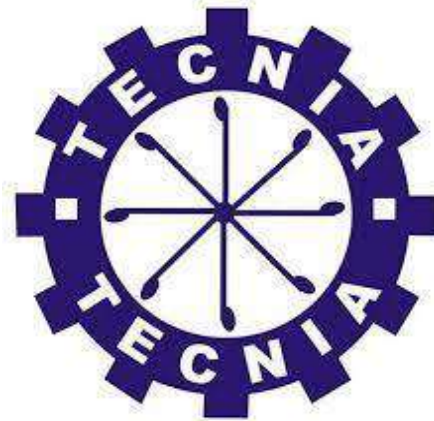


# **NAAC Criterion-II**

## **Teaching- Learning and Evaluation**

**Key Indicator – 2.6 Student Performance and Learning Outcome**

**Sub-Criteria 2.6.1 Programme and course outcomes for all Programmes offered by the institution are stated and displayed on website and communicated to teachers and students.**



**TECNIA INSTITUTE OF ADVANCED STUDIES**

**(Approved By AICTE, Ministry of Education, Govt. of India,  
Affiliated to G.G.S.I.P. University & Recognised Under Sec. 2 (f) of UGC 1956)**

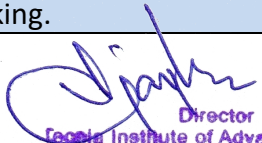
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### Department of Management Sciences (MBA)

### CO PO Mapping

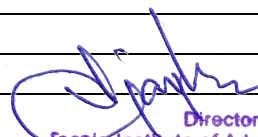
<b>CO PO MAPPING FOR ALL COURSES</b>
<b>MBA SEM - I</b>
<b>Index</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-1)</b>
<b>MS 101: Management Process &amp; Org. Behaviour</b>
<b>MS 103: Quantitative Techniques</b>
<b>MS 105: Managerial Economics</b>
<b>MS 107: Accounting for Management</b>
<b>MS 109: Information Technology Management</b>
<b>MS 111: Marketing Management</b>
<b>MS 113: Communication in Organizations</b>
<b>MS 115: Legal Aspects of Business</b>
<b>MS 117: Information Technology Management Lab</b>
<b>MS 101: Management Process &amp; Org. Behaviour</b>
CO1: Enumerate, explain, compare and analyze the concepts, theories and principles that have evolved in specific historical contexts and informed both academic thinking and practices related to the field of management.
Co2: Identify and discuss the functions of management i.e. planning, organizing, leading and controlling, relate them with the roles of managers at different levels of the organization and classify the skills necessary for effective performance of their functions.
Co3: Apply the knowledge of management theory and of organizational behaviour to analyze managerial issues and take decisions consistent with the organizational objectives of efficiency and effectiveness.
Co4: Analyze the complexities of work organizations and develop a multidisciplinary approach to address interpersonal and intra organizational issues.
<b>MS 103: Quantitative Techniques</b>
CO1: Identify and differentiate between different statistical techniques and methods
CO-2: Explain the merits and limitations of various statistical techniques.
CO-3: Demonstrate effective computational and spreadsheets skills for business analysis.
CO-4: Analyse and interpret statistical information from the business data and reports.
CO-5: Apply quantitative techniques to solve a variety of business problems.
<b>MS 105: Managerial Economics</b>
CO1: Examine various economic ideologies, economic theories and techniques of economic analysis and discuss their relevance for managerial decision making.

  
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CO-2: Identify and explain factors influencing supply and demand, analyze the dynamic role of markets in allocation of productive resources in a free market economy and offer critique of market based model from sustainable development perspective.
CO-3: Examine various approaches and models that explain consumer choices and behaviour and apply them for analyzing the demand.
CO-4: Discuss the theory of production and analyze the effects of technology and variations in input proportions on output, both in the short run and long run.
CO-5: Identify and compare different market structures and analyze pricing and output decisions in different market forms.
CO-6: Analyze business cycles, macro-economic conditions and policies and develop effective business strategies.
<b>MS 107: Accounting for Management</b>
CO1: Demonstrate and understanding of fundamental accounting principles, accounting standards, and accounting techniques
CO-2: Construct Financial statements by collecting, recording and classifying the financial information from divergent sources.
CO-3: Critically analyze and interpret financial statements of a company
CO-4: Demonstrate the ability to extract and use meaningful financial information for managerial decision making
<b>MS 109: Information Technology Management</b>
CO1: Recall the components of an Information Technology based system.
CO2: Identify the challenges in storage and retrieval of data.
CO3: Classify the software into various types on the basis of different criteria.
CO4: Create and analyze the database using SQL and spreadsheet tools.
CO5: Build an appropriate computer network as per the organizational needs
CO6: Develop web pages using HTML.
CO7: Contrast the information systems for managerial decision making
CO8: Understand the new and emerging technologies
<b>MS 111: Marketing Management</b>
CO1: Discuss the importance of a customer centric approach and critically evaluate marketing function ,concepts and theories ,processes and techniques
CO2: Identify and explain the major forces in the macro and micro environment that impact marketing strategy development and implementation
CO3: Apply key marketing concepts and tools to develop and priorities appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges
CO4: Explain the importance of synchronizing the elements of a customer -driven marketing strategy and apply IT based tools that provide for a seamless customer experience
CO5 : Anticipate future challenges and devise marketing strategies to adapt to the imperatives of sustainable development
<b>MS 113: Communication in Organizations</b>

CO1: Recognize the scope and significance of communication and its relevance for enhancing individual and organizational performance in the context of global business operations.
CO2: Explain the concepts, theories and principles of communication informing various communication strategies and practices aimed at effective communication with different stakeholders of the organization.
CO3: Identify and apply various tools and techniques for developing appropriate communications strategies aimed at positioning the organization and build brand image
CO4: Exhibit the use of interpersonal communication skills and etiquettes for impactful business dealings and lasting relationship building reflected in dressing sense, listening skills, cultural sensitivity etc.
CO5: Devise an effective communication strategy and protocols that can be successfully employed by the individuals and teams while participating in business negotiations.
<b>MS 115: Legal Aspects of Business</b>
CO1: Identify, define and explain the legal provisions governing general and special contracts, companies, competitive markets, consumers' protection and investors' protection.
CO2: Distinguish, examine and summarize legal communications and take actions consistent with the requirements of law
CO3: Analyze the decision-making context with due regard to the legal requirements and regulatory compliances
CO4: Evaluate and appraise the legal consequences of alternative choices proposed for decision making.
CO5: Assess various legal strategies or options available in the specific context of various legal disputes or issues that generally arise in the course of business.
CO6: Explain the mechanisms set-up under the relevant laws for handling legal disputes or addressing legal issues and prepare strategies for their expeditious and effective resolution.
<b>MS 117: Information Technology Management Lab</b>
CO1: Apply Operating system tools for IT resources.
CO2: Create and analyze the database using SQL.
CO3: Make use of Spreadsheet software such as MS-Excel as a data analysis tool.
CO4: Create and develop web pages using HTML.

<b>MBA SEM II</b>
<b>Index</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-II)</b>
<b>MS 102 : Technology and Innovation Management</b>
<b>MS 104: Financial Management</b>
<b>MS 106: Business Research</b>
<b>MS 108: Sustainable Operations Management</b>
<b>MS 110: Management of Information System</b>
<b>MS 112: Human Resource Management</b>
<b>MS 114: Minor Project</b>
<b>MS 116: Professional Skill Development (NUES)</b>
<b>MS 118: MOOC / Open Electives</b>

  
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## **MS 102 : Technology and Innovation Management**

CO1: Understand the concept of technology and its usefulness for an organization

CO2: Develop technology development processes and strategies for a firm

CO3: Identify the emerging trends in technology development at national and global level

CO4: Classify the innovation on different criteria for adoption in organizations.

