

Paper Code	Paper	Course Objective	CO	Course Outcomes
1st SEMESTER				
BA (JMC) 101	Communication: Concepts & Processes	1. To define Communication and Mass Communication	CO1	Learner would be able to define Communication and Mass Communication
		2. To describe the process of Communication and Mass Communication	CO2	Learner would be able to understand the process of Communication, function and various means of Mass Communication.
		3. To explain various Models and Theories of Communication and Mass Communication	CO3	Learner would be able to explain various Models and Theories of Communication and Mass Communication
		4. To utilize knowledge on emerging trends in Communication and Mass Communication	CO4	Learner would be utilize knowledge on emerging trends in Communication and Mass Communication.
BA (JMC) 103	Contemporary India: An Overview	1. To debate on various aspects of Indian history, art and culture	CO1	Learner would be able to debate on various aspects of Indian history, art and culture
		2. To critically engage on various socio-economic and political issues in India	CO2	Learner would be able to critically engage on various socio-economic and political issues in India.
		3. To utilize knowledge gained to influence the social fabric of the country	CO3	Learner would be able to utilize knowledge gained to influence the social fabric of the country
BA (JMC) 105	Basics of Design and Graphics	1. To describe basics of Design and Graphics	CO1	Learner would be able to describe the basics of design and graphics through basics and its elements
		2. To utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media	CO2	Learner would be able to utilize knowledge gained in the app
2nd SEMESTER				

BA (JMC) 102	Print Journalism	1. To define Journalism and News	CO1	Learner would be able to define Journalism and News
		2. To describe techniques of writing & reporting beats	CO2	Learner would be able to describe techniques of writing and reporting beats
		3. To explain the structure and functions of a news room	CO3	Learner would be able to explain the structure and functions of a news room
		4. To utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal	CO4	Learner would be able to utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal
BA (JMC) 104	Media Laws and Ethics	1. To define Freedom of Press as per Article 19(1) (a) of the Indian Constitution	CO1	Learner would understand the freedom of press along with the reasonable restriction of the Indian constitution.
		2. To explain reasonable restrictions in freedom of press	CO2	Learner would know how to explain reasonable restrictions in freedom of press.
		3. To describe the need & importance of the Press Council of India	CO3	Learner would be able to describe the need & importance of the press council of India.
		4. To utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature	CO4	Learner would be able to utilize knowledge gained in coverage of judicial proceedings, parliament and state legislature.
BA (JMC) 106	Still Photography	1. To define Photography	CO1	Learner would be able to define photography in better way.
		2. To describe the parts of a digital camera and their functions	CO2	Learner would be able to describe the parts of a digital camera and their functions
		3. To describe various lights and lighting applications	CO3	Learner would be able to describe various lights and lighting applications.
		4. To demonstrate proficiency of knowledge in Photo Journalism	CO4	Learner would be able to demonstrate proficiency of knowledge in photo journalism.
3rd SEMESTER				
BA (JMC) 201	Development Communication	1. To define and describe the process of Development	CO1	Learner would be able to know the importance of media in development communication.

		Communication		
		2. To explain the models and paradigms of Development Communication	CO2	Learner will learn to apply the approaches of development model and paradigms of development communication.
		3. To utilize the knowledge gained in designing social media marketing campaign on a development issue	CO3	Learner would be able to organize campaigns based on an informed understanding of development communications.
BA (JMC) 203	Basics of Radio Programming and Production	1. To describe radio as a medium of mass communication	CO1	Learner would be able to know the fundamentals of radio as a tool of mass communication.
		2. To describe various formats of radio programme	CO2	Learner would be able to apply an appropriate format for Talk Show/ Feature/News/Entertainment program etc.
		3. To describe the process of radio programme production & evaluation	CO3	Learner would be able to analyze the radio programme production techniques and transmission process techniques.
BA (JMC) 205	Basics of Video Camera, Lights and Sound	1. To describe video camera operations and functions	CO1	Learner would be able to use and apply camera in professional way.
		2. To describe camera movements, mounts, shots, angles and compositions	CO2	Learner would be in position to demonstrate and apply camera movement for multi practical purpose.
		3. To describe techniques of lighting for video production	CO3	Learner would be able to produce quality production with effective lightening technique.
		4. To describe the methods of recording and in-cam editing	CO4	Learner would be competent to shoot, record and would do the editing proficiently.
4th SEMESTER				
BA (JMC) 202	Basics of Advertising	1. To define advertising and brand	CO1	Learner would understand the basics of Advertising.
		2. To describe functions and types of advertising agency	CO2	Learner would receive the demonstration of Advertising agencies' functions.

