TECNIA INSTITUTE OF ADVANCED STUDIES

BACHELORS OF ARTS(JOURNALISM & MASS COMMUNICATION)
W.E.F. 2017-18

CO \ PO	PO1-Shall acquire fundamental knowledge of Journalism & Mass Communication 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, entrepreneurship and incubation abilities.	PO11-Shall acquire the understanding of importance of cooperation and teamwork.	PO12-Shall acquire the skills and competencies for lifelong learning and growing.
Course Code: BA(JMC)101							**Communication: Concepts & Processes**					
CO1-Understand the different aspects of communication and appreciate the role of body language and 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							**Contemporary India: 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							**Basics of Design and Graphics**					
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	2.00	2.25	2.33	1.00	3.00	1.00	2.00	2.50	0.00	0.00	2.00
-	-	-	-	-	-	-	-	-	-	-	-	-
Course Code: BA(JMC)107							**Personality Development**					
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 & JOHARI window.	1	-	1	3	2	1	-	1	2	-	1	1
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 themselves.	3	1	3	3	3	1	-	2	1	1	3	2
CO5-Learners would be able to develop social behaviour & attitude i.e. Coping with Emotions and Coping with Stress.	3	2	2	3	2	2	0	1	1	1	1	3
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 Skills**					
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

CO	1	2	3	4	5	6	7	8	9	10	11	12
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
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 — Communication Skill Lab

CO	1	2	3	4	5	6	7	8	9	10	11	12
CO1.Learners would be able to present themselves through different extempore activities.	3	1	3	3	2	1	1	2	2	1	2	3
CO2. Learners would be able to put forward their views/opinions through Group Discussion.	3	2	2	3	3	2	1	2	3	2	3	3
CO3. Learners would be able identify and analyse newspaper/magazine content based on one or more models of communication & theories of mass Communication.	3	3	2	2	1	2	-	1	2	3	2	2
CO4. Learners would be able to create Multi-media presentation.	3	1	2	2	1	1	3	1	2	2	3	3
Average	3.00	1.75	2.25	2.50	1.75	1.50	1.67	1.50	2.25	2.00	2.50	2.75
-	-	-	-	-	-	-	-	-	-	-	-	-

Course Code: BA(JMC)153 — Contemporary India: Issues and Debates

CO	1	2	3	4	5	6	7	8	9	10	11	12
CO1.Students would be able to create the Multi-media presentation or Seminar on different facets of 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 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 — Design & Graphics Lab – I

CO	1	2	3	4	5	6	7	8	9	10	11	12
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	0.00	3.00	2.00	2.00	1.33	1.67	2.00

Course Code: BA(JMC)157 — Personality Development Lab

CO	1	2	3	4	5	6	7	8	9	10	11	12
CO1. Learner would be able to identify personality traits and play a role the accordingly.	3	1	2	3	2	2	0	2	3	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
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 Skills Lab

CO	1	2	3	4	5	6	7	8	9	10	11	12
CO1.Learners would be able to translate Hindi News Story to English, and English to Hindi.	2	1	3	2	-	1	3	2	1	1	2	2
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	3	3	1	2	3	2	1	2	1	2
Average	2	1.5	3	2.5	1	1.75	3	2	1.5	1.75	2	2

Course Code: BA(JMC)102 — Print Journalism

CO	1	2	3	4	5	6	7	8	9	10	11	12
CO1. Learners would be able to define the concept of Print Journalism.	3	3	3	3	-	-	-	-	3	-	-	2
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.	3	3	2	1	-	-	-	2	2	1	2	3
CO3. Learners would be able to interpret specialized reporting. It would be able to create understanding of various print media content.	3	3	3	3	1	2	-	2	3	-	3	2
CO4.Learners would be able to examine the functioning and structure of News Room.	3	3	2	2	-	-	-	-	1	-	3	3
CO5. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media.	3	3	3	2	2	-	0	-	2	1	2	2
Average	3	3	2.6	2.2	1.5	2	0	2	2.2	1	2.5	2.4