CO5: Examine the Innovation Strategies of various firms in a systemic manner

CO6: Evaluate the role of innovation in organizational performance and transformation.

CO7: Understand and examine the factors affecting the technological change and its management

CO8: Build innovative organizations through climate and culture for innovation

CO9: Apply creative thinking for problem solving.

## **MS 104: Financial Management**

CO1: Demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm.

CO2: Analyze the convolutions associated with management of short-term and long-term funds in the corporate capital structure.

CO3: Demonstrate the ability to assess and manage financial risks and recommend an optimum capital portfolio for a firm.

CO4: Combine the knowledge of financial management and investment, financing, dividend policy and working capital decisions for ensuring optimum valuation of a firm.

## **MS 106: Business Research**

CO1: Identify and differentiate between different types of research and research designs.

CO2: Formulate and articulate research questions and specify research objectives and hypothesis.

CO3: Critically analyze and evaluate the existing literature to identify the research gaps and prepare a research proposal for scientific study.

CO4: Design a sample study employing statistical tools and techniques, develop data collection instruments comprising scale items and test their validity and reliability.

CO5: Analyze quantitative data by identifying and applying various statistical tests and interpret the results for drawing generalizations.

CO6: Write a report and present the findings in a structured manner with coherent arguments in logically persuasive style and analyze the implications for both practice and future research.

## **MS 108: Sustainable Operations Management**

CO1: Define operations management and discuss its scope and its strategic significance for the organizations to achieve competitive advantage as well as the nation to enhance its productive efficiency.

CO2: Explain the major milestones and trajectory of evolution of operations management as a field of study, discuss the contribution of various individuals and organizations to the field of operations management.

CO3: Identify the major decision areas included in operations management and explain the principles, concepts, tools and techniques employed for decision making in each of the decision areas.

CO4: Identify the processes of product design and development, analyse various approaches to product development, compare and classify manufacturing and service delivery processes and analyse the factors determining process selection.

CO5: Apply various tools and techniques and use operations analytics for operations planning and control and managing supply chains.

CO6: Design and implement quality management systems applying both traditional and Japanese management philosophies for sustainable operations management.

### **MS 110: Management of Information System**

CO1: Define, classify and explain information systems, analyze their functions and explain the strategic role of information systems in enhancing organizational performance.

CO2: Discuss the components of information systems, analyze their inter relationships and apply the knowledge to configure information systems that can be effectively integrated into the business strategy and business processes of the organization.

CO3: Explain the tools and techniques for information systems design and implementation and apply them appropriately to take leverage of enterprise systems for enhancing the effectiveness of decision making.

CO4: Evaluate the information systems in terms of their contribution towards improved decision making and optimum use of organizational resources.

CO5: Anticipate the risks associated with enterprise systems from economic, social, privacy and security perspectives and propose legal and ethical solutions consistent with sustainable development goals.

### **MS 112: Human Resource Management**

CO1: Explain the scope and strategic significance of the Human Resources Management function, discuss and differentiate between various models of HRM.

CO2: Apply the methods and techniques of human resources planning, job design, recruitment, selection and onboarding.

CO3: Develop performance management systems integrating performance appraisal, training and development, reward and recognition and other initiatives to create a high performance culture in organizations.

CO4: Evaluate Human Resources Management Systems and employ Human Resource Information Systems and data driven approach to improve the HR processes.

CO5: Identify contemporary issues and challenges in managing increasing diversity of workforce and apply the concepts of inclusion, employee engagement, positive psychology etc for promoting inclusive work spaces and enhancing employee engagement through positive employee experiences.


### **MS 114: Minor Project**

CO1: To recognize, identify and foster self-capabilities for corporate readiness

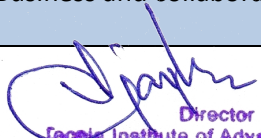
CO2: Develop life skills such as communication, cooperation, teamwork, and resilience

CO3: Develop understanding of appropriate conduct in professional environment

CO4: Develop corporate character and holistic personality

  
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<b>MBA SEM - III</b>
<b>INDEX</b>
<b>MS 201: Summer Training Report</b>
<b>MS 203: Management of International Business</b>
<b>MS 205: Information System Management</b>
<b>MS 207: Entrepreneurship Development</b>
<b>MS 209: Business Simulation and Games (NUES)*</b>
<b>MS 211: Consumer Behaviour</b>
<b>MS 215: International Marketing</b>
<b>MBA 217: Service Marketing</b>
<b>MBA 221: International Financial Management</b>
<b>MBA 225: Security Analysis and Investment Management</b>
<b>MBA 227: Corporate Tax Planning</b>
<b>MBA 231: Compensation Management</b>
<b>MBA 235: Training and Development</b>
<b>MBA 237: Performance Management</b>
<b>MBA 253: Export, Import Policies, Procedures and Documentation</b>
<b>MBA 255: WTO and Intellectual Property Rights</b>
<b>MBA 259: International Business Negotiation</b>
<b>MS 201: Summer Training Report</b>
CO1: Integrate academic theory with practice.
CO2: Develop self-confidence, sensitivity and appreciation for diversity, clarification of work and personal values, and workplace etiquette.
CO3: To apply knowledge and skills learned in company/industry/organization to real-world problems.
CO4: Develop and demonstrate workplace competencies such oral and written communication, critical thinking, organization, problem solving, decision making, leadership, managing interpersonal relationships, etc. necessary for professional success.
CO5: Carry out research projects, analyse data, and write up and present results in meetings (including experience in using specialized tools at each stage of this process).
<b>MS 203: Management of International Business</b>
CO1: Analyse the environment and reasons for going overseas.
CO2: Formulate different global strategy for international strategic alliances.
CO3: Interpreting business management at global platform.
CO4: Evaluate various components required for the globalization for future m International business.
<b>MS 205: Information System Management</b>
CO1: To understand the concept of Information System in Global e- Business and collaboration, Information systems, organization, and strategy.

  
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CO2: To understand concept of DBMS, Telecommunication, Internet, and wireless technology.

CO3: To analyse Key information Systems and Enterprise Applications, concept of E-commerce and Decision making.

CO4: To analyse and understand Building Information Systems- system analysis and design, business value of information system and Project risk.

### **MS 207: Entrepreneurship Development**

CO1: To understand the basic concepts in the area of entrepreneurship, traits, role and importance of entrepreneurship & EDP for economic development.

CO2: To develop the ability of analyzing and understanding business opportunity situations and apply the concept of feasibility analysis & report preparation.

CO3: To understand rational, objective. role & relevance of SSI & identify and evaluate the steps involved in starting SSI.

CO4: To evaluate the role of support institutions in the path of entrepreneurship in term of marketing, production.

### **MS 209: Business Simulation and Games (NUES)\***

CO1: Represent strategic situation as a game and obtain adequate solution to the situation with the help of simulation techniques.

CO2: Propose the best strategy using decision making methods under uncertainty

CO3: Demonstrate business acumen. enhance strategic thinking and financial understanding

CO4: Apply the knowledge of simulation techniques in real world situations for optimizing the usage of resources.

### **MS 211: Consumer Behaviour**

CO1: Demonstrate an understanding of the importance of studying consumer behaviour and its relevance to decisions in marketing, public policy and social and economic spheres.

CO2: Demonstrate an understanding of the consumer decision-making process and the internal and external determinants that influence this process.

CO3: Demonstrate the ability to apply the various research tools and techniques to gain insights into consumer behaviour

CO4: Demonstrate the ability to develop creative marketing strategies and solutions based on an understanding of the consumer behaviour of the relevant target groups.

CO5: Give recommendations based on research findings in the interest of benefitting industry and society.

