



SOJMC-MA_JMC

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

Title of the Course	Introduction to Communication: Principles, theories and models		
Course Code	MJMC101		
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.(BL5-Evaluate)</p> <p>CO5- Students will be able to Enhance basic communication skills, including listening, speaking, writing, and nonverbal communication, essential for effective interpersonal and professional interactions.(BL4-Analyze)</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	-	-	-	-	-	-	-	1	-	-	-
CO2	-	2	1	-	-	-	-	-	1	2	1	1	-	-	-
CO3	-	-	2	1	2	1	-	-	-	-	2	-	-	-	-
CO4	2	-	3	2	-	-	-	2	-	-	2	-	-	-	-
CO5	-	-	-	-	-	-	2	2	2	3	2	2	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Origin and Growth of Media		
Course Code	MJMC102		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Recall and memorize the definitions and key concepts, theories, and historical events of media industry in India and the world. (BL1-Remember)</p> <p>CO2- Students will be able to get thorough understanding of contribution of Indian press in the freedom struggle and able to share it. (BL2-Understand)</p> <p>CO3- Students will be able to analyse the global media and media content. (BL4-Analyze)</p> <p>CO4- Students will be able to explain origin and growth of India Press. (BL3-Apply)</p> <p>CO5- Students will be able to Understand the development of media systems, including the emergence of media organizations, regulatory frameworks, and industry structures over time. (BL2-Understand)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) 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	-	1	1	1	2	1	1	-	1	-	-	1	-	-	-
CO3	-	-	-	-	-	-	-	1	2	-	1	2	-	-	-
CO4	2	-	-	2	-	-	2	2	-	-	2	-	-	-	-
CO5	-	-	2	-	-	-	-	3	-	2	3	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Media Language: Structure and Style		
Course Code	MJMC103		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to Recall and memorize the definitions and key concepts, theories, and historical events of media industry in India and the world. (BL1-Remember)</p> <p>CO2- Students will be able to understand the knowledge of basic skills of News Editing and Editing for newspapers and Magazines. (BL2-Understand)</p> <p>CO3- Students will be able to get Techniques of writing different types of news stories in a creative way. (BL3-Apply)</p> <p>CO4- Students will be able to Identify and analyse structural elements in media texts, such as headlines, leads, captions, scripts, segments, and formats used in news, feature stories, documentaries, advertisements, and entertainment content. (BL4-Analyze)</p> <p>CO5- Students will be able to Review grammatical principles and stylistic conventions specific to media writing, editing, and production, focusing on clarity, accuracy, and readability. (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	2	1	-	-	-	-	-	1	-	-	1	1	-	-	-
CO3	-	-	-	-	-	-	1	-	-	-	1	2	-	-	-
CO4	-	2	2	1	1	2	1	2	-	1	2	-	-	-	-
CO5	3	-	3	-	-	-	-	-	-	2	3	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Print Journalism: Structure and Functions		
Course Code	MJMC104		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall the history and development of the print media industry in India and the world.(BL1-Remember)</p> <p>CO2- Students will be able to explain the processes involved in print media production, including writing, editing, and layout design.(BL2-Understand)</p> <p>CO3- Students will be able to demonstrate proficiency in copyediting and proofreading techniques for print media.(BL3-Apply)</p> <p>CO4- Students will be able to Identify biases and ethical considerations in print media content.(BL4-Analyze)</p> <p>CO5- Students will be to Design and produce a print media publication (newspaper, magazine, etc.) from concept to final product(BL5-Evaluate)</p> <p>CO6- Student will be able to develop newspaper and magazine with all contents(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)

Course Articulation Matrix

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CO1	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-
CO2	-	1	-	1	1	-	-	-	-	1	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
CO4	2	-	-	-	2	-	-	1	2	-	-	-	-	-	-
CO5	3	2	-	2	-	-	1	2	2	2	2	-	-	-	-
CO6	-	3	-	3	-	-	2	3	3	-	3	2	-	-	-

