



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Universal Human Values and Ethics		
Course Code	AECJMC101		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Memorize key ethical theories and frameworks, such as utilitarianism, deontology, and virtue ethics. (BL1-Remember)</p> <p>CO2- Students will be able to demonstrate common ethical dilemmas and their potential consequences. (BL2-Understand)</p> <p>CO3- Students will be able to Explain the importance of universal human values and ethics in personal and professional life. (BL3-Apply)</p> <p>CO4- Students will be able to Assess the ethical responsibilities of professionals in different fields and industries. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	2	-	-	-	-	-	1	-	-	-	-
CO2	-	2	-	1	-	-	1	1	-	-	-	1	-	-	1
CO3	-	-	2	-	1	2	-	-	2	-	1	-	-	2	-
CO4	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Environmental Science & Sustainable development		
Course Code	AECJMC102		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to memorize the facts and data related to environmental issues, such as climate change, pollution, and deforestation. (BL1-Remember)</p> <p>CO2- Students will be able to describe the interrelationships between ecological systems and human activities (BL2-Understand)</p> <p>CO3- Students will be able to examine the connections between social, economic, and environmental aspects of sustainable development (BL4-Analyze)</p> <p>CO4- Students will be able to demonstrate the Remote Sensing and GIS tools for the environmental development. (BL3-Apply)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✓	SDG (Goals)	SDG5(Gender equality) SDG14(Life below water) SDG15(Life on land)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	1	2	-	-	-	-	1	1	-	-	-
CO2	-	2	-	2	-	-	2	1	-	1	-	-	1	-	-
CO3	-	3	2	-	-	3	-	-	2	-	1	-	2	-	-
CO4	-	-	-	-	2	-	1	1	-	-	-	2	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Design Thinking & Creativity for Innovation		
Course Code	AECJMC103		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define the key principles and concepts of design thinking and creativity. (BL1-Remember)</p> <p>CO2- Students will be able to summarize the factors that can either hinder or enhance creativity and innovation. (BL2-Understand)</p> <p>CO3- Students will be able to utilize creativity techniques, such as brainstorming and mind mapping, to explore new possibilities. (BL3-Apply)</p> <p>CO4- Students will be able the analyse and evaluate the effectiveness of design thinking approaches in generating innovative solutions. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✕ Entrepreneurship ✕ Employability ✕ Professional Ethics ✕ Gender ✕ Human Values ✕ Environment ✕	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consumption and production)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-
CO2	-	2	-	1	-	-	2	-	-	-	1	1	1	-	-
CO3	-	3	3	-	-	-	2	3	2	-	-	-	-	-	3
CO4	2	-	-	-	2	-	-	-	-	2	-	-	1	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Introduction to Mass Communication		
Course Code	DSCJMC101		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Recall and memorize the definitions and key concepts, theories, and historical events in mass communication. (BL1-Remember)</p> <p>CO2- Students will be able to Explain the basic functions and models of mass communication. (BL2-Understand)</p> <p>CO3- Students will be able to Apply mass communication theories to Design and execute a basic media campaign or message. (BL3-Apply)</p> <p>CO4- Students will be able critically Evaluate the influence of media on public opinion and behaviour. (BL4-Analyze)</p> <p>CO5- Students will be able to understand the key theoretical frameworks that explain media effects, media influence, and communication processes. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	2	-	-	-	2	-	-	-	-
CO2	2	-	2	1	-	1	-	1	-	-	-	-	-	3	-
CO3	-	1	-	-	1	-	-	-	2	-	1	-	2	-	-
CO4	-	-	-	-	2	1	2	-	-	1	1	-	2	-	3
CO5	-	-	2	-	-	-	-	1	-	-	-	1	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Current Affairs		
Course Code	DSCJMC102		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Identify the major organizations influencing the world order and various theories related to politics, economics, etc. (BL1-Remember)</p> <p>CO2- Students will be able to Interpret the news articles and reports to understand their viewpoints on current issues. (BL2-Understand)</p> <p>CO3- Students will be able to Demonstrate an understanding of how current affairs impact various aspects of society. (BL3-Apply)</p> <p>CO4- Students will be able to analyse the different international policies and diplomatic relation of countries. (BL5-Evaluate)</p> <p>CO5- Students will be able to Critically evaluate the impact of current affairs on individuals, communities, and nations. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-
CO2	-	1	-	2	1	-	1	-	-	-	-	-	2	-	-
CO3	-	-	1	-	-	1	-	2	-	-	1	-	-	-	2
CO4	1	-	-	-	2	1	-	-	-	1	2	-	1	-	3
CO5	1	-	-	2	-	-	1	1	-	-	-	1	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamental of Print Media		
Course Code	DSCJMC103		
Course Outcomes & Bloom's Level	CO1- Students will be able to understand Print Media History and Evolution. (BL1-Remember) CO2- Students will be able to analyze Print Media Formats and Design. (BL2-Understand) CO3- Students will be able to Develop Skills in Print Media Production (BL3-Apply) CO4- Students will able to analyse comprehend the Structure and Function of Print Media: (BL4-Analyze) CO5- Students will be able to critically investigate the Role of Print Media in Society: (BL5-Evaluate)		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-
CO2	-	2	-	2	1	-	1	-	-	1	-	-	-	2	-
CO3	-	-	1	-	1	-	-	1	1	-	-	2	-	-	2
CO4	1	3	-	1	-	1	-	-	-	1	-	-	2	-	-
CO5	-	-	2	-	-	-	2	3	-	-	1	-	2	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Media And Society		
Course Code	GEJMC101		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recite the theories, concepts, and frameworks related to media and society.(BL1-Remember)</p> <p>CO2- Students will be able to discuss the social, cultural, and political implications of media in different contexts.(BL2-Understand)</p> <p>CO3- Students will be able to critically examine the media content and representations of social groups and issues.(BL3-Apply)</p> <p>CO4- Students will be able to apply media literacy skills by evaluating media messages and sources.(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the impact of media on democracy, civic engagement, and public discourse.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	2	-	-	-	1	-	1	-	-
CO3	-	1	-	-	2	-	-	2	-	1	2	-	1	-	2
CO4	-	1	1	1	-	-	-	-	2	-	-	1	1	3	-
CO5	2	-	-	-	3	1	-	-	-	1	2	-	-	-	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Science Communication		
Course Code	GEJMC102		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define key concepts and theories related to science communication.(BL1-Remember)</p> <p>CO2- Students will be able to Summarize the different methods and approaches used in science communication.(BL2-Understand)</p> <p>CO3- Student will be able to analyse the role of media in shaping public perceptions and understanding of science.(BL4-Analyze)</p> <p>CO4- Students will be able to Critically assess the credibility and accuracy of scientific communication in popular media.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	1	-	-	2	-	-	1	-	-	-	1
CO3	-	-	1	-	-	1	2	-	1	-	-	1	-	-	1
CO4	2	3	-	2	-	-	-	2	-	1	-	-	2	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Gandhi & Gandhian Way		
Course Code	VACJMC101		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to outline significant contributions and movements associated with Gandhi's philosophy. (BL1-Remember)</p> <p>CO2- Students will be able to explain the fundamental principles and values of Gandhian philosophy, such as non-violence, truth, and self-reliance. (BL2-Understand)</p> <p>CO3- Students will be able to Critically examine the relevance of Gandhi's ideas in the modern world. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	2	1	1	1	1	-	-	1	1	-	-	-	-
CO2	2	-	2	-	2	1	2	-	-	-	-	1	2	-	-
CO3	3	-	1	3	-	-	3	-	-	-	2	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Sociology of Development		
Course Code	VACJMC102		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify the key concepts and theories related to the sociology of development, such as modernization, globalization, and dependency theory.()</p> <p>CO2- Students will be able to Summarize the theories and perspectives on development, including modernization, dependency, and post-development theories.()</p> <p>CO3- Students will be able to differentiate the political movements and social movements.()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	1	-	-	-	-	1	1	-	-	-	-
CO2	2	-	1	2	-	-	-	2	-	-	2	-	1	-	-
CO3	1	-	2	-	-	2	2	-	-	-	2	-	2	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Swaraj and Its Dimension		
Course Code	VACJMC103		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to explain the main concepts, theories, debates and empirical practices on the swaraj movement and its dimension. (BL2-Understand)</p> <p>CO2- Students will be able to define the real meaning of swaraj as the foundation of democracy (BL1-Remember)</p> <p>CO3- Students will be able to describe current theoretical and empirical debate Swaraj movements (BL3-Apply)</p> <p>CO4- Students will be able to appropriately apply different theories and methodologies of research in different contexts relevant to Swaraj Movement and its dimensions (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate various aspects of a real democratic society with special reference to India.</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	1	1	-	-	-	1	1	-	-	-	-
CO2	2	-	2	-	2	2	-	1	-	-	-	1	-	-	-
CO3	-	2	-	2	-	-	3	-	-	-	2	-	-	-	-
CO4	-	2	-	-	-	2	3	-	-	1	-	-	-	-	-
CO5	1	2	2	-	-	-	-	1	1	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-IA		
Course Code	IKSJMC1A		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL3-Apply) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL6-Create)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-I B		
Course Code	IKSJMC1B		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL3-Apply) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL4-Analyze)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	-	1	-	1	-	-	-	1	-
CO2	-	2	-	1	-	1	-	-	2	-	2	-	-	-	-
CO3	2	-	2	-	2	-	1	-	3	2	-	-	2	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Print Media Lab		
Course Code	SECJMC101		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall the fundamental principles of print media writing, including news values, storytelling techniques, and journalistic ethics. (BL1-Remember)</p> <p>CO2- Students will be able to Explain the purpose and significance of different genres and styles of print media writing(BL2-Understand)</p> <p>CO3- Students will be able to apply journalistic principles and techniques to create well-structured and engaging print media articles(BL3-Apply)</p> <p>CO4- Students will be able to Analyse and evaluate the effectiveness of different print media writing styles and techniques.(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the impact and influence of print media writing on public opinion and decision-making.(BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	-	-	1	-	-	-	-	2	-	-
