



INSTITUTE OF APPLIED MEDICINES AND RESEARCH
Affiliated to CCS University, Meerut, Recognized by UGC
(NAAC Accredited)
Department of Journalism and Mass communication

Course Outcomes:

Course Name –Basics of Mass Communication and Journalism

Course Code – 101

- CO 1 :** Students will recall fundamental concepts, terminology, and the historical evolution of mass communication and journalism.
- CO 2 :** Students will explain the roles and functions of mass media and journalism, including the impact of media on society, culture, and democracy.
- CO 3:** Students will apply journalistic principles and mass communication techniques to analyze media content and produce basic news stories, articles, and reports.
- CO 4:** Students will critically analyze mass media content, identifying biases, media framing, and the influence of media on public perceptions.
- CO 5:** Students will evaluate the effectiveness of different types of media and journalistic content, assessing their ethical implications, credibility, and impact on audiences.

Course Name –General Hindi

Course Code -102

- CO 1:** Students will recall fundamental concepts of Hindi grammar, vocabulary, and literary elements, and recognize important historical and contemporary figures in Hindi literature.
- CO 2:** Students will explain basic Hindi grammatical structures, sentence construction, and the relevance of Hindi in journalism, media, and communication.
- CO 3:** Students will apply their knowledge of Hindi grammar and communication skills to write simple texts such as news reports, articles, and social media posts in Hindi.
- CO 4:** Students will analyze Hindi texts (e.g., news articles, advertisements, or media content), identifying tone, style, and purpose while examining their suitability for the target audience.
- CO 5:** Students will evaluate the quality and ethical aspects of Hindi language content in journalism and media, assessing its impact on audiences and ensuring clarity and accuracy.





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Course Name –Digital Journalism

Course Code – 103

- CO 1 :** Students will recall key concepts, tools, and platforms used in digital journalism, including digital media formats, multimedia tools, and social media strategies.
- CO 2:** Students will explain the principles of digital journalism, including the use of multimedia, audience engagement, and the ethical considerations specific to digital platforms.
- CO 3:** Students will apply digital journalism techniques to create news stories using multimedia elements, such as text, images, videos, and audio, tailored for online platforms.
- CO 4:** Students will analyze digital media content, assessing the effectiveness of various digital journalism formats and understanding how they meet the needs of online audiences.
- CO 5:** Students will evaluate digital journalism practices, assessing the credibility, accuracy, and ethical considerations in digital content creation and distribution.

Course Name – Advertising and Public Relations

Course Code – 104

- CO 1:** Students will recall key concepts, terminology, and historical developments in advertising and public relations (PR).
- CO 2:** Students will explain the fundamental principles, strategies, and objectives of advertising and PR, including how they influence consumer behavior and public perception.
- CO 3:** Students will apply advertising and PR concepts to create strategies for real-world scenarios, such as product launches, crisis communication, or brand building.
- CO 4:** Students will analyze advertising and PR campaigns, assessing their effectiveness in reaching their target audience and achieving their communication goals.
- CO 5:** Students will evaluate the ethical and strategic aspects of advertising and public relations practices, identifying strengths, weaknesses, and potential improvements.





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Course Name – Computer for Mass Media (Course Related Practical-Viva)

Course Code – 105

CO 1: Students will recall and identify the fundamental concepts of computer hardware, software, and digital tools commonly used in mass media production and communication.

CO 2: Students will explain the role of computers in the context of modern journalism and mass communication practices, including their use in writing, editing, publishing, and multimedia production.

CO 3: Students will apply digital tools and software to create, edit, and format multimedia content such as articles, images, videos, and podcasts, integrating them for online platforms.

CO 4: Students will analyze different types of media and communication platforms, identifying how digital technologies impact the efficiency and effectiveness of mass communication.

CO 5: Students will critically evaluate the ethical and practical implications of digital media tools, considering factors such as media bias, privacy, and digital accessibility.

Course Name – Print Media (Reporting and Editing)

Course Code – 201

CO 1: Students will recall key terms, principles, and techniques related to print media reporting and editing, including journalistic ethics, writing styles, and editorial standards.

