

BACHELORS OF ARTS(JOURNALISM & MASS COMMUNICATION)

PO CO	POI-Shall acquire fundamental knowledge of Journalism & Mass Communicatio and related study area.	PO2-Shall acquire the knowledge related to media and its impact.	PO3-Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.	PO4-Shall empower themselves by communication, professional and life skills.	PO5-Shall be able to enhance the ability of leadership.	PO6-Shall become socially responsible citizen with global vision.	PO7-Shall be equipped with ICTs competencies including digital literacy.	PO8-Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.	PO9-Shall have an understanding of acquiring knowledge throughout life.	PO10-Shall acquire the primary research skills; understand the importance of innovation, entrepreneurs hip and incubation abilities.	PO11-Shall acquire the understandi ng of importance of cooperation and teamwork.	PO12-Shall acquire the skills and competencies for lifelong learning and growing.
Course Code: BA(JMC)101 CO1-Understand the different aspects of communication and appreciate the role of body language and					Commu	nication: Concep	ts & Processes	1				
voice tone in effective communication.	3	-	-	3	1	-	-	-	1	0	-	1
CO2-Student would interpret different forms of mass communication and Mass media activism.	3	3	2	1	1	1	2	1	2	-	1	1
CO3- Students would be able to analyze & evaluate the various communication Models & Theories and their relevance.	3	2	2	3	3	1	-	1	1	-	-	1
CO4-Students would be able to identify & evaluate the emerging trends in Communication & Mass Communication.	3	3	3	3	2	1	2	1	1	-	-	1
CO5-Ability to apply & evaluate the communication theories into practice. Students would be able to strengthen the 5Cs of Communication.	2	2	2	2	1	1	-	1	1	-	-	1
Average	2.8	2.5	2.25	2.4	1.6	1	2	1	1.2	0	1	1
Course Code: BA(JMC)103		•	•	•	Co	ontemporary Ind	ia: An Overview		•	•	•	
CO1-Students would be able to understand the various aspects of Indian history, art, Economy and culture.	3	1	1	1	-	1	-	2	1	-	0	1
CO2-Students would be able to critically analyze the various socio-economic and political issues in India.	2	3	2	1	1	2	-	2	1	-	-	1
CO3-Students would be able to appraise their debating skills on various aspects of Indian history, art, Economy and culture.	3	2	3	3	2	2	-	2	1	-	-	1
CO4-Students would be able to utilize knowledge gained to influence the social fabric of the country.	3	3	-	3	-	-	-	-	-	-	-	1
CO5-Students would be able to create media text with culture, economy, critical and ethical sensitivity.	3	3	3	3	1	1	1	2	2	0	-	2
Average	2.80	2.40	2.25	2.20	1.33	1.50	1.00	2.00	1.25	0.00	0.00	1.20
Course Code: BA(JMC)105		r	r	r	1	Basics of Design	and Graphics		r	r	r	
CO1-Learners would be able to understand the concept of design & graphics i.e. typography, colour scheme, principles etc.	3	3	3	2	1	-	-	-	-	-	-	-
CO2-Learners would able to execute have relatable skills of Layout and Publication design.	0	0	0	-	-	-	-	-	-	-	-	-
CO3-Learners would be able to apply skills related to Visuals and Designs i.e. Posters/Logo/Brochure design.	3	2	3	2	1	3	1	2	2	-	-	1
CO4-Student would be able to Create design considering the historical perspective by following contemporary methods of DTP & Printing.	3	3	3	3	-	-	-	-	3	0	0	3
Average	2.25					3.00						2.00
Course Code: BA(JMC)107	-	-	-	-	-	- Personality D	-	-	-	-		-
COURSE CODE: BA(JMC)107 CO1-Learner would be able to define Personality Development.	1	-	2	3	3		-	1	-	-	1	1
CO2-Learner would able to analyze themselves through different personality models i.e. SWOT &	1	-	1	3	2	1		1	2	-	1	1
JOHARI window. CO3-Learner would be able to evaluate communicative persona enclosed with personal & professional skills.	1	-	2	3	2	1	-	1	1	-	1	1
CO4-Learner would be able to develop life skills (time mgmt., team work, decision making etc.) in	3	1	3	3	3	1	-	2	1	1	3	2
themselves. CO5-Learners would be able to develop social behaviour & attitude i.e. Coping with Emotions and	3	2	2	3	2	2	0	1	1	1	1	3
Coping with Stress. Average	1.8	1.5	2	3	2.4	1.25	0	1.2	1.25	1	1.4	1.6
Course Code: BA(JMC)109						Writing				. ·		
CO1-Learners would be able to understand writing skills meant for the industry.	3	2	3	3	1	1	3	2	2	2	1	2
CO2-Learners would be able to utilize knowledge gained in writing accurately and creatively for mass media.	3	2	3	3	2	2	3	2	2	1	1	1
CO3-Learners would be able to develop online writing skills as per new trends and industry requirements.	3	2	3	3	1	1	3	2	2	2	2	2

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CO4-Learners would able to interpret the nuances of the language through the various tools like translation, grammar, syntax etc	2	1	3	3	-	1	3	2	2	1	-	1
CO5-Learners would be able to develop the skills of translation.	1	2	3	3	1	1	2	1	1	-	-	1
Average	2.40	1.80	3.00	3.00	1.25	1.20	2.80	1.80	1.80	1.50	1.33	1.40
Course Code: BA(JMC)151			2	2	2	Communicatio	n Skill Lab	2	2		2	2
CO1.Learners would be able to present themselves through different extempore activities. CO2. Learners would be able to put forward their views/opinions through Group Discussion.	3	1	3	3	2	2	1	2	3	2	3	3
CO3. Learners would be able identify and analyse newspaper/magazine content based on one or more	3	3	2	2	1	2		1	2	3	2	2
models of communication & theories of mass Communication.	-				I	2	-	I				
CO4. Learners would be able to create Multi-media presentation.	3 3.00	1 1.75	2 2.25	2 2.50	1	1	3 1.67	1 1.50	2 2.25	2 2.00	3 2.50	3 2.75
Average	-	-	-	-	-	-	-	-	-	-	-	- 2.73
Course Code: BA(JMC)153					Conte	emporary India:	Issues and Debates					
CO1.Students would be able to create the Multi-media presentation or Seminar on different facets of								3				
Indian history, art, culture, health and socio-economic and political scenario of contemporary India.	3	3	2	3	2	3	3	3	2	1	2	2
CO2. Students would be able to conduct seminar on Current Five Year Plan/ New Economic	2	2	3	2	2	2	3	3	2	2	3	3
Initiatives along with the summarized report.	2	2	3	2	2	2	3	3	2	2	3	3
CO3.Students would be able to conduct and contribute in a debate/ group discussion on socio- economic, political issues, women safety and gender equality of Contemporary India.	3	3	2	3	3	3	2	2	2	2	3	2
Average	2.67	2.67	2.33	2.67	2.33	2.67	2.67	2.67	2.00	1.67	2.67	2.33
Course Code: BA(JMC)155			1			Design & Grap		1				
CO1. Learners would be able to design different objects using Photoshop software.	3	2	3	3	-	-	3	2	2	2	1	2
CO2. Learners would be able to create layouts using page layout softwares for print media.	3	2	3	3	-	-	3	2	2	1	2	2
CO3. Learners would be able to design Brochure and Tabloid/Broadsheet using QuarkXpress software	3	2	3	3	0	0	3	2	2	1	2	2
Average	3.00	2.00	3.00	3.00		0.00	3.00	2.00	2.00	1.33	1.67	2.00
Course Code: BA(JMC)157 CO1. Learner would be able to identify personality traits and play a role the accordingly.	3	1	2	3	2	Personality Deve	opment Lab	2	3	1 1	1	3
CO2. Learner would be able to explain presentation and group discussion Etiquettes	3	2	2	3	3	2	0	2	3	1	3	3
CO3. Learner would be able to inculcate & analyze situation-based behaviors	3	2	3	3	3	2	1	3	3	1	3	3
CO4. Learner would able to prepare themselves for professional appearance i.e., resumes writing & interviewing skills	3	3	3	3	1	1	3	2	2	2	1	2
interviewing skills. CO5.Learners would able to develop their Portfolio.	2	1	3	3	1	1	3	1	2	2	1	2
Average	2.8	1.8	2.6	3	2	1.6	1.4	2	2.6	- 1.4	1.8	2.6
Course Code: BA(JMC)159			-	-		Writing Sk	ills Lab	-	-	-		-
CO1.Learners would be able to translate Hindi News Story to English, and English to Hindi. CO2. Learners would be able to employ Transliteration and Trans-creation exercises	2	1	3	2	-	1	3	2	1	1	2	2
CO3. Learners would be able to create content for Online platforms,	2	2	3	3	-	3	3	2	3	3	3	2
CO4. Learners would be able to develop writing skills for both the professional languages.	2	2	-			2	3	2	1	2	1	2
	2	2	3	3	1		5	2	•	=	1	2
Average	2 2	2 1.5	3 3	3 2.5	1	1.75	3	2 2	1	1.75	2	2 2
Average Course Code: BA(JMC)102	2	1.5	3	2.5	1		3	2 2	1.5	=	2	2
Average Course Code: BA(JMC)102 CO1. Learners would be able to define the concept of Print Journalism.	3	3	3	2.5	1	1.75	3	- 2	3	- 1.75	-	2
Average Course Code: BA(JMC)102 CO1. Learners would be able to define the concept of Print Journalism. CO2. Learners would be able to compare different types of reporting and editing practices and their	2	1.5	3	2.5	1 - -	1.75	3	2 2 - 2	1.5	=	- 2	2
Average Course Code: BA(JMC)102 CO1. Learners would be able to define the concept of Print Journalism. CO2. Learners would be able to compare different types of reporting and editing practices and their application and able to understand the working pattern of various print media platform.	2 3 3	1.5 3 3	3	2.5 3 1	-	1.75 Print Jour - -	3	2	1.5 3 2	- 1.75	- 2	2 2 3
Course Code: BA(JMC)102 CO1. Learners would be able to define the concept of Print Journalism. CO2. Learners would be able to compare different types of reporting and editing practices and their application and able to understand the working pattern of various print media platform. CO3. Learners would be able to interpret specialized reporting. It would be able to create	3	3	3	2.5	1 - - 1	1.75	3	- 2	3	- 1.75	-	2