CO2	-	1	-	-	1	1	2	-	-	-	1	-	-	-	1
CO3	-	2	-	2	-	-	-	2	1	-	-	1	-	-	3
CO4	-	-	2	-	1	-	-	-	-	1	-	-	-	2	-
CO5	1	1	-	-	-	2	-	-	-	-	2	-	-	-	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Basics of Camera, Light & Sound		
Course Code	SECJMC102		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the history of camera, light and development of sound with various tools and techniques. (BL1-Remember)</p> <p>CO2- Student will be able to explain the concept, terms, types of cameras and lens, types and importance of lights and types of audios. (BL2-Understand)</p> <p>CO3- Student will be able to use light and sound to shot any program and solve the problems related to light and shots during shooting (BL3-Apply)</p> <p>CO4- Student will be able to differentiate between shots, angle, and subject and object in camera. (BL4-Analyze)</p> <p>CO5- Student will be able to determine the role of different types of camera and shots to highlights any object or subject through camera (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
CO2	2	2	-	1	-	-	2	1	-	-	-	1	1	-	-
CO3	-	3	-	-	2	-	-	-	2	1	1	-	-	-	3
CO4	-	-	2	-	-	1	-	2	-	-	-	1	-	2	-
CO5	-	-	-	1	1	-	2	2	-	1	-	1	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Storytelling		
Course Code	SECJMC103		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the types, process, shots, Mechanics, Ethics of storytelling(BL1-Remember)</p> <p>CO2- Student will be able to explain the importance, principle and techniques of storytelling for audio visual language(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge about storytelling to write a story for various medium(BL3-Apply)</p> <p>CO4- Student will be able to classify mechanism of storytelling and its impact on society through various language(BL4-Analyze)</p> <p>CO5- Student will be able to justify that why they have selected such of process of storytelling for mass media(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	1	-	-	-	-	1	-	-	-	-
CO2	-	2	-	-	2	-	2	-	-	1	-	-	2	-	-
CO3	-	-	-	2	-	-	2	3	2	-	-	-	-	-	3
CO4	1	2	-	-	2	-	-	-	-	1	1	2	-	2	-
CO5	-	-	2	-	-	2	-	-	1	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Environmental Science, Waste & Disaster Management		
Course Code	AECJMC201		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to develop the knowledge of different dimensions of environmental studies; problems related to the environmental degradation & the remedial steps taken to address them.(BL2-Understand)</p> <p>CO2- Students will be able to understand different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.(BL2-Understand)</p> <p>CO3- Students will be able to critically analyze the roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.(BL4-Analyze)</p> <p>CO4- Students will be able to create awareness about environmental issues and to carry out outreach activities.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG6(Clean water and sanitation) SDG7(Affordable and clean energy) SDG11(Sustainable cities and economies)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	2	-	1	-	1	1	-	-	-	-
CO2	-	-	2	1	1	2	1	-	-	-	-	-	-	-	1
CO3	-	3	-	-	-	-	3	-	2	-	1	-	-	2	-
CO4	-	-	2	-	1	-	-	-	3	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Life skills & mentoring-I		
Course Code	AECJMC202		
Course Outcomes & Bloom's Level	CO1- Students will be able to develop skills that help them to transact the skill of self-awareness(BL3-Apply) CO2- Students will be able to make use of self- awareness to regulate one's own thinking and learning.(BL4-Analyze) CO3- Students will be able to analyze the benefits of a healthy lifestyles associated with healthy physical and mental health and develop the coping skills for adjustment(BL4-Analyze)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	1	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	1	2	-	-	1	1	1	-	-	-	-	1	-
CO3	-	2	2	-	1	-	-	-	1	-	1	-	-	2	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	General Proficiency (Hindi and English)		
Course Code	AECJMC203		
Course Outcomes & Bloom's Level	CO1- Students will be able to demonstrate an understanding of basic concepts of English Grammar. (BL2-Understand) CO2- Students will be able to apply learnt fundamental concepts in speech and writing. (BL3-Apply) CO3- Students will be able to speak and write grammatically correct English for various applications in the realm of Journalism. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	1	-	-	-	-	-	1	-	-	-	-
CO2	-	2	2	-	-	-	1	-	-	-	-	1	1	-	1
CO3	-	-	-	1	2	-	1	-	1	1	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Mass Media Industry & Management		
Course Code	DSCJMC201		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to gain Conceptual knowledge about growth of the Media industry.(BL2-Understand)</p> <p>CO2- Students will be able to develop understanding about Mass Media Industry(BL2-Understand)</p> <p>CO3- Students will be able to analyse the problems and prospects of the Media Industry.(BL4-Analyze)</p> <p>CO4- Students will be able to develop keen observation about working with different Media Channels.(BL3-Apply)</p> <p>CO5- Students will be able to Examine how regulatory frameworks and policies affect media operations, content creation, and distribution.(BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
CO2	2	-	-	1	1	-	2	-	-	-	-	-	2	-	-
CO3	-	2	-	-	2	1	-	1	-	-	1	-	-	-	-
CO4	-	2	3	-	-	-	3	-	1	-	-	-	-	-	2
CO5	1	-	-	2	2	-	-	-	-	1	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Media Laws & Ethics		
Course Code	DSCJMC202		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to gain Conceptual knowledge about growth of the Media industry.(BL2-Understand)</p> <p>CO2- Students will be able to develop understanding about Mass Media Industry(BL2-Understand)</p> <p>CO3- Students will be able to analyse the problems and prospects of the Media Industry.(BL4-Analyze)</p> <p>CO4- Students will be able to develop keen observation about working with different Media Channels.(BL3-Apply)</p> <p>CO5- Students will be able to Use legal knowledge to assess media content and operational practices for compliance with relevant laws and regulations.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	2	-	-	-	1	-	1	-	-
CO3	-	2	-	-	2	-	-	-	1	-	-	-	-	-	2
CO4	-	-	2	-	-	-	-	2	-	-	1	1	-	-	-
CO5	1	-	-	-	-	2	-	-	-	1	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Event Management		
Course Code	DSCJMC203		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify and describe various types of events and understand the fundamental concepts of event management. (BL1-Remember)</p> <p>CO2- Students will be able to gain professional Knowledge of Events, their types. (BL1-Remember)</p> <p>CO3- Students will be able to develop an understanding of the evolution of Event Management and its expanded role in organizational and marketing communication. (BL2-Understand)</p> <p>CO4- Students will be able to evaluate the event management process. (BL3-Apply)</p> <p>CO5- Students will be able to conduct and create events successfully. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	1	-	1	1	-	-	-	-	1	-	1	-	-
CO3	-	-	-	1	-	-	2	2	-	-	-	-	2	-	-
CO4	1	2	-	-	-	-	-	-	2	-	-	1	-	2	-
CO5	-	-	2	-	-	-	-	-	-	1	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Agricultural journalism		
Course Code	GEJMC201		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to develop knowledge on agriculture sectors through media. (BL2-Understand)</p> <p>CO2- Students will be able to understand and analyse agricultural information. (BL2-Understand)</p> <p>CO3- Students will be able to write and Illustrate agriculture stories. (BL3-Apply)</p> <p>CO4- Students will be able to conduct research on agricultural topics, analyze data and trends, and develop informed, evidence-based articles and reports. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the impact of agricultural journalism on public perception, policy-making, and industry practices. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-
CO2	-	2	1	2	-	2	-	-	-	1	-	-	1	-	-
CO3	1	-	-	-	-	2	2	2	-	-	1	-	2	-	-
CO4	1	-	-	-	-	3	-	-	2	-	-	-	-	-	2
CO5	-	-	2	-	-	2	-	-	-	1	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Business Journalism		
Course Code	GEJMC202		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to develop the knowledge of a variety of newsrooms and adequately cover business news stories. (BL2-Understand)</p> <p>CO2- Students will be able to develop an Understanding of basic areas in business journalism. (BL2-Understand)</p> <p>CO3- Students will be able to explain key financial terms and analyse a variety of companies from the listed to semi-states. (BL3-Apply)</p> <p>CO4- Students will be able to write about wider economic issues, government budgets, industrial Relations, and how firms communicate. (BL4-Analyze)</p> <p>CO5- Students will be able to write clear, accurate, and engaging business news reports, incorporating appropriate journalistic standards and techniques for different formats and platforms. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	1	-	-	1	-	-
CO3	-	1	-	-	1	-	-	-	1	-	-	-	2	-	-
CO4	1	-	-	-	-	-	1	-	-	-	-	2	-	1	-
CO5	-	-	2	-	-	-	2	1	-	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	A.I & Journalism		
Course Code	GEJMC203		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Gain a foundational knowledge of artificial intelligence, including key concepts and technologies relevant to journalism. (BL1-Remember)</p> <p>CO2- Students will be able to evaluate how AI is used in various aspects of journalism, from content creation to data analysis and audience engagement. (BL4-Analyze)</p> <p>CO3- Students will be able to Identify and critically analyze the ethical considerations and challenges associated with AI in journalism. (BL5-Evaluate)</p> <p>CO4- Students will be able to Acquire practical skills in using AI tools and technologies for journalistic purposes. (BL3-Apply)</p> <p>CO5- Students will be able to Investigate emerging trends and technologies in AI and their potential impact on the future of journalism. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-
CO2	-	1	-	-	2	-	1	1	-	-	1	-	2	-	-
CO3	-	-	1	-	2	-	-	1	-	1	-	1	1	-	-
CO4	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-
CO5	1	2	-	-	2	-	1	1	-	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian Constitution and Human Values		
Course Code	GEJMC204		
Course Outcomes & Bloom's Level	<p>CO1- Describe the historical context and evolution of the Indian Constitution(BL1-Remember)</p> <p>CO2- Explain the fundamental rights and duties enshrined in the Constitution(BL2-Understand)</p> <p>CO3- Analyze the structure and functions of the Union and State governments(BL4-Analyze)</p> <p>CO4- Evaluate the principles of justice, liberty, equality, and fraternity as outlined in the Preamble(BL5-Evaluate)</p> <p>CO5- Apply ethical principles and human values in various real-life situations(BL3-Apply)</p> <p>CO6- Create a framework for integrating constitutional values and human values in personal and professional decision-making(BL4-Analyze)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	2	-	-	-	-	-	-	-	1	-	-