Course Code: BA(JMC)104 — Media Laws and Ethics

CO	1	2	3	4	5	6	7	8	9	10	11	12
CO1.Learners would be defining the Legal terminology and Indian constitution along with freedom of press.Shall get aware to legal aspects of the media and its values.	3	3	3	3	-	-	-	-	3	-	-	2
CO2.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	3	3	2	1	-	-	-	2	2	1	2	3
CO3. 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.	3	3	3	3	1	2	-	2	3	-	3	2
CO4.Learners would be able to explain how media laws and ethics empower media practitioners to perform their duties with commitment.Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.	3	3	3	2	2	2	2	1	1	-	2	2
Average	3.00	3.00	2.75	2.25	1.50	2.00	2.00	1.67	2.25	1.00	2.33	2.25

Course Code: BA(JMC)106 — Still Photography

Course Outcome												
CO1.Learners would be able to define the concept of Photography.	3	3	3	3	2	-	2	2	3	-	2	3
CO2. Learners would be able to understand with the concept of Camera, Camera functioning and its accessories.	3	3	3	2	2	2	1	-	3	2	2	3
CO3. Learners would be able to create different types of lights for professional photography.	3	3	3	3	3	1	2	-	2	1	2	3
CO4. Learners would be able to interpret with the Photo Journalism along with the legal and ethical concerns.	3	3	3	3	3	2	3	3	1	2	2	3
Average	3.00	3.00	3.00	2.75	2.50	1.67	2.00	2.50	2.25	1.67	2.00	3.00

Course Code: BA(JMC)108 — **Health Communication**

CO1. Learners would be able to define the concept of Public Health and Indian Public Healthcare system.	2	2	1	1	-	1	1	2	1	-	1	1
CO2. Learners would be able to understand the Health Journalism along with the identification of authentic sources.	2	3	3	2	-	2	2	2	2	-	1	2
CO3. Learners would be able to demonstrate the role of Media in Public Healthcare campaigns in reference with the case studies of Polio, HIV/AIDS, and Reproductive Child Health etc.	3	3	3	3	2	2	1	2	2	1	2	2
CO4.Learners would be able to apply the Health Reporting and related Writing blogs.	3	3	3	3	1	1	1	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 the supervision of subject teacher.	2	3	3	3	1	2	2	2	1	3	3	2
Average	2.33	2.67	2.67	2.50	1.50	1.67	1.33	2.00	1.67	1.75	1.80	1.83

Course Code: BA(JMC)110 — **Sports Journalism**

CO1. Learners would be able to define and understand sports journalism.	3	3	3	3	-	1	1	2	2	1	2	2
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 Regulatory Organizations, working at various levels.	3	2	2	2	3	2	3	3	1	3	3	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	1.8	2	1.75	2.2	2.25	1.8

Course Code: BA(JMC)152 — **Print Journalism Lab**

CO1. Learner would be able to rewrite the headlines of news story.	3	3	3	3	2	3	1	-	3	-	1	3
CO2. Learner would be able to develop news report of different news beats	3	3	2	1	-	3	-	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 — **Still Photography Lab**

CO1.Learners would be able to capture photography with different compositions	3	2	3	3	2	-	-	2	2	2	1	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	3.00	2.67	3.00	2.67	1.67	2.50	2.00	2.50	2.00	1.00	2.33	2.67

Course Code: BA(JMC)156 — **Design and Graphics Lab – II**

CO1. Learners would be able to design different objects using coral draw	3	3	3	3	3	-	-	-	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	3.00	3.00	3.00	3.00	3.00	0.00	0.00	0.00	2.00	1.00	2.00	2.67

Course Code: BA(JMC)158 — **Health Communication Lab**

CO1. Learners would be able to create different blogs on health issues.	2	3	3	2	2	1	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	1.50	2.67	3.00

Course Code: BA(JMC)160 — **Sports Journalism Lab**

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	1	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 Communication**

