# Course Objectives & Course Outcomes of Skill Courses for 1ˢᵗ Semester

**COMMUNITY JOURNALISM-I**

*Course Objectives:*

The course aims to introduce students to the basics of journalism, including its definition, forms, and societal role, with a focus on journalistic ethics, social responsibility, and freedom of expression. It also seeks to explore the relationship between media and community, highlighting the influence of community institutions such as culture, gender, and ethnicity on media dynamics. Additionally, the course provides practical experience in community engagement, allowing students to analyze media usage patterns in a specific community and formulate a project idea to address community needs.

*Course Outcomes:*

Upon completion of the course, students will be able to define and critically assess various forms of journalism and their role in society, with an emphasis on ethical considerations. They will gain a comprehensive understanding of the connection between media and community, including the impact of community institutions on media consumption. Moreover, students will acquire practical skills in community engagement, analyzing media usage in real-world contexts, and developing a well-structured project that responds to the needs and dynamics of a specific community.

**PERSONAL SELLING AND SALESMANSHIP**

## Course Objectives:

The course aims to familiarize students with the fundamentals of personal selling, emphasizing the selling process, types of selling situations, and the role of personal selling in career development. It aims to equip students with the skills necessary to understand and apply various selling techniques, develop strategies for handling objections, and close sales effectively.

## Course Outcomes:

Upon completion of the course, students will be able to understand the nature and importance of personal selling, distinguish between personal selling, salesmanship, and sales management, and identify career opportunities in selling. They will gain practical experience in preparing sales reports, handling customer complaints, and demonstrating product sales effectively.

## DAIRY TECHNOLOGY-I (INTRODUCTION TO MILK AND ITS QUALITY)

### *Course Objectives:*

The course aims to provide students with comprehensive knowledge about the composition, quality, and preservation of milk. It seeks to familiarize students with the current status and prospects of the dairy industry, and the factors affecting milk composition. Additionally, the course covers methods for evaluating milk quality, milk spoilage, and preservation techniques.

### *Course Outcomes:*

Upon completion of the course, students will have a thorough understanding of milk composition, including major and minor constituents, and their role in determining milk quality. They will gain practical skills in conducting various tests on milk, such as fat content, protein levels, and microbial quality, while also learning preservation techniques to maintain milk quality.

## COMMERCIAL MUSHROOM CULTIVATION – I: INTRODUCTION TO MUSHROOM SCIENCE

### *Course Objectives:*

The course aims to equip students with knowledge about the diversity and identification of mushrooms in the region, emphasizing their ecological, nutritional, and medicinal value. It also seeks to introduce students to mushroom cultivation techniques, including the science and art of growing mushrooms, and provides practical experience in handling mushrooms, including identification and preservation.

### *Course Outcomes:*

Upon completion of the course, students will gain a deep understanding of various types of mushrooms, their ecology, life cycle, and nutritional and medicinal benefits. They will develop skills in mushroom cultivation, including preparing culture media, isolating pure cultures, and identifying both edible and poisonous mushrooms. Students will also acquire practical experience in mushroom collection, spore print development, and preservation techniques.

**GEOGRAPHY (FUNDAMENTALS OF REMOTE SENSING)**

*Course Objectives:*

The course aims to introduce students to the fundamentals of remote sensing, including its history, types, and technologies. It will equip students with an understanding of electromagnetic radiation, atmospheric interactions, and the various platforms and sensors used in remote sensing. Additionally, the course provides practical skills in image processing, interpretation, and data preparation.

*Course Outcomes:*

Upon completion of the course, students will have a solid understanding of remote sensing concepts, including its types, platforms, and sensors. They will develop skills in interpreting aerial photographs and satellite images, as well as utilizing image processing software for tasks like image enhancement, classification, and data preparation through techniques like layer stacking and mosaicking.

**TARJAMA KAERI (Kashmiri)**

*Course Objectives:*

The objective of the course is to enhance students' proficiency in translating texts from Kashmiri to English and vice versa. It aims to improve their understanding of linguistic structures, cultural nuances, and idiomatic expressions in both languages. The course also provides practical experience in translating various types of content, including literary, technical, and everyday texts. Additionally, it aims to refine skills in editing, proofreading, and translating complex materials with precision.

*Course Outcomes:*

By the end of the course, students will be capable of accurately translating texts between Kashmiri and English. They will develop a deeper understanding of the grammatical structures and idiomatic expressions of Kashmiri. The course will enable students to translate diverse types of texts, ranging from formal to informal. Furthermore, students will acquire the necessary skills to edit and proofread translation work effectively, ensuring high-quality outcomes.

**LEARNING SKILLS OF AFSANA IN URDU**

*Course Objectives:*

The course aims to develop students' understanding of "Afsana" (short story) in Urdu by focusing on narrative techniques, character development, and thematic exploration. It seeks to enhance skills in analyzing, interpreting, and appreciating the literary elements of Afsana. Students will also engage in writing and critiquing short stories.

