



Jyoti Dalal School of Liberal Arts

B.A (Hons.) Liberal Arts

- **Program Educational Objectives (PEOs)**
- **Program Outcomes (POs)**
- **Course Outcomes (COs)**

Program Educational Objectives (PEOs):

1. **Professional Skills**
2. **Career Growth**
3. **Higher Studies**

Program Outcomes (POs):

PO-1: Apply multi-disciplinary knowledge and concepts in humanities, social and management sciences, and pure and applied arts to assess critically situations and issues in work, citizenship, and life.

PO-2: Use analysis and research, critical and creative thinking, to inform and develop integrative solutions that improve outcomes.

PO-3: Communicate ideas coherently, logically, and persuasively in oral, written, and visual formats using multiple media and innovative approaches.

PO-4: Recognize ethical, cultural, and social responsibility issues and integrate these into decision-making and behavior.

PO-5: Work cooperatively, sensitively, and effectively in multi-disciplinary teams, maturely using interpersonal skills.

Courses and Course Outcomes (COs):

Modern World Literature

- **CO-1:** Identify the major trends of the literature of the 20th and 21st centuries and relate them with their historical contexts in a critical manner.
- **CO-2:** Bring together the political, and sociological concerns that have influenced the work and develop a world view.
- **CO-3:** Engage critically with the practice of reading and writing.

Introduction to Psychology

- **CO-1:** Know the major personalities important to the field of general psychology and the ideas, theories, and schools with which they are associated.
- **CO-2:** Know the major terms associated with general psychology and their meanings.
- **CO-3:** Know the major concepts associated with the area of general psychology.

Sociology of India

- **CO-1:** Think and articulate with sociological imagination.
- **CO-2:** Ability to analyze the trajectory of India as a nation-state concerning Caste, Gender, Class/development, Religion, and cultural identity.
- **CO-3:** Appreciate the building of modern India as a nation in its complete complexity.
- **CO-4:** Comprehend the historical context to the current socio-economic trends and problems confronted by India Today.

CREATIVE WRITING LAB

- **CO-1:** Complete creative exercises in a Journal
- **CO-2:** Write an original short story about the “graduate student standard”; and
- **CO-3:** Write a short play of about 30 minutes that can be performed on stage.

Marketing Basics

- **CO-1:** Understand how marketing frameworks address organizational problems
- **CO-2:** Examine aspects of real-world business issues related to marketing
- **CO-3:** Build actionable marketing plans that can be implemented in the real world

Critical Thinking

- **CO-1:** Apply (critical thinking) tools to discourses surrounding him or her
- **CO-2:** Write, and speak coherently without letting obstacles such as fallacies and biases in their communication
- **CO-3:** Construct and appreciate different arguments and pitfalls in them

Issues in Philosophy

- **CO-1:** Students will be able to see philosophy underlying different concepts
- **CO-2:** Students themselves will be able to 'philosophize' and will be proficient in second order inquiry
- **CO-3:** Familiarity with contemporary philosophical narratives

Social Psychology

- **CO-1:** Demonstrate the ability to coherently express autonomously and ingeniously about human social behavior and the cultural influences that affect our behavior.
- **CO-2:** Describe, discuss, and analyze major issues and concepts in the discipline of Social Psychology.
- **CO-3:** Understand and state the fundamental principles of Social Psychology.

Indian Political Environment

- **CO-1:** Analyze the functioning of political institutions in India in the present times
- **CO-2:** Suggest ideas and plans for improving the functioning of political institutions
- **CO-3:** Acquired ability to demonstrate analytical reading of political issues

Macroeconomics

- **CO-1:** Apply and extend basic macroeconomic models to the case of India and the global economy
- **CO-2:** Read and analyze the economics and finance section of a newspaper including government budget and RBI monetary policy announcements
- **CO-3:** Examine the movement of macroeconomic variables – GDP, unemployment rate, inflation rate, interest rate– and their impact on the economic performance of a country

Visual Language & Grammar

- **CO-1:** Interpret correctly and effectively visual messages in different media, including photography, paintings, theater, advertisements, and films.
- **CO-2:** Create compelling visual messages in different media, including photography, paintings, theater, advertisements, and films.
- **CO-3:** Create effective visual messages by working jointly in a group with different specializations and talents.

