



Rishi Bankim Chandra Evening College
(Founded: 1947 • University Affiliation after Trifurcation: 1984)
Naihati, North 24 Parganas, PIN – 743165, West Bengal, India
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Department of Journalism and Mass Communication (UG)

Outcomes of the BA General in Journalism and Mass Communication Programme

PO1: To impart knowledge in the principles, practices and functions of Journalism and Mass Communication.

PO2: To make the students eligible for the job market of Journalism and Mass Communication

PO3: Providing Practical and Theoretical Knowledge

PO4: Ensuring the students knowledge of the theories of Journalism and Mass Communication

PO5: To impart knowledge in the functional areas of Journalism and Mass Communication.

PO6: To build students' interest in different field of Journalism and Mass Communication with guidance and practice.