

	Program :	BA - Political Science, Economics, Journalism (PEJ)		
	POLITICAL SCIENCE			
	PO Code	Programme Outcomes:		
	PO1	To promote active citizenship and civic consciousness.		
	PO2	· To achieve a high level of academic excellence and value based learning.		
	PO 3	· To develop an inter-disciplinary perspective for strengthening Civil Society.		
	PO4	· To participate in the process of democratization and empowerment at different levels.		
	PO 5	· To develop students' ability to examine political issues critically and analytically.		
	PO 6	· To comprehend the basic structures and Processes of Government systems and theoretical underpinnings.		
	PO 7	· To Analyse political problems, arguments, information, and theories.		
	PO 8	· To Analyse Political and policy problems and formulate policy options.		
	PO 9	· To use electronic and traditional library recourses to research key local, state, national and international policy issues and present results.		
Sem ester	CourseCode	CourseName	CO Code	Course Outcomes
I	PLSCICCP A	Understanding Core Concepts in Political Science	CO1	<ul style="list-style-type: none"> • To expose students to some basic ideas and core concepts in Political Science and to orient students to the methodological and ideological traditions in Political Science.
	PLSCICCP A	Understanding Core Concepts in Political Science	CO2	<ul style="list-style-type: none"> • Demonstrate the ability to apply abstract theory to concrete problems by using ideas of Political theorists to address contemporary social issues

				and explain the central concepts in Political theory
II	PLSC2PTA	Political Theories	CO1	<ul style="list-style-type: none"> To expose students to some basic ideas and core concepts in Political Science and to orient students to the methodological and ideological traditions in Political Science.
	PLSC2PTA	Political Theories	CO2	<ul style="list-style-type: none"> Demonstrate the ability to apply abstract theory to concrete problems by using ideas of Political theorists to address contemporary social issues and explain the central concepts in Political theory
III	PLSC3ICA	Indian Constitution-Institutions	CO1	<ul style="list-style-type: none"> Comprehend the basis and working of the structures and processes of Indian Governmental system.
	PLSC3ICA	Indian Constitution-Institutions	CO2	<ul style="list-style-type: none"> Explain why elections are essential to the democratic process.
IV	PLSC4ICPA	Indian Constitution-Processes	CO1	<ul style="list-style-type: none"> Comprehend the basis and working of the structures and processes of Indian Governmental system.
	PLSC4ICPA	Indian Constitution-Processes	CO2	<ul style="list-style-type: none"> Explain why elections are essential to the democratic process.
V	PLSC5IPA	Public Administration	CO1	<ul style="list-style-type: none"> Define and analyze key terms, ideas, and concepts of Public Administration and demonstrate an understanding of the interplay of terms, ideas, and concepts in Public Administration
	PLSC5IPA	Public Administration	CO2	<ul style="list-style-type: none"> Students will be able to lead and manage in public governance and participate in and contribute to the policy process and will be able to analyze, synthesize, think critically, solve problems, and make decisions.
V	PLSC5EIRA	International Relations	CO1	Discuss the major issues of International Relations and Diplomacy
	PLSC5EIRA	International Relations	CO2	Outline the range of functions performed by various Regional and International Organizations and analyze articles varying complexity on International issues
VI	PLSC6PFAA	Personnel and Financial Administration	CO1	<ul style="list-style-type: none"> Define and analyze key terms, ideas, and concepts of Public Administration and demonstrate an understanding of the interplay of terms, ideas, and concepts in Public Administration

	PLSC6PFAA	Personnel and Financial Administration	CO2	<ul style="list-style-type: none"> Students will be able to lead and manage in public governance and participate in and contribute to the policy process and will be able to analyze, synthesize, think critically, solve problems, and make decisions.
VI	PLSC6EIIA	International Institutions	CO1	<ul style="list-style-type: none"> Discuss the major issues of International Relations and Diplomacy
	PLSC6EIIA	International Institutions	CO2	<ul style="list-style-type: none"> Outline the range of functions performed by various Regional and International Organizations and analyze articles varying complexity on International issues
	ECONOMICS:			
	PO Code	Programme Outcomes:		
	PO1	To understand basic concepts of economics and able to analyse economic behaviour in practice.		
	PO2	Provide opportunity to learn alternative approaches to economic problems through practical exposure to curriculum in allied fields.		
Semester	CourseCode	CourseName	CO Code	Course Outcomes
I	ECPJ1BEF	BUSINESS ECONOMICS	CO1	Provide an understanding of business economics; decision making; Scarcity of Resources and Production Possibility Curve, Marginalism, Opportunity Costs, Time Perspective, Discounting and Externality.
	ECPJ1BEF	BUSINESS ECONOMICS	CO2	Identify the market equilibrium with the help of demand and supply and its determinants and law, changes in market equilibrium and impact of Government intervention on market equilibrium; concept and economic application of the concept of elasticity and its types.
	ECPJ1BEF	BUSINESS ECONOMICS	CO3	Describe in detail the production function, Laws of Production, production equilibrium; economic application of Cost and revenue