		3. To describe various elements of an advertisement	CO3	Learner would enhance their creative practices in the field of advertising.
		4. To utilize knowledge gained to plan and design advertising campaign	CO4	Learner would be able to conduct Ad campaigns.
BA (JMC) 204	Basics of Public Relations	1. To define Public Relations	CO1	Learner would be able to define and understand the role and importance of Public Relations.
		2. To describe role and importance of Public Relations	CO2	Learner would gain conceptual knowledge of role of PR in political parties and election campaigns.
		3. To describe the functions of PR agency	CO3	Learner would understand how a PR Agency works.
		4. To utilize knowledge gained in planning and designing a public relations campaign	CO4	Learner would be able to understand and utilize knowledge gained in public relations in Private as well as Government Sector.
BA (JMC) 206	Television Programming and Production	1. To define TV as a medium of mass communication	CO1	Learner would gain knowledge of role and responsibilities of TV as a medium of Mass Communication.
		2. To distinguish and differentiate various TV programme formats	CO2	Learner would be competent enough to showcase their skills regarding various TV programme formats.
		3. To describe the process of production of TV programme	CO3	Learner would learn about production, role and responsibilities in studio and during location shoot.
5th SEMESTER				
BA (JMC) 301	Basics of New Media	1. To describe New Media technology for mass communication	CO1	Learner would be able to understand and explain basic concepts and theory of New Media.
		2. To explain the use of online discussion forums keeping in mind cyber law and ethics	CO2	Learner would be able to understand pros and cons and write/use for new media.
		3. To describe the applications of New Media	CO3	Learner would help them to apply their knowledge in different New Media Platforms.
		4. To utilize knowledge gained to design and	CO4	Learner would be able to design Website, would be able to write

		manage a website		Blogs/logs, use of ICT Tools etc.
BA (JMC) 303	Media Research	1. To define Media Research	CO1	Learner would be able to understand the conceptual knowledge of media research.
		2. To explain the process of Media Research	CO2	Learner would be able to understand the media research and its effective use.
		3. To describe the Research methodology for Media	CO3	Learner would be well acquainted with the research methodology.
		4. To describe the steps involved in report writing	CO4	Learner would be capable to writing report.
BA (JMC) 305	Event Management	1. To define event and Event Management	CO1	Learner would know about the current status of the Event Management.
		2. To describe organizational structure and functionalities of an event management company	CO2	Learner would have an understanding about event Management skill.
		3. To explain the process of organizing an event	CO3	Learner would know how to create and manage public relations.
		4. To utilize knowledge gained to assess and evaluate an event	CO4	Learner would know how to excel in the field of Event Management.
6th SEMESTER				
BA (JMC) 302	Media Management and Entrepreneurship	1. To describe the principles and functions of management To describe leadership styles and behavioral patterns	CO1	Learner would gain conceptual knowledge of principles and functions of management.
		2. To describe the structure and functions of media organizations	CO2	Learner would be able to gain the knowledge of structure and functions of media organizations.
		3. To explain the importance of revenue generation for media organization in print, radio, TV & online	CO3	Learner would be able to understand the importance of revenue generation for media.

BA (JMC) 304	Global Media: An Overview	1. To describe the global communication system post World War II To explain the changing trends in global information flow	CO1	Learner would be able to understand the present Global scenario with reference to Communication and Media.
		2. To utilize knowledge gained to analyze major media concerns for India	CO2	Learner would be able develop cognition as per the global demand of Media practice.
BA (JMC) 306	Environment Communication	1. To understand development as an issue of Man v/s Nature and man as part of nature	CO1	Learner would be able to get the scientific acquaintance of environment and environmental communication.
		2. To describe the concept, scope and importance of environment and Environment Communication	CO2	Learner would gain conceptual knowledge of environment communication.
		3. To describe the concept, structure and functions of Ecosystem	CO3	Learner would get sensitize themselves regarding ecosystem.
		4. To describe causes, effects and control measures for Environmental Disasters	CO4	Learner would develop the qualitative skills to overcome the challenges relating to environmental disasters.
		5. To utilize knowledge gained to conserve natural resources for human welfare	CO5	Learner would be able to use the knowledge gained to conserve natural resources for human welfare.