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
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.	3	3	3	2	2	3	2	2	2	2	2	2
CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development.	3	2	3	3	2	3	3	2	1	-	-	1
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.	2	2	2	2	2	3	1	3	2	1	2	2
CO5. Evaluate the protocols and Principles in computer networking	3	2	2	3	-	1	3	2	1	-	-	2

Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12
Average	2.80	2.40	2.40	2.40	2.00	2.60	2.20	2.40	1.60	1.33	2.00	1.80
Course Code: BA(JMC)203 — Basics of Radio Programming and Production												
CO1. Students would be able to define the fundamentals and role of radio as a tool of mass communication.	3	3	3	3	3	2	2	3	2	1	2	2
CO2. Students would be able to understand the functions and programme formats of commercial radio stations	3	3	3	2	2	2	1	3	3	-	1	2
CO3. Students would interpret with the real world of radio production and transmission process.	3	2	3	3	2	2	-	-	3	2	3	3
CO4. Students would be able to operate various radio equipment and the mixers for post-production process. Students would know different programmes and policies of the development.	3	3	3	3	2	-	2	-	2	1	3	2
CO5. 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.	3	3	3	2	1	-	-	2	2	-	2	3
Average	3.00	2.80	3.00	2.60	2.00	2.00	1.67	2.67	2.40	1.33	2.20	2.40
Course Code: BA(JMC)205 — Basics of Video Camera, Lights and Sound												
CO1. Learners would be able to understand the basic functioning of video camera.	3	3	3	3	1	-	-	-	3	-	2	3
CO2. Learners would be able to describe video camera operations and functions.	3	2	3	2	3	-	-	-	-	1	2	2
CO3. Learners would be able demonstrate different types of shots and angles.	3	3	3	3	2	-	3	2	2	2	3	3
CO4. Learners would be able to apply the techniques and skills required for presentation, anchoring for televis	3	3	3	3	2	-	-	2	2	2	3	3
CO5. Learners would be able to apply and administer camera in professional manner.	2	2	3	3	1	1	3	2	2	1	2	3
Average	2.8	2.6	3	2.8	1.8	1	3	2	2.25	1.5	2.4	2.8
Course Code: BA(JMC)207 — Radio Jockeying and News Reading												
CO1. Learners would be able to understand the concept structure and functioning of Radio Station.	2	1	3	3	1	1	3	2	1	2	2	2
CO2. Learners would be able to create packages of Radio Infotainment programs enclosed with the basic writing skills of Radio programs.	2	1	3	3	1	-	2	2	2	2	2	2
CO3. Learners would be able to demonstrate the technicalities related to Voice personality and Presentation.	2	2	3	2	1	-	2	1	2	-	-	2
CO4. Learners would be appraise with the Production process and On Air Programming of Radio industry along with the emerging industrial trends.	2	1	3	3	1	-	3	1	1	1	2	1
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 — Video Editing												
CO1. Student would be able to define the concept of Video editing and Editing Process.	3	2	3	2	-	-	2	3	1	-	-	1
CO2. Students would be able to identify and employ different equipment's and editing techniques of Video Editing.	3	1	3	2	-	-	2	1	-	-	-	1
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 — Radio Production Lab												
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	-	1	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, Interview etc.	1	2	2	2	-	1	1	1	1	2	1	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 Production 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 editing techniques.	2	3	3	3	2	2	3	2	1	1	1	2
Average	2.25	2.5	3	3	1.5	1.5	3	2	2	1.75	1.25	1.75
Course Code: BA(JMC)-255 — Summer Training Report												
CO1. Learners would be able to demonstrate the ability to translate academic concepts into practical skills for print media	3	3	2	2	1	2	3	2	2	2	2	2
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 social platforms, industry events, and informational interviews to enhance career opportunities.	2	2	3	2	1	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 — Radio Jockeying and News Reading Lab												
CO1. Learners would be able to formulate a script for radio news, Acquire proper voice culture and communication skills	2	2	3	2	1	2	3	2	2	2	2	2
