

Paper Code	Paper	Course Objective	CO	Course Outcomes
<b>1st SEMESTER</b>				
BA (JMC) 151	Communication Skills Lab	1. To demonstrate proficiency of effective Communication Skills	CO1	Learner would be able to demonstrate proficiency of effective communication skills.
		2. To utilize knowledge gained in planning, designing and presenting a multi-media presentation	CO2	Learner would be able to utilize knowledge gained in planning, designing and presenting a multi-media presentation.
BA (JMC) 153	Contemporary India: Issues and Debates (Seminars/ Presentations)	1. To debate on various aspects of Indian history, art and culture	CO1	Learner would develop the skill and proficiency to debate on various aspects of Indian history, art and culture.
		2. To critically examine various socio-economic and political issues in India	CO2	Learner would be able to critically examine various socio-economic and political issues in India.
		3. To demonstrate critical thinking abilities to analyze and suggest alternatives	CO3	Learner would gained and utilize knowledge to demonstrate critical thinking abilities to analyze and suggest alternatives
BA (JMC) 155	Design & Graphics Lab – I	1. To apply knowledge gained of photo editing software in design and layout	CO1	Learner would be able to apply knowledge gained of photo editing software in design and layout.
		2. To demonstrate proficiency of skills in designing and creating layouts using page layout software's for print media	CO2	Learner would be able to demonstrate proficiency of skills in designing and creating layouts using page layout software's for print media
<b>2nd SEMESTER</b>				
BA (JMC) 152	Print Journalism Lab	1. To write leads and headlines	CO1	Learner would be able to write leads and headlines in better way.

		2. To identify and rewrite news stories	CO2	Learner would be able to identify and rewrite news stories.
		3. To edit news stories using editing symbols	CO3	Learner would be able to understand the value of editing and the Editing Symbols which are being used by the Print Media Industry.
		4. To write photo captions and cutline's	CO4	Learner would be able to understand the significance of a Photo Caption and how they are used in Media and they will describe the News Element of Photo and cutline's.
BA (JMC) 154	Still Photography Lab	1. To capture aesthetically rich photographs	CO1	Learner would be able to capture aesthetically rich photographs.
		2. To demonstrate proficiency of skills to prepare photo features/photo stories	CO2	Learner would be able demonstrate proficiency of skills to prepare photo feature/photo stories.
BA (JMC) 156	Design and Graphics Lab – II	1. To apply knowledge gained of designing software's for design and layout	CO1	Learner would be able to apply knowledge gained of designing software's for design and layout.
		2. To demonstrate proficiency of skills in designing and creating layouts using page layout software for print media	CO2	Learner would be able to demonstrate proficiency of skills in designing and creating layouts using page layout software's for print media.
<b>3rd SEMESTER</b>				
BA (JMC) 251	Radio Production Lab	1. To distinguish and differentiate between various radio programme formats	CO1	Learner would be able to understand various radio programme formats.
		2. To demonstrate proficiency of skills in production of a radio programme	CO2	Learner would be able to demonstrate skills to produce various programme.
BA (JMC) 253	Video Production Lab	1. To use video camera, lights and sound for studio and location shooting	CO1	Learner would feel confident in the basics of creating and overseeing a field production.
		2. To demonstrate proficiency of skills to	CO2	Learner would learn about the basics of operating video equipment (camera,

		operate and handle video system		audio, lighting).
<b>4th SEMESTER</b>				
BA (JMC) 252	Advertising Lab	1. To design, plan and produce advertisements for different mediums	CO1	Learner would be able to design, plan and produce advertisements.
		2. To utilize skills acquired to conceptualize, plan and implement an ad campaign	CO2	Learner would be able to conduct Ad campaign.
BA (JMC) 254	Public Relations Lab	1. To plan, design and implement different media release for the launch of a product/service /idea	CO1	Learner would be understand media release for the launch of a product/service/idea.
		2. To demonstrate proficiency of skills to design and manage a PR pitch and campaign	CO2	Learner would be able to analyze the PR Campaign.
BA (JMC) 256	TV Production Lab	1. To demonstrate proficiency of skills to plan, produce a video programme	CO1	Learner would be able to communicate effectively through film and television platforms.
<b>5th SEMESTER</b>				
BA (JMC) 351	New Media Lab	1. To use search engines effectively	CO1	Learner would be able to navigate through different search engines.
		2. To demonstrate proficiency of skills to design and develop blog and website	CO2	Learner would be able to create dynamic websites, WebPages, blogs/logs.
BA (JMC) 353	Media Research Lab	1. To apply research techniques in pre-testing/evaluation of media material	CO1	Learner would be able to formulate research problem.
		2. To conduct media research and write a report	CO2	Learner would be able to write Research Proposal/ Abstract/ Synopsis/Research Report.
BA (JMC) 355	Event Management Lab	1. To prepare a Gantt chart on organizing event	CO1	Learner would be capable to prepare a Gantt chart on organizing event.

		2. To demonstrate proficiency of skills to conceptualize, organize and evaluate an event	CO2	Learner would understand the essentials of planning, designing and implementing it for an event.
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