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Average Course Code: BA(JMC)102 CO1. Learners would be able to define the concept of Print Journalism. CO2. Learners would be able to oumpare different types of reporting and editing practices and their application and able to understand the working pattern of various print media platform. CO3. Learners would be able to interpret specialized reporting. It would be able to create understanding of various print media content. CO4. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media. Average CO1. Learners would be able to develop with the process of Fditing and Layout Design to employ professionally in Print Media. Average CO2. Learners would be able to develop and Indian constitution along with freedom of press. Shall get aware to legal aspects of the media and its values. CO2. Learners would be able to interpret Media acts and Laws to put into practice in professional field Shall know how media laws and ethics empower media practitioners to perform their duties with commitment. CO4. Learners would be able to explain how media laws and ethics empower media practitioners to perform their duties with commitment. Average Course Code: BA(JMC)106 CO1. Learners would be able to define the concept of Photography. CO2. Learners would be able to define the concept of Chotography. CO2. Learners would be able to interpret with the Photo Journalism along with the legal and ethical concerns.	2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1.5 3 3 3 3 3 3 3 3 3 3 3 3 3	3 3 2 3 2 3 2 2.6 3 2.6 3 2 3 3 2.75 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	2.5 3 1 3 2 2 2 3 1 3 2 2.2 3 1 3 2 2.25 3 2 3 2 2.25 3 2 3 2 2.25 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2.25 3 3 2.25 3 3 2.25 3 3 2.25 3 3 2.25 3 3 2.25 3 3 2.25 3 3 2.75 3 3 3 3 3 3 3 3 3 3 3 3 3	1 - - 1 - - - - - - - - - - - - -	1.75 Print Jour - - 2 Media Laws - - 2 Media Laws - - 2 2 2 2 2 2 2 2 1 2 1 2 1.67	3 nalism - - - 0 0 - - - - - - - - - - - - - -	2 2 2 2 2 2 2 2 2 2 2 2 1 2 2 1 2 2 2 1 2 3 2.50	1.5 3 2 3 1 2 2.2 3 3 2 3 1 2.25 3 3 2 1 2.25 3 3 2 1 2.25 3 3 2 1 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 2 2.25 3 3 3 2.25 3 3 2.25 3 3 3 2.25 3 3 3 2.25 3 3 3 2.25 3 3 3 3 2.25 3 3 3 2.25 3 3 3 2.25 3 3 3 3 2.25 3 3 3 3 3 3 3 3 3 3 3 3 3	1.75 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - - 1 - - - - - - - - - - - - -	2 2 3 3 2 2 2.5 2 2 3 2 2 2 2 2 2 2 00	2 2 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
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Average COL: Learners would be able to define the concept of Print Journalism. CO2. Learners would be able to define the concept of Print Journalism. CO3. Learners would be able to interpret specialized reporting and editing practices and their application and able to understand the working pattern of various print media platform. CO3. Learners would be able to interpret specialized reporting. It would be able to create understanding of various print media content. CO4.Learners would be able to examine the functioning and structure of News Room. CO5. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media. Average CO1.Learners would be able to understand the structure and functioning of Press Commission and Press Council of India. Shall get aware to legal aspects of the media and its values. CO2.Learners would be able to interpret Media acts and Laws to put into practice in professional field Shall know how media laws and ethics empower media practitioners to perform their duties with commitment. CO4.Learners would be able to explain how media laws and ethics empower media practitioners to perform their duties with conneitment. Average CO4.Learners would be able to create different types of lights for professional field Shall know how media laws and ethics empower media practitioners to perform their duties with conneitment. Average CO4.Learners would be able to understand with the concept of Camera, Camera functioning and its acce	2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1.5 3 3 3 3 3 3 3 3 3 3 3 3 3	3 3 2 3 2 3 2 3 2.6 3 2.6 3 2 3 3 2.75 3 3 3 3 3 3 3 3 3 1	2.5 3 1 3 2 2 2 2 2 2 2 2 2 3 1 3 2 2.25 3 2 3 2 3 2 2.25 3 2 1 3 2 2.25 3 2 2.25 3 2 2 2.25 3 2 2 2 2 2 2 2 2 2 2 2 2 2	1 - - - - - - - - - - - - - - - - - - -	1.75 Print Jour - - 2 Media Laws r - - 2 Media Laws r - 2 2 2 2 2 2 2 2 2 2 1 2 1 1 2 1.67 Health Comm 1	3 nalism - - - - 0 - - - - - - - - - - 2 graphy 2 - - 2 .00 - - - 2 .00 - - - - - - - - - - - - - - - - - -	2 2 2 2 2 2 2 2 2 2 2 2 2 1 2 2 1 2 2 3 2.50 2	1.5 3 2 3 1 2 3 2 3 2 3 1 2.25 3 2 1 2.25 1 2.25 1 2.25 1	1.75 - 1 - - 1 - - 1 - - - 1 - - - - - - - - - - - - -	2 - 2 3 3 2 2 2 2 3 2 2 2 2 2 2 2 2 2 2 2 2 2	2 2 3 2 2 2 2 2 2 2 3 3 2 2 2 2 2 2 2 3 3 3 3 3 3 3 00 1
Course Code: BA(JMC)102 CO1. Learners would be able to define the concept of Print Journalism. CO2. Learners would be able to compare different types of reporting and editing practices and their application and able to understand the working pattern of various print media platform. CO3. Learners would be able to interpret specialized reporting. It would be able to create understanding of various print media content. CO4. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media. Average CO1. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media. Average CO1. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media. Average CO2. Learners would be able to develop with the process of Fediting and Layout Design to employ professionall graver to legal aspects of the media and its values. CO2. Learners would be able to interpret Media acts and Laws to unit no practice in professional field. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment. CO4. Learners would be able to explain how media laws and ethics empower media practitioners to perform their duties with commitment. Average Course Code: BA(JMC)106 CO1. Learners would be able to create different types of lights for professional photography. CO2. Learne	2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.5 3 3 3 3 3 3 3 3 3 3 3 3 3	3 3 2 3 2 3 2 3 2 3 2 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3	2.5 3 1 3 2 2 3 1 3 2 2 3 1 3 2 2 3 1 2 2 3 2 2 3 1 2 2 3 1 2 2 2 2 2 2 2 2 2 2 2 2 2	1 - - - - - - - - - - - - -	1.75 Print Jour	3 nalism - - - - - - - - - - - - - - - - - - -	2 2 2 2 2 - 2 2 2 2 1 2 2 1 2 2 1 2 2 3 2.50 2 2 2	1.5 3 2 3 1 2 3 1 2 3 2 3 1 2.25 3 2 3 2 3 2 3 2 3 2 1 2.25 1 2 1 2	- 1.75 - 1 	2 2 3 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 2 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

CO5. Learners would be distinguish different lingos of Health Communication i.e. IEC and BCC.	2	2	3	3	2	2	1	2	2	1	-	2
CO6.Learners would be able to design, pre-test and evaluate Health Communication campaign under	2	3	3	3	1	2	2	2	1	3	3	2
the supervision of subject teacher.					-	-			-			
Average	2.33	2.67	2.67	2.50	1.50	1.67		2.00	1.67	1.75	1.80	1.83
Course Code: BA(JMC)110 CO1. Learners would be able to define and understand sports journalism.	3	3	3	3	-	Sports Jou	rnalism	2	2	1	2	2
						1	1					
CO2. Learners would be able to understand and develop skills related to Sports Reporting and writing.	3	3	3	3	2	1	2	2	2	3	2	2
CO3. Learners would be able to examine the role and significance of Sports Management and	3	2	2	2	3	2	3	3	1	3	3	2
Regulatory Organizations, working at various levels.	5	-	-	~	2	2	5	5	•	5	5	2
CO4. Learners would be able to interpret the Sports Writing for different Mass Media Platforms.	3	2	3	3	2	2	2	2	2	2	2	2
CO5. Learners would be able to evaluate the role, opportunities and emerging trends for Sports		-			-					-		
Journalists.	2	2	3	3	2	1	1	1	-	2	-	1
Average	2.8	2.4	2.8	2.8	2.25	1.4		2	1.75	2.2	2.25	1.8
Course Code: BA(JMC)152 CO1. Learner would be able to rewrite the headlines of news story.	3	3	3	3	2	Print Journa	lism Lab		2		1	3
CO1. Learner would be able to rewrite the headines of news story. CO2. Learner would be able to develop news report of different news beats	3	3	2	1	2	3	1	- 1	3	-	2	3
CO3.Learners would be able to translate Hindi News Story to English, and English to Hindi	1	2	2	3	1	-	-		-	-	1	2
CO4. Learner would be able to convert news story into feature story.	3	3	3	3	3	-	-	-	2	0	1	3
Average	2.50	2.75	2.50	2.50	2.00	3.00	1.00	1.00	2.67	0.00	1.25	2.75
Course Code: BA(JMC)154 CO1.Learners would be able to capture photography with different compositions	3	2	3	3	2	Still Photogra	apny Lab	2	2	-	1	2
	-	-	-	-		-	2	2			-	-
CO2. Learners would be acquainted with different lightning for capture the indoor photography's.	3	3	3	2	1	2	-	-	2	1	3	3
CO3. Learners would be able to create different news and feature story through photography.	3	3	3	3	2	3	2	3	2		3	3
Average Course Code: BA(JMC)156	3.00	2.67	3.00	2.67	1.67	2.50 Design and Grap	2.00 hics Lab – II	2.50	2.00	1.00	2.33	2.67
COURSE Code: BA(JMC)156 CO1. Learners would be able to design different objects using coral draw	3	3	3	3	3	-	- 11	-	2	1	2	3
CO2. Learners would be able to create layouts using page layout software's for print media.	3	3	3	3	3	-	-		2	-	2	2
CO3. Learners would be able to design magazine using Indesign software	3	3	3	3	3	0	0	0	2		2	3
Average Course Code: BA(JMC)158	3.00	3.00	3.00	3.00	3.00	0.00 Health Commu		0.00	2.00	1.00	2.00	2.67
CO1. Learners would be able to create different blogs on health issues.	2	3	3	2	2		2	2	3	-	3	3
CO2. Learners would be able to develop feature for a health magazine.	3	3	2	3	1	2	2	2	3	1	2	3
CO3. Learners would be able to design and construct the media material for behaviour communication	3	3	1	1	1	3	2	3	2	2	3	3
Average	2.67	3.00	2.00	2.00	1.33	2.00	2.00	2.33	2.67		2.67	3.00
Course Code: BA(JMC)160	2.67	3.00	2.00	2.00	1.55	Sports Journ		2.33	2.67	1.50	2.07	3.00
CO1.Learner would be able to rewrite the headlines of news story for sports magazine.	3	3	3	2	1	1	2	3	2	-	2	3
CO2. Learners would be able to design and develop sport blogs & interviews on by using smartphones	3	3	2	1	2	2	2	2	2	2	2	2
CO3. Learners would be able to design and cultivate the sports magazine.	3	3	3	3	3	2	2	3	3	2	2	3
Average	3.00	3.00	2.67	2.00	2.00	1.33	2.00	2.67	2.33	2.00	2.00	2.67
Course Code: BA(JMC)201						Development Co	mmunication					
						Bereiopinent Co	minumeation					
CO1. Learners would have the understanding of Development Communication along with the Economic and Social Indicators, and approaches.	3	3	2	2	2	3	2	3	2	1	2	2
	3	3	2 3	2 2	2			3	2	1	2	2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media						3	2					
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development.	3	3	3	2	2	3	2	2	2			2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media	3	3	3	2	2	3	2	2	2			2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.1t would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the	3 3 2 3	3 2 2 2 2	3 3 2 2	2 3 2 3	2 2 2 -	3 3 3 3 1	2 2 3 1 3	2 2 3 2	2 1 2 1 1 1	2	2 2 -	2 1 2 2
Economic and Social Indicators, and approaches. CO2, Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average	3 3 2	3	3	2 3	2 2 2 - 2.00	3 3 3 3 1 2.60	2 2 3 1 3 2.20	2 2 3 2 2.40	2	2	2	2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average Course Code: BA(JMC)203	3 3 2 3 2.80	3 2 2 2 2.40	3 3 2 2 2.40	2 3 2 3 2.40	2 2 2 	3 3 3 3 1 2.60 f Radio Program	2 2 3 1 <u>3</u> 2.20 ming and Product	2 2 3 2.40 ion	2 1 2 1 1.60	2 - 1 	2 - 2 - 2.00	2 1 2 2 1.80