CO2. Learners would be able to prepare and present the news bulleting package for radio containing Live reporting and Phone-in sequences.	3	2	2	3	2	2	3	2	2	2	2	3
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 Editing Lab**						
CO1.Learners would be able to understand the NLE Setup and connecting various audio-visual equipment's for editing	3	2	3	2	1	1	2	2	1	1	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.	2	3	3	2	1	1	3	2	2	2	2	2
Average	2.67	2.67	3.00	2.00	1.33	1.33	2.67	2.00	1.33	1.67	2.00	1.67
Course Code: BA(JMC)202						**Basics of Advertising**						
CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment.	3	3	3	2	1	-	-	1	3	2	1	3
CO2. Learners would be able to understand with the concept and significance of different Advertising models.	3	2	1	-	-	-	-	1	2	1	-	2
CO3. Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising.	3	3	1	-	1	2	2	2	2	-	-	2
CO4. Learners would be able to interpret employ Creativity in Advertising.	2	3	1	3	-	2	2	-	2	-	1	3
CO5. Learners would be examining with the structure and functioning of Advertising Agencies.Learner would know about the advertising industry and its functioning.	3	3	2	1	-	-	3	3	3	1	2	3
CO6.Learners would be able to develop and carry out Advertising Campaign.	3	3	3	3	2	3	3	3	3	1	3	3
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.	3	3	3	3	2	2	3	2	3	-	3	2
Average	2.86	2.86	2.00	2.40	1.50	2.25	2.60	2.00	2.57	1.25	2.00	2.57
Course Code: BA(JMC)204						**Basics of Public Relations**						
CO1. Learners would be able to define the concept and functioning of Public Relations	3	3	3	1	2	1	-	1	2	2	2	2
CO2. Learners would be able to understand the ethical norms of PRSI and IPRA.	3	3	3	2	1	-	1	2	-	-	2	2
CO3. Learners would be able to interpret with the Structure and Functioning of PR agency.	3	2	1	-	1	1	1	2	2	-	2	2
CO4. Learners would be able to examine the roles and responsibilities of PRO in different sector.	3	3	3	3	3	3	2	3	2	3	3	3
CO5. Learners would be able to classify the concept and classification of Corporate Communication and PR.	3	3	3	3	2	1	3	3	3	3	3	3
CO6. Learners would be able to formulate the PR campaign.	3	3	3	3	2	2	2	3	2	3	3	2
Average	3.00	2.83	2.67	2.40	1.83	1.60	1.80	2.33	2.20	2.75	2.50	2.33
Course Code: BA(JMC)206						**Television Programming and Production**						
CO1. Gain in-depth knowledge on Entrepreneurial development in today's global scenario	3	3	3	3	2	2	1	2	2	-	2	3
CO2.Understand the concept of entrepreneurs and to help the students to develop an entrepreneurial mind-set	3	1	2	1	-	-	-	2	2	1	3	3
CO3. Develop critical thinking for shaping strategies and help them to become an successful entrepreneur	3	2	2	2	1	1	-	-	2	-	3	3
CO4. Acquire values and attitudes towards understanding complex business problems, and active participation in solving current business problems.	3	3	3	3	1	-	-	1	2	-	3	2
CO5. Understand the concept of the fundamentals of management	2	2	3	2	2	2	1	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						**Television News: Reporting and Anchoring**						
CO1. Learners would be able to define the role and responsibilities of TV as a medium of Mass Communication.	3	3	2	2	2	2	2	2	1	1	1	1
CO2. Learners would be able to understand the concept of Pre-Production process of Television 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 Communication**						
CO1. Learners would be able to define the conceptuality and forms of Corporate domain.	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.	3	3	3	1	1	-	-	1	2	1	2	2
CO3. Learners would be able to examine Corporate Communication in strategic mannerism.	3	3	3	2	1	1	-	-	2	2	2	2
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
Average	3.00	3.00	3.00	1.75	1.00	1.67	2.00	1.00	2.00	1.50	2.00	2.00
Course Code: BA(JMC)252						**Adverstising Lab**						
CO1-Leaners would be able to construct different objectives for advertising campaign.	3	3	3	3	2	3	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 — Public Relation Lab