SOJMC-MA_JMC

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

Title of the Course	A- Applications of computers in media		
Course Code	MJMC105 A		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall and define basic of MS office and Photoshop and tools.(BL1-Remember)</p> <p>CO2- Students will be able to Understanding the tools of Adobe Photoshop for Photo Editing.(BL2-Understand)</p> <p>CO3- Student will be able to classify the terminology for different medium of communication.(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 determine their work related to editing and able to defend it.(BL5-Evaluate)</p> <p>CO6- Students will be able to Creating Page Layouts for News Papers in Adobe InDesign.(BL6-Create)</p>		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) 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	-	-	-	-	-
CO3	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	2	2	1	-	-	1	1	-	-	-	-	-	-
CO5	3	2	3	-	2	1	2	2	-	2	2	1	-	-	-
CO6	-	3	-	3	-	-	-	-	-	3	3	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	B- Professional Communication and soft skills		
Course Code	MJMC 105 B		
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.(BL3-Apply)</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) 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	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	1	-	1	-	-	-	-	-
CO4	2	-	2	-	1	1	1	2	1	2	1	1	-	-	-
CO5	-	3	-	-	2	-	-	-	-	3	2	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-MA_JMC

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

Title of the Course	A- Gandhi & Gandhian Way		
Course Code	MJMC106A		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to outline significant contributions and movements associated with Gandhi's philosophy.(BL2-Understand)</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.(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) SDG8(Decent work and economic growth) 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	2	-	2	-	-	-	-	2	1	-	-	1	-	-	-
CO3	-	2	-	2	1	-	2	3	2	1	1	2	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-MA_JMC

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

Title of the Course	B-Sociology of Development		
Course Code	MJMC106B		
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.(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) 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	2	-	1	1	-	-	-	2	-	1	-	-	-	-	-
CO3	3	1	2	2	1	2	1	-	1	2	1	1	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-MA_JMC

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

Title of the Course	C- Indian Constitution and Human Values		
Course Code	MJMC 106 C		
Course Outcomes & Bloom's Level	CO1- To understand the historical background and development of the Indian Constitution. (BL1-Remember) CO2- To analyse the key features and provisions of the Indian Constitution. (BL2-Understand) CO3- To comprehend the importance of human values in personal and professional life. (BL4-Analyze) CO4- To evaluate the relationship between the Constitution and human values. (BL5-Evaluate) CO5- To understand the role of different media in promoting constitutional values. (BL3-Apply)		
Course Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG1(No poverty) 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	1	1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	2	1	1	1	1	-	-	-	-	-	-	-
CO3	-	-	-	3	2	-	2	-	1	1	1	-	-	-	-
CO4	2	-	2	-	-	-	-	2	2	-	-	-	-	-	-
CO5	3	-	3	-	-	-	-	-	3	2	-	2	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Basics of Reporting and Editing		
Course Code	MJMC201		
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. (BL5-Evaluate)</p> <p>CO6- Students will be able to develop original and compelling print media content across different genres and formats. (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) 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	1	-	-	1	1	-	-	-	-	-	-
CO2	-	1	1	2	2	-	-	1	-	1	-	-	-	-	-
CO3	-	2	-	3	-	-	-	-	-	2	-	-	-	-	-
CO4	2	-	2	-	3	-	-	2	2	-	-	-	-	-	-
CO5	-	3	3	-	-	-	1	3	3	-	-	-	-	-	-
CO6	-	-	-	2	-	2	-	-	-	2	2	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Development Communication		
Course Code	MJMC202		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to translate/convert the acquired theoretical and technical knowledge into practice(BL3-Apply)</p> <p>CO2- Incapacitation to apply analytical and critical thinking for writing on national and international issues(BL4-Analyze)</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(BL6-Create)</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) 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	1	1	-	-	-
CO2	-	2	1	2	-	-	-	1	-	2	-	-	-	-	-
CO3	2	-	-	3	2	-	1	2	-	-	2	-	-	-	-
CO4	-	3	-	-	3	-	-	-	2	-	3	-	-	-	-
CO5	-	-	-	-	-	2	-	3	-	-	-	-	-	-	-
CO6	-	-	3	-	1	3	-	1	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Public Relations: Principles and Practices		
Course Code	MJMC203		
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.(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	-	-	-	-	1	-	-	-	-	-
CO2	-	1	1	1	-	1	1	-	1	-	-	1	-	-	-
CO3	-	-	1	2	-	-	2	-	1	-	1	-	-	-	-
CO4	2	-	2	-	2	-	-	1	2	-	-	-	-	-	-
CO5	-	2	-	-	-	-	-	-	2	2	2	-	-	-	-
CO6	3	-	-	-	-	2	3	2	-	3	-	2	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Radio Journalism and Production Technique		
Course Code	MJMC 204		
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> <p>CO6- Student will be able to create own radio program and able to do all the editing process(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)