*Course Outcomes:*

Upon completion of the course, students will be able to critically analyze and interpret Afsana, identifying narrative structures and themes. They will gain skills in writing short stories, incorporating literary techniques. Students will also improve their ability to appreciate the cultural and historical contexts of Urdu Afsana literature.

**INTERNET BASICS AND HTML**

*Course Objectives:*

This course aims to introduce students to the fundamentals of the internet, including basic networking concepts, the role of ISPs, and web browsing. It also covers HTML, focusing on the structure of web pages, key HTML tags, formatting, and the creation of hyperlinks, tables, and multimedia elements.

*Course Outcomes:*

Upon completion of this course, students will have a strong understanding of internet basics, including email, search engines, and e-governance websites. They will also be proficient in HTML, enabling them to create structured web pages with essential components like lists, tables, forms, hyperlinks, and multimedia elements.

# Course Objectives & Course Outcomes of Skill Courses for 3rd Semester

**COMMUNITY JOURNALISM-III**

*Course Objectives:*

This course aims to familiarize students with the essential tools used by community journalists, including still and video cameras, audio recorders, and mobile phones. It also introduces basic editing techniques for video, audio, and photos, helping students to develop practical skills in creating and editing content for community journalism.

*Course Outcomes:*

Upon completion of the course, students will be proficient in using various tools for community journalism, including cameras, audio recorders, and mobile phones. They will also acquire practical skills in camera movements, sound recording, lighting, and editing, enabling them to produce high-quality content for community journalism projects.

**COMPUTERISED ACCOUNTING**

***Course Objectives:***

This course aims to provide students with an understanding of computerized accounting systems (CAS), highlighting their need, importance, components, and limitations. It covers the use of spread sheets for various accounting tasks such as payroll processing, asset accounting, depreciation calculation, and graph/chart creation for business data. Practical skills are developed using Tally software for accounting functions.

***Course Outcomes:***

Upon completion of the course, students will be able to understand and apply computerized accounting systems, use spread sheets for payroll accounting, asset management, and data visualization, and create financial documents like income statements and balance sheets. They will also gain proficiency in using Tally software for journal entries, subsidiary books, and financial reporting.

**ZABAN TE BAWATH (Kashmiri)**

*Course Outcomes*

By the end of this course, students will have a comprehensive understanding of the intricacies of the language, enhancing their communication skills significantly. They will be proficient in both theoretical knowledge and practical application, allowing them to use the language effectively in various contexts.

*Course Objectives*

The course aims to provide students with a deep insight into the language, focusing on both its theoretical and practical aspects. It is designed to enhance students' linguistic abilities, improve their critical thinking regarding language use, and prepare them for advanced studies or professional applications in language-related fields.

### *INTRODUCTION TO PHP AND MYSQL*

### *Course Objectives:*

This course aims to introduce students to PHP and MySQL, providing foundational knowledge on creating dynamic websites and web applications. It covers the essential features of PHP, such as variables, loops, functions, and working with forms, cookies, and files. Additionally, the course explores using PHP in combination with MySQL for database creation and management.

### *Course Outcomes:*

Upon completion of the course, students will be proficient in writing basic PHP programs, using variables, arrays, loops, functions, and working with forms and user sessions. They will also gain practical experience in integrating PHP with MySQL for database interaction, including creating databases, tables, and using SQL commands for transactions and stored procedures.

**PHARMACEUTICAL SALES MANAGEMENT**

*Course Objectives:*

This course aims to provide students with comprehensive knowledge of sales management within the pharmaceutical industry. It covers the fundamentals of marketing, the specifics of the pharmaceutical market, product decisions, promotion strategies, marketing channels, professional sales representative duties, pricing strategies, and emerging marketing concepts. Additionally, it offers practical experiences to reinforce theoretical knowledge.

*Course Outcomes:*

Upon completion of the course, students will have a solid understanding of the pharmaceutical marketing environment, including market segmentation, product positioning, and promotional techniques. They will be able to design effective marketing channels, understand the role and duties of a professional sales representative, and develop pricing strategies in compliance with regulatory guidelines. The practical components will equip students with hands-on experience in case presentations, market surveys, in-clinic presentations, product promotions, and interactions with industry professionals.

**COMMERCIAL MUSHROOM CULTIVATION**

*Course Objectives:*

This course aims to provide students with an understanding of the economic and industrial importance of mushroom cultivation, focusing on post-harvest management and marketing. It seeks to equip students with the knowledge and skills needed to grow, process, package, and market mushrooms, including the preparation of various mushroom products.

*Course Outcomes:*

Upon completion of the course, students will have a thorough understanding of the commercial aspects of mushroom cultivation, including the global and national market scenarios, and the processes involved in harvesting, grading, processing, and packaging mushrooms. They will be able to design and establish mushroom farms, understand the economics of mushroom culture, and create various mushroom products. Practical skills will include preparing mushroom-based recipes, branding and marketing strategies, and utilizing spent mushrooms for vermi-composting and inorganic farming.