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO1. Students would be able to define the fundamentals and role of radio as a tool of mass	3 3 2 3	3 2 2 2 2	3 3 2 2	2 3 2 3	2 2 2 - 2.00	3 3 3 3 1 2.60	2 2 3 1 3 2.20	2 2 3 2 2.40	2 1 2 1 1 1	2	2 2 -	2 1 2 2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average Course Code: BA(JMC)203	3 3 2 3 2.80	3 2 2 2 2.40	3 3 2 2 2.40	2 3 2 3 2.40	2 2 2 	3 3 3 3 1 2.60 f Radio Program	2 2 3 1 <u>3</u> 2.20 ming and Product	2 2 3 2.40 ion	2 1 2 1 1.60	2 - 1 	2 - 2 - 2.00	2 1 2 2 1.80
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO1. Students would be able to define the fundamentals and role of radio as a tool of mass communication.	3 3 2 3 2.80 3	3 2 2 2 2.40 3	3 3 2 2 2.40 3	2 3 2 3 2.40 3	2 2 2 2.000 Basics o 3	3 3 3 3 1 2.60 f Radio Program 2	2 2 3 1 <u>3</u> 2.20 ming and Product 2	2 2 3 2.40 ion 3	2 1 2 1.60 2	2 - 1 - 1.33	2 - 2 - 2.00 2	2 1 2 2 1.80 2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average Course Code: BA(JMC)203 CO1. Students would be able to define the fundamentals and role of radio as a tool of mass communication. CO2.Students would be able to understand the functions and programme formats of commercial radio s	3 3 2 3 2.80 3 3 3	3 2 2 2 2.40 3 3	3 3 2 2 2.40 3 3	2 3 2 3 2.40 3 2	2 2 2 <u>- 2.00</u> Basics o 3 2	3 3 3 1 2.60 f Radio Program 2 2	2 2 3 1 <u>3</u> 2.20 ming and Product 2 1	2 2 3 2.40 ion 3 3	2 1 2 1.60 2 3	2 - 1 - 1.33	2 - 2 - 2.00 2 1	2 1 2 2 1.80 2 2 2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would he able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO4. Students would be able to understand the functions and programme formats of commercial radio s CO3. Students would be able to understand the functions and programme formats of commercial radio s CO4. Students would be able to event with the real world of radio equipment and the mixers for post-production process.Students would he able to create & apply an appropriate radio program in different formats i.e.	3 3 2 3 2.80 3 3 3 3	3 2 2 2 2.40 3 3 2	3 3 2 2 2.40 3 3 3 3	2 3 2 3 2.40 3 2 3 3	2 2 2 <u>2.00</u> Basics o 3 2 2 2	3 3 3 1 2.60 f Radio Program 2 2 2	2 2 3 1 <u>3</u> 2.20 ming and Product 2 1 -	2 2 3 2.40 3 3 -	2 1 2 1 1.60 2 3 3 3	2 - 1 - 1.33 1 - 2	2 - 2 - 2.00 2 1 3	2 1 2 1.80 2 2 3
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would he able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO1. Students would be able to define the fundamentals and role of radio as a tool of mass communication. CO2. Students would be able to understand the functions and programme formats of commercial radio s CO3. Students would be able to operate various radio equipment and the mixers for post-production process. Students would be able to operate various radio equipment and the mixers for post-production CO5. Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program to. Students will be able to reate a poly an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program to. Students will be able to reate a poly an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program to. Students will be able to apply radio production techniques.	3 3 2 3 2.80 3 3 3 3 3 3 3 3 3 3	3 2 2 2.40 3 3 3 3 3 3 3	3 3 2 2 2.40 3 3 3 3 3 3 3 3 3	2 3 2 3 2.40 3 2 3 3 3 2 2 2	2 2 2 3 3 2 2 2 2 1	3 3 3 3 1 2.60 (Radio Program 2 2 2 2 -	2 2 3 1 <u>3</u> 2.20 ming and Product 2 - - 2 - 2	2 2 3 2 2.40 3 3 - 2 2	2 1 2 1 1.60 2 3 3 3 2 2 2	2 - 1 - 1.33 1 - 2 1 -	2 - 2 - 2.00 2 1 3 3 3 2	2 1 2 2 1.80 2 3 2 3
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.1t would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average Course Code: BA(JMC)203 CO1. Students would be able to understand the functions and programme formats of commercial radio s CO3. Students would be able to operate various radio equipment and the mixers for post-production process. Students would he able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc.Students will be able to apply radio production techniques.	3 3 2 3 2.80 3 3 3 3 3 3	3 2 2 2.40 3 3 3 3 3 3 3	3 3 2 2 2.40 3 3 3 3 3 3	2 3 2 3 2.40 3 2.40 3 3 3 3	2 2 2 2.00 Basics o 3 2 2 2 2 1 2.00	3 3 3 3 1 2.60 f Radio Program 2 2 2 2 - - - 2.00	2 2 3 1 3 2.20 ming and Protect 2 1 - 2 2 - 2 67	2 2 3 2 2.40 3 3 3 - - 2 2.67	2 1 2 1 1.60 2 3 3 3 2 2 2	2 - 1 - 1.33 1 - 2 1 -	2 - 2 - 2.00 2 1 3 3 3	2 1 2 1.80 2 2 3 3 2
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO1. Students would be able to define the fundamentals and role of radio as a tool of mass communication. CO2. Students would be able to understand the functions and programme formats of commercial radio s CO3. Students would be able to operate various radio equipment and the mixers for post-production process. Students would be able to operate various radio equipment and the mixers for post-production process. Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc. Students will be able to apply radio production techniques. Average Course Code: BA(JMC)205	3 3 2 3 2.80 3 3 3 3 3 3 3 3 3 3	3 2 2 2.40 3 3 3 3 3 3 3	3 3 2 2 2.40 3 3 3 3 3 3 3 3 3	2 3 2 3 2.40 3 2 3 3 3 2 2 2	2 2 2 2.00 Basics o 3 2 2 2 2 1 2.00	3 3 3 3 1 2.60 f Radio Program 2 2 2 2 - - - 2.00	2 2 3 1 <u>3</u> 2.20 ming and Product 2 - - 2 - 2	2 2 3 2 2.40 3 3 3 - - 2 2.67	2 1 2 1 1.60 2 3 3 3 2 2 2	2 - 1 - 1.33 1 - 2 1 -	2 - 2 - 2.00 2 1 3 3 3 2	2 1 2 2 1.80 2 3 3 3
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Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would heable to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO4. Students would be able to develop the functions and programme formats of commercial radio s CO3. Students would be able to understand the functions and programme formats of commercial radio s CO3. Students would be able to operate various radio equipment and the mixers for post-production process. Fudents would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program te. Students will be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program te. Students will be able to understand the basic functions and policies of the development. CO5. Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program te. Students will be able to understand the basic functioning of video camera. CO3. Learners would be able to uderstand the basic functioning of video camera. CO3. Learners would be able to decestine video camera operations and functions. CO3. Learners would be able to uderstand the basic functioning of video camera. CO3. Learners would be able to uderstand the basic functioning of video camera. CO3. Learners would be able to uderstand the basic functioning of video camera.	3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	3 2 2 2 2 2.40 3 3 3 3 3 3 2.80 3 2.80 3 2 3	3 3 2 2 2.40 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	2 3 2 3 2.40 3 2 3 3 2 2.60 3 2 3 3 2 3 3 3 2 3 3 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3	2 2 2 Basics o 3 2 2 2 2 2 1 2 3 Basics 1 3 2	3 3 3 3 1 2.60 f Radio Program 2 2 2 2 - - - 2.00	2 2 3 1 3 2.20 ming and Protect 2 1 - 2 2 - 2 67	2 2 3 2 2.40 3 3 - - 2 2 d 2.67 d 2	2 1 2 1 1.60 2 3 3 2 2 2.40 3 - 2.40 - 3 - 2.40	2 - 1 - - - 2 1 - - - - - - - - - - - -	2 - 2 2 2 2 1 3 3 3 2 2 2 2 2 2 3	2 1 2 2 1.80 2 3 2 3 2.40 3 2.40 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.1t would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average Course Code: BA(JMC)203 CO1. Students would be able to develop the fundamentals and role of radio as a tool of mass communication. CO2.Students would be able to understand the functions and programme formats of commercial radio s CO3. Students would be able to operate various radio equipment and the mixers for post-production process.Students would he able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program ets.Students will be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program ets.Students will be able to understand the basic functioning of video camera. CO3. Learners would be able to operate various radio equipment and the mixers for post-production process.Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program ets.Students will be able to apply radio production techniques. CO3. Learners would be able to apply the tobus comeran. CO3. Learners would be able to to understand the basic functioning of video camera. CO4. Learners would be able to apply the tobus comeran and functions. CO3. Learners would be able to apply the tobus comeran and angles. CO4. Learners would be able to apply the tobus camera operations and functions. CO3. Learners would be able to apply the tobus camera.	3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	3 2 2 2.40 3 3 3 3 3 2.80 3 3	3 3 2 2 2.40 3 3 3 3 3 3 3 3 3	2 3 2 3 2.40 3 2 3 3 3 2 2 2	2 2 2 3 3 2 2 2 2 2 1 2 2 2 2 1 3	3 3 3 3 1 2.60 f Radio Program 2 2 2 2 - - - 2.00	2 2 3 1 3 2.20 ming and Pc20 1 2 1 - 2 2 - 2 2 - 1.67 3 - - - - - - - - - - - - - - - - - -	2 2 3 2.40 3 3 - - 2 2 d - 2.67 d	2 1 2 1 1.60 2 3 3 3 2 2 2	2 - - 1 - - - - 2 - - - - - - - - - - -	2 - 2 - 2.00 2 1 3 3 3 2	2 1 2 2 2 2 2 3 3 2 2 3 3 2 3 3 3 3
Economic and Social Indicators, and approaches. CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development. CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development. CO4. Learners would he able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap. CO5. Evaluate the protocols and Principles in computer networking Average CO3. Students would be able to define the fundamentals and role of radio as a tool of mass communication. CO3. Students would be able to operate various radio equipment and the mixers for post-production process.Students would be able to operate various radio equipment and the mixers for post-production process.Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc.Students will be able to acreate & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc.Students will be able to describe video camera operations and functions. CO3. Learners would be able to understand the basis functioning of video camera. CO4. Learners would be able to describe video camera operations and functions. CO3. Learners would be able to describe video camera operations and functions. CO4. Learners would be able to describe video camera operations and functions. CO5. Students would be able to describe video camera operations and functions. CO3. Learners would be able to describe video camera operations and functions. CO3. Learners would be able to describe video camera operations and functions. CO4. Learners would be able to apply radio addimister camera in professional manner.	3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 2	3 2 2 2 3 3 3 2 3 3 3 2 2.80 3 2 2.80 3 2 3 3 3 2	3 3 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	2 3 2 3 2 3 3 3 2 3 3 2 2.40 3 3 2 2.60 3 3 3 3 3 3 3 3 3 3 3 3 3	2 2 2 Basics o 3 2 2 2 2 1 1 Basics 1 3 2 2 2 1	3 3 3 3 1 2.60 f Radio Program 2 2 2 2 - - - 2.00	2 2 3 1 3 2.20 ming and Product 2 1 - 2 2 - 2 1.67 1.67 1.67	2 2 3 2.40 3 - - 2 2 4 - 2 2 2 2 2	2 1 2 1 2 3 3 2 2 2.40 3 2 2 2 2	2 - 1 - - - 2 1 - - - - - - - - - - - -	2 - 2 2 2 1 3 3 3 2 2.20 2 2 2 3 3 3 2	2 1 2 2 2 2 3 3 2 2 3 3 2 2 3 3 3 3 3 3