Course Outcome												
CO1- Learners would be able to plan and design the press release on product launch.	3	3	3	3	1	-	-	-	-	-	2	3
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	-	-	3	2	1	2	2.67

Course Code: BA(JMC)256 — TV Production Lab

Course Outcome												
CO1- Learners would be able to produce the different video programme of social relevance.	3	3	3	3	-	-	-	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
CO3- Learners would be able to formulate a production book for Television	3	3	3	3	3	0	-	-	2	1	3	3
Average	3	3	3	3	3	0	1	1.5	2	1	2.33	2.67

Course Code: BA(JMC)258 — Television News: Reporting and Anchoring Lab

Course Outcome												
CO1- Learners would be able to formulate a script for TV News.	3	3	2	2	2	2	2	2	1	1	1	1
CO2- Learners would be able to prepare and present the news bulletin for News Channel.	3	2	3	3	1	1	2	1	1	1	2	2
CO3- Learners would be able to Host a talk show and interview program for News Channel.	2	2	3	3	1	1	1	1	1	1	2	2
CO4- Learners would be able to produce debate or discussion based TV show	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)260 — Corporate Communication Lab

Course Outcome												
CO1- Learners would be able to analyse and conduct an identity audit using multi-media Presentation.	3	3	3	2	1	1	-	1	2	-	2	2
CO2- Learners would be able to create an email invite, press note and Social media Strategy of media organization.	3	3	3	1	1	-	-	1	2	1	2	2
CO3- Learners would be able to construct the media planning and management for Disaster & Crisis Management	3	3	3	2	1	1	0	-	2	2	2	2
Average	3	3	3	1.67	1	1	0	1	2	1.5	2	2

Course Code: BA(JMC)301 — Basics of New Media

Course Outcome												
CO1- Learners would have defined of the concept and approach of New Media and Online Communication.	3	3	3	3	-	2	3	3	2	2	2	2
CO2- Students would have the understanding about Online Journalism, Cyber Law and Ethics to imbibe professionalism.	3	3	3	3	2	3	3	3	2	2	2	2
CO3- Students would be able to develop etiquettes of social media appearance.	2	2	3	3	2	2	2	2	2	1	2	2
CO4- Students would able to learn the Application part of Media convergence by understanding of New Media Issues.	2	3	2	1	-	3	3	2	2	1	2	2
CO5- Learners would be able to create Web Content along with the Website Audience Measurement.	1	3	3	2	-	1	2	2	-	2	-	1
Average	2.2	2.8	2.8	2.4	2	2.2	2.6	2.4	2	1.6	2	1.8

Course Code: BA(JMC)303 — Media Research

Course Outcome												
CO1- Student would be able to define the conceptual knowledge of media research.	2	3	2	2	1	2	1	2	2	3	1	2
CO2- Students would be able to understand the Communication research and its effective use.	2	1	2	2	-	2	-	-	2	3	2	2
CO3- Students would be able to apply the research methodology.	2	1	1	2	-	-	1	-	2	3	2	2
CO4- Students will be able to apply the theoretical knowledge of Research.	3	2	3	2	2	3	3	2	2	3	2	2
CO5- Students will be able to appraise the ethics in Research.	2	1	1	1	1	2	1	1	1	3	-	2
CO6- Students would be creating research paper.	3	2	3	3	1	2	2	2	2	3	2	2
Average	2.33	1.67	2.00	2.00	1.25	2.20	1.60	1.75	1.83	3.00	1.80	2.00

Course Code: BA(JMC)305 — Event Management

Course Outcome												
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 Management Organization.	1	2	2	1	1	-	1	-	1	-	2	1
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	1	-	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

Course Outcome												
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	1.75	2.6	1.67	1.20	2.33	1.50	1.40