CO 2: Students will explain the basic processes involved in print media reporting and editing, including how news stories are gathered, structured, written, and edited for publication.

CO 3: Students will apply reporting techniques to gather and write news stories for print media, adhering to industry standards for accuracy, clarity, and objectivity.

CO 4: Students will analyze news articles for structure, tone, and journalistic integrity, identifying strengths and weaknesses in the reporting and editorial content.

CO 5: Students will evaluate the ethical implications of reporting and editing decisions, considering issues such as bias, plagiarism, and fairness in the context of print journalism.





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COURSE OUTCOMES – BBA 1ST SEMESTER

CO's

BBA-101: Fundamentals of Management

1. **Explain and Evaluate the Foundations of Management**

Describe the concepts, objectives, nature, and significance of management, and evaluate the contributions of Taylor, Weber, and Fayol to management thought.

(Covers Unit I: Introduction to Management)

(Bloom's Levels: Understand, Evaluate)

2. **Apply and Analyze Planning and Decision-Making Techniques**

Demonstrate an understanding of the planning process, and analyze the techniques and limitations of planning and decision-making in organizational contexts.

(Covers Unit II: Planning)

(Bloom's Levels: Apply, Analyze)

3. **Examine and Design Organizational Structures**

Examine the concepts and principles of organizing, and design organizational structures considering authority, centralization, and span of control.

(Covers Unit III: Organizing)

(Bloom's Levels: Analyze, Create)

4. **Assess and Implement Leadership and Motivation Techniques**

Assess leadership styles, motivational theories, and techniques of directing and communication, and implement strategies to improve coordination and supervision.

(Covers Unit IV: Directing)

(Bloom's Levels: Evaluate, Apply)

5. **Evaluate and Develop Control Mechanisms**

Evaluate the principles and techniques of controlling, and develop strategies to establish an effective relationship between planning and controlling.

(Covers Unit V: Controlling)

(Bloom's Levels: Evaluate, Create)

BBA-102: ORGANISATION BEHAVIOUR

1. **Explain and Analyze the Scope of Organizational Behavior**

Describe the nature, scope, and models of Organizational Behavior, and analyze the impact of global and cultural diversity on organizational practices.

(Covers Unit I: Introduction to OB)

(Bloom's Levels: Understand, Analyze)

2. **Examine and Apply Theories of Individual Behavior**

Examine the factors influencing individual behavior, such as personality, perception, and motivation, and apply theories like Maslow's Hierarchy of Needs, Theory X and Y, and Vroom's





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Expectancy Theory to real-world scenarios.

(Covers Unit II: Individual Behavior)

(Bloom's Levels: Analyze, Apply)

3. Evaluate Interpersonal Behavior and Leadership Theories

Evaluate the dynamics of interpersonal behavior through tools like Transaction Analysis and the Johari Window, and assess leadership styles and theories relevant to Indian organizations.

(Covers Unit III: Behavior Dynamics)

(Bloom's Levels: Evaluate, Analyze)

4. Analyze and Resolve Group Behavior Dynamics

Analyze group behavior, including decision-making processes, team dynamics, and inter-group conflicts, and develop strategies to manage contemporary issues in team settings.

(Covers Unit IV: Group Behavior)

(Bloom's Levels: Analyze, Create)

5. Assess and Implement Change Management Strategies

Assess the challenges of organizational change and resistance, and implement effective approaches to change management, organizational development, and improving the quality of work life.

(Covers Unit V: Management of Change)

(Bloom's Levels: Evaluate, Apply)

BBA-103: MANAGERIAL ECONOMICS

1. Explain and Evaluate the Scope of Managerial Economics

Define the nature, scope, and limitations of economics as a science or art, and evaluate its relevance in business management and its relationship with other disciplines.

(Covers Unit I: Introduction to Managerial Economics)

(Bloom's Levels: Understand, Evaluate)

2. Apply and Analyze Demand and Supply Concepts

Demonstrate an understanding of demand theory, elasticity, and supply analysis, and analyze demand forecasting methods to predict market trends.

(Covers Unit II: Demand and Supply Analysis)

(Bloom's Levels: Apply, Analyze)

3. Compare and Assess Market Structures

Compare the characteristics of different market structures, such as perfect competition, monopoly, monopolistic competition, and oligopoly, and assess their impact on pricing strategies.