### **MS 215: International Marketing**

CO1: Demonstrate an understanding of the importance of studying consumer behaviour and its relevance to decisions in marketing, public policy and social and economic spheres.

CO2: Demonstrate an understanding of the consumer decision-making process and the internal and external determinants that influence this process.

CO3: Demonstrate the ability to apply the various research tools and techniques to gain insights into consumer behaviour



CO4: Demonstrate the ability to develop creative marketing strategies and solutions based on an understanding of the consumer behaviour of the relevant target groups.

CO5: Give recommendations based on research findings in the interest of benefitting industry and society.

### **MBA 217: Service Marketing**

CO1: Demonstrate an understanding of presence of the service element across the tangible-intangible product spectrum and the importance of service marketing management for creating a culture of service.

CO2: Demonstrate an understanding of the process of service positioning, design and development and management of the services marketing mix.

CO3: Define and measure service quality and demonstrate an understanding of the causes for gaps between customer expectations and perceptions of services and ability to develop appropriate innovative solutions.

CO4: Demonstrate the ability to apply the concepts and principles of service marketing to develop creative service strategies across various service industries.

### **MBA 221: International Financial Management**

CO1: Develop the conceptual understanding of international monetary systems and exchange rate regimes and the concept of balance of payment.

CO2: Make them understand different types of exchange rate theories

CO3: Enable the students to understand the risk aversion and hedging strategies

CO4: Analyse risk factor in international investment and evaluate project with different techniques that result in successful projects

### **MBA 225: Security Analysis and Investment Management**

CO1: Understand the risk and return nature of various securities available in Indian financial markets

CO2: Apply the acquired knowledge of security market for valuation of both equity and fixed income securities under goal-based investment planning

CO3: Understand the concept and importance of derivative market

CO4: Showcase a deep understanding on the trade-off between risk and return and portfolio optimisation

### **MBA 227: Corporate Tax Planning**

CO1: Appreciate the principles of taxation and classification of types of taxes, and their impact on business decision making

CO2: Understand various implications of corporate taxes laws

CO3: Acquaintance with the procedural aspects related to filing of details with the government.

CO4: Acquisition of skill necessary to comply with legal requirement of tax laws.

### **MBA 231: Compensation Management**

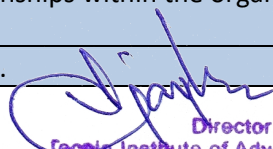
CO1: To study about components of pay structure in India and abroad.

CO2: To understand the theories involved and premise of the grant of bonus, wages, and minimum wages to workers.


CO3: To understand various factors required to design compensation structure.

CO4: To understand the role of compensation structure on relationships within the organization to boost morale and appreciate good employees.

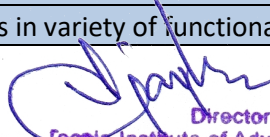
COS: To prepare salary structures of different types of employees.

  
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<b>MBA 235: Training and Development</b>
CO1: Understand the importance of training needs and its role in Human Resource Development for preparing a global employee (PO 1)
CO2: To link the learning and development to company's strategy effectively and assess the training needs of the people working in the organization. (PO2, PO3).
CO3: To apply various methods of learning and development in real life situations. (PO2, PO3).
CO4: To understand the role of a leader and peers in conducting and implementing learning and training initiatives. (PO4).
CO5: To design, develop, and conduct learning and development programmes (PO5).
<b>MBA 237: Performance Management</b>
CO1: Demonstrate an understanding of the concept and philosophy of performance management and the linkage between performance management and organization strategy.
CO2: Demonstrate an understanding of the performance management process and the ability to select an appropriate measurement approach and plan the performance management process and documentation for an organization
CO3: Demonstrate an understanding of the importance of feedback and performance review Discussions, and training programmes for supervisors for skill development in the areas of effective ratings, coaching and counseling.
CO4: Demonstrate the ability to develop creative solutions to the challenges involved in implementing the performance management process and to employ the performance management process for potential appraisal and competency mapping
<b>MBA 253: Export, Import Policies, Procedures and Documentation</b>
CO1: Understand the basics of Export and Import
CO2: Develop the skills which are required to start the export business from India
CO3: To learn the export documentation formalities in India
CO4: To understand the custom and quality control formalities and schemes as per foreign trade policy.
<b>MBA 255: WTO and Intellectual Property Rights</b>
CO1: Understand the working and significance of world trade organization in liberalised era.
CO2: Be familiar with the concept of intellectual property rights and their application
CO3: Appreciate the impact of WTO on Indian Economy
CO4: Understand Trade Related Aspects Of Intellectual Property Rights (TRIPS) & Trade- Related Investment Measures (TRIMS) in context of international business
<b>MBA 259: International Business Negotiation</b>
CO 1: Understand the strategic importance of international business negotiations
CO2: Understand the strategies, tactics, ploys and a wide range of negotiations in context of international business
CO3: Build the strategic and tactical skills to negotiate more effectively in international business
CO4: Develop the intelligence competencies to correctly analyse the negotiations outcome

  
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 Madhuban Chowk, Rohini, Delhi-85

<b>MBA SEM IV</b>
<b>INDEX</b>
<b>MS 202: Project Dissertation</b>
<b>MS 204: Business Intelligence and Applications</b>
<b>MS 206: Strategic Management</b>
<b>MS 208: Corporate Social Responsibility, Human Values &amp; Ethics</b>
<b>MBA 212: Retail Management</b>
<b>MBA 214: Advertising and Brand Management</b>
<b>MBA 222: Mergers, Acquisitions and Corporate Restructuring</b>
<b>MBA 224: Financial Derivatives</b>
<b>MBA 228: Strategic Human Resource Management</b>
<b>MBA 230: Organizational Development</b>
<b>MBA 244: Global Competitiveness and Strategic Alliance</b>
<b>MBA 246: Supply Chain Management for International Business</b>
<b>MS 202: Project Dissertation</b>
CO1: Identify and articulate a clear research question or research problem.
CO2: Perform a thorough literature review & formulate a hypothesis.
CO3: Distinguish between different research methodologies and know when to use them.
CO4: Collect pertinent data, analyse it and communicate clearly and effectively the findings and conclusions.
CO5: Give recommendations based on research findings in the interest of benefitting industry and society.
<b>MS 204: Business Intelligence and Applications</b>
CO1 Understand the concept of business intelligence and business decisions and different tools for decision making.
CO2: Understand the concept of data warehouse and its architecture.
CO3: Implement SQL for creation modify and display data from DBMS.
CO4: Analyse the concept of data mining and knowledge discovery and their application.
CO5: Analyse the concept of knowledge management and issues in business intelligence.
<b>MS 206: Strategic Management</b>
CO1: Understand the integrative model of strategic management process along with role of corporate governance in strategic management.
CO2: Demonstrate the knowledge in formulating strategies along with identifying the resource endowments specific to the firm & industry.
CO3: Implement a strategic plan that takes into account the functional areas of business along with procedures in order to achieve organizational goals.
CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.
<b>MS 208: Corporate Social Responsibility, Human Values &amp; Ethics</b>
CO1: Describe the concepts of values & Ethics. Types of Values, Institutions influencing value system. Relevance of value system & ethical conduct in business.
CO2: Explain the role & responsibilities of corporations towards its various Stakeholders.
CO3: Analyse the real-life challenges of moral, values and ethics in variety of functional areas in the

  
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organizations.

CO4: Understand the complexities of business corporations in decision making process while upholding the ethical and social responsibility towards its stakeholders.

### **MBA 212: Retail Management**

CO1: Understand the retailing concept, its evolution and importance, and retail scenano at Indian and global level.

CO2: Explain the process of retail strategy formulation and designing & checking of customer service quality goals in retail.

CO3: Analyse the merchandise management process, inventory planning, retail pricing and designing retail promotion-mix

CO4: Analyse and explain store layout and design process, store management, online and international retailing along with legal & ethical issues in retail.