CO3	-	-	-	-	-	-	2	2	-	-	-	-	-	-	2
CO4	1	-	-	-	-	2	-	-	-	-	-	1	-	-	-
CO5	-	2	-	-	-	-	-	1	-	-	-	-	1	-	-
CO6	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Feminist Writings		
Course Code	VACJMC201		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to develop the knowledge of major historical developments of women's movement in their onward march to freedom and equality. (BL2-Understand)</p> <p>CO2- Students will be able to develop the broad understanding with regard to the nature and growth of women's movement in the modern age, covering a range of issues pertinent to women's emancipation, dignity and status. (BL2-Understand)</p> <p>CO3- Students will be able to apply the values and system of feminism in their journalistic writings. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-
CO2	-	2	-	2	1	-	-	1	1	1	1	-	-	1	-
CO3	-	-	2	-	1	-	1	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Gender and literature		
Course Code	VACJMC202		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to re-examine texts that project women in rigid cultural and social constructs.(BL4-Analyze)</p> <p>CO2- Students will be able to explore specific female in terms of responses and experiences in literature.(BL4-Analyze)</p> <p>CO3- Students will be able to apply the Issues Discussed in Indian Women's Writing to write journalistic articles.(BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	1	-	-	-	-	-	1	2	-	-	-	-
CO3	-	-	-	-	2	1	1	-	-	2	-	1	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Globalization and Culture		
Course Code	VACJMC203		
Course Outcomes & Bloom's Level	CO1- Students will be able to define several major eras in the history of Indian art. (BL1-Remember) CO2- Students will be able to identify aesthetic traits found throughout Indian art. (BL2-Understand) CO3- Students will be able to draw connections between art of different media, connecting them around ideological and stylistic similarities. (BL4-Analyze)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	1	-	-	1	-	1	-	-	-
CO2	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-
CO3	-	-	-	2	-	-	-	2	-	-	-	-	1	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian Art: Materials, Techniques and Artistic Practices		
Course Code	VACJMC204		
Course Outcomes & Bloom's Level	CO1- Students will be able to define several major eras in the history of Indian art. (BL1-Remember) CO2- Students will be able to identify aesthetic traits found throughout Indian art. (BL2-Understand) CO3- Students will be able to draw connections between art of different media, connecting them around ideological and stylistic similarities. (BL4-Analyze)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG11(Sustainable cities and economies) SDG12(Responsible consumption and production)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-
CO2	-	2	-	-	2	-	-	-	1	-	-	1	-	-	-
CO3	-	-	2	-	-	2	-	-	-	1	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian Political Thought		
Course Code	VACJMC205		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to categorize the political thoughts and the key characteristics of various Indian political ideologies. (BL2-Understand)</p> <p>CO2- Students will be able to Explain the philosophical foundations of different Indian political schools of thought. (BL2-Understand)</p> <p>CO3- Students will be able to Apply the concepts from Indian Political Thought to analyse and discuss contemporary political issues. (BL3-Apply)</p> <p>CO4- Students will be able to Analyze the impact of historical Indian political thought on the present-day political landscape. (BL4-Analyze)</p> <p>CO5- Students will be able to Evaluate the relevance of traditional Indian political concepts in the context of global politics and governance (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-
CO2	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-
CO3	-	2	-	-	1	-	-	-	-	-	1	-	-	-	-
CO4	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-
CO5	-	2	-	-	-	-	-	2	-	-	-	2	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-II A		
Course Code	IKSJMC2A		
Course Outcomes & Bloom's Level	<p>CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember)</p> <p>CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL3-Apply)</p> <p>CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-II B		
Course Code	IKSJMC2B		
Course Outcomes & Bloom's Level	<p>CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts.(BL1-Remember)</p> <p>CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis.(BL3-Apply)</p> <p>CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively.(BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG7(Affordable and clean energy) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG13(Climate action) SDG15(Life on land) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	1	-	-	1	-	-	1	-	-
CO2	-	2	-	2	-	1	-	2	-	-	2	-	-	1	-
CO3	2	-	-	-	3	-	2	-	-	2	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Photography Lab		
Course Code	SECJMC201		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recite and identify the different types of lenses, technical settings, and functions of a camera, such as aperture, shutter speed, and ISO. (BL1-Remember)</p> <p>CO2- Students will be able to Understand the skills of handling various types of still camera. (BL2-Understand)</p> <p>CO3- Students will be able to apply the principals and techniques pf photography during capturing pictures. (BL3-Apply)</p> <p>CO4- Students will be able to Analyze and use of light for Indoor and Outdoor shoots. (BL4-Analyze)</p> <p>CO5- Students will Inculcate professionalism in photography. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	1	1	-	-	1	-	-	-	1	-	1	-	-
CO3	-	2	-	-	2	-	1	1	-	-	-	1	-	2	-
CO4	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1
CO5	-	-	-	2	-	-	2	2	-	1	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Videography Lab		
Course Code	SECJMC202		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recite and identify the different types of lenses, technical settings, and functions of a camera, such as aperture, shutter speed, and ISO.(BL1-Remember)</p> <p>CO2- Students will be able to develop the knowledge Video Camera, Sound and Light Equipment.(BL1-Remember)</p> <p>CO3- Students will be able to understand the Handling and functioning of various video production equipment.(BL2-Understand)</p> <p>CO4- Students will be able to Record or produce programs related to TV and films.(BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-
CO2	-	-	2	-	-	-	1	-	-	1	-	1	-	-	-
CO3	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-
CO4	-	-	2	2	-	-	-	-	2	-	-	-	-	-	2
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Mobile Journalism		
Course Code	SECJMC203		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Gain knowledge about different mobile camera modes, angles, effects etc(BL2-Understand)</p> <p>CO2- Students will be able to Understand the concept of Mobile Journalism. (BL2-Understand)</p> <p>CO3- Students will be able to use different mobile applications for Mobile content production. (BL3-Apply)</p> <p>CO4- Students will be able to Inculcate the practical knowledge of Mobile Journalism kits, Twitter posts, Instagram Stories. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-1	-	-
CO2	-	1	2	1	-	-	-	1	-	-	-	-	-	-	-
CO3	-	-	2	-	-	1	1	2	1	-	-	1	1	-	2
CO4	-	2	-	-	-	2	-	-	2	-	-	-	3	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Ethics & Gender Equality		
Course Code	AECJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the gender related issues, various government scheme related to gender and women, rights of women and girls(BL1-Remember)</p> <p>CO2- Student will be able to explain the concept of gender and sex and also able to describe the role of mass media to safeguard the women's rights. (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to solve the various social issues related to women and child. They will also be able to made awareness in society. (BL3-Apply)</p> <p>CO4- Student will be able to criticize the traditional mind set of society and organization about women(BL4-Analyze)</p> <p>CO5- Student will be able to support to women and girls to work in any organization and help them to how to be safe from others(BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	2	-	-	-	1	-	-	-	-	-	1	-	-	2
CO4	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-
CO5	-	-	2	-	-	-	2	-	-	1	-	-	-	2	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Media Literacy & Critical Thinking		
Course Code	AECJMC302		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the various concept and terminology related to media literacy(BL1-Remember)</p> <p>CO2- Student will be able to explain the process and nature of media literacy along with message and types of messages (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to choose appropriate message from various offline and online sources to share the public for literacy.(BL3-Apply)</p> <p>CO4- Student will be able to classify the media reception message and ecosystem of media to literate the public (BL4-Analyze)</p> <p>CO5- Student will be able to defend their work and message selected from various sources to make awareness of society.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	1	-	-	-	-	1	-	-	-	-	-	1
CO4	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-
CO5	-	2	1	-	-	1	-	-	-	-	1	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Life Skills & Mentoring- II		
Course Code	AECJMC303		
Course Outcomes & Bloom's Level	<p>CO1- Students will able to Memorize essential skills for personal development, such as communication, time management, and problem-solving. (BL1-Remember)</p> <p>CO2- Students will able to Summarize the benefits of mentoring relationships and the impact of life skills on overall well-being. (BL2-Understand)</p> <p>CO3- Students will able to Apply life skills and strategies to real-life situations, such as managing conflicts, setting goals, or making decisions. (BL3-Apply)</p> <p>CO4- Students will able to Critically examine the challenges and barriers to developing and practicing life skills. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	1	-	-	-	-	1	-	-	-	-	-	1
CO4	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamentals of TV Journalism		
Course Code	DSCJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the keywords, technology, process and history of TV Journalism. (BL1-Remember)</p> <p>CO2- Student will be able to Explain the importance, process of TV writing, formats and term of TV journalism (BL2-Understand)</p> <p>CO3- Student will be able to solve the problems and issues in formatting of news and writing of news, programme for TV (BL3-Apply)</p> <p>CO4- Student will be able to Analysis the production work to broadcast on TV and prepare a report to enhance the quality of work (BL4-Analyze)</p> <p>CO5- Student will be able to compare the working process of TV and other media. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-