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CO1	1	1	-	1	-	-	1	1	-	1	-	1	-	-	-
CO2	-	1	-	1	-	1	-	1	1	-	1	-	-	-	-
CO3	-	2	-	2	1	-	-	2	-	2	2	2	-	-	-
CO4	2	-	2	-	2	2	-	-	2	-	-	-	-	-	-
CO5	-	-	-	3	-	-	2	3	-	3	-	3	-	-	-
CO6	-	3	-	3	-	-	-	-	-	3	3	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	A- Art of Photography		
Course Code	MJMC 205 A		
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 DSLR and Video Camera, Sound and Light Equipment. (BL2-Understand)</p> <p>CO3- Students will be able to understand the Handling and functioning of various video and photo production equipment. (BL3-Apply)</p> <p>CO4- Students will be able to Record or produce programs related to TV and films. (BL4-Analyze)</p> <p>CO5- Students will be able to Gain a thorough understanding of camera equipment, including digital cameras, lenses, and accessories, and learn to use them effectively to achieve desired photographic effects (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)

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

SOJMC-MA_JMC

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

Title of the Course	B- Creative Writing		
Course Code	MJMC 205 B		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to translate/convert the acquired theoretical and technical knowledge into practice(BL3-Apply)</p> <p>CO2- Incapacitation to apply analytical and critical thinking for writing on national and international issues(BL4-Analyze)</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(BL6-Create)</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.(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	-	-	1	-	1	-	1	-	-	-
CO2	-	1	2	1	-	-	-	2	-	-	-	-	-	-	-
CO3	-	2	-	2	2	1	1	-	1	1	1	-	-	-	-
CO4	2	3	-	3	3	-	-	-	-	-	2	-	-	-	-
CO5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO6	3	-	3	-	-	2	-	3	-	-	3	-	-	-	-



SOJMC-MA_JMC

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

Title of the Course	AI & JOURNALISM		
Course Code	MJMC 205 C		
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. (BL4-Analyze)</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	-	-	-	-	-	1	-	-	-	-
CO2	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-
CO3	2	-	2	-	2	-	-	1	1	-	-	-	-	-	-
CO4	-	-	-	2	2	-	-	-	-	1	2	-	-	-	-
CO5	3	-	3	-	-	-	-	-	2	-	3	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-MA_JMC

