO5</b>	Competence to appraise the quality, standard and professionalism present in print, broadcast and new media, in film industry, and in public relations and advertising domains, and to critically analyse ethical issues and professional challenges posed by the ever-evolving world.
<b>PSO6</b>	Adeptness for crafting script, carrying out production and post-production tasks, designing PR, advertising and marketing campaigns, and mapping out research projects for knowledge creation and innovative entrepreneurship.

**Eligibility Criteria for Admission:**

Candidates who have passed the Higher Secondary Examination of the state or an Examination accepted by the University as equivalent thereto. Total marks of the qualifying examination + a weightage of 10 marks will be given to those who have studied Journalism as optional subject at the qualifying examination.