CO2	-	-	2	2	-	-	1	-	-	-	-	1	2	-	-
CO3	-	-	-	-	-	-	2	1	-	-	1	-	-	-	-
CO4	-	2	-	-	1	-	-	-	-	1	-	-	-	-	2
CO5	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamentals of Radio		
Course Code	DSCJMC302		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the history, keywords, terminology and working structure of radio.(BL1-Remember)</p> <p>CO2- Student will be able to explain the concept and working style of (Private or Public), reporting and editing for radio.(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to write for radio in proper format (BL3-Apply)</p> <p>CO4- Student will be able to differentiate between working process of radio and other medium of communication. (BL4-Analyze)</p> <p>CO5- Student will be able to determine that which medium is useful to share the knowledge to mass and the presentation of news in all media.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-
CO2	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-
CO3	-	-	1	-	-	-	-	-	1	-	-	-	2	-	-
CO4	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-
CO5	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Film Appreciation		
Course Code	DSCJMC303		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the historical background, terminology, types, era and law for cinema(BL1-Remember)</p> <p>CO2- Student will be able to explain the various terminology and importance of tools and techniques for film and also able to explain process of film review writing(BL2-Understand)</p> <p>CO3- Student will be able to apply their knowledge to identify the form and types of film that from which generation film are belongs to.(BL3-Apply)</p> <p>CO4- Student will be able to classified the film, cinema and theatres. They will also be able to simplify the process to make the film.(BL4-Analyze)</p> <p>CO5- Student will be able to determine the role of some legend of cinema and importance of law to regulate the film content.(BL5-Evaluate)</p> <p>CO6- Student will be able to write film review.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	1	-	-	-	-	1	1	-	-	-	-	1	-	-
CO3	-	-	-	2	-	-	-	-	1	-	-	-	-	-	2
CO4	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
CO5	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-
CO6	1	-	-	-	1	-	-	-	-	1	-	-	-	-	2

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamental of Social Sciences: Indian History		
Course Code	DSEJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the history of Ancient, Medieval and modern India and about Pre or post Independent. (BL1-Remember)</p> <p>CO2- Student will be able to describe the important landmark, empires, kinds Dom, Vedas, Ritual grants and role of various gurus, leaders and social activities in India(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to identify the time period of India and solve the various social issues during ancient and Medieval India. (BL3-Apply)</p> <p>CO4- Student will be able to differentiate between Ancient time, medieval time and Modern time of India and their special grants and important activist.(BL4-Analyze)</p> <p>CO5- Student will be able to evaluate the life style of all the time and the role of various leaders to make freedom of India.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	2	-	-	1	-	-	-	-	-	-	-	-	-	-
CO4	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
CO5	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Dynamics of Newsroom		
Course Code	DSEJMC302		
Course Outcomes & Bloom's Level	<p>CO1- Students will comprehend the role and the position of media institutions in the wider context of socio-political relations and conflict. (BL2-Understand)</p> <p>CO2- Students will acquire the knowledge of how to link media-related issues to contemporary debates in international relations. (BL3-Apply)</p> <p>CO3- Students will learn practical and methodological skills to examine global media outlets and their strategies in field of so called “hybrid wars”. (BL3-Apply)</p> <p>CO4- Students will be able to critically assess the major theoretical approaches regarding the role of the media in international relations. (BL4-Analyze)</p> <p>CO5- Students will acquaint themselves with the skills of generating new approaches towards international relations. (BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	1	2	-	-	-	1	1	-	-	-	-	2	-	-
CO3	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-
CO4	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-
CO5	-	-	2	-	-	1	-	-	-	-	1	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Translation & interpretation		
Course Code	GEJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall the history and models of translation. Also they will be able to recognize the types and theories of translation. (BL1-Remember)</p> <p>CO2- Students will be able to describe the process of normal translation and creative translation. They will also be able to interpret the importance of translation in mass media. (BL2-Understand)</p> <p>CO3- Student will be able to solve the issues in doing accurate translation. They will also be able to use their translation knowledge to translate any kind of translation. (BL3-Apply)</p> <p>CO4- Students will be able to classify the various types of translation and ways of translation. They will also be able to criticize the importance of theories and models of translation in contemporary world. (BL4-Analyze)</p> <p>CO5- Student will be able to defend their translation work in front of expert with their concept, theories and importance for different categories. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	-	1	-	-	-	-	-	-	-	-	-	2
CO4	-	-	-	2	-	-	-	-	1	-	-	-	1	-	-
CO5	2	-	-	-	-	-	2	2	-	-	1	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Public Speaking		
Course Code	GEJMC302		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the keywords, types and communication process during public speaking(BL1-Remember)</p> <p>CO2- Student will be able to explain process and types of public speaking and also able to speak in public.(BL2-Understand)</p> <p>CO3- Student will be able to use various elements and medium of communication during speaking in public (BL3-Apply)</p> <p>CO4- Student will be able to differentiate between public speaking and speaking in mass and identify the main issues occurs during communication(BL4-Analyze)</p> <p>CO5- Student will be able to determine that which medium will be more suitable for public speaking(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	-	2	-	-	-	-	2	-	-	-	-	2
CO4	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
CO5	-	-	1	-	-	-	1	1	-	-	1	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Socialism in India: Yesterday, Today and Tomorrow		
Course Code	VACJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify the key concepts and theories related to the sociology of development, such as modernization, globalization, and dependency theory.(BL1-Remember)</p> <p>CO2- Students will be able Summarize the theories and perspectives on development, including modernization, dependency, and post-development theories.(BL2-Understand)</p> <p>CO3- Students will be able to differentiate the political movements and social movements.(BL3-Apply)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	-	-	1
CO3	-	2	-	-	2	-	-	-	1	1	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Introduction to Market Structures	
Course Code	VACJMC302	
Course Outcomes & Bloom's Level	CO1- Students will be able to understand and define Market Structures(BL1-Remember) CO2- To analyze the Impact of Market Structures(BL2-Understand) CO3- To apply Theoretical Concepts of Market Structures to Real-World Scenarios(BL3-Apply)	
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	2	-	-	1	-	-	-	2	-	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	The Psychology of Language		
Course Code	VACJMC303		
Course Outcomes & Bloom's Level	CO1- Students will Understand the Cognitive Processes Involved in Language(BL1-Remember) CO2- Analyse the Role of Language in Cognitive and Social Processes(BL2-Understand) CO3- Students apply Theoretical Knowledge to Real-World Language Issues(BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	-	-	1	-	-	-	2	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Consumer Psychology		
Course Code	VACJMC304		
Course Outcomes & Bloom's Level	CO1- To Understand Core Psychological Principles Affecting Consumer Behaviour(BL1-Remember) CO2- To Describe Major Theories of Consumer Behaviour(BL2-Understand) CO3- To Explore the Effects of Social and Cultural Influences on Consumer Behaviour(BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO2	-	-	2	-	-	-	2	2	-	-	-	-	-	-	1
CO3	-	2	-	-	2	-	-	-	1	-	-	-	1	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian Society: Social problem and Issues		
Course Code	VACJMC305		
Course Outcomes & Bloom's Level	CO1- Student will be able to define the main concepts, theories and issues of society. (BL1-Remember) CO2- Student will be able to understand impact of religion on individual and society. (BL2-Understand) CO3- Student will be able to appropriately apply different theories and methodologies in different contexts relevant to Sociology. (BL3-Apply) CO4- Students will be able to evaluate policies and practices concerning drug abuse and other problems. (BL4-Analyze)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-
CO3	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
CO4	1	-	-	-	-	-	-	-	-	1	1	-	-	-	1
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Industrial Training		
Course Code	IAPCJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to be a responsible and accountable scholar. (BL1-Remember)</p> <p>CO2- Students will be able to Write the report on the internship and training programs. (BL2-Understand)</p> <p>CO3- Students will be able to Understand the industry functioning and better relate it to the academics. (BL3-Apply)</p> <p>CO4- Students will be able to Adhere to human values. (BL4-Analyze)</p> <p>CO5- Students will be able to be a responsible and accountable scholar. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
CO3	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
CO4	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-
CO5	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-III A		
Course Code	IKSJMC3A		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-III B		
Course Code	IKSJMC3B		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)	SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	1	-	1	-	-	-	-	-	1	-
CO2	-	2	2	-	2	-	1	-	2	-	-	-	-	-	-
CO3	2	-	3	2	-	2	-	2	-	-	-	-	-	2	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Editing Skills Lab: Audio and Video Lab		