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CO2. Learners would be able to create packages of Radio Infotainment programs enclosed with the	2	1	3	3	1	-	2	2	2	2	2	2
basic writing skills of Radio programs.		-			1	-		2		2	2	2
CO3. Learners would be able to demonstrate the technicalities related to Voice personality and Present	a 2	2	3	2	1	-	2	1	2		-	2
CO4. Learners would be appraise with the Production process and On Air Programming of Radio	2	1	3	3	1	-	3	1	1	1	2	1
industry along with the emerging industrial trends.					-		-		-			-
Average	2.00	1.25	3.00	2.75	1.00	1.00	2.50	1.50	1.50	1.67	2.00	1.75
Course Code: BA(JMC)209	2	2	3	2		Video E	liting	3	1			1
CO1. Student would be able to define the concept of Video editing and Editing Process. CO2.Students would be able to identify and employ different equipment's and editing techniques of	3	2	3	2	-	-	2	3	1	-	-	1
Video Editing.	3	1	3	2	-	-	2	1	-	-	-	1
8												
CO3. Students would be able to appraise skills required for Mixing and Exporting in Video editing.	2	-	3	2	-	-	3	1	1	1	1	1
CO4. Students would be able to develop skills related to Multi Camera Editing and Live event												
telecasting.	2	1	3	3	0	0	3	1	1	1	1	1
Average	2.50	1.33	3.00	2.25	0.00	0.00	2.50	1.50	1.00	1.00	1.00	1.00
Course Code: BA(JMC)251	2.00	1.55	5.00	2.23	0.00	Radio Produ		1100	1100	1.00	1.00	1.00
CO1. Learners would be able to identify the various Radio programme formats	3	2	3	2	2	1	2	2	1	2	1	1
CO2. Learners would be having Hands on practice of different Radio equipment.	2	1	2	2		i	3	1	2	2	1	1
CO3.Learners would be able to create the outdoor programmes of Radio.	2	3	3	2	2	1	3	2	2	2	2	2
CO4. Learners would be able to formulate a production book for radio station.	2	3	3	3	2	2	3	2	2	2	2	2
CO5. Learners would be able to create Public Service Announcement, News, Documentary, Drama,	1	2	2	2		1	1	1	1	2	1	2
Interview etc.	-	2	2	2			-	-	-	2	-	2
Average	2.00	2.20	2.60	2.20	2.00	1.20	2.40	1.60	1.60	2.00	1.40	1.60
Course Code: BA(JMC)253						Video Produ	ction Lab					
CO1. Learners would be able to administer the video camera and camera movements.	3	2	3	3	-	-	3	2	3	3	1	2
CO2. Learners would be able to operate and situate different lights, filters and gels in their production.	2	3	3	3	1	1	3	2	2	2	1	1
		-	-	-	*		-	-	-	-	-	-
CO3. Learners would be able to practice the audio control and audio adjustment in video camera.	2	2	3	3	-	-	3	2	2	1	2	2
CO4. Learners would be able to produce Public Service Message using i-cam	2	3	3	3	2	2	3	2	1	1	1	2
editing techniques.	2.25	2.5	3	3		1.5	-		2	1.75	1.25	1.75
Average Course Code: BA(JMC)-255	2.25	2.5	3	3	1.5	Summer Train	Jana Damant	2	2	1./3	1.25	1./3
Course Code: BA(JMC)-255 CO1. Learners would be able to demonstrate the ability to translate academic concepts into practical	r											
skills for print media	3	3	2	2	1	2	3	2	2	2	2	2
SKIIIS for print media CO2. Learners would be able to demonstrate proficiency in applying current industry practices, tools,												
and techniques to create high-quality media and entertainment content.	3	3	3	3	1	2	3	3	2	2	2	2
CO3. Learners would be able to develop a strategic approach to networking, including the use of	2	2	3	2	1	1	2	2	1	2	2	2
social platforms, industry events, and informational interviews to enhance career opportunities.	2	2	5	2		1	2	2	1	2	2	2
CO4. Learners would be able to foster collaborative skills by working in diverse teams on print media												
industry-relevant projects.	2	2	3	2	3	2	3	2	1	2	2	2
Average	2.5	2.5	2.75	2.25	1.5	1.75	2.75	2.25	1.5	2	2	2
Course Code: BA(JMC)257	2.5	210	2.75	2.20			News Reading Lab	2.20	1.5	2		-
CO1. Learners would be able to formulate a script for radio news, Acquire proper voice culture and				2								
communication skills	2	2	3	2	I	2	3	2	2	2	2	2
CO2. Learners would be able to prepare and present the news bulleting package for radio containing	3	2	2	3	2	2	3	2	2	2	2	3
Live reporting and Phone-in sequences.	3	2	2	3	2	2	5	2	2	2	2	5
CO3.Learners would be able Host both live and recorded program for radio	3	3	3	3	2	3	3	3	3	3	2	2
CO4.Learners would be able to produce entertainment based Radio show.	3	3	3	3	3	3	3	3	3	2	3	3
Average	2.75	2.5	2.75	2.75	2	2.5	3	2.5	2.5	2.25	2.25	2.5
Course Code: BA(JMC)259						Video Edit	ing Lab					
CO1.Learners would be able to understand the NLE Setup and connecting various audio-visual	3	2	3	2	1	1	2	2	1	1	2	2
equipment's for editing	5	2	2	2	1	1	2	2			2	2
CO2. Learners would be able to edit programmes, including news bulletins, news packages etc.	3	3	3	2	2	2	3	2	1	2	2	1
			-	-	-	-	-	-	-	-	-	-
CO3. Learners would able to create final news package with montage for news/non-news story.	1 - 1	3		2	1	1	3	2	2	2	2	
	2		3	2	1							2
					-		÷					
Average	2 2.67	2.67	3 3.00	2 2.00	-	1.33 Basis of Ad	2.67	2 2.00	1.33	- 1.67		
Average Course Code: BA(JMC)202	2.67	2.67	3.00	2.00	1.33	1.33 Basics of Ad	2.67	2.00	1.33	1.67	2.00	1.67
Average Course Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of					-		2.67					
Average Course Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment.	2.67	2.67	3.00	2.00	1.33		2.67	2.00	1.33	2	2.00	3
Average Course Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising	2.67	2.67	3.00	2.00	1.33		2.67	2.00	1.33	1.67	2.00	1.67
Average Course Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models.	2.67 3 3	2.67 3 2	3.00 3 1	2.00	1.33 1 -	Basics of Ad -	2.67 vertising -	2.00 1 1	1.33 3 2	1.67 2 1	2.00	1.67 3 2
Average Course Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to examine the significance and functioning of different regulatory	2.67	2.67	3.00	2.00	1.33	Basics of Ad	2.67	2.00	1.33	2	2.00	1.67 3
Average COLEARNERS Would be able to define the concept of Advertising. Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising.	2.67 3 3 3	2.67 3 2 3	3.00 3 1 1	2.00	1.33 1 -	Basics of Ad	2.67 vertising - - 2	2.00 1 1 2	1.33 3 2 2 2	1.67 2 1 -	2.00	1.67 3 2 2
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising.	2.67 3 3 3 3 2	2.67 3 2 3 3 3	3.00 3 1 1 1 1	2.00 2 - 3	1.33 1 - 1 -	Basics of Ad -	2.67 vertising - - 2 2	2.00 1 1 2 -	1.33 3 2 2 2 2	1.67 2 1 -	2.00 1 - - 1	1.67 3 2 2 3
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be examining with the structure and functioning of Advertising.	2.67 3 3 3	2.67 3 2 3	3.00 3 1 1	2.00	1.33 1 -	Basics of Ad	2.67 vertising - - 2	2.00 1 1 2	1.33 3 2 2	1.67 2 1 -	2.00	1.67 3 2 2
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be examining with the structure and functioning of Advertising Agencies.Learner would know about the advertising industry and its functioning.	2.67 3 3 3 3 2	2.67 3 2 3 3 3	3.00 3 1 1 1 1	2.00 2 - 3	1.33 1 - 1 -	Basics of Ad	2.67 vertising - - 2 2	2.00 1 1 2 -	1.33 3 2 2 2 2	1.67 2 1 -	2.00 1 - - 1	1.67 3 2 2 3
Average COILLearners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be eable to advertising industry and its functioning. CO6.Learners would be oable to develop and carry out Advertising functioning. CO6.Learners would know about the advertising industry and its functioning. CO6.Learners would know about the advertising carry out Advertising functioning.	2.67 3 3 3 2 3 3 3 3	2.67 3 2 3 3 3 3 3 3	3.00 3 1 1 2 3	2.00 2 - 3 1 3	1.33 1 - 1 - - 2	Basics of Ad - - 2 2 - 3	2.67 vertising - - 2 2 3 3 3	2.00 1 2 - 3 3 3	1.33 3 2 2 2 3 3 3	1.67 2 1 - - 1 1	2.00 1 - 1 2 3	1.67 3 2 3 3 3 3 3 3 3
Average COurse Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be able to develop and carry out Advertising Agencies.Learner would know about the advertising industry and its functioning. CO6.Learners would be able to develop and carry out Advertising Co7.Learners would be able to classify the importance and functioning different Media	2.67 3 3 3 2 3 3	2.67 3 2 3 3 3 3	3.00 3 1 1 1 2	2.00 2 - 3 1	1.33 1 - 1 -	Basics of Ad - - 2 2 -	2.67 vertising - - 2 2 3	2.00 1 2 - 3	1.33 3 2 2 2 2 3	1.67 2 1 - 1	2.00 1 - 1 2	1.67 3 2 2 3 3 3 3 3
Average COI.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be examining with the structure and functioning of Advertising Agencies.Learners would be able to develop and carry out Advertising Co6.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc.	2.67 3 3 3 2 3 3 3 3	2.67 3 2 3 3 3 3 3 3	3.00 3 1 1 2 3	2.00 2 - 3 1 3	1.33 1 - 1 - - - - 2 2	Basics of Ad	2.67 vertising - - 2 2 3 3 3 3 2.60	2.00 1 2 - 3 3 3	1.33 3 2 2 2 3 3 3	1.67 2 1 - - 1 1	2.00 1 - 1 2 3 3	1.67 3 2 3 3 3 3 3 3
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising bodies of Advertising. CO3. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to develop and carry out Advertising Campaign. CO6.Learners would be able to develop and carry out Advertising Campaign. CO7.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average	2.67 3 3 3 2 3 3 3 3 3	2.67 3 2 3 3 3 3 3 3 3 3 3	3.00 3 1 1 2 3 3 3	2.00 2 - 3 1 3 3	1.33 1 - 1 - - - - 2 2	Basics of Ad	2.67 vertising - - 2 2 3 3 3 3 2.60	2.00 1 2 - 3 3 2	1.33 3 2 2 2 3 3 3 3 3	1.67 2 1 - - 1 1 -	2.00 1 - 1 2 3 3	1.67 3 2 3 2 3 3 3 3 3 3 2
Average COI.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be examining with the structure and functioning of Advertising Agencies.Learners would be able to develop and carry out Advertising Co6.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc.	2.67 3 3 3 2 3 3 3 3 3	2.67 3 2 3 3 3 3 3 3 3 3 3	3.00 3 1 1 2 3 3 3	2.00 2 - 3 1 3 3	1.33 1 - 1 - - - - 2 2	Basics of Ad 	2.67 vertising - - 2 2 3 3 3 3 2.60	2.00 1 2 - 3 3 2	1.33 3 2 2 2 3 3 3 3 3	1.67 2 1 - - 1 1 -	2.00 1 - 1 2 3 3	1.67 3 2 2 3 3 3 3 2