				Concepts ;Economies of Scale and Economies of Scope; Break Even Analysis.
	ECPJ1BEF	BUSINESS ECONOMICS	CO4	Provide an overview of different Markets and with Price Discrimination, Monopoly Power & Need for Regulation.
	ECPJ1BEF	BUSINESS ECONOMICS	CO5	Foster learning of different the Theories of the Firm; Meaning and Importance of Capital Budgeting and Investment Decisions under Risk and Uncertainty
II	ECPJ2FMEF	FUNDAMENTALS OF MACROECONOMICS	CO1	Explain the concept of macroeconomics basics; national income's concept ,its measurement, problems and significance including circular flow of income.
	ECPJ2FMEF	FUNDAMENTALS OF MACROECONOMICS	CO2	Detail discussion of various theories of employment and consumption including the concepts of saving function.
	ECPJ2FMEF	FUNDAMENTALS OF MACROECONOMICS	CO3	Detail understanding of the concept of investment and Income determination, multiplier, accelerator, super multiplier including IS-LM Model; Supply side Economics: Essentials & Policy Recommendations.
	ECPJ2FMEF	FUNDAMENTALS OF MACROECONOMICS	CO4	Discuss the concept of inflation, deflation and its type; and quantity theories of money
III	ECPJ3PIEF	PUBLIC AND INTERNATIONAL ECONOMICS	CO1	<ul style="list-style-type: none"> • Provide an understanding of tiers of government, inter-governmental transfers, grants, equity, public goods, market failure and externalities
	ECPJ3PIEF	PUBLIC AND INTERNATIONAL ECONOMICS	CO2	<ul style="list-style-type: none"> • Create a basis for taxation, impact and incidence of taxes, shifting and canons of taxes, direct and indirect taxes, revenue powers, VAT, GST, New Direct Code
	ECPJ3PIEF	PUBLIC AND INTERNATIONAL ECONOMICS	CO3	<ul style="list-style-type: none"> • Provide learning on types of expenditure, fiscal federalism, public debt, budget and fiscal policy
	ECPJ3PIEF	PUBLIC AND INTERNATIONAL ECONOMICS	CO4	<ul style="list-style-type: none"> • Introduce the understanding of international trade through tools, equilibrium analysis, theory of comparative advantage, vent for surplus, factor endowment theory,

				Leontiff paradox, Terms of Trade and Secular Deterioration Hypothesis.
	ECPJ3PIEF	PUBLIC AND INTERNATIONAL ECONOMICS	CO5	<ul style="list-style-type: none"> • Provide a basis for the understanding of tariffs, non-tariff barriers, quotas, foreign capital and economic integration
	ECPJ3PIEF	PUBLIC AND INTERNATIONAL ECONOMICS	CO6	<ul style="list-style-type: none"> • Enable learning on balance of payments, foreign exchange, foreign exchange rate and fixed versus flexible rates
IV	ECPJ4EFMF	ECONOMICS OF FINANCIAL MARKETS	CO1	<ul style="list-style-type: none"> • Provide an overview on the structure and functions of financial markets, fundamentals of financial markets in terms of transaction cost and information problems and equilibrium analysis for financial markets
	ECPJ4EFMF	ECONOMICS OF FINANCIAL MARKETS	CO2	<ul style="list-style-type: none"> • Create an understanding of the participants of money market, instruments of money market, money market securities and central bank policy
	ECPJ4EFMF	ECONOMICS OF FINANCIAL MARKETS	CO3	<ul style="list-style-type: none"> • Create an understanding of the participants of money market, instruments of money market, money market securities and central bank policy
	ECPJ4EFMF	ECONOMICS OF FINANCIAL MARKETS	CO4	<ul style="list-style-type: none"> • Foster learning on the meaning and types of financial derivatives, futures, options, swaps, warrants and convertibles.
	ECPJ4EFMF	ECONOMICS OF FINANCIAL MARKETS	CO5	<ul style="list-style-type: none"> • Provide an overview on global financial markets and global financial integration, global money markets, short term financial instruments, global capital markets, bonds, floating rate notes, equity financing and derivative exposure management
V	ECA5EMRE F	Marketing & Retail Economics	CO1	Ability to communicate the unique marketing mixes and selling propositions for specific product offerings and formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
	ECA5EMRE F	Marketing & Retail Economics	CO2	make students understand basic concepts and the functioning of the