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

Title of the Course	Introductory Rural Sociology: Continuity and Change Technique		
Course Code	MJMC206A		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to define the main concepts, theories and debates of Rural society and Peasants.(BL1-Remember)</p> <p>CO2- Student will be able to understand changing agrarian structure and Rural developmental Concerns in Rural society.(BL2-Understand)</p> <p>CO3- Student will be able to appropriately apply different theories and methodologies in different contexts relevant to Rural Sociology.(BL3-Apply)</p> <p>CO4- Students will be able to evaluate policies and practices concerning Rural poverty and Rural Development initiatives(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	1	-	1	1	1	-	1	1	1	1	-	-	-
CO2	2	-	-	-	-	2	-	1	-	-	-	-	-	-	-
CO3	2	-	2	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	-	2	2	3	-	2	2	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Environmental Sociology		
Course Code	MJMC206B		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to explain the main concepts, theories, debates and empirical practices on the interaction between environment and society. (BL2-Understand)</p> <p>CO2- Students will be able to differentiate between different paradigms and discourses on nature and its use by society (BL4-Analyze)</p> <p>CO3- Students will be able to describe current theoretical and empirical debate on environmental movements and sustainable resource management practices (BL2-Understand)</p> <p>CO4- Students will be able to appropriately apply different theories and methodologies of research in different contexts relevant to environment and sustainable development (BL3-Apply)</p> <p>CO5- Students will be able to evaluate policies and practices concerning environmental governance and sustainable development. (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) 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	-	-	1	-	-	-	-	-	-
CO2	2	-	1	1	-	-	-	1	2	-	-	-	-	-	-
CO3	-	-	2	-	-	-	-	2	2	-	-	-	-	-	-
CO4	3	2	-	-	1	1	1	-	-	1	1	1	-	-	-
CO5	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Film and Visual Communication		
Course Code	MJMC301		
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 clear understand of Film and its Business.(BL2-Understand)</p> <p>CO3- Students will be able to analysis Films and Comments as a Critics.(BL4-Analyze)</p> <p>CO4- Student will be able to like on Films in Feature, Article and Review Formats.(BL3-Apply)</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) 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	-	-	1	1	1	-	1	-	1	1	-	-	-
CO3	2	2	2	-	2	-	-	2	2	-	-	-	-	-	-
CO4	-	-	3	-	3	-	-	2	-	-	2	-	-	-	-
CO5	3	-	-	2	-	-	-	-	-	2	3	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	New media and Digital Journalism		
Course Code	MJMC302		
Course Outcomes & Bloom's Level	<p>CO1- • Bell, Michael Mayerfeld. 2004. An Invitation to Environmental Sociology. Thousand Oaks, California: Pine Forge Press. • Gould, Kenneth Alan and Tammy L Lewis. 2009. Twenty Lessons in Environmental Sociology. New York: Oxford University Press. • Dunlap, R.; Frederick H. Buttel, Peter Dickens and August Gijswijt. (Ed.) 2002. Sociological Theory and the Environment: Classical Foundations, Contemporary Insights. Boston: Rowman& Littlefield. (BL1-Remember)</p> <p>CO2- Student will be able to Demonstrate clear understand of Film and its Business. (BL2-Understand)</p> <p>CO3- Students will be able to analysis Films and Comments as a Critics. (BL4-Analyze)</p> <p>CO4- Student will be able to like on Films in Feature, Article and Review Formats. (BL3-Apply)</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) 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	1	1	1	1	-	-	-
CO2	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-
CO3	2	-	-	1	-	1	-	-	-	2	2	-	-	-	-
CO4	-	-	-	2	2	-	-	-	-	-	3	-	-	-	-
CO5	3	2	-	3	-	-	-	-	-	3	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Advertising Planning and Management		
Course Code	MJMC303		
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 explain the process to develop the advertisement and importance of typography in advertisement. (BL2-Understand)</p> <p>CO3- Student will be able to use their knowledge to select proper font, colour and typography to create banner or poster for 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> <p>CO5- Student will be able to choose proper mass media to promote their work in the public(BL5-Evaluate)</p> <p>CO6- Student will be able to create any consumer research on the assigned topic(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	-	-	-	-	-	1	-	-	-	-	-
CO2	1	1	-	2	-	-	-	1	-	1	-	-	-	-	-
CO3	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-
CO4	-	2	-	2	-	1	1	-	1	2	-	-	-	-	-
CO5	2	-	1	-	1	2	2	2	-	-	1	1	-	-	-
CO6	-	-	2	-	2	-	-	-	2	-	2	2	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Television Journalism and Production		