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be examining with the structure and functioning of Advertising Agencies.Learner would know about the advertising industry and its functioning. CO6.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and carry out Advertising Co7.Learners would be able to develop and cary out Ad	2.67 3 3 3 2 3 3 3 2.86	2.67 3 2 3 3 3 3 3 3 3 3 3	3.00 3 1 1 2 3 3 3	2.00 2 - 3 1 3 3	1.33 1 - 1 - - - - 2 2	Basics of Ad	2.67 vertising - - 2 2 3 3 3 3 2.60	2.00 1 2 - 3 3 2	1.33 3 2 2 2 3 3 3 3 3	1.67 2 1 - - 1 1 -	2.00 1 - 1 2 3 3	1.67 3 2 2 3 3 3 3 2
Average Course Code: BA(JMC)202 CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to develop and carry out Advertising Campaign. CO6. Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average Course Code: BA(JMC)204 CO1. Learners would be able to define the concept and functioning of Public Relations	2.67 3 3 3 2 3 3 3 3 2.86 3	2.67 3 3 3 3 3 3 3 2.86 3	3.00 3 1 1 2 3 3 2.00 3	2.00 2 - 3 1 3 3 2.40 1	1.33 1 - - - - - - - - - - - - -	Basics of Ad	2.67 vertising - - 2 2 3 3 3 3 2.60	2.00 1 2 - 3 3 2 2.00 1	1.33 3 2 2 2 3 3 3 3 3	1.67 2 1 - - 1 1 -	2.00 1 - 1 2 3 3 2.00 2	1.67 3 2 2 3 3 3 3 2 2.57 2.57
Average CO1Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising models. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be camining with the structure and functioning of Advertising. CO5. Learners would be able to develop and carry out Advertising Campaign. CO7.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average CO2. Learners would be able to develop to concept and functioning of Public Relations CO2. Learners would be able to develop to concept and functioning of PB agency.	2.67 3 3 3 2 3 3 3 2.86 3 3 3 3 3 3	2.67 3 3 3 3 3 3 3 3 3 2.86 3 3 2	3.00 3 1 1 2 3 3 2.00 3 1 1	2.00 2 - 3 1 3 3 2.40 1 2 -	1.33 1.33 1 - 1 - 2 2 1.50 2 1 1 1 - - - - - - - - - - - - -	Basics of Ad 	2.67 vertising - 2 2 3 3 3 2.60 c Relations - 1	2.00 1 1 2 - - 3 3 2 2.00 1 2 2 2	1.33 3 2 2 2 3 3 3 2.57 2 2 2 2	1.67 2 1 - - 1 1 - 1.25 2 - -	2.00 1 - 1 2 3 3 2.00 2 2 2 2	1.67 3 2 2 3 3 3 3 2 2.57 2 2 2 2 2
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to interpret employ Creativity in Advertising. CO4.Learners would be able to interpret employ Creativity in Advertising. CO5.Learners would be able to develop and carry out Advertising of Advertising. CO6.Learners would be able to classify the importance and functioning. CO6.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average CO2.Learners would be able to develop and functioning of Public Relations CO3.Learners would be able to define the concept and functioning of Public Relations CO3.Learners would be able to define the roles and responsibilities of PRO in different sector.	2.67 3 3 3 2 3 3 3 2.86 3 3	2.67 3 3 3 3 3 3 3 3 2.86 3 3 3	3.00 3 1 1 2 3 3 2.00 3 3 3	2.00 2 - 3 1 3 3 2.40 1	1.33 1 - - - - - - - - - - - - -	Basics of Ad	2.67 vertising - - 2 2 3 3 3 3 2.60	2.00 1 2 - - 3 3 2 2.00 1 2	1.33 3 2 2 2 3 3 3 2.57 2.57	1.67 2 1 - - 1 1 -	2.00 1 - - 1 2 3 3 2.00 2 2	1.67 3 2 2 3 3 3 2 2.57 2.57 2 2
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be able to advertising industry and its functioning. CO5. Learners would be able to advertising industry and its functioning. CO6.Learners would be able to advertising industry and its functioning. CO7.Learners would be able to advertising industry and its functioning. CO7.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average Course Code: BA(JMC)204 CO1.Learners would be able to understand the chical norms of PRS1 and IPRA. CO2.Learners would be able to interpret with the Structure and Functioning of PR agency. CO4.Learners would be able to examine the roles and responsibilities of PRO in different sector. CO5.Learners would be able to examine the coles and responsibilities of PRO in different s	2.67 3 3 3 2 3 3 3 2.86 3 3 3 3 3 3 3 3 3 3	2.67 3 3 3 3 3 3 3 3 3 2.86 3 3 2 3 3	3.00 3 1 1 2 3 3 2.00 3 1 3 1 3 3 1 3 3 1 3 3 1 3 3 3 1 3 3 3 3 3 3 3 3 3 3 3 3 3	2.00 2 - 3 1 3 2.40 1 2 - 3	1.33 1 - - - 2 2 - 1.50 - 1.50 - 1.33	Basics of Ad 	2.67 vertising - 2 2 3 3 3 2.60 c Relations - 1 1 2 2	2.00 1 2 - - 3 3 2 2.00 1 2 2.00 1 2 3 3 3 3 2 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.33 3 2 2 2 2 3 3 3 2.57 2 2 2 2 2 2	1.67 2 1 - - 1 1 1 - - 1.25 2 - - 3	2.00 1 - 1 2 3 3 2.00 2 2 2 3 3	1.67 3 2 3 3 3 2 3 2 2 3 2 2 2 2 2 2 2 2 2 2 2 2 3
Average CO1Learners would be able to define the concept of Advertising. Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to interpret employ Creativity in Advertising. CO6. Learners would be able to develop and carry out Advertising Co7. Learners would be able to elassify the importance and functioning of fifterent Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average Course Code: BA(JMC)204 CO7. Learners would be able to understand the ethical norms of PRSI and IPRA. CO3. Learners would be able to understand the ethical norms of PRSI and IPRA. CO4. Learners would be able to understand the ethical norms of PRSI and IPRA. CO3. Learners would be able to understand the ethical norms of PRSI and IPRA. CO3. Learners would be able to estamine the roles and responsibilities of PRO in different sector. CO5. Learners would be able to estamine the roles and responsibilities of PRO in different sector. CO5. Learners would be able to classify the concept and classification of Corporate Communication and PR.	2.67 3 3 3 2 3 3 2.86 3 3 3 3 3 3 3 3 3 3 3 3 3	2.67 3 3 3 3 3 3 3 2.86 3 3 2 3 3 3 3 3	3.00 3 1 1 2 3 3 2.00 3 1 3 3 1 3 3 3 3 3 3 3 3 3 3 3 3 3	2.00 2 - - 3 1 3 2.40 1 2 - 3 3 3 3 3 3 3 3 3 3 3 3 3	1.33 1.33 1 - 1 - 2 2 1.50 2 1 1 1 - - - - - - - - - - - - -	Basics of Ad 	2.67 vertising - 2 2 3 3 3 2.60 c Relations - 1	2.00 1 2 - - 3 3 2 2.00 1 2 2.00 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.33 3 2 2 2 3 3 3 2.57 2 2 2 2 3 3 3 2.57 2 2 3 3 3 3 2.57 2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.67 2 1 - - 1 1 1 - - - 2 - - - 3 3 3	2.00 1 - - 3 3 2.00 2 2 2 3 3 3 3	1.67 3 2 3 3 3 2 3 2 2 3 2 2 2 2 2 2 2 2 2 2 3 3
Average COILscamers would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to develop and carry out Advertising Campaign. CO6. Learners would be able to develop and carry out Advertising Grappian. CO7.Learners would be able to develop and carry out Advertising Grappian. CO7.Learners would be able to develop and carry out Advertising Campaign. CO7.Learners would be able to develop and carry out Advertising Campaign. CO7.Learners would be able to destify the importance and functioning of different Media Measurement tools of Ad Campaign. i.e. IRS, RAM, BARC, WAM etc. Average CO2. Learners would be able to understand the chical norms of PRSI and IPRA. CO3. Learners would be able to target with the Structure and Functioning of PR agency. CO4. Learners would be able to classify the concept and elassification of Corporate Communication and PR. CO5. Le	2.67 3 3 3 2 3 3 3 2.86 3 3 3 3 3 3 3 3 3 3 3 3 3	2.67 3 3 3 3 3 3 3 2.86 3 3 2 3 3 3 3 3 3 3 3 3 3	3.00 3 1 1 2 3 3 2.00 3 1 3 3 3 3 3 3 3 3 3 3 3 3 3	2.00 2 - - 3 1 3 - 2.40 - 1 2 - 3 3 3 3 3 3	1.33 1 - - 2 2 - 1.50 2 1 - 1.50 2 1 - - - - - - - - - - - - -	Basics of Ad 	2.67 vertising - 2 2 2 2 3 3 3 2.60 c te Relations - 1 1 2 2 3 2 2 3 2 2	2.00 1 2 - - - - - - - - - - - - -	1.33 3 2 2 2 3 3 3 2.57 2 2 2 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 3 3 2 2 3 3 3 2 2 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 7 7 7 7 7 7 7 7 7 7 7 7	1.67 2 1 - - 1 1 - 1.25 2 - - 3 3 3 3	2.00 1 - 1 2 3 3 2.00 2 2 2 3 3 3 3 3 3 3	1.67 3 2 3 3 3 2 2 3 2 2 2 2 2 2 3 3 3 3 3 3 3 3 2
Average CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to understand with the concept and significance of different Advertising models. CO3.Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising. CO3.Learners would be able to interpret employ Creativity in Advertising. CO4.Learners would be able to develop and carry out Advertising Co3.Learners would be able to develop and carry out Advertising Co3.Learners would be able to classify the importance and functioning of Advertising CO3.Learners would be able to classify the importance and finctioning different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc. Average Co1.Learners would be able to interpret with the Structure and Functioning of Public Relations CO2.Learners would be able to interpret with the Structure and Functioning of PPA agency. CO3.Learners would be able to interpret with the Structure and Functioning of PR agency. CO4.Learners would be able to classify the concept and classification of Corporate Communication and PR. CO5.Learners would be able to classify the concept and classification of Corporate Communication and PR. CO4.Learners would be able to classify the concept and classification of Corporate Communication and PR. CO5.Learners would be able to classify the con	2.67 3 3 3 2 3 3 2.86 3 3 3 3 3 3 3 3 3 3 3 3 3	2.67 3 3 3 3 3 3 3 2.86 3 3 2 3 3 3 3 3	3.00 3 1 1 2 3 3 2.00 3 1 3 3 1 3 3 3 3 3 3 3 3 3 3 3 3 3	2.00 2 - - 3 1 3 2.40 1 2 - 3 3 3 3 3 3 3 3 3 3 3 3 3	1.33 1 - - - 2 2 1.50 2 1 1 3 2 2 1.83	Basics of Ad 	2.67 vertising - - 2 2 3 3 3 2.60 c Relations - 1 1 1 2 3 2 3 3 2 1.80	2.00 1 1 2 - 3 3 2 2.00 1 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.33 3 2 2 2 3 3 3 2.57 2 2 2 2 3 3 3 2.57 2 2 3 3 3 3 2.57 2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.67 2 1 - - 1 1 1 - - - 2 - - - 3 3 3	2.00 1 - - 3 3 2.00 2 2 2 3 3 3 3	1.67 3 2 3 3 2 3 2 2 3 2 2 2 2 2 2 2 2 2 2 2 3 3
Average COILscamers would be able to define the concept of Advertising.Learner will have the knowledge of self-employment. CO2. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to understand with the concept and significance of different Advertising models. CO3. Learners would be able to interpret employ Creativity in Advertising. CO4. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to interpret employ Creativity in Advertising. CO5. Learners would be able to develop and carry out Advertising Campaign. CO6. Learners would be able to develop and carry out Advertising Grappian. CO7.Learners would be able to develop and carry out Advertising Grappian. CO7.Learners would be able to develop and carry out Advertising Campaign. CO7.Learners would be able to develop and carry out Advertising Campaign. CO7.Learners would be able to destify the importance and functioning of different Media Measurement tools of Ad Campaign. i.e. IRS, RAM, BARC, WAM etc. Average CO2. Learners would be able to understand the chical norms of PRSI and IPRA. CO3. Learners would be able to target with the Structure and Functioning of PR agency. CO4. Learners would be able to classify the concept and elassification of Corporate Communication and PR. CO5. Le	2.67 3 3 3 2 3 3 3 2.86 3 3 3 3 3 3 3 3 3 3 3 3 3	2.67 3 3 3 3 3 3 3 2.86 3 3 2 3 3 3 3 3 3 3 3 3 3	3.00 3 1 1 2 3 3 2.00 3 1 3 3 3 3 3 3 3 3 3 3 3 3 3	2.00 2 - - 3 1 3 - 2.40 - 1 2 - 3 3 3 3 3 3	1.33 1 - - - 2 2 1.50 2 1 1 3 2 2 1.83	Basics of Ad 	2.67 vertising - 2 2 2 2 3 3 3 2.60 c te Relations - 1 1 2 2 3 2 2 3 2 2	2.00 1 1 2 - 3 3 2 2.00 1 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3	1.33 3 2 2 2 3 3 3 2.57 2 2 2 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 3 3 2 2 3 3 3 2 2 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 2 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 2 5 7 7 7 7 7 7 7 7 7 7 7 7 7	1.67 2 1 - - 1 1 - 1.25 2 - - 3 3 3 3	2.00 1 - 1 2 3 3 2.00 2 2 2 3 3 3 3 3 3 3	1.67 3 2 3 3 3 2 3 2 2 2 2 2 2 2 3 3 3 3 3 3 3 3 2