				organized retail sector and highlight its importance.
	ECA5EMRE F	Marketing & Retail Economics	CO3	familiarize them with the latest technology and advancement in retail sector in India.
	ECA5EMRE F	Marketing & Retail Economics	CO4	an understanding of the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
	ECA5EMRE F	Marketing & Retail Economics	CO5	understand the concepts of marketing and the role of marketing in business and society and introduce the students to the basic tenets of marketing and its applications.
	ECA5EMRE F	Marketing & Retail Economics	CO6	Ability to develop marketing strategies based on product, price, place and promotion objectives.
V	ECA5EEEIF	Environmental Economics I	CO1	<ul style="list-style-type: none"> Understand the key concepts, interdependence and differences among environment economics and other related streams.
	ECA5EEEIF	Environmental Economics I	CO2	<ul style="list-style-type: none"> Classify goods based on the attributes and explore the relationship between markets and market failure along with valuation of non-marketed goods.
	ECA5EEEIF	Environmental Economics I	CO3	<ul style="list-style-type: none"> Identify the trade-off between development and sustainability using various concepts, principles, approaches and quantifiable indicators
	ECA5EEEIF	Environmental Economics I	CO4	<ul style="list-style-type: none"> Enable an understanding of environmental market efficiency through Utility Function, Social Welfare Function and Pareto Efficiency
	ECA5EEEIF	Environmental Economics I	CO5	<ul style="list-style-type: none"> Discuss the existing literature on global and Indian environmental complexities along with identifying policy options to solve the issues.
V	ECA5EBFSF	Banking & Financial Services	CO1	Exhibit an awareness of the theoretical setting of Indian Banking System and comprehend information related to current structure, reforms and changing banking practices
	ECA5EBFSF	Banking & Financial Services	CO2	Generate an ability to critically analyze and evaluate banking and financial policies, create strategies, provide technical advice & ideas to

				promote financial products in urban and rural areas.
	ECA5EBFSF	Banking & Financial Services	CO3	Acquire the capacity to integrate broad and coherent knowledge of the financial system.
	ECA5EBFSF	Banking & Financial Services	CO4	Illustrate the capacity to integrate technical and conceptual framework of financial evaluation, accounting and reporting of fund based financial services.
	ECA5EBFSF	Banking & Financial Services	CO5	Exercise informed knowledge on legal aspects and financial pattern of various fee based financial services.
V	ECA5EMAE F	Mathematical Economics	CO1	Introducing the students to all types of basic mathematical functions and functions used in Economics and different methods to solve those functions.
	ECA5EMAE F	Mathematical Economics	CO2	Application of simple and simultaneous equation in the context of market equilibrium analysis and interest compounding.
	ECA5EMAE F	Mathematical Economics	CO3	Understanding the meaning & rules of differentiation in detail.
	ECA5EMAE F	Mathematical Economics	CO4	Application of differential calculus to different concepts of consumer behavior theory, production and cost
	ECA5EMAE F	Mathematical Economics	CO5	Identifying the stability condition and solution to different market equilibrium problems, problems of taxation and subsidy in different markets.
	ECA5EMAE F	Mathematical Economics	CO6	Understanding the basic rules of integration and application of the concept of integration in some economic concepts.
	ECA5EMAE F	Mathematical Economics	CO7	Introducing the concept of determinants and matrices in detail and using the concepts to solve multivariate simultaneous equations
VI	ECA6EEEF	Environmental Economics - II	CO1	<ul style="list-style-type: none"> Examine the tools used for valuing environmental goods and understand the concept of green accounting
	ECA6EEEF	Environmental Economics - II	CO2	<ul style="list-style-type: none"> Describing the methodologies used for valuing non-marketed environmental goods and also highlight the differences between various valuing methodologies using case studies