Course Code	SECJMC301		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall all the keywords, tools and techniques related to audio and video editing(BL1-Remember)</p> <p>CO2- Student will be able to explain the process of audio and video editing and production(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge in editing to produce a quality of production (BL3-Apply)</p> <p>CO4- Student will be able to classify the terminology for both medium of communication (BL4-Analyze)</p> <p>CO5- Students will be able to determine their work related to editing and able to defend it.(BL5-Evaluate)</p> <p>CO6- Student will be able to compose any production work on any topic for audio and video()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	2	-	-	-	-	-	-	2	-	-	1	-	-	-
CO4	2	-	-	-	2	-	-	-	-	-	1	-	-	-	2
CO5	-	-	-	2	-	-	-	2	-	1	-	-	1	-	-
CO6	1	1	-	-	-	-	1	-	-	-	-	1	1	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fact Checking		
Course Code	SECJMC302		
Course Outcomes & Bloom's Level	CO1- Students will be able to gain Knowledge about the techniques to identify fake news.(BL1-Remember) CO2- Students will be able to Understand procedures and techniques of handling misinformation and disinformation.(BL2-Understand) CO3- Students will be able to apply the skills to identify the facts.(BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-
CO2	-	1	-	-	-	-	2	2	-	-	-	1	-	-	-
CO3	-	-	-	-	1	-	-	-	1	-	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Animation & Graphics Lab		
Course Code	SECJMC303		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the keywords, tools and techniques related to animation and graphics(BL1-Remember)</p> <p>CO2- Student will be able to explain the process and format to identify animation work and graphics work(BL2-Understand)</p> <p>CO3- Student will be able to simplify the 2d and 3d animation work to create new characters(BL3-Apply)</p> <p>CO4- Student will be able to compare the work related to animation and graphics with work of expert(BL4-Analyze)</p> <p>CO5- Student will be able to develop their own design and made effect through animation and graphics(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG11(Sustainable cities and economies) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	-	1	-	-	-	1	-	-	-	1	-	-
CO4	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
CO5	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Digital Media Marketing		
Course Code	AECJMC401		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the fundamental of digital media marketing, tools and techniques(BL1-Remember)</p> <p>CO2- Student will be able to explain the process of digital media marketing through various social platform and implementation of keywords to promote it. (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to select any platform to share the content to do the digital marketing(BL3-Apply)</p> <p>CO4- Student will be able to associated with any digital media marketing organization and work with it(BL4-Analyze)</p> <p>CO5- Student will be able to compare the various tools and its impact and select any one to promote your work on digital platform(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	1	-	-	-	1	1	1	-	-	-	-	-	1
CO3	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
CO4	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
CO5	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Life Skills & Mentoring -III		
Course Code	AECJMC402		
Course Outcomes & Bloom's Level	<p>CO1- Students will able to Memorize essential skills for personal development, such as communication, time management, and problem-solving. (BL1-Remember)</p> <p>CO2- Students will able to Summarize the benefits of mentoring relationships and the impact of life skills on overall well-being. (BL2-Understand)</p> <p>CO3- Students will able to Apply life skills and strategies to real-life situations, such as managing conflicts, setting goals, or making decisions. (BL3-Apply)</p> <p>CO4- Students will able to Critically examine the challenges and barriers to developing and practicing life skills. (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-
CO4	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Visual Language		
Course Code	AECJMC403		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the various terms, methods, and techniques of visual communication(BL1-Remember)</p> <p>CO2- Student will be able to explain the visual communication and its working process with various concept(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to communicate with public with visual tools like design and graphics, levels, colours and text(BL3-Apply)</p> <p>CO4- Student will be able to categorise the colours and design to select any content for visual communication.(BL4-Analyze)</p> <p>CO5- Student will be able to select any design which have proper colour, text and message for effective visual communication(BL5-Evaluate)</p> <p>CO6- Student will be able to design any poster with the help of characters, text with appropriate use of colour()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
CO3	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
CO4	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-
CO5	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
CO6	-	2	-	-	-	-	2	-	-	-	-	1	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamentals of Public Relations		
Course Code	DSCJMC401		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the terminology, history, Models and theories, organizational and types of PR. (BL1-Remember)</p> <p>CO2- Student will be able to explain the process, tools, structure, roots, planning, roles of PR in various corporate and business organization. (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to solve the various issues of PR agencies to develop the relationship with corporate agencies. (BL3-Apply)</p> <p>CO4- Student will be able to criticize the role of PR in digital age and also the management process to manage the crisis communication of corporate organization (BL4-Analyze)</p> <p>CO5- Student will be able to justify the role of mass media and NGOs to make the relationship with organization and their impact values. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	2	-	-	1	-	-	-	1	-	-	1	-	-	-
CO4	1	-	-	-	-	-	-	-	-	1	-	-	-	-	2
CO5	-	2	-	-	-	1	-	-	-	-	1	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamentals of Advertising		
Course Code	DSCJMC402		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall and memorize the basic concepts and steps of research.(BL1-Remember)</p> <p>CO2- Students will be able to discuss the various principles, research designs, and methods.(BL2-Understand)</p> <p>CO3- Students will be able to Conduct literature reviews, critically evaluate research articles and Apply research methods.(BL3-Apply)</p> <p>CO4- Students will be able to Analyze the strengths and weaknesses of different research designs and methods and Critically evaluate the validity and reliability of research.(BL4-Analyze)</p> <p>CO5- Students will be able to determine the Assess the limitations of research studies and suggest potential areas for improvement(BL5-Evaluate)</p> <p>CO6- Students will be able to Generate new insights and ideas for research and conduct original research studies that address specific research questions or problems()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-
CO3	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-
CO4	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-
CO5	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-
CO6	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Development Communication		
Course Code	DSCJMC403		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to translate/convert the acquired theoretical and technical knowledge into practice(BL1-Remember)</p> <p>CO2- Incapacitation to apply analytical and critical thinking for writing on national and international issues(BL2-Understand)</p> <p>CO3- Ability to demonstrate acquired skills of reporting and editing in the media organization(BL3-Apply)</p> <p>CO4- Capable to promote and publish his/her own original creation (fiction and nonfiction) through own enterprise(BL4-Analyze)</p> <p>CO5- Students will be able to determine the Assess the limitations of research studies and suggest potential areas for improvement(BL5-Evaluate)</p> <p>CO6- Students will be able to Generate new insights and ideas for research and conduct original research studies that address specific research questions or problems.()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-
CO3	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
CO4	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1
CO5	-	1	-	-	-	-	2	2	-	-	-	-	1	-	-
CO6	-	2	-	-	1	-	-	-	-	1	-	-	1	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamental of Social Sciences: Indian Economy		
Course Code	DSEJMC401		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the keywords of Economy, history of Indian Economy, Financial Institutions, rules and markets of economy(BL1-Remember)</p> <p>CO2- Student will be able to describe the important factors, terminology, process to improve the economic conditions of world and India and role of share markets. (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to solve the economic problems of society and investment of fund in market(BL3-Apply)</p> <p>CO4- Student will able to differentiate between the world economy and Indian Economy and their working structure. (BL4-Analyze)</p> <p>CO5- Student will be able to Justify the role of various financial institutions to solve the economic conditions of all government and private organization.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
CO3	-	2	-	1	-	-	-	-	1	-	-	-	1	-	-
CO4	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1
CO5	-	-	-	2	-	-	-	-	-	-	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Film Studies: Promotions & Business		
Course Code	DSEJMC402		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the history and generation of cinema, format and technology for making cinema, marketing organization and promotional pattern for cinema.(BL1-Remember)</p> <p>CO2- Student will be able to explain the format, shots, angle, characters and promotional activity for cinema.(BL2-Understand)</p> <p>CO3- Students will be able to use their knowledge to produce a cinema and do the marking and promotion activity for cinema.(BL3-Apply)</p> <p>CO4- Student will be able to analyse the promotional work for cinema(BL4-Analyze)</p> <p>CO5- Student will be able to determine the process of making the cinema and do the promotional activity through various marketing scheme.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
CO4	-	2	-	-	-	-	-	-	-	1	-	1	-	-	-
CO5	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Integrated Marketing Communication		
Course Code	GEJMC401		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the terminology, types of market, brand and theoretical perspective of market. (BL1-Remember)</p> <p>CO2- Student will be able to explain the process of market, developing finance, market research and do how to develop the advertisement to make awareness of public about product (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge of market to do the proper research for developing a new business organize and making brand value of the product. (BL3-Apply)</p> <p>CO4- Student will be able to categorise the market and price to increase the profit and customer needs (BL4-Analyze)</p> <p>CO5- Student will be able to compare the market and make plan for their product to how to increase the productivity and earn money. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-