CO4. Acquire values and attitudes towards understanding complex business problems, and active	3	3	3	3	1	-	-	1	2	-	3	2
participation in solving current business problems. CO5. Understand the concept of the fundamentals of management	2	2	3	2	2	2	,	1	2	2	3	2
Average	2.80	2.20	2.60	2.20	1.50	1.67	1.00	1.50	2.00	1.50	2.80	2.60
Course Code: BA(JMC)208	2.00	2.20	2.00	2.20			rting and Anchorin		2.00	1.00	2.00	2.00
CO1. Learners would be able to define the role and responsibilities of TV as a medium of Mass	3	3	2	2	2	2	2	2	1	1	1	1
Communication. CO2. Learners would be able to understand the concept of Pre-Production process of Television	,	5	2	2	2	2	2	2	1	1		
Program to perform professionally. Students will be able to write scripts of television news stories, special stories and on the spot reporting.	3	2	3	3	1	1	2	1	1	1	2	2
CO3.Learners would be able to create Programmes by following Production process of Television Program to perform professionally.	2	2	3	3	1	1	1	1	1	1	2	2
CO4, Learners would be able to interpret with the Post-Production process of Television Program to perform professionally. Students will be able to do the editing both offline and online programme of television with using the softwares.	2	3	3	3	3	2	3	1	2	1	1	1
Average	2.5	2.5	2.75	2.75	1.75	1.5	2	1.25	1.25	1	1.5	1.5
Course Code: BA(JMC)210						Corporate Cor	nmunication					
CO1. Learners would be able to define the conceptuality and forms of Corporate domain. CO2.Learners would be able to understand the basic concept, structure and functioning of Corporate	3	3	3	2	1	1	-	1	2	-	2	2
CO2. Learners would be able to understand the basic concept, structure and functioning of Corporate Communication. CO3. Learners would be able to examine Corporate Communication in strategic mannerism.	3	3	3	1	1	-	-	1	2	1	2	2
CO3. Learners would be able to examine Corporate Communication in strategic mannerism. CO4. Learners would be able to execute Corporate Communication with the assistance of different Media and Non-media tools.	3	3	3	2	1	3	2	- 1	2	-	2	2
Media and Non-media tools. Average Course Code: BA(JMC)252	3.00	3.00	3.00	1.75	1.00	1.67 Adverstis	2.00	1.00	2.00	1.50	2.00	2.00
Course Code: BA(JMC)252 CO1-Leaners would be able to construct different objectives for advertising campaign.	3	3	3	3	2	Adverstis 3	2 2	2	2	2	3	3
CO2- Learners would be able to build strategies for ad campaign.	3	3	3	3	1	2	2	2	2	-	3	3
CO3- Learners would be able to produce and design the advertisement message for different medium.	3	3	3	3	-	2	2	-	2	-	2	2
CO4- Learners would be able to construct the audience feedback and analysis of Ad Campaign.	3	3	3	3	-	2	2	2	2	-	3	2
Average	3	3	3	3	1.5	2.25	2	2	2	2	2.75	2.5
Course Code: BA(JMC)254	2	2	2	2	1	Public Rela	tion Lab			r	2	
CO1- Learners would be able to plan and design the press release on product launch. CO2-Leaners would be able to organize a mock press conference.	3	3	3	3	-	-	-		- 1	-	2	2
CO3- Learners would be able to design and implement the PR Campaign.	3	3	3	3	3	2	1	3	3	1	2	3
Average	3	3	3	3	2	2	1	3	2	1	2	2.67
Course Code: BA(JMC)256 CO1- Learners would be able to produce the different video programme of social relevance.	3	3	3	3	-	TV Produc	tion Lab	2	2		2	3
CO2- Learners would be able to identify the various video programme formats	3	3	3	3	-	-	1	1	2	-	2	2
CO2 - Learners would be able to identify the various video programme formats CO3- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television	3	3	3	3	- 3	- 0	-	-	2 2	- 1	3	3
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average	3	3	3	3	3	0	1 - 1	1.5		- 1 1		
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average Course Code: BA(JMC)258	3	3	3	3	3	0	1 - 1 ng and Anchoring 1 2	1.5		- 1 1	3	3
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average	3 3 3	3 3 3	3 3 3	3 3 3	3 3 Televisio	0	1 - 1 ng and Anchoring 1 2 2	1.5		- 1 1 1	3	3
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average Course Code: BA(JMC)258 [CO1- Learners would be able to formulate a script for TV News. CO2- Learners would be able to prepare and present the news bulletin for News Channel. [CO3- Learners would be able to Host a talk show and interview program for News Channel.	3 3 3 3 3 2	3 3 3 3 2 2	3 3 3 2 3 3	3 3 3 2 3 3 3	3 3 Televisio 2 1 1	0	2	- 1.5 Lab 2	2 2 1 1 1	- 1 1 1 1 1	3 2.33	3 2.67 1
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average CO1- Learners would be able to formulate a script for TV News. CO2- Learners would be able to promuse as prift for TV News. CO3- Learners would be able to promuse the news bulletin for News Channel. CO3- Learners would be able to Host a talk show and interview program for News Channel. CO4- Learners would be to produce debate or discussion based TV show	3 3 3 3 3 2 2 2	3 3 3 2 2 2 3	3 3 3 2 3 3 3	3 3 3 2 3 3 3 3	3 3 Televisio 2 1 1 3	0 n News: Reporti 2 1 1 2	2	- 1.5 .ab 2 1 1 1	2 2 1 1 1 2	1 1 1 1 1 1	3 2.33 1 2 2 1	3 2.67 1 2 2 1
CO2-Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average C01- Learners would be able to formulate a script for TV News. CO2- Learners would be able to prepare and present the news bulletin for News Channel. CO3- Learners would be able to Host a talk show and interview program for News Channel. CO4- Learners would be able to produce debate or discussion based TV show Average	3 3 3 3 3 2	3 3 3 3 2 2	3 3 3 2 3 3	3 3 3 2 3 3 3	3 3 Televisio 2 1 1 3 1.75	0 n News: Reporti 2 1	2 2 1 3 2	1.5 .ab 2 1	2 2 1 1 1	- 1 1 1 1 1 1 1 1	3 2.33 1 2	3 2.67 1 2
CO2-Learners would be able to identify the various video programme formats CO3-Learners would be able to formulate a production book for Television Average Course Code: BA(JMC)258 CO1-Learners would be able to formulate a script for TV News. CO2-Learners would be able to program and present the news bulletin for News Channel. CO3-Learners would be able to Host at lik show and interview program for News Channel. CO4-Learners would be able to Host at lik show and interview program for News Channel. CO4-Learners would be able to Host at lik show and interview program for News Channel. CO4-Learners would be able to Host at lik show and interview program for News Channel. CO4-Learners would be able to Host at lik Show and interview program for News Channel. CO4-Learners would be able to produce debate or discussion based TV show Average Course Code: BA(JMC)260	3 3 3 3 2 2 2.5	3 3 3 2 2 3 2.5	3 3 3 2 3 3 2.75	3 3 3 2 3 3 2.75	3 3 Televisio 2 1 1 3 1.75	0 n News: Reporti 2 1 1 2 1.5	2 2 1 3 2	1.5 .ab 2 1 1 1 1 1.25	2 2 1 1 1 2 1.25		3 2.33 1 2 2 1 1.5	3 2.67 1 2 2 1 1.5
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average CO1- Learners would be able to formulate a script for TV News. CO2- Learners would be able to program and present the news bulletin for News Channel. CO3- Learners would be able to program and present the news bulletin for News Channel. CO3- Learners would be able to produce debate or discussion based TV show Average CO4- Learners would be able to produce debate or discussion based TV show Average CO1- Learners would be able to appende and conduct an identity audit using multi-media Presentation. CO4- Learners would be able to create an email invite, press note and Social media Strategy of media	3 3 3 3 3 2 2 2	3 3 3 2 2 2 3	3 3 3 2 3 3 3	3 3 3 2 3 3 3 3	3 3 Televisio 2 1 1 3 1.75	0 n News: Reporti 2 1 2 1.5 Corporate Comm	2 2 1 3 2 nunication Lab	- 1.5 .ab 2 1 1 1	2 2 1 1 1 2	1 1 1 1 1 1	3 2.33 1 2 2 1	3 2.67 1 2 2 1
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CO2- Learners would be able to identify the various video programme formats Course Code: BA(JMC)258 CO1- Learners would be able to formulate a script for TV News. CO1- Learners would be able to prepare and present the news bulletin for News Channel. CO4- Learners would be able to prepare and present the news bulletin for News Channel. CO4- Learners would be able to produce debate or discussion based TV show Average Course Code: BA(JMC)260 CO1- Learners would be able to analyse and conduct an identity audit using multi-media Presentation. CO2- Learners would be able to create an email invite, press note and Social media Strategy of media organization. CO2- Learners would be able to construct the media planning and management for Disaster & Crisis Management	3 3 3 2 2 2 2 5 3 3 3 3	3 3 3 2 2 2 3 2.5 3 3 3 3	3 3 3 2 3 3 3 2.75 3 3 3 3 3	3 3 3 2 3 3 3 2.75 2 1 2	3 3 Televisio 2 1 1 3 1.75 1 1 1	0 n News: Reporti 1 2 1.5 Corporate Comm 1	2 2 3 2 nunication Lab - - 0	1.5 .ab 2 1 1 1.25 1 1	2 2 1 1 2 1.25 2 2 2 2 2	1 1 1 1 1 1 - 1 2	3 2.33 1 2 2 1 1.5 2 2 2 2 2 2 2 2	3 2.67 1 2 2 1 1.5 2 2 2 2 2
Course Code: BA(JMC)258 CO1- Learners would be able to prepare and present the news bulletin for News Channel. CO2- Learners would be able to Hest a talk show and interview program for News Channel. CO4- Learners would be able to Hest a talk show and interview program for News Channel. CO4- Learners would be able to Hest a talk show and interview program for News Channel. CO4- Learners would be able to analyse and conduct an identity audit using multi-media Presentation. CO1- Learners would be able to construct the media planning and management for Disaster & Crisis Management Management	3 3 3 2 2 2,5 3 3	3 3 3 2 2 3 2.5 3 3 3	3 3 3 2 3 3 3 2.75 3 3 3	3 3 3 2 3 3 3 2.75 2 1	3 3 Televisio 2 1 1 3 1.75 1 1	0 n News: Reporti 1 2 1.5 Corporate Comm 1	2 1 3 2 unication Lab - - 0 0	1.5 .ab 2 1 1 1 1.25 1 1	2 2 1 1 2 1.25 2 2 2		3 2.33 1 2 2 2 1 1.5 2 2 2 2	3 2.67 1 2 2 1 1.5 2 2 2 2 2 2 2