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(Covers Unit III: Market Analysis)
(Bloom's Levels: Analyze, Evaluate)

4. Evaluate Pricing Methods and Interpret National Income Concepts

Evaluate pricing methods and policies, including price discrimination, and interpret national income concepts and their measurements in the context of economic performance.

(Covers Unit IV: Pricing and National Income)
(Bloom's Levels: Evaluate, Apply)

5. Assess Economic Indicators and Develop Insights into Business Cycles

Assess economic indicators such as inflation, business cycles, and balance of payments, and develop insights into their influence on economic growth and development.

(Covers Unit V: Economic Growth and Development)
(Bloom's Levels: Evaluate, Create)

BBA-104: ACCOUNTING AND FINANCIAL ANALYSIS

1. Explain and Apply Accounting Principles and Standards

Describe the objectives, functions, and principles of accounting, and apply accounting concepts, conventions, and the accounting equation in accordance with international and Indian standards.

(Covers Unit I: Overview of Accounting)
(Bloom's Levels: Understand, Apply)

2. Demonstrate and Analyze Accounting Mechanics

Journalize transactions using the double-entry system and prepare final accounts, including Profit & Loss Accounts, Balance Sheets, and policies for depreciation, inventory, and intangible assets.

(Covers Unit II: Mechanics of Accounting)
(Bloom's Levels: Apply, Analyze)

3. Evaluate Financial Performance through Ratio and Trend Analysis

Evaluate the financial performance of manufacturing, service, and banking organizations using ratio analysis, common-size statements, comparative balance sheets, and trend analysis.

(Covers Unit III: Analysis of Financial Statements)
(Bloom's Levels: Evaluate, Analyze)

4. Analyze Fund Flow Statements and Working Capital Changes

Prepare and analyze fund flow statements by calculating gross and net working capital and identifying changes in working capital.

(Covers Unit IV: Fund Flow Analysis)
(Bloom's Levels: Analyze, Apply)



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5. Interpret and Create Cash Flow Statements

Interpret cash and non-cash transactions, and create and analyze cash flow statements to assess the financial health of an organization.

(Covers Unit V: Cash Flow Analysis)

(Bloom's Levels: Analyze, Create)

BBA-105: BUSINESS LAW

1. Explain and Analyze the Essentials of a Valid Contract

Explain the concepts of offer, acceptance, agreement, and contract, and analyze the essentials of valid contracts, including their performance, termination, and remedies for breach under the Indian Contract Act.

(Covers Unit I: Indian Contract Act)

(Bloom's Levels: Understand, Analyze)

2. Differentiate and Apply Special Types of Contracts

Differentiate between void, contingent, quasi-contracts, and contracts of indemnity, guarantee, bailment, lien, pledge, and agency, and apply these concepts to resolve business scenarios.

(Covers Unit II: Special Contracts)

(Bloom's Levels: Analyze, Apply)

3. Evaluate Provisions of the Sale of Goods Act

Evaluate the legal provisions of the Sale of Goods Act, including the formation of a sales contract, transfer of ownership, conditions and warranties, and the rights and duties of buyers and sellers.

(Covers Unit III: Sale of Goods Act)

(Bloom's Levels: Evaluate, Apply)

4. Interpret and Assess LLP Provisions

Interpret the concepts of Limited Liability Partnerships (LLP), including incorporation, partner relationships, and the penalty for false statements, and assess the conditions for LLP winding up.

(Covers Unit IV: Limited Liability Partnership)

(Bloom's Levels: Understand, Evaluate)

5. Explain and Analyze Negotiable Instruments

Explain the features and types of negotiable instruments, including crossing, endorsement, and recognition, and analyze their role in business transactions.

(Covers Unit V: Negotiable Instruments Act)

(Bloom's Levels: Understand, Analyze)



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B.Sc. (H) MICROBIOLOGY I YEAR

Course – 1
Microbial Diversity – 1

Paper I. Fundamentals of Microbiology (B -101)

CO1: Understand the Historical Developments in Microbiology

- **Bloom's Level: Understand**
- Students will describe the historical milestones in microbiology, such as the discovery of microorganisms, the spontaneous generation controversy, and the development of germ theory of fermentation and disease.