CO3	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-
CO4	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
CO5	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Screenplay Writing for Films		
Course Code	GEJMC402		
Course Outcomes & Bloom's Level	<p>CO1- Recall key concepts and terminology related to screenplay writing for films, such as plot, character development, and dialogue. (BL1-Remember)</p> <p>CO2- Interpret and analyze the components of a successful screenplay, such as character arcs, conflict, and pacing. (BL2-Understand)</p> <p>CO3- Demonstrate the application of dialogue writing, scene descriptions, and action sequences in screenplays. (BL3-Apply)</p> <p>CO4- Critically examine the use of themes, symbolism, and subtext in screenwriting. (BL4-Analyze)</p> <p>CO5- Assess the impact of screenplay choices on the overall tone, theme, and message of a film. (BL5-Evaluate)</p> <p>CO6- Design and propose story concepts that demonstrate creativity, originality, and marketability()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
CO3	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
CO4	-	-	-	1	1	-	-	-	-	1	-	-	1	-	-
CO5	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-
CO6	-	1	-	-	-	-	1	1	-	-	-	-	-	-	1

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Introduction to Western Political Thought		
Course Code	VACJMC401		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key concepts, terminology, and historical figures in Western political thought. (BL1-Remember)</p> <p>CO2- Students will be able to explain the major theories and ideologies developed by classical and modern political philosophers. (BL2-Understand)</p> <p>CO3- Students will be able to apply political theories to analyse historical and contemporary political issues. (BL3-Apply)</p> <p>CO4- Students will be able to critically evaluate the contributions and limitations of various political thinkers in Western political thought. (BL4-Analyze)</p> <p>CO5- Students will be able to compare and contrast different political ideologies and their influence on political systems and practices. (BL5-Evaluate)</p> <p>CO6- Students will be able to create a well-structured argument or essay on a specific topic within Western political thought, integrating various theoretical perspectives.()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	2	-	-	-	-	1	-	-	-
CO3	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-
CO4	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-
CO5	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-
CO6	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Environment and Development		
Course Code	VACJMC402		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to Understand the foundational concepts of environmental science and development, including the relationship between ecological systems and human development.(BL1-Remember)</p> <p>CO2- Student will be able to Analyse key environmental issues such as climate change, biodiversity loss, and pollution, and assess their impacts on sustainable development.(BL2-Understand)</p> <p>CO3- Student will be able to Evaluate various development models and their effectiveness in promoting environmental sustainability and socio-economic growth.(BL3-Apply)</p> <p>CO4- Student will be able to Apply environmental assessment tools and methodologies to propose sustainable development strategies and solutions for real-world problems.(BL4-Analyze)</p> <p>CO5- Student will be able to Critically examine policies and regulations related to environmental protection and sustainable development at local, national, and global levels.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	2	-	2	-	-	-	-	-	-	2
CO3	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-
CO4	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-
CO5	-	1	-	-	-	2	-	-	-	2	-	-	-	-	-
CO6	-	-	-	-	-	2	-	-	1	-	-	-	1	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Ecology and Society	
Course Code	VACJMC403	
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Demonstrate a thorough understanding of key ecological concepts and principles, including ecosystem dynamics, biodiversity, and the role of different species within ecosystems. (BL1-Remember)</p> <p>CO2- Students will be able to Analyse and evaluate the impact of human activities on ecological systems, including urbanization, deforestation, pollution, and climate change. (BL2-Understand)</p> <p>CO3- Students will be able to Critically assess environmental policies and practices from various perspectives, including sustainability, conservation, and resource management. (BL3-Apply)</p> <p>CO4- Students will be able to Apply ecological knowledge to contemporary social issues, such as environmental justice, climate adaptation, and sustainable development. (BL4-Analyze)</p> <p>CO5- Students will be able to Propose and develop practical solutions to address ecological problems and enhance the sustainability of human-environment interactions. (BL5-Evaluate)</p>	
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-
CO2	-	1	-	-	-	2	-	-	1	-	-	-	1	-	-
CO3	-	-	-	1	-	2	-	-	-	1	-	-	-	-	2
CO4	-	-	1	-	-	2	-	1	-	-	-	-	1	-	-
CO5	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-
CO6	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Water Society and Sustainability		
Course Code	VACJMC404		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to describe the fundamental principles of water science, including the hydrological cycle, water quality, and the global distribution of water resources. (BL1-Remember)</p> <p>CO2- Students will be able to analyze the impacts of human activities on water resources and ecosystems, including issues related to pollution, over-extraction, and climate change. (BL2-Understand)</p> <p>CO3- Students will be able to evaluate the role of water in societal development and its significance in social, economic, and cultural contexts. (BL3-Apply)</p> <p>CO4- Students will be able to identify and propose sustainable practices and policies for water management that address both local and global challenges. (BL4-Analyze)</p> <p>CO5- Students will be able to apply interdisciplinary approaches to solve complex problems related to water use and conservation. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-
CO2	-	1	-	-	-	2	-	1	-	-	-	1	-	-	-
CO3	-	-	1	-	-	2	-	-	1	-	-	-	-	-	2
CO4	-	-	-	-	1	1	-	-	-	-	1	-	1	-	-
CO5	-	1	-	-	-	2	-	-	-	1	-	-	-	-	-
CO6	-	-	1	-	-	2	-	-	-	-	-	-	-	-	2

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Development Research Methods		
Course Code	VACJMC405		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify the overall process of designing a research study from its inception to its report. (BL1-Remember)</p> <p>CO2- Students will be able to understand development research design, and be able to choose rigorous and practical research methods to address a problem focused research question(s) (BL2-Understand)</p> <p>CO3- Students will be able to distinguish a purpose statement, a research question or hypothesis and a research objective. (BL3-Apply)</p> <p>CO4- Students will be able to link between quantitative research question and data collections and how research question are operationalised in educational practice. (BL4-Analyze)</p> <p>CO5- Students will be able to design a good qualitative/quantitative purpose statement and a good central question in qualitative/quantitative research. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
CO3	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-
CO4	-	1	-	-	-	-	1	-	1	-	-	-	-	-	2
CO5	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Dissertation/project report		
Course Code	IAPCJMC401		
Course Outcomes & Bloom's Level	CO1- Students will be able to be a responsible and accountable scholar. (BL1-Remember) CO2- Students will be able to Write the report on the internship and training programs. (BL2-Understand) CO3- Students will be able to Understand the industry functioning and better relate it to the academics. (BL3-Apply) CO4- Students will be able to Adhere to human values. (BL4-Analyze)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	-	1	-	-
CO3	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-IV A		
Course Code	IKSJMC4A		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-IV B		
Course Code	IKSJMC4B		
Course Outcomes & Bloom's Level	<p>CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts.(BL1-Remember)</p> <p>CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis.(BL2-Understand)</p> <p>CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively.(BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	1	-	-	1	-	-	-	1	-	-
CO2	-	2	2	-	-	-	1	-	2	-	1	-	-	2	-
CO3	2	-	3	-	2	2	-	2	-	2	-	-	-	-	2
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Digital Media and CMS		
Course Code	SECJMC401		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to translate/convert the acquired theoretical and technical knowledge into practice. (BL1-Remember)</p> <p>CO2- Incapacitation to apply analytical and critical thinking for writing on national and international issues. (BL2-Understand)</p> <p>CO3- Ability to demonstrate acquired skills of reporting and editing in the media organization. (BL3-Apply)</p> <p>CO4- Capable to promote and publish his/her own original creation (fiction and nonfiction) through own enterprise. (BL4-Analyze)</p> <p>CO5- Students will be able to Generate new insights and ideas for research and conduct original research studies that address specific research questions or problems. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO2	1	1	-	-	-	-	1	1	-	-	-	1	-	-	-
CO3	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1
CO4	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-
CO5	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-
CO6	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Advertising Design Lab		
Course Code	SECJMC402		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the types of advertisement, tools and techniques, typography, paper and measurement scale for advertisement (BL1-Remember)</p> <p>CO2- Student will be able to use their knowledge to select proper font, colour, typography to create banner or poster for advertisement. (BL2-Understand)</p> <p>CO3- Student will be able to explain the process to develop the advertisement and importance of typography in advertisement. (BL3-Apply)</p> <p>CO4- Student will be able to simplify the advertisement work to interact the consumer to our advertisement (BL4-Analyze)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-
CO3	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-
CO4	-	2	-	-	-	-	-	2	1	-	-	-	-	-	2
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	PR Lab		