### **MBA 214: Advertising and Brand Management**

CO1: Understand the nature and scope of advertising management as a part of Integrated marketing communication.

CO2: Evaluate different media and media selection for its effectiveness

CO3: Interpret importance of strategic brand management process with help of different model.

CO4: Analyse managing global brands in different sectors.

### **MBA 222: Mergers, Acquisitions and Corporate Restructuring**

CO1: Analyse difference between various mergers along with the motives of undergoing mergers.

CO2: Understand the role of different regulators of mergers & acquisition.

CO3: Apply correct evaluation technique of target companies

CO4: Evaluate appropriate defense mechanisms against hostile takeovers

### **MBA 224: Financial Derivatives**

CO1: Develop the conceptual understanding of derivatives.

CO2: Enhance the knowledge to understand the risk aversion strategies and the concept of hedging.

CO3: Acquire the understanding about the use of options to face the dynamics of financial market.

CO4: Enable to understand about structure of derivative market m India and its regulatory framework

### **MBA 228: Strategic Human Resource Management**

CO1: To understand the evolution of SHRM and its role for competitive advantage.

CO2: To Demonstrate critical thinking skills in analysing theoretical and applied perspectives of SHRM.

CO3: To learn existing SHRM Practices worldwide. To understand the relationship of HR strategy with overall corporate strategy and craft effective functional strategies.

CO4: To be able to develop solutions to issues of different types of employees at both national and international level.

CO5: To enable students meet HRM challenges through effective SHRM strategies

### **MBA 230: Organizational Development**

CO1: Apply principles of systems thinking and relevant theories that are foundational to organizational change current research concerning individuals, groups. and organizations to the process of change

CO2: Ability to think analytically and creatively in their approach to organizational problem- solving using change management strategies.

CO3: Collect and analyse organizational data in order to frame effective OD interventions.

CO4: Develop interventions to improve group dynamics. teamwork, leadership, structure, culture, processes. and practices in the organizations.

CO5: To explore the role of OD in addressing issues relating to globalization and ethical issues

### **MBA 244: Global Competitiveness and Strategic Alliance**

CO1: Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.

CO2: Explain the factors responsible for the rise of strategic alliances

CO3: Develop an awareness of costs and benefits of alliance arrangements

CO4: Explain the process of planning successful alliances and responsibility of the alliance partners.


### **MBA 246: Supply Chain Management for International Business**

CO1: Understand the challenges involved in managing international supply chain

CO2: Gain command of the key factors in new business models based on e-commerce and an insight on how it affects the logistic system.

CO3: Distinguish the forces shaping international logistics in global market.

CO4: Use analytical tools & concept in as well as better understand the major strategic issues and trade off in international business related with supply chain management .

  
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### Department of Management Sciences (BBA)

### CO PO Mapping

<b>CO PO MAPPING FOR ALL COURSES</b>
<b>BBA SEM - I</b>
<b>Index</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-1)</b>
<b>BBA 101: Management Process &amp; Org. Behaviour</b>
<b>BBA 103: Business Mathematics</b>
<b>BBA 105: Financial Accounting and Analysis</b>
<b>BBA 107: Business Economics</b>
<b>BBA 109: IT applications in Business</b>
<b>BBA 111: IT Applications in Business-Lab</b>
<b>BBA 113: Entrepreneurial Mindset (NUES)</b>
<b>BBA 101: Management Process &amp; Org. Behaviour</b>
CO1: Explore the evolution of the concepts of management
CO-2: Examine the relevance of the theories of Motivation
CO-3: Analyze the significance of Organisation and Individual Behaviour
CO-4: Analyze and relate individual, team and group Behaviour
CO-5: Exhibit leadership qualities by building effective teams
CO-6: Comprehend dynamics of Human Behaviour
<b>BBA 103: Business Mathematics</b>
CO1: Ability to solve the problems of counting
CO-2: Proficiency in solving the problems of Matrix Algebra
CO-3: Ability to solve problems of Differential Calculus
CO-4: Capability to solve the problems of Integral calculus
CO-5: Analyzing business research problems
<b>BBA 105: Financial Accounting and Analysis</b>
CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards
CO-2: Preparation of company final accounts with adjustments
CO-3: Appreciate contemporary issues and challenges in accounting
CO-4: Examine the concept and the methods of depreciation
CO-5: Comprehension about accounting for shares and debentures
CO-6: Explore the role of SEBI as a regulator
CO-7: Conduct comprehensive financial analysis of companies

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Manita  
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BBA/101

<b>BBA 107: Business Economics</b>
CO1: Understand the fundamental concepts of Business Economics
CO-2: Analyze the relationship between consumer behaviour and demand
CO-3: Explore the theory of Production and through the use of ISO-QUANTS
CO-4: Understand the concept and relevance of short term and long term cost
CO5: Examine pricing decisions under various market conditions
CO6: Analyze economic challenges posed to business
<b>IT applications in Business</b>
CO1: Explain the concept of IT( Hardware, Software )
CO-2: Analyse the uses of IT products and services
CO-3: Use internet web services and resources for learning and discovery
CO-4: Explore the uses of tools of MS-word and advanced excel to solve business problems
CO-5: Comprehend the role of databases in IT applications
<b>IT Applications in Business-Lab</b>
CO1: Explore the utility of applications provided by MS office
CO-2: Proficiency in MS, Advance excel and power point
CO-3: Effective and professional presentation and communication skills
CO-4: Use tables and charts from Excel and creat intercatve and animated presentations
<b>BBA 113: Entrepreneurial Mindset (NUES)</b>
CO1: Exhibit entrepreneurial skills and abilities
CO2: Imbibe creativity and innovativeness to explore new ideas and prospects
CO3: Explore the laws and government assistance available for new entrepreneurs
CO4: Explore ways to achieve entrepreneurial success

<b>CO PO MAPPING FOR ALL COURSES</b>
<b>BBA SEM - II</b>
<b>INDEX</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-1)</b>
<b>BBA 102: Cost Accounting</b>
<b>BBA 104: Decision Techniques for Business</b>
<b>BBA 106: Business Environment</b>
<b>BBA 108: E-Commerce</b>
<b>BBA 110: Business Communication</b>
<b>BBA 112: E-Commerce -Lab</b>
<b>BBA 114: Minor Project-I</b>
<b>BBA 102: Cost Accounting</b>



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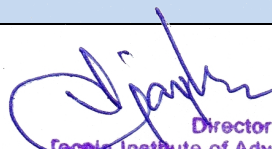
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BBA/102

CO1: Comprehensive understanding on objectives and scope of cost accounting in business
CO2: Explore cost control through various material controlling techniques
CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost
CO4: Examine overhead cost through overhead functional analysis
CO5: Prepare Cost sheet with computation of normal and abnormal profits/loss
CO6: Prepare contract accounts using escalation clause
<b>BBA 104: Decision Techniques for Business</b>
CO1: Understand the basic concepts of Statistics
CO2: Apply Correlation and Regression concepts in business and research problems
CO3: Explore the use of linear programming in business problem solving
CO4: Analyze transportation and assignment problem
CO5: Evaluate alternatives before taking business decisions
<b>BBA 106: Business Environment</b>
CO1: Explore the Business Environment and its relevance
CO2: Comprehend the structure of Indian Economy
CO3: Comprehend the structure of Indian Economy
CO4: Examine the concept of Macro Economics and determination of National Income
CO5: Explore the Macro Economic framework
<b>BBA 108: E-Commerce</b>
CO1: Examine strengths and weakness of digital profiles of business organizations
CO2: Explore ways to enhance online visibility of business
CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce
CO4: Examine the barriers to successful online positioning of business
<b>BBA 110: Business Communication</b>
CO1: Proficiency in formal written communication
CO2: Appreciate diversity and adapt to multicultural communication
CO3: Analyze the forms and methods of formal and informal mode of communication
CO4: Ability to make effective and well-articulated presentations
CO5: Explore the significance of effective listening
<b>BBA 112:E-Commerce -Lab</b>
CO1: Design, develop and maintain a basic website
CO2: Create static HTML web pages
CO3: Formulate controls for developing web sites
CO4: Demonstrate basic animation using HTML
<b>BBA 114: Minor Project-I</b>
CO1: Identify a business problem or a field of study
CO2: Explore the environment to identify potential research areas
CO3: Crystallize a business concern into a concrete business research problems