Course Code	MJMC 304		
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> <p>CO6- Student will be able to develop own production work and able to create a documentary.(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	1	-	1	1	-	1	1	-	-	-	-
CO2	-	2	1	-	2	1	-	-	1	-	-	1	-	-	-
CO3	-	-	-	2	-	-	2	-	-	-	2	-	-	-	-
CO4	1	-	2	-	2	-	-	2	2	-	-	2	-	-	-
CO5	2	1	-	3	-	-	-	-	-	2	-	-	-	-	-
CO6	3	2	-	-	-	-	-	-	-	3	3	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	A- Specializing Reporting		
Course Code	MJMC 305 A		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall the fundamental principles of 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 media writing. (BL2-Understand)</p> <p>CO3- Students will be able to apply journalistic principles and techniques to create well-structured and engaging 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 different media writing on public opinion and decision-making. (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	-	-	-	-	-	1	1	-	-	-	-
CO2	-	1	1	1	1	1	-	1	1	-	-	-	-	-	-
CO3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	2	-	2	-	-	-	2	-	-	-	-	-	-	-
CO5	2	-	2	-	2	-	-	3	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	B- Art of Anchoring		
Course Code	MJMC 305 B		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall and define the basic terms and terminology of anchoring. (BL1-Remember)</p> <p>CO2- Students will be able to Understanding the difference in different type of reporting. (BL2-Understand)</p> <p>CO3- Students will be able to apply theories and knowledge of public speaking and reporting (BL3-Apply)</p> <p>CO4- Students will be able to Develop effective presentation techniques, including voice modulation, articulation, and body language, to engage and captivate an audience. (BL4-Analyze)</p> <p>CO5- Students will be able to Acquire skills to handle unexpected situations, live broadcasts, breaking news scenarios, and unscripted interactions with guests or audience members. (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	-	2	-	1	1	-	-	1	-	1	-	-	-	-	-
CO3	-	2	1	2	-	-	-	-	-	-	-	-	-	-	-
CO4	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-MA_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	MJMC306 A		
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 to 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) 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	1	1	-	-	-	-
CO2	2	2	2	-	-	1	-	1	2	-	-	1	-	-	-
CO3	3	-	-	2	2	2	-	2	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Consumer Psychology		
Course Code	MJMC306 B		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall and memorize the basic concepts and steps of Consumer psychology. (BL1-Remember)</p> <p>CO2- Students will be able to Analyse how psychological, social, and cultural factors Influence consumer decision-making. (BL4-Analyze)</p> <p>CO3- Students will be able to Apply consumer behavior theories to real-world marketing Situations and consumer research. (BL3-Apply)</p> <p>CO4- Students will be able to identify and analyses the stages of Consumer 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) 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	-	-	1	1	1	-	-	1	1	1	-	-	-
CO3	2	-	2	2	2	2	-	-	-	2	2	-	-	-	-
CO4	3	2	3	3	3	3	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Communications Research methods		
Course Code	MJMC401		
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(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	1	-	-	-	-	-	-	-	-	-
CO3	2	-	-	1	2	2	-	-	-	-	-	-	-	-	-
CO4	2	-	1	2	-	3	-	1	-	-	-	-	-	-	-
CO5	-	-	2	3	3	-	-	2	-	-	-	-	-	-	-
CO6	3	-	3	-	-	-	-	3	-	2	2	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Media law and Ethics		
Course Code	MJMC404		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define and utilize key concepts, terminology, and theoretical frameworks related to Freedom of the Press and the Law(BL1-Remember)</p> <p>CO2- Students will be able to understand and analyse Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament(BL2-Understand)</p> <p>CO3- Students will be able to apply Acts and Laws to their own life experiences and the world around them.(BL3-Apply)</p> <p>CO4- Students will be able to Examine regulatory agencies and bodies responsible for overseeing media industries, including their roles in licensing, content regulation, and enforcement of media laws.(BL4-Analyze)</p> <p>CO5- Students will Study professional codes of ethics and guidelines adopted by media organizations and industry associations to uphold ethical standards and best practices. (BL2-Understand)</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	-	1	-	1	-	-	-	-	-
CO2	-	-	1	1	1	-	-	2	1	-	-	-	-	-	-
CO3	2	-	2	2	1	-	-	-	2	-	1	-	-	-	-
CO4	2	-	-	2	2	-	-	2	3	-	-	-	-	-	-
CO5	3	2	-	3	3	-	-	3	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SOJMC-MA_JMC