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CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average CO1- Learners would be able to formulate a script for TV News. CO2- Learners would be able to propare and present the news bulletin for News Channel. CO3- Learners would be able to produce debate or discussion based TV show Average CO1- Learners would be able to produce debate or discussion based TV show Average CO2- Learners would be able to analyse and conduct an identity audit using multi-media Presentation. CO2- Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO3- Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1- Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1- Learners would be able to develop etiquettes of social media and Online Communication. CO2- Students would have the understanding about Online Journalism, Cyber Law and Ethics to imbibe professionalism. CO3- Students would be able to develop etiquettes of social media apperance. CO4- Students would be able to create Web Content along with the Website Audience Measurement. Average	3 3 3 3 2 2 2 3 3 3 3 3 3 3 3 2 1 2 2 2 1 2 2 2 2	3 3 3 3 2 2 3 2,5 3 3 3 3 3 3 3 3 3 2 3 3 2 3 3 2 3 3 3 2,8 3 3	3 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3	3 3 3 2 3 3 2 1 2 1 2 3 3 3 3 3 3 3 3 3 2 2 2 2 2 2 2 2 2 2 2	3 3 Televisic 2 1 1 1 1 1 1 1 1 2 2 - - 2 2 - 2	0 n News: Reporti 2 1 1 1 2 1.5 Corporate Comm 1 - 1 Basics of N 2 3 2 3 1 2 2 Media Re 2 2	2 2 1 3 2 unication Lab - 0 0 w Media 3 3 2 3 2 2 2 2.6	1.5 ab 2 1 1 1 1.25 1 1 1 1 1 3 3 2 2 2 2 2.4	2 2 2 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 2 1.5 2 1 2 1.5 2 1 2 1.5 2 1 2 1 2 3	3 2.33 1 2 2 1 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 1 1	3 2.67 1 2 1 2 1 1.8 2
CO2-Learners would be able to identify the various video programme formats CO3-Learners would be able to formulate a production book for Television Average CO1-Learners would be able to formulate a script for TV News. CO2-Learners would be able to propare and present the news bulletin for News Channel. CO3-Learners would be able to produce debate or discussion based TV show Average CO1-Learners would be able to produce debate or discussion based TV show Average CO1-Learners would be able to analyse and conduct an identity audit using multi-media Presentation. CO2-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1-Learners would heave defined of the concept and approach of New Media and Online Communication. CO2-Students would have the understanding about Online Journalism, Cyber Law and Ethies to imbibe professionalism. CO3-Students would be able to create Web Content along with the Website Audience Measurement. Average CO4-Students would be able to define the conceptual knowledge of media research.	3 3 3 3 2 2 2 3 3 3 3 3 3 3 3 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2	3 3 3 3 2 2 3 2,5 3 3 3 3 3 3 3 3 3 2 3 3 2 3 3 2 3 3 3 2,8 3 3	3 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3	3 3 3 2 3 3 2 1 2 1 2 3 3 3 3 3 3 3 3 3 2 2 2 2 2 2 2 2 2 2 2	3 3 Televisic 2 1 1 1 1 1 1 1 1 2 2 - - 2 2 - 2	0 n News: Reporti 2 1 1 1 2 1.5 Corporate Comm 1 - 1 Basics of N 2 3 2 3 1 2 2 Media Re 2 2	2 2 1 3 2 unication Lab - 0 0 w Media 3 3 2 3 2 2 2 2.6	1.5 ab 2 1 1 1 1.25 1 1 1 1 1 3 3 2 2 2 2 2.4	2 2 2 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 2 1.5 2 1 2 1.5 2 1 2 1.5 2 1 2 1 2 3	3 2.33 1 2 2 1 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 1 1	3 2.67 1 2 1 2 1 1.8 2
CO2-Learners would be able to identify the various video programme formats CO3-Learners would be able to formulate a production book for Television Average CO1-Learners would be able to formulate a script for TV News. CO2-Learners would be able to produce debate or discussion based TV show CO2-Learners would be able to produce debate or discussion based TV show CO4-Learners would be able to produce debate or discussion based TV show Average CO1-Learners would be able to produce debate or discussion based TV show Average CO1-Learners would be able to produce debate or discussion based TV show Average CO1-Learners would be able to produce debate or discussion based TV show Average CO2-Learners would be able to create an email invite, press note and Social media Strategy of media organization. CO3-Learners would be able to construct the media planning and management for Disaster & Crisis Management. Average CO4-Learners would have defined of the concept and approach of New Media and Online Communication. CO3-Students would have the understanding about Online Journalism, Cyber Law and Ethics to imbibe professionalism. CO3-Students would be able to learn the Application part of Media convergence by understanding of New Media lastees. CO4-Students would be able to learn the Application part of Media convergence by under	3 3 3 3 2 2 2 3 3 3 3 3 3 3 3 3 2 1 2	3 3 3 3 2 2 3 2 3 3 3 3 3 3 3 3 3 3 3 3 1 2 1 2 1	3 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 2 3 2 2 1	3 3 3 2 3 3 2 1 2 1.67 3 3 3 1 2 1	3 3 Televisic 2 1 1 1 1 1 1 1 1 1 1 1 1 1	0 0 n News: Reporti 2 1 1 2 1.5 Corporate Comm 1 1 1 1 Basics of Ni 2 3 2 3 1 2 Media R 2 2 2 2 3 3 1 2 2 1 3 1 2 2 1 2 2 1 3 2 2 1 2 2 1 2 2 2 2	2 2 1 3 2 unication Lab - 0 0 w Media 3 2 3 2 3 2 2 5 c.6 - - 1 - 1 3 1	1.5	2 2 2 1 1 1 2 1.25 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 2 1.5 2 1 2 1.5 2 1 2 1.5 2 1 2 1 2 3 3 3 3 3	3 2.33 1 2 2 1 1.5 2 2 2	3 2.67 1 2 2 1 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2
CO2-Learners would be able to identify the various video programme formats CO3-Learners would be able to formulate a production book for Television Average Course Code: BA(JMC)258 CO1-Learners would be able to formulate a script for TV News. CO2-Learners would be able to propare and present the news bulletin for News Channel. CO3-Learners would be able to Hest a talk show and interview program for News Channel. CO4-Learners would be able to Hest a talk show and interview program for News Channel. CO4-Learners would be able to analyse and conduct an identity audit using multi-media Presentation. CO2-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average Course Code: BA(JMC)301 CO1-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1-Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1-Learners would be able to develop etiquettes of social media appearance. CO4-Students would be able to develop etiquettes of social media appearance. CO4-Students would be able to develop etiquettes of social media appearance. CO4-Students would be able to define the conceptual knowledge of media research. CO4-Students would be able to define the conceptual knowled	3 3 3 3 2 2 2 3 3 3 3 3 3 3 3 3 2 1 2 2 2 2 2 2 3 3	3 3 3 3 2 2 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 1 2 1 2	$ \begin{array}{r} 3 \\ 3 \\ 3 \\ 2 \\ 3 \\ 3 \\ 3 \\ 3 \\ 2.75 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 2 \\ 2 \\ 2 \\ 2 \\ 2 \\ 1 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 2 \\ 2 \\ 2 \\ 1 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 3 \\ 2 \\ 2 \\ 1 \\ 3 \\ $	$ \begin{array}{r} 3 \\ 3 \\ 3 \\ 2 \\ 3 \\ 3 \\ 3 \\ 2.75 \\ 2 \\ 1 \\ 2 \\ 1.67 \\ 3 \\ 3 \\ 3 \\ 1 \\ 2 \\ 2 \\ 2 \\ 2 \\ 2 \\ 2 \\ 1 \\ 3 $	3 3 Televisic 2 1 1 1 1 1 1 1 1 1 1 1 2 2 - - 2 1 - 2 1 - 2 1 - 1 - 2 - - 2 - - - - - - - - - - - - -	0 0 n News: Reporti 2 1 1 1 2 1.5 Corporate Comm 1 1 1 Basics of N: 2 3 2 3 1 2 2 Media Re 2 2 2 3 3 2 2 3 2 2 2 2 3 3 2 2 2 2 2	2 2 1 1 3 2 unication Lab - 0 0 w Media 3 3 2 2 2 2 2 2 2 2 2 3 3 1 3 1 3 1 2 2 2 2 2 2 2 2 2 2 2 2 2	1.5	2 2 2 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 2 1.5 2 1 2 1 2 1 2 1 2 3 3 3 3 3 3 3 3 3	3 2.33 1 2 2 1 2 2	3 2.67 1 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2
CO2- Learners would be able to identify the various video programme formats CO3- Learners would be able to formulate a production book for Television Average CO1- Learners would be able to formulate a script for TV News. CO2- Learners would be able to produce debate or discussion based TV show CO2- Learners would be able to produce debate or discussion based TV show CO4- Learners would be able to produce debate or discussion based TV show Average CO1- Learners would be able to produce debate or discussion based TV show Average CO1- Learners would be able to produce debate or discussion based TV show Average CO1- Learners would be able to create an email invite, press note and Social media Strategy of media organization. CO2- Learners would be able to construct the media planning and management for Disaster & Crisis Management Average CO1- Learners would he able to construct the media approach of New Media and Online Communication. CO2- Students would have the understanding about Online Journalism, Cyber Law and Ethics to imbibe professionalism. CO3- Students would be able to learn the Application part of Media convergence by understanding of New Media lastees. CO5- Learners would be able to create Web Content along with the Website Audience Measurement. Average Course Code: BA(JMC)303	3 3 3 3 2 2 2 3 3 3 3 3 3 3 3 3 2 1 2	3 3 3 3 2 2 3 2 3 3 3 3 3 3 3 3 3 3 3 3 1 2 1 2 1	3 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 2 3 2 2 1	3 3 3 2 3 3 2 1 2 1.67 3 3 3 1 2 1	3 3 Televisic 2 1 1 1 1 1 1 1 1 1 1 1 1 1	0 0 n News: Reporti 2 1 1 2 1.5 Corporate Comm 1 1 1 1 Basics of Ni 2 3 2 3 1 2 Media R 2 2 2 2 3 3 1 2 2 1 3 1 2 2 1 2 2 1 3 2 2 1 2 2 1 2 2 2 2	2 2 1 3 2 unication Lab - 0 0 w Media 3 3 2 2 3 2 2 2.6 5 search 1 1 2 1 2 1 2 1 2 1 2 2 2 2 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2	1.5	2 2 2 1 1 1 2 1.25 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 2 1.5 2 1.5 2 1 2 1.5 2 1 2 1.5 2 1 2 1.5 3 3 3 3 3	3 2.33 1 2 2 1 1.5 2 2 2	3 2.67 1 2 2 1 1.5 2 2 2 2 2 2 2 2 2 2 2 2 2

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CO1- Learners would be able to define the basic concepts related to event management.	3	2	2	2	2	1	2	1	1	2	3	2
CO2- Learners would be able to understand the Organizational structure and functioning of Event	1	2	2	1	1	-	1	-	1	-	2	1
Management Organization. CO3- Learners would be able to apply the event management process.	2	2	3	3	1		-	1	1		3	1