CO4: Explore alternative ways to resolve a business problem

<b>CO PO MAPPING FOR ALL COURSES</b>
<b>BBA SEM - III</b>
<b>Index</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-III)</b>
<b>BBA 201: Business Laws</b>
<b>BBA 203: Marketing Management</b>
<b>BBA 205: Business Ethics and Corporate Social Responsibility</b>
<b>BBA 207: Management Accounting</b>
<b>BBA 209: Indian Economy</b>
<b>BBA 215: Environment Science (NUES)</b>
<b>BBA 201: Business Laws</b>
CO1: Understand the concepts of various business laws with respect to trade and identify the fundamental legal principles behind contractual agreements.
CO-2: Apply business law to the current business environment.
CO-3: Acquire problem solving techniques and to be able to present coherent, concise, legal arguments
CO-4: Acquire fair knowledge of functions and importance of negotiable instruments.
<b>BBA 203: Marketing Management</b>
CO1: Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
CO-2: Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
CO-3: Students will develop an understanding of managerial implications of various concepts related to Marketing Management.
CO-4: Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
CO-5: Understand the concept and importance of Direct marketing, Public Relations and Digital Marketing
CO-6: Develop an understanding about the importance of Marketing Management for individuals, organizations, society and nation
<b>BBA 205: Business Ethics and Corporate Social Responsibility</b>
CO1: To understand the concept of values and business ethics in business operations.
CO2: Describe the concept of knowledge and wisdom in application of business ethics.
CO3: To analyze the critical factors playing pivotal role in implementing CSR activities within the organization.

  
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BBA/III

CO4: Comprehend and analyze the concept of corporate governance and how to deal with unethical issues occurring within the organization.

**BBA 207: Management Accounting**

CO1: Analysis financial statement and report writing, Decision making in alternative choices, Marginal costing and alternative choices

CO2: Understand and apply accounting concepts, principles and conventions for routine monetary transactions.

CO3: To make inter-firm and inter-period comparison of various financial statements and explains the application of management accounting and various tools used

CO4; To describe and explain ethical and social responsibilities of accountants.

CO5: Compute cash flow analysis and its likely impact on the company

**BBA 209: Indian Economy**

CO1: To develop a perspective on the different problems and approaches to economic planning and development in India.

CO2: To Understand the role of the Indian Economy in the global context, and how different factors have affected this process.

CO3: To Understand the role of the Indian Economy in the global context, and how different factors have affected this process.

CO4: To Analyze the sectorial composition of GDP and the role that different sectors have played in India's growth process.

CO5: To understand the structure and role of the financial sector and performance of India's foreign trade.

**BBA 215: Environment Science (NUES)**

CO-1: To understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

CO-2: To develop the cognitive ability to understand the concepts and methods from ecological and physical sciences and their application in environmental problem solving.

CO-3: Appreciate the importance of ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.

CO-4: Reflect critically about their roles and identities as citizens, consumers and environmental factors in a complex, interconnected world.

**CO PO MAPPING FOR ALL COURSES**

**BBA SEM - IV**

**Index**

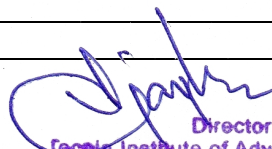
**CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-IV)**

**BBA 202: Human Resource Management**

**BBA 204: Financial Management**

**BBA 206: Research Methodology**

**BBA 208: Research Methodology Lab**

  
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BBA/215

<b>BBA 210: Information systems Management</b>
<b>BBA 212: Information systems Management Lab</b>
<b>BBA 214: Managerial Skill Development (NUES)</b>
<b>BBA 202: Human Resource Management</b>
CO1: Understand and apply Human Resource Management Perspective: Integrated perspective on the role of HRM in modern business. Ability to plan and create human resources and implement techniques of job design
CO2; Ability to recruit Select and interview job candidates, Implement Management Development Techniques and Performance Management System.
CO3: Analyze Rational design of compensation and salary administration. Ability to Implement Employee benefits and Welfare measures.
CO4: Ability to handle employee issues and evaluate the new trends and challenges in HRM. Ability to implement the practices related to employee integration.
<b>BBA 204: Financial Management</b>
CO1: Demonstrate an understanding of the overall role and importance of the finance function
CO2: Communicate effectively using standard business terminology.
CO3: Perform analytical reviews of financial results, proposals, and plans
CO4: Identify funding sources, instruments, and markets
CO5: Demonstrate knowledge of the value of money over time and its uses
<b>BBA 206: Research Methodology</b>
CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling
CO2: Have basic knowledge on qualitative research techniques
CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
CO4; Have basic awareness of data analysis-and hypothesis testing procedure
<b>BBA 208: Research Methodology Lab</b>
CO1: understand the scientific attitude towards solving a management problem
CO2: To comprehend and analyse various statistical tools used in research methodology
CO3: To Understand and apply the basic computational and Advanced excel/ SPSS- skills for research.
CO4; Apply statistical analysis and inference to prove the research outcomes.
<b>BBA 210: Information systems Management</b>
CO1: Describe the role of information systems in today's competitive business environment.
CO2: Compare various Database models for determining the business value of information systems
CO3: Interpret and recommend the use of various types of Information needed by the organisation.
CO4: Evaluate the role of information systems in supporting various levels of business strategy.



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<b>BBA 212: Information systems Management Lab</b>
CO1: Describe the role of Databases in today's competitive business environment
CO2: Design the databases using Entity Relationship Model
CO3: Interpret the result of SQL queries used in Databases
CO4: Evaluate the role of SQL Queries DML commands & aggregate functions in Databases
<b>BBA 214: Managerial Skill Development (NUES)</b>
CO1: Understanding of importance and proficiency in English : Practice on Oral and spoken communication skill Development of etiquettes and manners.
CO2: Implementing Written Communication Skill Practice. Understanding the Audience, Need analysis through pre presentation feedback form
CO3: Ability to Demonstrate the Presentation Skill practice • Preparing in presentation • Delivery of presentation
CO4: Ability to Demonstrate the Presentation Skill practice • Preparing in presentation • Delivery of presentation
CO5: Self-Management • Self Discipline, Self Criticism • Recognition of one's own limits and deficiencies


<b>CO PO MAPPING FOR ALL COURSES</b>
<b>BBA SEM - V</b>
<b>Index</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-V)</b>
<b>BBA 301: Income tax laws and Practice</b>
<b>BBA 303: Productions and Operations Management</b>
<b>BBA 305: Services Marketing</b>
<b>BBA 307: Entrepreneurial Development</b>
<b>BBA 309: Goods and Service Tax</b>
<b>BBA 311: Summer Training Report</b>
<b>BBA 301: Income tax laws and Practice</b>
CO-1: Understand the basic concepts and definitions of Income Tax Act 1961
CO-2: Comprehended the residential status of assessee and incomes exempted from tax
CO-3: Apply income tax provisions and deductions to compute income from salary, income from house property and Business Profession
CO-4: Enhanced analytical ability of the students on different aspects of Tax
CO-5: Develop the ability of students to compute total income and file income tax returns.
<b>BBA 303: Productions and Operations Management</b>
CO1: Attain basic knowledge and understand the planning and control activities to achieve the highest efficiency in producing goods/services.