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

Title of the Course	A- Media Management		
Course Code	MJMC 405 A		
Course Outcomes & Bloom's Level	CO1- Students will be able to gain Conceptual knowledge about growth of the Media industry.(BL2-Understand) CO2- Students will be able to develop understanding about Mass Media Industry(BL2-Understand) CO3- Students will be able to analyse the problems and prospects of the Media Industry.(BL4-Analyze) CO4- Students will be able to develop keen observation about working with different Media Channels.(BL4-Analyze) CO5- Student will be able to justify the working process of media organization (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) 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	-	-	1	-	1	-	-	1	-	1	-	-	-
CO3	2	-	1	1	1	-	-	-	2	-	2	-	-	-	-
CO4	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-
CO5	3	2	2	-	2	-	2	-	3	2	-	2	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	B - Entrepreneurship		
Course Code	MJMC 405 B		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall key concepts and principles related to entrepreneurship, such as business planning, market analysis, and opportunity identification. (BL1-Remember)</p> <p>CO2- Student will be able to explain the importance of entrepreneurship in economic development and job creation. (BL2-Understand)</p> <p>CO3- Student will be able to utilize entrepreneurial tools and techniques, such as business model canvas and feasibility analysis, to assess the viability of a business venture. (BL3-Apply)</p> <p>CO4- Student will be able to analyse and evaluate the competitive landscape and market potential for a new business idea. (BL5-Evaluate)</p> <p>CO5- Student will be able to compare the working process of different organization and working process (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	1	1	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-
CO3	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO4	2	-	2	3	2	-	-	-	-	-	3	-	-	-	-
CO5	3	-	-	-	-	-	2	-	-	2	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Development Research Methods		
Course Code	MJMC406A		
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.(BL2-Understand)</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)(BL3-Apply)</p> <p>CO3- Students will be able to distinguish a purpose statement, a research question or hypothesis and a research objective.(BL4-Analyze)</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.(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	-	1	-	1	1	1	1	-	-	-
CO2	-	-	-	1	1	1	-	1	-	-	-	-	-	-	-
CO3	1	1	2	2	-	2	-	-	-	-	-	-	-	-	-
CO4	2	-	2	2	-	1	-	2	-	-	-	-	-	-	-
CO5	3	-	-	3	-	-	-	-	-	2	2	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Indian Political Thoughts		
Course Code	MJMC406B		
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. (BL4-Analyze)</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 Analyse 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) 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	-	-	1	1	1	-	-	-
CO3	2	-	1	-	-	-	-	2	2	-	1	-	-	-	-
CO4	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-
CO5	3	-	2	-	2	-	-	3	3	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Internship		
Course Code	MJMC402		
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. (BL3-Apply)</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. (BL4-Analyze)</p> <p>CO3- Students will be able to write a research proposal on any topic according to their interest. (BL6-Create)</p> <p>CO4- Students will Gain practical experience working in a media organization or specific media-related role, such as journalism, broadcasting, digital media, or public relations. (BL3-Apply)</p> <p>CO5- Students will Gain a deeper understanding of how media organizations operate, including their structure, workflow, editorial processes, and audience engagement strategies. (BL2-Understand)</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	1	-	-	-	-
CO2	1	1	1	-	1	-	-	1	1	-	-	1	-	-	-
CO3	-	-	-	2	2	2	-	2	-	-	-	-	-	-	-
CO4	2	-	2	1	-	2	-	2	-	-	-	-	-	-	-
CO5	-	-	-	2	2	3	-	-	-	-	-	-	-	-	-
CO6	3	2	-	-	-	-	2	-	2	2	2	2	-	-	-

SOJMC-MA_JMC

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

Title of the Course	Dissertation		
Course Code	MJMC403		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to be a responsible and accountable scholar. (BL2-Understand)</p> <p>CO2- Students will be able to Write the report on the internship and training programs. (BL3-Apply)</p> <p>CO3- Students will be able to Understand the industry functioning and better relate it to the academics. (BL2-Understand)</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. (BL4-Analyze)</p> <p>CO6- Students will be able to be a responsible and accountable scholar. (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	-	-	1	1	-	-	-	-	-	-
CO2	-	1	1	-	1	1	1	-	-	1	1	1	-	-	-
CO3	2	-	-	2	-	-	-	-	1	1	1	-	-	-	-
CO4	-	-	-	-	2	-	2	2	1	-	-	2	-	-	-
CO5	2	2	-	-	2	2	-	2	2	-	-	-	-	-	-
CO6	3	3	-	3	-	-	2	-	3	-	2	-	-	-	-