Managing Money

- **CO-1:** Explore entrepreneurial skills and management functions and take the various steps in starting a venture.
- **CO-2:** Understand and use the fundamental financial concepts, especially the time value of money.
- **CO-3:** Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
- **CO-4:** Understand the role of the Indian financial market and make use of it.
- **CO-5:** Enhance analytical and critical thinking skills for financial statement analysis to assess a business's solvency, profitability, liquidity, and debt-paying ability.

Quantitative Methods 1

- **CO-1:** understand the language of numbers.
- **CO-2:** better engage with quantitative measures in various projects in other liberal arts courses

Poetry

- **CO-1:** Recognize major poetic trends in literary history.
- **CO-2:** Appreciate both the formal and thematic aspects of poetry emerging from various historical and cultural contexts.
- **CO-3:** Understand and write poetry.

Ethics

- **CO-1:** Distinguish different ethical standpoints. Differentiate among different meta-ethical stances such as Relativism and Subjectivism
- **CO-2:** Understand the value of moral philosophy and the methods used in philosophy to decipher moral dilemmas in society
- **CO-3:** Formulate philosophical arguments for better ethical decision-making in life

Psychological Testing & Assessment

- **CO-1:** Develop a psychological test and examine its psychometric properties such as reliability, validity
- **CO-2:** Understand the process of administration, scoring, and interpretation of the psychometric tests
- **CO-3:** Demonstrate proficiency in preparing a psychometric test report

Personal Growth & Development

- **CO-1:** Understand the process of self-growth and development
- **CO-2:** Apply knowledge of personal beliefs and values and a commitment to continuing personal
- **CO-3:** Understand their personality strengths virtues and lacunas

Sociological Theory

- **CO-1:** Demonstrate the comprehension of the primary writings of sociological theorists.
- **CO-2:** Demonstrate the ability to discuss and appreciate the role and functions of major perspectives in sociological theory.
- **CO-3:** Synthesize, apply, and critique (evaluate and assess) sociological concepts, ideas, and frameworks.

Concepts in Political Science

- **CO-1:** Apply fundamental political concepts to comprehend varied political processes
- **CO-2:** Apply fundamental political concepts to comprehend varied political institutions
- **CO-3:** Acquired ability to pursue application in the present times

Development Economics

- **CO-1:** critically thinking about these topics and understanding how they relate to the everyday lives of people in developing countries constitute the course's overall goal
- **CO-2:** meaningfully question received knowledge and claims regarding theory and policy related to economic development
- **CO-3:** debate and analyze development policies deployed to tackle India's economic issues

Quantitative Methods 2

- **CO-1:** Take up an independent study of an economic or social issue using one or more of the tools outlined.
- **CO-2:** Critically assess the toolbox in assessing outcomes

Journalism Basic

- **CO-1:** Demonstrate that she/he has the required knowledge, skills, and attitude
- **CO-2:** Plan coverage of various kinds of information across different media.

- **CO-3:** Write, edit, and process a news report /feature for print. Shoot photos.
- **CO-4:** Prepare news shorts for TV and/or digital with hand-held or mobile cameras
- **CO-5:** Edit and package TV news scripts, develop digital/podcast shows
- **CO-6:** Imbibe journalistic values and ethics
- **CO-7:** Begin to build her/his professional network

Understanding Media

- **CO-1:** Understand the discipline of media studies and the importance of media in our lives.
- **CO-2:** Apply the media theories in examining or creating media.
- **CO-3:** Understand the different practical, social, cultural, and economic aspects of media sectors, especially the business of entertainment.

Integrated Marketing Communication

- **CO-1:** Meaningfully discuss and find solutions to marketing communication problems
- **CO-2:** Complete a hands-on live marketing communication project

Branding

- **CO-1:** Demonstrate analytical thinking skills by applying different approaches and frameworks for understanding brand
- **CO-2:** Apply behavioral principles to the analysis of complex strategic branding issues and develop marketing plans
- **CO-3:** Develop competencies in the creative, analytic, and systematic use of coherent frameworks for interpreting consumer reactions to the brand

Research Methods

- **CO-1:** Structure their research projects
- **CO-2:** Develop and utilize specific tools and techniques for research
- **CO-3:** Write a complete Research Proposal and undertake mini-research projects expected from an undergraduate student.

Indian Cultural Heritage

- **CO-1:** Articulate the impact of Indian cultural heritage on present-day society.
- **CO-2:** Exhibit an understanding of different aspects of Indian culture, popular and scholarly

Modern Indian Literature

- **CO-1:** Critically engage with the processes of the construction of national literature as well as the problems it entails.
- **CO-2:** View literature as a site for constructing and contesting social constructs. Appreciate texts by using the tools of critical analysis
- **CO-3:** Write and think critically, and analyze literary texts.