CO2: Explain the Development of Key Microbiological Concepts

- **Bloom's Level: Understand**
- Students will explain the key developments in microbiology, including the discovery of viruses, the evolution of pure culture techniques, and the concepts of immunity and chemotherapy.

CO3: Identify Career Opportunities in Microbiology

- **Bloom's Level: Remember**
- Students will recognize various career opportunities and professional paths for microbiologists, understanding the scope and relevance of microbiology in different fields.

CO4: Compare Prokaryotic and Eukaryotic Microorganisms

- **Bloom's Level: Analyze**
- Students will compare the characteristics of prokaryotic and eukaryotic organisms, understanding the differences in their structure, function, and organization.

CO5: Apply Taxonomic Concepts in Microbial Classification

- **Bloom's Level: Apply**
- Students will apply knowledge of microbial taxonomy, utilizing criteria such as morphological, physiological, ecological, genetic, and molecular characteristics to classify microorganisms based on Whittaker's five-kingdom concept and Carl Woese's three-domain concept.

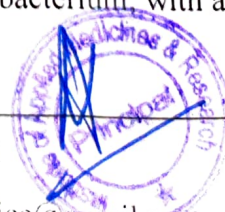
Paper II. Bacteriology (B – 102)

CO1: Classify and Differentiate Between Types of Bacteria

- **Bloom's Level: Understand**
- Students will classify and compare eubacteria, archaeobacteria, and cyanobacteria, describing the morphological and structural features of a typical bacterium, with a focus on their differences.

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CO2: Explain the Process and Importance of Staining Techniques in Bacteriology

- **Bloom's Level: Understand**
- Students will explain the Gram staining process and differentiate between Gram-positive and Gram-negative bacteria, as well as describe the purpose and procedure of other staining techniques like capsular, endospore, and flagellar staining.

CO3: Describe the Characteristics and Structure of Various Bacteria

- **Bloom's Level: Remember**
- Students will list and describe the general characteristics and structures of archaeobacteria, cyanobacteria, actinomycetes, rickettsiae, chlamydia, and mycoplasma.

CO4: Understand Nutritional and Reproductive Strategies in Bacteria

- **Bloom's Level: Understand**
- Students will understand the various types of nutrition and reproductive mechanisms in bacteria, including transformation, transduction, and conjugation, with a focus on general processes rather than genetic details.

CO5: Apply Taxonomy Concepts to Classify Bacteria

- **Bloom's Level: Apply**
- Students will apply the latest classification system from Bergey's Manual of Systematic Bacteriology to categorize bacteria, using the key features to place bacterial species into their appropriate groups.

Course – II Microbial Diversity-II

Paper I. Virology (B – 103)

CO1: Describe the Structure and Classification of Different Types of Viruses

- **Bloom's Level: Remember**
- Students will recall the general structure of viruses and describe the detailed structures of animal viruses (poxvirus, polio virus, HIV), plant viruses (TMV), and bacteriophages, along with identifying key differences in their structures.

CO2: Understand the Replication Mechanisms of Various Types of Viruses

- **Bloom's Level: Understand**
- Students will explain the replication processes of RNA viruses (ssRNA, dsRNA) and DNA viruses (ssDNA, dsDNA), including their mechanisms of transmission.

CO3: Classify and Nomenclature of Viruses

- **Bloom's Level: Apply**
- Students will apply their knowledge to classify viruses based on the International Classification System and describe the rules of virus nomenclature.

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CO4: Evaluate the Importance of Viruses in Disease and Biotechnology

- **Bloom's Level: Evaluate**
- Students will assess the role of viruses in causing diseases and discuss their significance in biotechnology, particularly their applications in gene therapy, vaccine development, and other biotechnological advancements.

CO5: Compare Viroids and Prions in Terms of Nature and Importance

- **Bloom's Level: Analyze**
- Students will compare and contrast viroids and prions, evaluating their nature, structural characteristics, and their importance in disease processes and other biological contexts.