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BBA/18

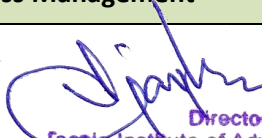
CO-2: Compare and apply various techniques on locating the Plant Location, choosing the layout and purchasing the material.
CO-3: Examine the applicability of materials, manpower effectively by using appropriate inventory and time study techniques and can develop productivity by using effective quality control standards and techniques.
CO-4: Able to maintain the plant and even familiarize with the recent trends in the contemporary issues related to the manufacturing system and prepare them for the future.
<b>BBA 305: Services Marketing</b>
CO1: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
CO-2: Demonstrate a knowledge of the extended marketing mix for services
CO-3: Develop and justify marketing planning and control systems appropriate to service-based activities
CO-4: Specify, analyse and select markets for specific service products;
CO-5: Prepare, communicate and justify marketing mixes and information systems for service-based organisations
CO-6: Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
<b>BBA 307: Entrepreneurial Development</b>
CO1: Able to establish a foundation of confidence in the skills necessary to cause others to act through oral and visual presentation skills.
CO-2: To develop the ability to mobilize people and resources by identifying and securing customers, stakeholders, and team members through networks, primary customer research, and competitive and industry analyses in order to prioritize and pursue an initial target market in real-world projects.
CO-3: able to create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation through- company formation & social innovation.
CO-4: be able to exhibit the endurance in their Entrepreneurial initiatives
CO-5: Foster self-efficacy and self-advocacy; improve communication and problem-solving skills, manage strong impulses and feelings; and identify personal purpose
<b>BBA 309: Goods and Service Tax</b>
CO1: Acquire the concepts of indirect tax and GST from the pre-GST period to post- GST period.
CO-2: Recognize the importance of indirect taxes (GST) in the Indian and global economy and its contribution to economic development.
CO-3: Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.

  
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 BBA/305


CO-4: Understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.
CO-5: Comprehend the tax planning, tax management into the Payment of tax and filing of tax returns.
<b>BBA 311: Summer Training Report( STR)</b>
CO1: Practice theoretical concepts on day to day tasks assigned through internship
CO-2: Building skills through managerial tasks assigned by the industry mentor
CO-3: Learning the process of Entrepreneurship

<b>CO PO MAPPING FOR ALL COURSES</b>
<b>BBA SEM - VI</b>
<b>Index</b>
<b>CO PO MAPPING FOR THE FOLLOWING COURSES (SEMESTER-VI)</b>
<b>BBA 302: Project Management</b>
<b>BBA 304: Digital Marketing</b>
<b>BBA 306: International Business Management</b>
<b>BBA 308: Business Policy and Strategy</b>
<b>BBA 310: Sales and Distribution Management</b>
<b>BBA 312: Project Report</b>
<b>BBA 302: Project Management</b>
<b>CO1: To understand project characteristics and various stages of the project</b>
<b>CO2: To Understand the conceptual clarity about project organization and feasibility analyses–Market, Technical, Financial and Economic.</b>
<b>CO3: To describe project lifecycle and skillfully map stages of each cycle.</b>
<b>CO4: To develop project scope while considering various factors such as customer requirements and internal and external goals.</b>
<b>CO1: To understand project characteristics and various stages of the project</b>
<b>BBA 304: Digital Marketing</b>
<b>CO1: To apply the company orientation towards the Digitalization or Online Market and also evaluate the E-Commerce</b>
<b>CO2: To classify and interpret the communication mix with respect to advertising, sales promotion, personal selling and various other communication methods in digital marketing</b>
<b>CO3: To analyse the consumer behavior and can recognize the different steps in buying decision process under</b>
<b>CO4: To discover, evaluate and analyze a brand in the Online Market.</b>
<b>BBA 306: International Business Management</b>

  
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CO1: To understand the trade dynamics and the country's position in the international markets
CO2: Develop an understanding of International Business.
CO3: Develop capability to use international business concepts in real business decision making.
CO4: To evaluate and apply business strategies in International market conditions.
<b>BBA 308: Business Policy and Strategy</b>
CO1: Develop an understanding of various intricacies of Business Policy & Strategy
CO2: Develop capability to identify core issues of Business Policy & Strategy
CO3: Develop an understanding of organization structure and process related issues involved in Business Policy & Strategy
CO4: Evaluate policy creation strategies
CO5: Analyze strategy implementation alternatives for effective decision making.
CO6: Identify the process of selecting an industry appropriate strategy
CO7: Establish a strategic management follow-up process.
CO8: Examine the process of implementing strategies across business operations
CO9: Assess the strategy evaluation process
<b>BBA 310: Sales and Distribution Management</b>
CO1: The students will be able to apply the knowledge effectively in the fields of Marketing and sales and human resource
CO2: To describe the role of sales training and motivation in sales executive performance
CO3: Develop the understanding of Distribution channel role in remaining competitive in the market.
CO4: To analyze various legal and ethical issues being faced by the sales executive while performing their sales operations
<b>BBA 312: Project Report</b>
CO1: To practice theoretical concepts on day to day tasks assigned through internship
CO2: Building skills through managerial tasks assigned by the industry mentor
CO3: Learning the process of Entrepreneurship
CO4: Skill enhancement

  
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**NAAC ACCREDITED GRADE "A" INSTITUTE**  
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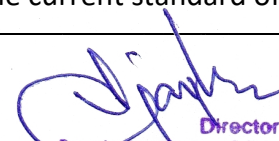


**2.6.1 - Programme and course outcomes for all Programmes offered by the institution are stated and displayed on website and communicated to teachers and students.**

**PROGRAM OUTCOMES AND COURSE OUTCOME OF  
 DEPARTMENT OF INFORMATION, COMMUNICATION AND  
 TECHNOLOGY**

**BCA PROGRAMME OUTCOME PO:-**

<b>PO</b>	<b>Attribute</b>	<b>Description</b>
PO1	Knowledge	Student should be able to apply knowledge of Mathematics, Programming languages, Software Engineering and Technical communication to update him with current technology
PO2	Apply	Apply the knowledge of core computer subjects in order to get good command on software designing and development.
PO3	Demonstrate	Demonstrate the understanding of concepts of core computer application areas.
PO4	Analyze	Student should be able to apply basic knowledge, analyze and synthesize information, access the value of information and communicate effectively.
PO5	Apply	Student should be able to apply critical thinking and logical skills for real time applications.
PO6	Teamwork	Student should be able to function effectively as an individual as a team member in different work culture.
PO7	Professional Ethics	Student should be able to apply Professional ethics & values in IT solutions.
PO8	Environment & Sustainability	Student should be able to demonstrate his technical skills to fulfill the requirements of the Industry at national as well as International level
PO9	Project Management	Student should possess aptitude for mathematics, ability to learn and memorize programming languages, ability to handle multitasking, be able to develop programming skills to meet the current standard of Industry.

  
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## SEMESTER 1

<b>BCA 101</b>	<b>Course Name</b>	<b>Mathematics-1</b>
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<b>CO1</b>	Student will be able to understand the basics of conceptual math and relations.
<b>CO2</b>	Student will be able to apply partial order recurrence relation and their operations.
<b>CO3</b>	Student will be able to compare and design sorting and hashing techniques.
<b>CO4</b>	Student will be able to appraise and determine the correct logic and solutions for any given real world problem.

<b>BCA 103</b>	<b>Course Name</b>	<b>Technical Communication</b>
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<b>CO1</b>	Student will be able to understand the basics of communication and its importance in the organizational world.
<b>CO2</b>	Student will be able to develop technical writing skills to write resume, memorandum, notices etc.
<b>CO3</b>	Student will be able to use effective listening skills, know how to negotiate and give effective presentations.
<b>CO4</b>	Student will be able to use effective business language and give a professional look to oneself.

