

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

## Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

**COURSE CODE:** BA(JMC) -113

**COURSE NAME:** Human Values and Ethics (NUES)

**LEARNING OBJECTIVES:** This course will provide the learners the following:-

1. Understand the importance of human values and ethics in personal and professional life
2. Develop an awareness of ethical issues and dilemmas
3. Analyze the impact of ethical decision-making in various contexts
4. Promote ethical behavior and integrity

**PRE-REQUISITES:**

- To have a basic understanding of moral values and principles.

**COURSE OUTCOMES (COs):** After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Understand the importance of human values and ethics in personal and professional life	BTL-2	PO1, PO4
CO2	Develop an awareness of ethical issues and dilemmas	BTL-3	PO2, PO5
CO3	Analyze the impact of ethical decision-making in various contexts	BTL-4	PO3, PO6
CO4	Promote ethical behavior and integrity	BTL-5	PO4, PO7

**Mapping of Course Outcomes to Program Outcomes:** (Scale - 1: Low, 2: Medium, 3: High)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	1	1	2	1	1
CO2	3	3	2	3	2	2	2	2	1
CO3	3	2	2	2	1	1	2	1	1
CO4	2	2	2	3	2	3	1	2	2
<b>Average</b>	<b>2.75</b>	<b>2.5</b>	<b>2</b>	<b>2.5</b>	<b>1.5</b>	<b>1.75</b>	<b>1.75</b>	<b>1.5</b>	<b>1.25</b>

  
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