Paper II. Mycology, Phycology and Protozoology (B – 104)

CO1: Understand the General Characteristics, Classification, and Reproduction of Fungi

- **Bloom's Level: Understand**
- Students will demonstrate an understanding of the general characteristics of fungi, including their thallus organization and modes of reproduction. They will also be able to classify fungi according to Alexopoulos, Mims, and Blackwell.

CO2: Identify and Describe the Important Genera of Fungi and Their Economic Importance

- **Bloom's Level: Apply**
- Students will apply their knowledge to identify key genera of fungi such as Synchronium, Phytophthora, Mucor, Aspergillus, and others. They will also describe the economic significance of fungi in fields like agriculture, medicine, and industry.

CO3: Classify and Discuss the General Characteristics and Economic Importance of Algae

- **Bloom's Level: Analyze**
- Students will analyze the characteristics and classifications of algae, understanding the diverse forms within this group. They will discuss the economic importance of algae, especially in areas like biofuels, food, and pharmaceuticals.

CO4: Identify and Examine Important Genera of Algae

- **Bloom's Level: Apply**
- Students will identify important genera of algae, such as Chlamydomonas, Volvox, and Polysiphonia, and explain their features, classifications, and ecological roles.



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CO5: Understand the Classification and Importance of Protozoa and Nematodes

- **Bloom's Level: Understand**
- Students will outline the classification of protozoa and nematodes, and understand their ecological roles, as well as their economic and health-related significance.

Course –III Biochemistry & Biophysics

Paper I. Biochemistry (B – 105)

CO1: Understand the Composition of Biomolecules and Their Role in Living Systems

- **Bloom's Level: Understand**
- Students will demonstrate an understanding of the essential elements that make up living matter, as well as the difference between micromolecules and macromolecules. They will explain the role of these biomolecules in biological systems.

CO2: Understand the Properties of Water and Its Biological Importance

- **Bloom's Level: Understand**
- Students will describe the polar nature of water and its importance in biological systems. They will explain the concept of buffering against pH changes and water's role as a reactant in various biological cycles.

CO3: Identify and Describe the Building Blocks of Carbohydrates, Proteins, and Nucleic Acids

- **Bloom's Level: Apply**
- Students will identify the building blocks of key biomolecules such as sugars, amino acids, sphingosine, glycerol, cholesterol, and nucleotides. They will apply their knowledge to understand the optical activity of these biomolecules and their supramolecular assembly.

CO4: Analyze the Structure and Function of Macromolecules

- **Bloom's Level: Analyze**
- Students will analyze the structure and function of macromolecules including carbohydrates, proteins, lipids, enzymes, biomembranes, and nucleic acids. They will understand how these macromolecules contribute to cellular processes.

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CO5: Understand Key Biochemical Transformations Involved in Metabolism

- **Bloom's Level: Understand**
- Students will gain a brief understanding of important biochemical transformations such as carbohydrate metabolism (ATP structure, bond energy, glucose catabolism, photosynthesis, and nitrogen fixation).

Paper II Biophysics (B – 106)

CO1: Understand the Relationship between Physics and Biology in Biophysics

- **Bloom's Level: Understand**
- Students will explain the fundamental principles of biophysics, including the properties of open systems and the concept of chirality in biomolecules. They will also describe the scope and methods used in biophysical studies.

CO2: Understand Thermodynamics and Its Application to Enzyme Kinetics

- **Bloom's Level: Understand**
- Students will demonstrate an understanding of the laws of thermodynamics, particularly the first and second laws, and how they relate to the kinetics of enzyme reactions. They will explain the physical principles underlying enzyme-substrate interactions.

CO3: Analyze the Physical Aspects of Photoreception, Focusing on Bacteriorhodopsin

- **Bloom's Level: Analyze**
- Students will analyze the physical processes involved in photoreception, with a special focus on bacteriorhodopsin. They will relate the principles of light absorption and energy transformation to biological processes.

CO4: Describe the Electrical Properties of Biological Compartments and Their Role in Signal Transmission

- **Bloom's Level: Describe**
- Students will describe the electrical properties of biological compartments and explain how electricity can act as a potential signal in cellular communication.

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