CO4- Learners would be able to create a sample event and evaluate post event process.	1	1	2	2	i	-	1	1		1	3	2
Average	1.75	1.75	2.25	2	1.25	1	1.33	1	1	1.5	2.75	1.5
Course Code: BA(JMC)307						Digital Media	Marketing					
CO1- Learners would have able to define the concepts and theory of Social media & Social Network.	2	3	2	2	-	2	2	-	1	-	1	1
CO2- Learners would develop the skills required for Branding on Digital media containing skill-sets		-										
of SEO, SEM, ZMOT etc.	3	3	3	2	-	-	3	-	1	-	-	1
CO3- Learners would be able to understanding related to Online Entrepreneurship.	2	1	3	3	3	2	3	2	2	3	2	2
CO4- Learners would be able to examine Social Media measurement and Metrics from professional						-	-	-				-
perspective.	2	3	2	3	2	2	3	2	1	2	1	1
CO5- Learners would be able to analyse the different Case studies related to Digital Media Marketing.	3	3	1	2	-	1	2	1	1	2	2	2
								-	-			
Average	2.4	2.6	2.2	2.4	2.5			1.67	1.20	2.33	1.50	1.40
Course Code: BA(JMC)309 CO1- Learners would be able to define the significance and strength of films.	2	3	2	3	-	Film Appr 2	2	2	2		1	2
CO1- Learners would be able to understand the concept historical landmarks of films for better					-		2	2		-	1	
understanding of cinematic evaluation.	2	3	1	2	-	1	-	-	1	-	-	1
CO3- Learners would be able to classify emerging trends and debates in Indian Cinema.	3	3	2	2	2	2	1	1	2	2	1	1
CO4- Learners would be able to compare Censorship standards and Contemporary Indian Film	2	3	2	2	-	2	3	2	1	2	1	1
Industry trends.				2	-	2	3		I		1	1
CO5- Learners would be able to examine Film Appreciation and Film Review.	2	3	2	2	-	-	2	2	1	2	-	1
CO6- Learners would be able to construct Job Profile and responsibilities of a Film Reviewer.	1	1	2	2	-	1	1	1	1	-	-	1
Average	2.00	2.67	1.83	2.17	2.00	1.60	1.80	1.60	1.33	2.00	1.00	1.17
Course Code: BA(JMC)351 CO1- Learners would be able to communicate using New Media application effectively.	2	2	3	2	1	New Med	2	2	1	2	2	2
CO2- Learners would be able to design and develop blog/vlog on various subjects	2	2	3	2	1	2	3	2	2	3	2	2
	-	-		-		-	-	-	-	-	2	-
CO3- Learners would be able to analyze and evaluate various elements and content for news website	2	2	3	2	1	2	3	2	1	2	-	1
CO4- Learners would be able to apply the HTML code to develop a news website	2	2	3	3	-	-	3	-	1	1	-	3
CO5- Learners would be able to apply adobe Dreamweaver software to create dynamic website	2	2	3	3	-		3	-	1	1		3
						-					-	
Average	2	2	3	2.4	1	1.67	2.8	2	1.2	1.8	2	2.2
Course Code: BA(JMC)353					1	Media Rese	arch Lab					
CO1- Learner would be able to Identify problems and select topics from research perspective.	3	2	2	1	-	1	2	1	1	3	2	2
CO2- Learner would be acclimated with the basic research process	3	1	2	1	-	-	2	-	2	2	1	2
CO3- Learner would be able to review literature and collect data with the help of different research	2	1	2				-		2	2		-
methodology and sampling techniques	3	1	2	2	-	-	3	-	2	2	1	2
CO4- Learner would be able to apply research techniques in pre-testing/evaluation of collected	2	1	2	2	1	1	3	1	2	2	3	3
material.	2	-			-		-					
CO5- Learner would able to conduct media research and write a report.	3	3	3	2	1	1	2	1	1	2	2	2
Average	2.8	1.6	2.2	1.6	1	1	2.4	1	1.6	2.2	1.8	2.2
Course Code: BA(JMC)355 CO1- Learners would be able to Conduct and analyze Pre-event survey.	1	2	2	2	2	Event Manag	ement Lab	2	1	2	2	2
CO2- Learners would be able to Conceptualize, Organize, Conduct and Evaluate an Event containing		-	2			1	5		1	-	2	2
all the steps.	2	1	3	3	3	1	3	2	2	3	3	2
CO3- Learners would be able to prepare final report and Multi-media presentation of the conducted	2	2	1	2	2	_	2	-	1	1	2	1
Event.										-		-
Average	1.67	1.67	2.00	2.33	2.33				1.33	2.00	2.33	1.67
Course Code: BA(JMC)357					1	Functio	onal Exposure Rep	ort				
CO1- Learners will be able to effectively apply theoretical concepts acquired in the classroom to	2	3	3	3	2	1	3	2	2	2	3	3
practical work experiences within the Electronic Media industry. CO2- Learners will be able to develop a portfolio of professional skills essential for success in the												
Electronic Media, including communication, problem-solving, and adaptability.	2	2	3	3	2	1	3	2	2	2	2	2
CO3- Learners will be able to demonstrate a high level of proficiency in through practical												
applications, projects, or assessments that reflect competence and mastery in specific areas such as	3	3	3	3	1	2	2	2	2	1	2	2
content creation, production, management, or any other relevant field.												
Average	2.33	2.67	3.00	3.00	1.67			2.00	2.00	1.67	2.33	2.33
Course Code: BA(JMC)359					1	Digital Media M	arketing Lab					
CO1- Learners would be able to create and maintain corporate blog for any	3	2	3	2	1	2	3	2	2	2	2	2
Organization/Product/Service CO2- Learners would be able to maintain their social media platform to promote their Blog/Vlog as												
per the algorithm and format of the platform.	2	3	3	3	2	2	3	2	2	3	2	2
CO3- Learners would be able to analyze and evaluate the Social media marketing strategy for any												
Organization/Product/Service.	3	3	3	2	2	2	2	2	2	2	2	2
CO4- Learners would be able to use multimedia presentation tools to analyze and present the	2	2	3	3	2	2	3	2	1	2	2	2
strategies of digital media marketing for any Organization/Product/Service.			د			2		2			4	4
	2.5	2.5	3	2.5	5 1.75	2	2.75	2	1.75	2.25	2	2
Average					1	Film Appreci	ation Lab					
Course Code: BA(JMC)361								1	1	2	1	1
Course Code: BA(JMC)361 CO1- Learners would be able to understand the way that content, form, and contexts work together to	2	2	2	2	1	2	2	1	1	2	1	
Course Code: BA(JMC)361 CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film.												
Course Code: BA(JMC)361 [CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film. CO2- Learners would be able to understand the myriad of creative and technical choices that construct	2 3	2 3	2 3	2	1 2	2 3	3	2	2	3	3	2
Course Code: BA(JMC)361 [CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film. CO2- Learners would be able to understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film	3	3	3	2	2	3	3	2	2	3		2
Course Code: BA(JMC)361 CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film. CO2- Learners would be able to understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film CO3- Learners would be able to identify and use key concepts, models and tools in film criticism.	3 2	3	3	2				2	2	3	3	2
Course Code: BA(JMC)361 CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film. CO2- Learners would be able to understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film CO3- Learners would be able to identify and use key concepts, models and tools in film criticism. CO4- Learners would be able to review, develop basic script and screenplay for a film	3 2 2	3 2 2	3 1 3	2	2 1 2	3 2 2	3 3 3	2	2 1 2	3	3	2
Course Code: BA(JMC)361 CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film. CO2- Learners would be able to understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film CO3- Learners would be able to identify and use key concepts, models and tools in film criticism.	3 2	3	3	2	2 1 2 1.5	3 2 2 2.25	3	2 2 3 2	2	3	3	2

					1	1	T	1	1		T	
CO1- Learners would be able to understand the Structure, functioning and ownership patterns of	3	3	2	1	2	1	1	2	2	3	3	2
Media Organization.												
CO2- Learners would be able to define the mannerism of FDI in Media and entertainment industry.	2	3	3	2	3	2	2	1	1	2	2	1
CO3- Learners would be able to identify the concept and functioning of Management.	2	1	1	2	3	1	1	2	1	3	3	2
CO4- Learners would be able to examine the Establishment and Management of Media organization	3	3	3	3	3	2	3	3	2	3	3	3
start-ups.	3	5	5	3	3	2	5	5	2	5	5	3
CO5- Learners would be able to develop Marketing, Entrepreneurship and Emerging trends of Media	3	3	3	3	3	3	3	2	2	3	3	3
from career perspective.	5		-		5	5	3	-	-		-	
Average	2.6	2.6	2.4	2.2	2.8	1.8	2	2	1.6	2.8	2.8	2.2
Course Code: BA(JMC)304						Global Media:	An Overview					
CO1- Learners would be able to define the concept and significance of global communication in	3	3	1	1		3	1	3	1			2
historical and contemporary context.	5	2		•		5		2				2
CO2- Learners would be acquainted with the Global Communication Giants along with TV and	3	2	1	1	2	2	2	1	1	-	-	1
Cultural Imperialism.	-	-	-	-	-	-	-	-	-			-
CO3- Learners would be able to interpret the functioning of International Practices and Visual	2	3	3	2	2	3	3	3	2	1	2	3
regulation of Media exchange.		-	-			-	-	-				-
CO4- Learners would be able to examine the structure and functioning of Indian Media and Media	3	3	3	3	2	2	2	3	2	2	3	2
Regulatory bodies.	2.75	2.75	2	1.75	2	2.5	2	2.5	1.5	1.5	2.5	
Average Course Code: BA(JMC)306	2.75	2.75	2	1./5	2	Environment Co		2.5	1.5	1.5	2.5	4
Course Co		1 1			1	Environment Co	ommunication				1	
environmental complexes.	1	2	1	2	-	2	2	2	2	3	2	1
CO2- Learners would be able to understand and evaluate the Concept and Significance of Media												
Ecosystem.	3	3	2	2	3	3	2	2	1	3	3	3
CO3- Learners would be able to analyze the role and significance of Media, Government and												
regulatory bodies for Environment Disaster.	3	3	2	3	2	3	2	2	2	2	2	3
CO4- Learners would be able to evaluate the significance and mannerism of Human welfare for												
Environment safety.	2	3	2	2	2	3	1	2	3	1	2	2
CO5- Learners would be able to Interpret and elaborate various tools viz. policies, rules/acts,												
mechanisms, compliances, institutions/agencies in securing the planet.	1	3	2	2	2	3	2	3	2	1	3	3
Average	2	2.8	1.8	2.2	2.25	2.8	1.8	2.2	2	2	2.4	2.4
Course Code: BA(JMC)352	_						mprehensive Viva		-	-		
CO1- Understand actual perspective about organizations in their totality.	3	-	3	1	-	-	-	-	-	-	-	-
CO2- Gain deeper understanding in specific functional area.	3	1	2	-	-	-	-	-	-	2	-	-
CO3- Demonstrate all the requirements of the selected field.	3	1	3	1	-	-	-	-	-	-	-	-
CO4- Develop insight into the working of the real media organization.	2	2	2	2	-	-	-	2	2	1	1	2
CO5- Explore career opportunities in their area of interest.	2	-	-	2	-	-	-	-	-	-	-	-
CO6- Perform the all the basic and advance skills related to anyone filed from Print, Electronic Media												
(Radio, Television, Film), New Media, Photography, Advertising and Public Relations and Event	2	3	2	3	2	0	2	3	1	2	1	1
Management.												
Average	2.5	1.75	2.4	1.8	2	0	2	2.5	1.5	1.67	1	1.5
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