Introduction to Cultural Studies

- **CO-1:** Identify the major trends of Cultural Studies and relate them with their historical contexts in a critical manner.
- **CO-2:** Bring together the political, and sociological concerns that have influenced the major works in the discipline and develop a worldview.
- **CO-3:** Understand the different manifestations and meanings of culture in contemporary times.
- **CO-4:** Conduct surveys and research projects related to the cultural industry.

Cognitive Psychology

- **CO-1:** Apply factual knowledge of the terminology, methods, and research findings in the field of cognitive psychology.
- **CO-2:** Understand the fundamental theories and principles of cognitive psychology including being able to critique them.
- **CO-3:** Analyze how professionals in the field of cognitive psychology go about the process of gaining new knowledge.

Organizational Behaviour

- **CO-1:** Understand major topics and subspecialties of organizational behavior.

- **CO-2:** Comprehend the complicated systems of individual and group psychological processes involved in the world of work
- **CO-3:** Understand the basic principles of organizational psychology to personnel and human resources management within the organization

Sociology of the Future

- **CO-1:** Analyze the futuristic implications of the Future
- **CO-2:** Suggest ideas and plans to cope with the challenges of the future
- **CO-3:** Acquired ability to anticipate challenges of the future and suggest outcome-based solutions

Constitution of India at Work

- **CO-1:** Students should be able to become familiar with a social problem from a policy-making point of view
- **CO-2:** Ability to analyze the social policy at a preliminary level grounded in the understanding of the Indian Constitution
- **CO-3:** Acquired ability to work with the institutions with knowledge of provisions of the Indian Constitution

International Economics

- **CO-1:** examine specific policy issues such as international dumping; the choice of exchange rate regime; the desirability of free capital flows
- **CO-2:** analyze and discern the causes and effects of trade restrictions and policies, like tariffs, quotas, subsidies, export taxes, and others
- **CO-3:** explain how international economic theory has been shaped by real-world events

Indian Economy

- **CO-1:** Analyze what policies worked for the economy and what didn't
- **CO-2:** Understand the trajectory of India's economic development
- **CO-3:** Apply the concepts of policymaking to suggest your policies

World Cinema & Society

- **CO-1:** Articulate her response to nuances of cinematic language
- **CO-2:** Appreciate and articulate the two-way link between society and cinema
- **CO-3:** Present a critical analysis of a film or theme concerning world cinema from an aesthetic, technical, historical, and sociological perspective

Design & Media Lab

- **CO-1:** Evaluate works in graphic, photographic, magazine, product and select other types of design
- **CO-2:** Create works in graphic, photographic, magazine design, and product design

Digital Marketing

- **CO-1:** Describe available digital marketing options and know which ones to use
- **CO-2:** Articulate the benefits and limitations of the Internet and other enabling technologies to the marketing function, to organizations, to consumers, and society.
- **CO-3:** Develop a basic digital marketing campaign with contents
- **CO-4:** To use Google Adsense and plan a comprehensive digital campaign on it
- **CO-5:** To know various social media and its utility in marketing

Advertising Creative

- **CO-1:** View marketing communication problems from multiple views and create innovative and strategic approaches
- **CO-2:** Effectively brainstorm ideas in an orderly result-oriented manner and develop lateral and strategic skills
- **CO-3:** Develop and create a successful advertising campaign portfolio

Making of Contemporary India

- **CO-1:** The students will be able to identify the distinctive features of Indian society and the national movement that emerged in a multilingual and multi-religious

society. They will be able to assess the significant achievements and failures of India in the pre-independence and post-independence periods.

- **CO-2:** The course will also enable students to form an opinion about the relative performance of India in the postcolonial period in terms of both economic growth and social indicators or the Human Development Index. They will acquire some basis for taking a stand on the contentious issues and political controversies that impinge on the life of citizens in India today.
- **CO-3:** Even for those who are not going to study history as a major at a later stage it will help in understanding their chosen field much better. An overall understanding of recent economic, political and social developments is essential for people working in India as economists, administrators, managers, journalists or policy-makers. After completing this course, students will see the inter-relations between their own areas of interest and the major trends shaping contemporary India's evolution. A broad understanding of contemporary India is vital even for those who wish to focus on only one dimension of society or become specialists in a narrowly defined field.