	ECA6EEEF	Environmental Economics - II	CO3	<ul style="list-style-type: none"> Explaining the set of economic instruments available for implementing an economic incentives approach to natural resource management in developing and developed countries.
	ECA6EEEF	Environmental Economics - II	CO4	<ul style="list-style-type: none"> Understanding and calculating the concept of Marginal User cost, economic rent, growth and extraction models of non-renewable resources
	ECA6EEEF	Environmental Economics - II	CO5	<ul style="list-style-type: none"> Describing the importance and objectives of various national-level institutions involved in environmental regulation in India
VI	ECA6ENE CF	Entrepreneurship & New Enterprise Creation	CO1	Enable the students to understand the fundamental concepts and theoretical base of Entrepreneurship.
	ECA6ENE CF	Entrepreneurship & New Enterprise Creation	CO2	Identify existing business opportunity and its evaluation
	ECA6ENE CF	Entrepreneurship & New Enterprise Creation	CO3	Demonstrate awareness about the EDP programmes and sources of finance for business
	ECA6ENE CF	Entrepreneurship & New Enterprise Creation	CO4	Understand the concept of business plan and apply appropriate framework for writing a business plan.
	ECA6ENE CF	Entrepreneurship & New Enterprise Creation	CO5	Familiarize the growth and exit strategies in business and to analyze, and apply ethics frameworks to corporate social responsibility and ethical decision making
VI	ECA6EEIF	Economics of Insurance	CO1	Acquire coherent knowledge on fundamentals of uncertainty and risk and develop skills to comprehend reinsurance pricing and distribution system
	ECA6EEIF	Economics of Insurance	CO2	Exhibit knowledge of insurance contracts and provisions, economic and legal implications, operation and management of insurance entities.
	ECA6EEIF	Economics of Insurance	CO3	Cultivate practical skills to evaluate growth, pricing, principles and legal aspects of life, health and general insurance products.
	ECA6EEIF	Economics of Insurance	CO4	Demonstrate understanding of and appreciation for the importance of impact of wealth accumulation and retirement planning and examine the role of public policy.

	ECA6EEIF	Economics of Insurance	CO5	Demonstrate knowledge on the operation, management and legal aspects of insurance entities as well as the economic implications of insurance industry.
VI	ECA6ESME F	Advanced Statistical Methods for Economics	CO1	This module will provide the student with an intuitive and practical introduction into Probability Theory that they can apply in any field involving uncertain events occurring.
	ECA6ESME F	Advanced Statistical Methods for Economics	CO2	The Distribution theory will provide them with the theoretical tools for building probabilistic models of real world phenomena with the help of deriving the Bernoulli, Binomial, Poisson, Geometric, Uniform, and Normal distributions
	ECA6ESME F	Advanced Statistical Methods for Economics	CO3	Student will get to learn the procedure for drawing a sample and its application.
	ECA6ESME F	Advanced Statistical Methods for Economics	CO4	The student will able to know the methodologies employed by the analysts depend on the nature of the data used and the reason for the analysis with some test statistics.
	ECA6ESME F	Advanced Statistical Methods for Economics	CO5	The student can use their ANOVA knowledge for both observational and experimental studies based on their research area.
	ECA6ESME F	Advanced Statistical Methods for Economics	CO6	Information from the chapter of Vital Statistics can help the student to identify and quantify health-related statistical issues and to measure progress toward quality improvement and public health goals.
	JOURNALISM			
	PO Code	Programme Outcomes:		
	PO1	1. Develop young minds and turn them into skilled professionals imbued with the highest values.		
	PO2	2. To combine theoretical inputs with practical training		

	PO 3	3. Create challenges in situations and promote professional excellence		
	PO 4	4. Reinforce values and promote integrity in the interpretation and reporting of events		
Semester	CourseCode	CourseName	CO Code	Course Outcomes
I	JOU1RPB	Reporting for Print	CO1	To understand communication, its different types, models and theories
	JOU1RPB	Reporting for Print	CO2	To learn about the press in India and understand the relationship between the government and the media
	JOU1RPB	Reporting for Print	CO3	To gain critical understanding on what news is, the different kinds of news reporting, how to write reports and to be able to appreciate the responsibilities of a reporter and the challenges they face
	JOU1RPB	Reporting for Print	CO4	To understand feature-writing, its different kinds and to be able to apply it while writing feature stories
	JOU1RPB	Reporting for Print	CO5	To learn about the different media laws and codes that apply to print journalism in India and also to help students understand the importance of RTI in news gathering
II	JOU2EDC	Editing and Design	CO1	The students understand the structure of a newsroom and why editing is necessary
	JOU2EDC	Editing and Design	CO2	Students develop a strong foundation in grammar that will help them write error-free copies
	JOU2EDC	Editing and Design	CO3	Students will develop critical thinking in identifying news sources. This will help them differentiate between fake and authentic news. They will also learn to edit different kinds of copies
	JOU2EDC	Editing and Design	CO4	To learn what headlines and captions are and to be able to write them
	JOU2EDC	Editing and Design	CO5	Students will gain knowledge of the tools, technicalities and software related to design and to be able to apply it in designing