Course Code: BA(JMC)309 — Film Appreciation

Course Outcome												
CO1- Learners would be able to define the significance and strength of films.	2	3	2	3	-	2	2	2	2	-	1	2
CO2- Learners would be able to understand the concept historical landmarks of films for better 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 Industry trends.	2	3	2	2	-	2	3	2	1	2	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												
New Media Lab												
CO1- Learners would be able to communicate using New Media application effectively.	2	2	3	2	1	1	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
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												
Media Research 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 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 material.	2	1	2	2	1	1	3	1	2	2	3	3
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												
Event Management Lab												
CO1- Learners would be able to Conduct and analyze Pre-event survey.	1	2	2	2	2	1	3	2	1	2	2	2
CO2- Learners would be able to Conceptualize, Organize, Conduct and Evaluate an Event containing 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 Event.	2	2	1	2	2	-	2	-	1	1	2	1
Average	1.67	1.67	2.00	2.33	2.33	1.00	2.67	2.00	1.33	2.00	2.33	1.67

Course Code: BA(JMC)357												
Functional Exposure Report												
CO1- Learners will be able to effectively apply theoretical concepts acquired in the classroom to practical work experiences within the Electronic Media industry.	2	3	3	3	2	1	3	2	2	2	3	3
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 content creation, production, management, or any other relevant field.	3	3	3	3	1	2	2	2	2	1	2	2
Average	2.33	2.67	3.00	3.00	1.67	1.33	2.67	2.00	2.00	1.67	2.33	2.33

Course Code: BA(JMC)359												
Digital Media Marketing Lab												
CO1- Learners would be able to create and maintain corporate blog for any Organization/Product/Service	3	2	3	2	1	2	3	2	2	2	2	2
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 strategies of digital media marketing for any Organization/Product/Service.	2	2	3	3	2	2	3	2	1	2	2	2
Average	2.5	2.5	3	2.5	1.75	2	2.75	2	1.75	2.25	2	2

Course Code: BA(JMC)361												
Film Appreciation Lab												
CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film.	2	2	2	2	1	2	2	1	1	2	1	1
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	3	2
CO3- Learners would be able to identify and use key concepts, models and tools in film criticism.	2	2	1	1	1	2	3	2	1	1	-	1
CO4- Learners would be able to review, develop basic script and screenplay for a film	2	2	3	3	2	2	3	3	2	2	1	1
Average	2.25	2.25	2.25	2	1.5	2.25	2.75	2	1.5	2	1.67	1.25

Course Code: BA(JMC)302												
Media Management and Entrepreneurship												
CO1- Learners would be able to understand the Structure, functioning and ownership patterns of Media Organization.	3	3	2	1	2	1	1	2	2	3	3	2
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 start-ups.	3	3	3	3	3	2	3	3	2	3	3	3
CO5- Learners would be able to develop Marketing, Entrepreneurship and Emerging trends of Media from career perspective.	3	3	3	3	3	3	3	2	2	3	3	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 historical and contemporary context.	3	3	1	1	-	3	1	3	3	-	-	2
CO2- Learners would be acquainted with the Global Communication Giants along with TV and Cultural Imperialism.	3	2	1	1	2	2	2	1	1	-	-	1
CO3- Learners would be able to interpret the functioning of International Practices and Visual regulation of Media exchange.	2	3	3	2	2	3	3	3	2	1	2	3

CO4- Learners would be able to examine the structure and functioning of Indian Media and Media Regulatory bodies.	3	3	3	3	2	2	2	3	2	2	3	2
Average	2.75	2.75	2	1.75	2	2.5	2	2.5	1.5	1.5	2.5	2
Course Code: BA(JMC)306						**Environment Communication**						
CO1- Learners would be able to Remember, analyze and respond on the basic understanding of their 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						**Final Project and Comprehensive 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 Management.	2	3	2	3	2	0	2	3	1	2	1	1
Average	2.5	1.75	2.4	1.8	2	0	2	2.5	1.5	1.67	1	1.5

HoD
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