Course Code	SECJMC403		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the terminology, history, Models and theories and tools of PR(BL1-Remember)</p> <p>CO2- Student will be able to explain the process, tools, structure, roots, planning, to develop the PR.(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to solve the various issues of PR agencies to develop the relationship with corporate agencies.(BL3-Apply)</p> <p>CO4- Student will be able to criticize the role of PR in digital age and also the management process to manage the crisis communication of corporate organization (BL4-Analyze)</p> <p>CO5- Student will be able to justify the role of mass media and NGO's to make the relationship with organization and their impact values.(BL5-Evaluate)</p> <p>CO6- Student will be able to prepare report of any Event related to PR organization.(.)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
CO3	-	2	-	2	-	-	-	-	-	-	-	-	2	-	-
CO4	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1
CO5	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-
CO6	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamentals of Research		
Course Code	DSCJMC501		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall and memorize the basic concepts and steps of research.(BL1-Remember)</p> <p>CO2- Students will be able to discuss the various principles, research designs, and methods.(BL2-Understand)</p> <p>CO3- Students will be able to Conduct literature reviews, critically evaluate research articles and Apply research methods.(BL3-Apply)</p> <p>CO4- Students will be able to Analyze the strengths and weaknesses of different research designs and methods and critically evaluate the validity and reliability of research.(BL4-Analyze)</p> <p>CO5- Students will be able to determine the Assess the limitations of research studies and suggest potential areas for improvement(BL5-Evaluate)</p> <p>CO6- Students will be able to Generate new insights and ideas for research and conduct original research studies that address specific research questions or problems.()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	-	1	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	1	-	-	-	-	-	2
CO5	-	1	-	-	2	-	-	-	-	-	2	-	-	-	-
CO6	-	2	-	-	-	-	-	-	2	-	-	2	-	-	3

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Digital media		
Course Code	DSCJMC502		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the all historical and tool related to multimedia content and history of digital journalism. (BL1-Remember)</p> <p>CO2- Student will be able to familiar with internet settings and web terminologies. (BL2-Understand)</p> <p>CO3- Students will be able to use of multimedia technology and its content (BL3-Apply)</p> <p>CO4- Student will be able to acquire the knowledge of various social media applications. (BL4-Analyze)</p> <p>CO5- Student will be able to working of websites, web portals and blogs. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG10(Reduced inequalities)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	1	1	-	-	-	-	-	-	-
CO3	-	-	-	2	-	-	-	-	2	-	-	-	1	-	-
CO4	-	2	-	-	2	-	-	-	-	-	1	-	-	-	-
CO5	-	-	-	-	-	-	2	2	2	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Traditional media and communication		
Course Code	DSCJMC503		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the historical background of traditional media and Folk media. Also, able to define the different types of folk media.(BL1-Remember)</p> <p>CO2- Student will be able to describe the importance of folk media and role of traditional media to communicate with mass. They will also be able to explain that how traditional media is differ from other media.(BL2-Understand)</p> <p>CO3- Students will be able to apply the knowledge of traditional media to communicate the message to mass in contemporary world and used the traditional media as a campaign tool.(BL3-Apply)</p> <p>CO4- Students will able to simplify the perspective of folk media in the terms of communication and spreading awareness in urban areas.(BL4-Analyze)</p> <p>CO5- Students will able to compare the form of traditional media and Folk media.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	1	-	-	-	-	1	-	-	-
CO3	-	-	-	2	-	-	-	2	-	-	-	1	-	-	-
CO4	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1
CO5	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Fundamental of Social Sciences: Indian Polity		
Course Code	DSEJMC501		
Course Outcomes & Bloom's Level	<p>CO1- Students will comprehend the need of new trends and emerging technologies in media industry.(BL1-Remember)</p> <p>CO2- Students will acquire the knowledge of how new technologies can be implemented to make the work smooth.(BL2-Understand)</p> <p>CO3- Students will be able to examine traditional and digital audience patterns and their analytics.(BL3-Apply)</p> <p>CO4- Students will be able to critically assess various web-based tools and their application for media industry.(BL4-Analyze)</p> <p>CO5- Students will acquaint themselves with the skills of generating new ideas for increasing the efficiency of media.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	1	-	-	-	-	-	-	-	-
CO3	-	-	2	-	-	-	-	2	-	-	-	1	1	-	-
CO4	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
CO5	1	-	-	-	-	-	1	1	-	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	New Trends in Media Industry		
Course Code	DSEJMC502		
Course Outcomes & Bloom's Level	<p>CO1- Students will comprehend the need of new trends and emerging technologies in media industry.(BL1-Remember)</p> <p>CO2- Students will acquire the knowledge of how new technologies can be implemented to make the work smooth.(BL2-Understand)</p> <p>CO3- Students will be able to examine traditional and digital audience patterns and their analytics.(BL3-Apply)</p> <p>CO4- Students will be able to critically assess various web based tools and their application for media industry.(BL4-Analyze)</p> <p>CO5- Students will acquaint themselves with the skills of generating new ideas for increasing the efficiency of media.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	-	2	-	-	1	1	-	-	-	-	1	-	-
CO3	-	1	-	-	2	-	-	-	-	-	-	-	-	-	1
CO4	1	-	-	-	-	-	-	1	-	-	-	-	2	-	-
CO5	-	-	2	-	-	-	1	-	-	-	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Script Writing		
Course Code	GEJMC501		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to discuss the types of script writing for print, TV and film. Also, able to explain how to write synopsis. (BL1-Remember)</p> <p>CO2- Student will be able to use their knowledge to write script for print and screen with proper format. (BL2-Understand)</p> <p>CO3- Students will be able to classified script and able to simplify the concept of script writing, their tools and techniques (BL3-Apply)</p> <p>CO4- Student will be able to determine the techniques and process of script writing for print, TV, film and film review. (BL4-Analyze)</p> <p>CO5- Student will be able to write and create script for all mediums of communication which will be generated the new perspective to write slogan for advertisement. They will also able to create characters (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	1	2	-	-	-	-	1	-	-
CO3	-	2	-	-	2	-	-	-	1	-	-	-	-	-	2
CO4	-	3	-	-	-	-	-	1	-	-	-	1	-	-	-
CO5	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Film Journalism		
Course Code	GEJMC502		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Identify various styles and Genres of Film.(BL1-Remember)</p> <p>CO2- Student will be able to Demonstrate clearly understand of Film and its Business.(BL2-Understand)</p> <p>CO3- Students will be able to c Ability to analysis Films and Comments as a Critics.(BL3-Apply)</p> <p>CO4- Student will be able Able to like on Films in Feature, Article and Review Formats.(BL4-Analyze)</p> <p>CO5- Student will be able to Understanding the working of various Film Institutions and to use them strategically. Classified script and able to simplify the concept of script writing, their tools and techniques.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	2	-	1	-	1	-	-	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	1	1	-	-	1	-	-	-
CO4	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-
CO5	-	2	-	-	1	-	-	-	-	-	-	1	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Project/Field Reporting		
Course Code	IAPCJMC 501		
Course Outcomes & Bloom's Level	<p>CO1- Student Will be able to work in media industry according to their ability. They will learn how to cover any news, write news and finalize it. (BL1-Remember)</p> <p>CO2- Student will be able to do the survey of industry and after the collection of data, they will be able to finalize the report. (BL2-Understand)</p> <p>CO3- Students will be able to write a research proposal on any topic according to their interest. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-V A		
Course Code	IKSJMC5A		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-V B		
Course Code	IKSJMC5B		
Course Outcomes & Bloom's Level	<p>CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember)</p> <p>CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand)</p> <p>CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG15(Life on land) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	1	-	1	-	1	-	-	1	-	-
CO2	-	2	2	2	-	-	1	-	2	-	2	-	2	-	-
CO3	3	-	3	-	2	-	2	2	-	2	-	3	-	2	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Sound Editing		
Course Code	SECJMC501		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the terminology and types of sound editing, microphone and accessories for sound recording (BL1-Remember)</p> <p>CO2- Student will be able to explain the process of sound editing with the help of various tools and techniques and also able to explain how to record and finalise the recording in sound.(BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge about how to record and edit sound with the help of various tools.(BL3-Apply)</p> <p>CO4- Student will be able to categories the various pattern of sound, location, track and editing software(BL4-Analyze)</p> <p>CO5- Student will be able to record and types of sound with help of tools and do the editing process on any software(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	-	-	-	1	1	-	-	-	-	1	-	-
CO3	-	2	2	-	1	-	-	-	-	2	-	-	-	-	2
CO4	-	-	-	2	-	-	-	-	2	-	-	-	-	1	-
CO5	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Media Analysis Techniques		
Course Code	SECJMC502		
Course Outcomes & Bloom's Level	CO1- Students will be able to recall the theory and terminology of media. (BL1-Remember) CO2- Students will be able to get clear and concise explanations of the basic perspective of qualitative media analysis (BL2-Understand) CO3- Students will be able to Apply different media analysis approaches to a variety of artefacts including oral, written, media and per formative texts (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	2	2	-	-	-	-	1	-	-
CO3	-	-	2	-	2	-	-	-	-	1	-	-	-	-	1
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Data Journalism		