<b>BCA 105</b>	<b>Course Name</b>	<b>Introduction to Programming Language Using C</b>
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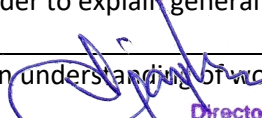
<b>CO1</b>	Student will be able to define own logic for a given problem and finally develop one's own programs in C language.
<b>CO2</b>	Student will be able to understand basic programs using selection and iteration logic
<b>CO3</b>	Student will be able to analyze programs using arrays, strings, structures, unions, functions and pointers.
<b>CO4</b>	Student will be able to Implement the concept of dynamic memory allocation, structures, unions, bit fields and perform various operations on files.

<b>BCA 107</b>	<b>Course Name</b>	<b>Introduction to Computers &amp; IT</b>
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<b>CO1</b>	Student will be able to memorize computer Basics
<b>CO2</b>	Student will be able to understand different types of Computer Software and working of MS Office applications
<b>CO3</b>	Student will be able to solve numerical problems on Computer Number System
<b>CO4</b>	Student will be able to use Computer Network systems and Internet Applications

<b>BCA 109</b>	<b>Course Name</b>	<b>PHYSICS</b>
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<b>CO1</b>	Student will be able to define the basic principles of physics in order to explain general phenomena
<b>CO2</b>	Student will be able to describe the concepts of physics to gain an understanding of working of computer components
<b>CO3</b>	Student will be able to apply the principles of physics to design scientific applications

  
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<b>CO4</b>	Student will be able to solve problems related to functioning of computer systems based on understanding of concepts related to electricity and magnetism.
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<b>BCA 151</b>	<b>Course Name</b>	<b>Practical – I, "C" Prog. Lab</b>
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<b>CO1</b>	Develop programming skills by learning the fundamentals of structured programming using C Language.
<b>CO2</b>	Design and develop programs using arrays, storage classes, functions and to understand memory management through pointers
<b>CO3</b>	Critically analyze real world problems using structures, unions and develop applications for handling text and binary files.
<b>CO4</b>	Explore the use of command line arguments, string manipulation and standard libraries.

<b>BCA 153</b>	<b>Course Name</b>	<b>Practical – II, IT Lab</b>
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<b>CO1</b>	Work with basic DOS Commands and Windows Explorer
<b>CO2</b>	Create Word Documents using advanced features of MS Word.
<b>CO3</b>	Create Worksheet using advanced features of MS Excel
<b>CO4</b>	Create interactive Presentation using advanced features of MS Power-point.

#### SECOND SEMESTER

<b>BCA 102</b>	<b>Course Name</b>	<b>Mathematics-II</b>
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<b>CO1</b>	Student will be able to memorize the knowledge about Set, Relations and Functions.
<b>CO2</b>	Student will be able to understand the basic concepts of Partial Ordering and Lattices
<b>CO3</b>	Student will be able to describe the basics of Graphs & Trees
<b>CO4</b>	Student will be able to apply the concept of Propositional Logic.

<b>BCA 104</b>	<b>Course Name</b>	<b>Principles of Management</b>
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<b>CO1</b>	Student will be able to explore the evolution of the concepts of management
<b>CO2</b>	Student will be able to examine the relevance of the theories of motivation
<b>CO3</b>	Student will be able to analyze the significance of Organisation and Individual Behaviour
<b>CO4</b>	Student will be able to analyse and relate individual, team and group behaviour
<b>CO5</b>	Student will be able to exhibit leadership qualities by building effective teams

<b>CO6</b>	Student will be able to comprehend dynamics of human behaviour
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<b>BCA 106</b>	<b>Course Name</b>	<b>Digital Electronics</b>
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<b>CO1</b>	Student will be able to draw any circuit diagram using basic logic gates and Universal gates.
<b>CO2</b>	Student will be able to solve any Boolean equation using different methods.
<b>CO3</b>	Student will be able to Implement different types of number systems, and their conversions.
<b>CO4</b>	Student will be able to analyze and design various combinational and sequential circuits.

<b>BCA 108</b>	<b>Course Name</b>	<b>Data Structure using C</b>
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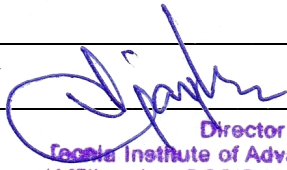
<b>CO1</b>	Student will be able to understand the use of basic data structures along with their applications
<b>CO2</b>	Student will be able to summarize algorithms and algorithm correctness.
<b>CO3</b>	Student will be able to execute searching and sorting techniques on data
<b>CO4</b>	Student will be able to Implement stack, queue and linked list operations.

<b>BCA 110</b>	<b>Course Name</b>	<b>Data Base Management System</b>
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<b>CO1</b>	Student will be able to identify and link user needs and take them into account in the selection, Creation, evaluation and administration of computer-based systems
<b>CO2</b>	Student will be able to understand database concepts, structures and query language
<b>CO3</b>	Student will be able to understand the E R model and relational model
<b>CO4</b>	Student will be able to design and build a simple database system and demonstrate competence with the fundamental tasks involved with modelling, designing, and implementing a DBMS.

<b>BCA 152</b>	<b>Course Name</b>	<b>Practical – III, DS Lab</b>
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<b>CO1</b>	Implement basic operations on static linear data structures.
<b>CO2</b>	Implement various operations on dynamic linear data structures.
<b>CO3</b>	Implement basic operations on non-linear data structures
<b>CO4</b>	Implement searching techniques on linear and nonlinear data

  
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<b>BCA 154</b>	<b>Course Name</b>	<b>Practical – IV, DBMS Lab</b>
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<b>CO1</b>	Understand the structure and design of relational databases
<b>CO2</b>	Write DDL statements in SQL to create, Modify and remove database objects
<b>CO3</b>	Write DML statements in SQL to insert, Modify and remove data from database
<b>CO4</b>	Use index and Views in database

### THIRD SEMESTER

<b>BCA 201</b>	<b>Course Name</b>	<b>Mathematics-III</b>
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<b>CO1</b>	Student will able to Define the various approaches dealing the data using central tendency dispersion
<b>CO2</b>	Student will able to Understand various correlation and regression techniques and apply them to solve real life problems
<b>CO3</b>	Student will able to Solve the Graphical and Simplex Problems
<b>CO4</b>	Student will able to Analyze the transportation and assignment problem and solve real examples based on it.

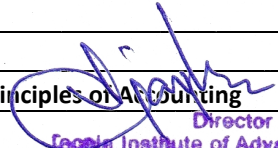
<b>BCA 203</b>	<b>Course Name</b>	<b>Computer Architecture</b>
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<b>CO1</b>	Perform basic operations with different number systems and Understand concepts of register transfer Language
<b>CO2</b>	Understand the architecture and functionality of cpu and memory Organization
<b>CO3</b>	Understand the Concept of Parallel computing and its applications
<b>CO4</b>	Learn the concepts of pipelined processors and inter processor communication

<b>BCA 205</b>	<b>Course Name</b>	<b>Front end Design Tool VB .Net</b>
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<b>CO1</b>	Students will be able to use Visual Basic.net IDE to design simple applications
<b>CO2</b>	Use basic VB.net controls to develop simple applications
<b>CO3</b>	Implement lists and loops with VB.NET controls and iteration
<b>CO4</b>	Create VB.NET programs using multiple array techniques
<b>CO5</b>	Use advanced VB.net controls with events
<b>CO6</b>	Create an interface the front-end and back-end (data) in Visual Basic
<b>CO7</b>	To create Crystal Report using VB.NET

