

Paper Code	Paper	Course Objective	CO	Course Outcomes
1st SEMESTER				
BA (JMC) 107	Personality Development	1. To define basics of Personality Development	CO1	Learner would be able to define basics of Personality Development
		2. To understand listening, speaking & writing etiquettes	CO2	Learner would be able to understand listening, speaking & writing etiquettes
		3. To utilize knowledge gained in developing a positive personal attitude	CO3	Learner would be able to utilize knowledge gained in developing a positive personal attitude
BA (JMC) 109	Writing Skills	1. To describe the writing process for various media	CO1	Learner would be able to describe the writing process for various media
		2. To describe the process of translation	CO2	Learner would be able to describe the process of translation
		3. To utilize knowledge gained in writing accurately and creatively for mass media	CO3	Learner would be able to utilize knowledge gained in writing accurately and creatively for mass media
2nd SEMESTER				
BA (JMC) 108	Health Communication	1. To define Public Health	CO1	Learner would be able to define public health and duties of public health professionals.
		2. To describe need and importance of Health Communication	CO2	Learner would be able to understand the importance of Health communication and its significance in the society.
		3. To utilize knowledge gained in reporting and writing on health & lifestyle issues	CO3	Learner would be able to utilize knowledge for writing on health & lifestyle issues along with the barriers of it.
BA (JMC) 110	Sports Journalism	1. To define Sports Journalism	CO1	Learner would be able to define sports journalism.

		2. To explain types and techniques of sports reporting and writing	CO2	Learner would be able to explain types and techniques of sports reporting and writing.
		3. To describe the importance of sports management and regulatory organizations	CO3	Learner would be able to know the significance of Sports Management and Regulatory Organization for working at various level.
		4. To utilize knowledge gained to promote physical and mental wellbeing through sports	CO4	Learner would be able to maintaining physical and mental health of themselves as well as the Society through Media.
3rd SEMESTER				
BA (JMC) 207	Radio Jockeying and News Reading	1. To describe the structure and functioning of radio FM channel	CO1	Learner would be aware about the fundamentals of Radio and with the latest development of FM channel.
		2. To describe the presentation techniques used by Radio Jockey/ News Reader	CO2	Learner would get the knowledge to perform as a Radio jockey.
		3. To utilize knowledge gained in presentation of a radio programme for transmission	CO3	Learner would have the knowledge about production and latest software.
BA (JMC) 209	Video Editing	1. To describe the concept & process of video editing	CO1	Learner would be familiar with the basic of Video editing.
		2. To describe various types of video editing	CO2	Learner would be updated with the types of Video editing.
		3. To describe the process of packaging and archiving	CO3	Learner would be able to employ their skills of packaging and archiving.
4th SEMESTER				
BA (JMC) 208 Anchoring	Television News: Reporting and	1. To describe the structure and functioning of TV news channel	CO1	Learner would understand structure and functioning of TV News.
		2. To explain the role and responsibilities of TV News Reporter and Anchor	CO2	Learner would be able to develop the skills required for TV news reporting and anchoring.

		3. To utilize knowledge gained in writing and presenting TV news	CO3	Learner would be prepared to employ their knowledge in the field of TV news reporting, writing and anchoring.
BA (JMC) 210	Corporate Communication	1. To define corporate and Corporate Communication	CO1	Learner would be able to develop sense of Corporate communication.
		2. To describe shift from PR to Corporate Communication	CO2	Learner would have knowledge of shift from PR to Corporate Communication.
		3. To utilize knowledge gained for Corporate Branding	CO3	Learner would utilize awareness gained from corporate branding.
5th SEMESTER				
BA (JMC) 307	Digital Media Marketing	1. To describe the concept of social media marketing for online communication	CO1	Learner would gain knowledge of social media marketing.
		2. To explain the concept of social business	CO2	Learner would know the concept of social business.
		3. To utilize knowledge gained to create and maintain social networking platforms for business	CO3	Learner would apply their knowledge for social networking platforms.
BA (JMC) 309	Film Appreciation	1. To describe film as a medium of communication	CO1	Learner would be able to understand the significance and strength of films.
		2. To describe the evolution of World Cinema	CO2	Learner would be able to acquaint with the historical landmarks of films.
		3. To explain the emerging trends in contemporary Indian cinema	CO3	Learner would know the trends of contemporary discourses.
		4. To utilize knowledge gained to appreciate and review a film	CO4	Learner would be capable to do excellent film review and appreciation.