III	JOU3BJB	Broadcast Journalism	CO1	Students will learn to carry out the various stages of production effectively.
	JOU3BJB	Broadcast Journalism	CO2	Students will be aware of the laws that govern the industry.
	JOU3BJB	Broadcast Journalism	CO3	Students will be able to analyse various techniques involved in making programmes for television and will also understand the recent trends in the industry.
	JOU3BJB	Broadcast Journalism	CO4	Students will understand the basic concepts involved in making programmes for radio.
	JOU3BJB	Broadcast Journalism	CO5	Student can determine different production techniques for various radio programmes and use it for effective communication.
	JOU3BJB	Broadcast Journalism	CO6	Students will understand the basic concepts involved in making programmes for Television.
IV	JOU4OJB	Online Journalism	CO1	Students will understand the basic concepts involved in online journalism.
	JOU4OJB	Online Journalism	CO2	Students will develop writing skills to suit online journalism keeping in mind the ethical framework.
	JOU4OJB	Online Journalism	CO3	Students will be able to design and develop content for a website.
	JOU4OJB	Online Journalism	CO4	Students will be able to use smart phones for content gathering.
V	JOU5GPIB	Geopolitical Issues	CO1	Students will be able to differentiate between soft and hard power, and identify the sources and the forms of government of various states.
	JOU5GPIB	Geopolitical Issues	CO2	The students attain the ability to accurately identify and discuss at length the various processes at work in geopolitics such globalization, Human rights and violations and their ramifications on the relationship between countries.
	JOU5GPIB	Geopolitical Issues	CO3	The students develop the ability to sift through contemporary international news from various parts of the globe, comprehend, critique and write analytical pieces on key International affairs.

	JOU5GPIB	Geopolitical Issues	CO4	Students gain an understanding of political communication in the world and analyse the effect of media on the formation and the change of political attitudes.
V	JOU5EAPRC	Advertising and Public Relations	CO1	To help students build an understanding of the history of advertising, terminologies and regulation in advertising. To learn about the USP of successful campaigns and landmark advertisements.
	JOU5EAPRC	Advertising and Public Relations	CO2	Students will be able compare various campaigns and brands and develop a critical understanding of the different platforms so as to be able to choose the most appropriate. They will also be able to identify roles and responsibilities in agencies and find their fit according to their competencies.
	JOU5EAPRC	Advertising and Public Relations	CO3	Students will gain knowledge about the various elements of an advertisement so as to illustrate them in mock campaigns. They learn different kinds of layout, aesthetic rules of making an advertisement, eye flow, elements of an advertisement.. They will also gain knowledge about client servicing and ad-positioning on online and offline platforms.
	JOU5EAPRC	Advertising and Public Relations	CO4	Students will learn to distinguish between publicity, propaganda, public relations and advertising to be able to gain maximum mileage from the last two for a successful campaigns. To learn the principles of PR and examine successful PR campaigns. To outline the roles and responsibilities of different PR professionals and the PRO.
	JOU5EAPRC	Advertising and Public Relations	CO5	To learn various kinds of PR techniques and how to apply them. To understand the various tools of PR so that they will be able to design campaigns, using the techniques and tools that will best fit.
	JOU5EAPRC	Advertising and Public Relations	CO6	To design an Ad campaign for distribution on multiple media outlets.

VI	JOU6DCB	Development Communication	CO1	Students will learn to differentiate between development communication and development support communication and analyse social change
	JOU6DCB	Development Communication	CO2	Students will learn to critically analyse and critique the modernisation theories and their corresponding communication styles
	JOU6DCB	Development Communication	CO3	Students will become familiar with the alternative development models that are more participatory in nature.
VI	JOU6ETWC	Technical Writing	CO1	Students will understand what technical writing is - the different types of documentation, concepts, terminology and principles - and be familiarised with the role of a technical writer.
	JOU6ETWC	Technical Writing	CO2	Students will analyse the nature and content requirement, learn ways of pooling information, framing the content and presenting it. They will also gain knowledge of editorial and technical reviews in evaluating content.
	JOU6ETWC	Technical Writing	CO3	They will learn to develop a documentation plan and decide on the appropriate deliverables. They will be able to identify the different types of product features documents, apply them and manage the project efficiently
	JOU6ETWC	Technical Writing	CO4	Students will develop technical writing skills with emphasis on concise writing for a global audience. They will also become familiar with international style guides and documentation standards.
	JOU6ETWC	Technical Writing	CO5	Learn to use various technical writing tools like MS Word, MS Power Point, Robo Help and create an Online Help