

Paper Code	Paper	Course Objective	CO	Course Outcomes
<b>1st SEMESTER</b>				
BA (JMC) 157	Personality Development Lab 2 objective not clear/grammatically incorrect	1. To demonstrate professional conduct	CO1	Learner would be able to demonstrate professional conduct
		2. To apply knowledge gained of professional ethics in media industry	CO2	Learner would be able to apply knowledge gained of professional ethics in media industry
BA (JMC) 159	Writing Skills Lab	1. To demonstrate proficiency of skills to translate and write for various media effectively	CO1	Learner would be able to demonstrate proficiency of skills to translate and write for various media effectively
<b>2nd SEMESTER</b>				
BA (JMC) 158	Health Communication Lab	1. To apply knowledge gained in spreading awareness on public health & lifestyle issues	CO1	Learner would know various issues of public health and lifestyle issues to contribute to a Society in a better way.
		2. To demonstrate proficiency of skills in health journalism	CO2	Learner would be able to analyze and apply their skills to cover health related reporting and writing.
BA (JMC) 160	Sports Journalism Lab	1. To demonstrate proficiency of skills to create a sports blog and online magazine		Learner would be able to create sports blogging and online sports magazine.
<b>3rd SEMESTER</b>				
BA (JMC) 257	Radio Jockeying and News Reading Lab	1. To write and present a script for radio news	CO1	Learner would be able to make and present a Radio Program/News/Feature.

		2. To prepare news package	CO2	Learner would be knowing the intricacies and technicalities to produce News.
		3. To demonstrate proficiency of skills in managing radio programmes transmission as a radio jockey	CO3	Learner would be capable to manage radio programme transmission.
BA (JMC) 259	Video Editing Lab	1. To demonstrate proficiency of skills in offline and online video editing	CO1	Learner would be able to edit and produce quality videos with use simple editing tools.
<b>4th SEMESTER</b>				
BA (JMC) 258	Television News: Reporting and Anchoring Lab	1. To demonstrate proficiency of skills acquired in reporting, anchoring and packaging of TV news	CO1	Learner would be able to develop the skills required for TV news reporting and anchoring.
BA (JMC) 260	Corporate Communication Lab	1. To demonstrate proficiency of skills acquired to conduct an identity audit, manage communication of a media/ entertainment organization and prepare a plan for crisis communication	CO1	Learner would appraise and incorporate communication planning and its best practices.
<b>5th SEMESTER</b>				
BA (JMC) 359	Digital Media Marketing Lab	1. To design and develop blog	CO1	Learner would get an in depth understanding regarding the making of blog.
		2. To demonstrate proficiency of skills in use of digital media effectively	CO2	Learner would be able to showcase their practical skills effectively through digital media marketing.

BA (JMC) 361	Film Appreciation Lab	1. To demonstrate proficiency of skills in reviewing films for different media	CO1	Learner would be able to analyze motion pictures utilizing precise film vocabulary.
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