Course Code	DSCJMC 601		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the history, tools, uses of words and excel for data journalism(BL1-Remember)</p> <p>CO2- Students will learn how to use the tools of data-driven journalism as a means to developing and testing hypotheses that lead to transparent and reproducible data-driven stories.(BL2-Understand)</p> <p>CO3- Students will be able to acquire, organize, analyze and present data to a general news audience.(BL3-Apply)</p> <p>CO4- Students in this course will acquire and reinforce the ability to use analytic and quantitative ideas as they are applied in the context of professional journalistic reporting.(BL4-Analyze)</p> <p>CO5- Apply basic numerical and statistical concepts; tools and technologies appropriate for the communications professions in which they work.(BL5-Evaluate)</p> <p>CO6- Conduct research and evaluate information by methods appropriate to the communications professions in which they work()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO2	-	-	2	-	-	-	1	2	2	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	2	-	-	-	-	2
CO4	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
CO5	-	-	1	-	-	-	-	-	2	1	-	-	-	-	-
CO6	-	2	-	-	-	-	1	1	2	-	-	-	-	-	2

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Creative Writing		
Course Code	DSCJMC 602		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to translate/convert the acquired theoretical and technical knowledge into practice(BL1-Remember)</p> <p>CO2- Incapacitation to apply analytical and critical thinking for writing on national and international issues(BL2-Understand)</p> <p>CO3- Ability to demonstrate acquired skills of reporting and editing in the media organization(BL3-Apply)</p> <p>CO4- Capable to promote and publish his/her own original creation (fiction and nonfiction) through own enterprise(BL4-Analyze)</p> <p>CO5- Capable to promote and publish his/her own original creation (fiction and nonfiction) through own enterprise(BL5-Evaluate)</p> <p>CO6- Students will be able to Generate new insights and ideas for research and conduct original research studies that address specific research questions or problems.()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	-	-	-	-	1	1	-	-	-	-	1	-	-
CO3	-	-	2	2	-	-	-	-	2	-	-	1	-	-	-
CO4	-	2	-	-	-	-	2	2	-	-	-	-	-	-	2
CO5	-	-	-	-	2	-	-	-	-	-	1	-	1	-	-
CO6	-	-	-	-	-	-	2	2	-	-	-	-	2	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Communication Research	
Course Code	DSCJMC 603	
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the origin, process, tool and techniques of research, methods, types, statical tools for analysis and format of bibliography in research(BL1-Remember)</p> <p>CO2- Student will be able to explain the process and stapes of research, data collection process and analysis process of data in research. (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to identify the types of research, data and able to select sampling process and appropriate methods to evaluate the data(BL3-Apply)</p> <p>CO4- Student will be able to analysis the work of various research project to develop their own research work which will be differ from others projects.(BL4-Analyze)</p> <p>CO5- Student will be able choose proper method, tools, techniques to do the quality of research (BL5-Evaluate)</p> <p>CO6- Student will be able to design a research project on any topic()</p>	
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	1	1	-	-	-	-	-	1	-
CO3	-	2	2	-	-	-	-	-	2	-	-	-	-	-	2
CO4	-	-	-	2	2	-	-	-	-	-	-	2	-	-	-
CO5	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-
CO6	-	2	-	-	-	-	2	-	-	-	1	-	1	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Performing Arts		
Course Code	DSEJMC 601		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the various terminology and history related to performing arts.(BL1-Remember)</p> <p>CO2- Student will be able to explain the various concept and performing arts with their categories of arts in India and world. (BL2-Understand)</p> <p>CO3- Student will be able to use various types of performing arts to make awareness in society about social issues.(BL3-Apply)</p> <p>CO4- Student will be able to categories the various forms of performing arts and their concept.(BL4-Analyze)</p> <p>CO5- Student will be able to judge of performance of performing arts and prepare the report. (BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO2	-	-	2	-	-	-	2	-	-	-	-	-	-	2	-
CO3	-	2	-	1	-	-	-	2	-	-	1	-	1	-	-
CO4	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-
CO5	-	-	2	-	-	-	-	-	-	-	2	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Emerging technologies in Media Industry		
Course Code	DSEJMC 602		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall new tools of journalism, types of Artificial Intelligence and online editing process.(BL1-Remember)</p> <p>CO2- Students will comprehend the need of new trends and emerging technologies in media industry.(BL2-Understand)</p> <p>CO3- Students will acquire the knowledge of how new technologies can be implemented to make the work smooth.(BL3-Apply)</p> <p>CO4- Students will be able to examine traditional and digital audience patterns and their analytics.(BL4-Analyze)</p> <p>CO5- students will be able to critically assess various web-based tools and their application for media industry.(BL5-Evaluate)</p> <p>CO6- Students will acquaint themselves with the skills of generating new ideas for increasing the efficiency of media.(.)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-
CO2	-	-	2	-	-	-	-	2	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO5	-	2	-	-	-	-	1	-	-	-	-	1	-	-	-
CO6	-	-	-	2	-	-	-	-	-	1	-	-	-	1	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	International Relations and Media Presentations		
Course Code	GEJMC601		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the Growth of International Relations and theories of media and International relation. (BL1-Remember)</p> <p>CO2- Students will comprehend the role and the position of media institutions in the wider context of socio-political relations and conflict. (BL2-Understand)</p> <p>CO3- Students will acquire the knowledge of how to link media-related issues to contemporary debates in international relations. (BL3-Apply)</p> <p>CO4- Students will learn practical and methodological skills to examine global media outlets and their strategies in field of so called “hybrid wars”. (BL4-Analyze)</p> <p>CO5- Students will be able to critically assess the major theoretical approaches regarding the role of the media in international relations. (BL5-Evaluate)</p> <p>CO6- Students will acquaint themselves with the skills of generating new approaches towards international relations. (.)</p>		
Course Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-
CO2	-	-	2	-	-	-	2	-	-	-	2	-	1	-	-
CO3	-	2	-	-	-	-	-	1	-	-	2	-	-	-	1
CO4	-	-	-	-	2	-	-	-	1	-	-	-	-	-	-
CO5	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-
CO6	-	2	-	-	-	-	-	-	-	-	2	-	-	-	2

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Citizen Journalism		
Course Code	GEJMC602		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the important landmark and historical background of citizen journalism.(BL1-Remember)</p> <p>CO2- Student will be able to describe the role and responsibilities, ethics and process of citizen journalism(BL2-Understand)</p> <p>CO3- Student will be able to solve the problem of citizen that how to play the role as journalist(BL3-Apply)</p> <p>CO4- Student will be able to classify the difference between public journalism and citizen journalism(BL4-Analyze)</p> <p>CO5- Students will be able to justify the importance of citizen journalism in society.(BL5-Evaluate)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-
CO2	-	-	2	-	-	-	1	2	-	-	-	-	-	-	2
CO3	-	2	-	-	1	-	-	-	-	-	2	-	1	-	-
CO4	-	-	-	2	-	-	-	-	2	-	-	-	-	1	-
CO5	2	-	-	-	2	-	-	-	-	1	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Field Visit		
Course Code	IAPCJMC 601		
Course Outcomes & Bloom's Level	<p>CO1- Student Will be able to work in media industry according to their ability. They will learn how to cover any news, write news and finalize it. (BL1-Remember)</p> <p>CO2- Student will be able to do the survey of industry and after the collection of data, they will be able to finalize the report. (BL2-Understand)</p> <p>CO3- Students will be able to write a research proposal on any topic according to their interest. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	-	-	-	-	2	-	-	-	2
CO2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	2	-	-	-	-	1	1	-	-	-	1	-	-
CO4	-	-	-	-	2	-	2	2	-	2	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-VI A		
Course Code	IKSJMC6A		
Course Outcomes & Bloom's Level	CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember) CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand) CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Indian knowledge System-VI B		
Course Code	IKSJMC6B		
Course Outcomes & Bloom's Level	<p>CO1- Understand the core principles of the Indian Knowledge System and their relevance to contemporary contexts. (BL1-Remember)</p> <p>CO2- Demonstrate practical engagement with IKS through participation in university events and reflective analysis. (BL2-Understand)</p> <p>CO3- Integrate experiential learning and theoretical insights to present the modern applications of IKS effectively. (BL3-Apply)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG15(Life on land)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	-	1	-	1	-	-	-	-	1
CO2	-	1	2	-	2	-	2	-	2	-	-	-	-	2	-
CO3	2	-	3	2	3	-	3	2	-	2	-	-	1	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Social Media Marketing		
Course Code	SECJMC 601		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall all the tools, techniques, steps and platform of social media marking. (BL1-Remember)</p> <p>CO2- Student will able to explain the Incapacitation to apply analytical and critical thinking for writing on national and international issues. (BL2-Understand)</p> <p>CO3- Student will be able to use their Ability to demonstrate acquired skills of reporting and editing in the media organization. (BL3-Apply)</p> <p>CO4- Student will be able to defend to promote and publish his/her own original creation (fiction and nonfiction) through own enterprise. (BL4-Analyze)</p> <p>CO5- Students will be able to determine the Assess the limitations of research studies and suggest potential areas for improvement. (BL5-Evaluate)</p> <p>CO6- Students will be able to Generate new insights and ideas for research and conduct original research studies that address specific research questions or problems.()</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-	1	-	-	-	1	-	-	-
CO3	-	-	-	-	-	-	2	2	2	-	-	-	-	-	2
CO4	-	-	2	-	-	-	-	-	-	-	1	-	-	-	-
CO5	-	2	-	-	-	-	-	-	-	1	-	-	-	1	-
CO6	-	-	1	-	2	-	-	-	-	-	-	1	-	-	-



SOJMC-BA_JMC

Course mapping with relevance to the local, regional, national, and global developmental needs

Title of the Course	Documentary Film Making	
Course Code	SECJMC 602	
Course Outcomes & Bloom's Level		
Course Elements	SDG (Goals)	

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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