<b>BCA 207</b>	<b>Course Name</b>	<b>Principles of Accounting</b>
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<b>CO1</b>	Students will be able to describe, explain, and integrate fundamental concepts underlying accounting, finance, management, marketing, and economics
<b>CO2</b>	Define journal and ledger
<b>CO3</b>	Specify the significance of alternative accounting procedures
<b>CO4</b>	Identify the basis of measurement, presentation, and disclosure issues related to items presented in Income statements and balance sheets
<b>CO5</b>	develop practical activities using techniques and procedures appropriate to financial accounting

<b>BCA 209</b>	<b>Course Name</b>	<b>Object Oriented Programming Using C++</b>
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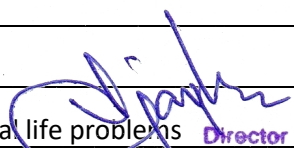
<b>CO1</b>	Students will be able to understand OOPs concepts and the difference between procedure oriented and Object-oriented approach
<b>CO2</b>	Create classes, constructors, friend functions, operator overloading etc.
<b>CO3</b>	Design and implement various forms of inheritance and polymorphism
<b>CO4</b>	Implement the concepts of generic programming and use stream classes for file handling

<b>BCA 251</b>	<b>Course Name</b>	<b>Practical – V, VB.net</b>
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<b>CO1</b>	Students will be able to use Visual Basic.net IDE to design simple applications
<b>CO2</b>	Use basic VB.net controls to develop simple applications
<b>CO3</b>	Implement lists and loops with VB.NET controls and iteration problems
<b>CO4</b>	Create VB.NET programs using multiple array techniques
<b>CO5</b>	Use advanced VB.net controls with events
<b>CO6</b>	Create an interface the front-end and back-end (data) in Visual Basic
<b>CO7</b>	To create Crystal Report using VB.NET

<b>BCA 253</b>	<b>Course Name</b>	<b>Practical - VI, C++ Lab</b>
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<b>CO1</b>	Implement basic concepts of Object Oriented Programming
<b>CO2</b>	Implement the concept of Classes and Objects
<b>CO3</b>	Analyses and apply various polymorphism techniques to solve real life problems
<b>CO4</b>	Implement Generic Classes, Exception Handling and various file operations

  
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**FOURTH SEMESTER**

<b>BCA 202</b>	<b>Course Name</b>	<b>Mathematics-IV</b>
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<b>CO1</b>	Student will able to Define the various approaches dealing the data using theory of Probability
<b>CO2</b>	Student will able to Understand various numerical techniques and apply them to solve real life problems
<b>CO3</b>	Student will able to Solve the accuracy of common Numerical Methods
<b>CO4</b>	Student will able to Develop a mathematical model for real life situation and solving it Using Linear programming technique

<b>BCA 204</b>	<b>Course Name</b>	<b>Web Technologies</b>
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<b>CO1</b>	Understand and define www, email protocols and web pages with its working
<b>CO2</b>	Write a well-defined XML document and choose appropriate parser techniques
<b>CO3</b>	Develop static and dynamic web pages using HTML, DHTML and Java script
<b>CO4</b>	Apply various elements of form design to create a small web application using Dreamweaver or similar software

<b>BCA 206</b>	<b>Course Name</b>	<b>Java Programming</b>
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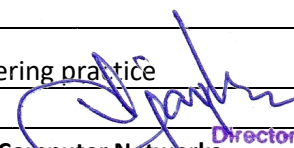
<b>CO1</b>	List object-oriented concepts such as abstraction, polymorphism, inheritance, exception handling for solving real world problems.
<b>CO2</b>	Illustrate the basic concepts and discuss the internal organization of Java virtual machine
<b>CO3</b>	Apply functionalities of java such as – creating packages, implementing interfaces and strings etc.
<b>CO4</b>	Analyze concepts involving java database connectivity (JDBC), networking and remote method invocation (RMI)

<b>BCA 208</b>	<b>Course Name</b>	<b>Software Engineering</b>
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<b>CO1</b>	Students will be able to apply the software engineering lifecycle by demonstrating competence in analysis, design, construction of SRS
<b>CO2</b>	Work as an individual and as part of a multidisciplinary team to develop and deliver software projects
<b>CO3</b>	Understand and apply the software metrics and module design techniques like cohesion and coupling
<b>CO4</b>	To perform testing techniques using tools necessary for engineering practice

<b>BCA 210</b>	<b>Course Name</b>	<b>Computer Networks</b>
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<b>CO1</b>	Students will be able to understand basics of computer networks and various protocols.
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<b>CO2</b>	Students will be able to illustrate functionalities and services of OSI and TCP/ IP layer.
<b>CO3</b>	Students will be able to compare different routing protocols
<b>CO4</b>	Students will be able to choose appropriate protocol for desired communication service

<b>BCA 252</b>	<b>Course Name</b>	<b>Practical -VII, JAVA Lab</b>
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<b>CO1</b>	Illustrate the Object-Oriented paradigm and Java language constructs
<b>CO2</b>	To inculcate concepts of inheritance to create new classes from existing ones and design the classes needed given a problem specification
<b>CO3</b>	To apply various functions of String class
<b>CO4</b>	To facilitate students in handling exceptions and defining their own exceptions.

<b>BCA 254</b>	<b>Course Name</b>	<b>Practical – VIII, Web Tech Lab</b>
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<b>CO1</b>	Develop static web pages through HTML, CSS, JavaScript, bootstrap and XML.
<b>CO2</b>	Implement different constructs and programming techniques provided by JavaScript.
<b>CO3</b>	Adapt HTML, CSS, javascript, bootstrap and XML syntax and semantics to build web pages
<b>CO4</b>	Develop Client-Side Scripts using JavaScript to display the contents dynamically

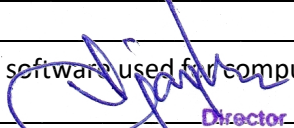
#### FIFTH SEMESTER

<b>BCA 301</b>	<b>Course Name</b>	<b>Operating System</b>
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<b>CO1</b>	Understand the concepts of OS, the basic principles used in the design of modern operating system and process.
<b>CO2</b>	Understand the concepts of threads and mechanisms for synchronization.
<b>CO3</b>	Understand the concepts related to deadlock and memory management.
<b>CO4</b>	Understand the concepts of virtual memory management, file system.
<b>CO5</b>	Understand the concepts of secondary storage structure, protection and case study of Linux operating system.

<b>BCA 303</b>	<b>Course Name</b>	<b>Computer Graphics</b>
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<b>CO1</b>	Understand the basics of computer graphics, its applications and software used for computer graphics
<b>CO2</b>	Perform scan conversion and geometric transformations on graphic objects

  
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<b>CO3</b>	Extract parts of graphic objects using clipping and geometric projections
<b>CO4</b>	Create graphic objects using solid modelling and hidden surface removal techniques

<b>BCA 305</b>	<b>Course Name</b>	<b>E Commerce</b>
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<b>CO1</b>	Examines Strengths and weakness of digital profiles of Business organizations.
<b>CO2</b>	Explore ways to enhance online visibility of organizations.
<b>CO3</b>	Analyze Challenges of Security, privacy and legal jurisdictions in organizations.
<b>CO4</b>	Examine Barriers to Successful online positioning of Business.

<b>BCA 307</b>	<b>Course Name</b>	<b>Software Testing</b>
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<b>CO1</b>	Understand the basic concepts of software testing and various testing approaches
<b>CO2</b>	Explain important concepts of cyclomatic complexity and graph metrics
<b>CO3</b>	Demonstrate functional and structural testing techniques and other testing activities
<b>CO4</b>	Explore object oriented testing techniques to test applications

<b>BCA 313</b>	<b>Course Name</b>	<b>Web Based Programming</b>
<b>CO1</b>	Students will have a good understanding of Web Application terminologies	
<b>CO2</b>	Students will be able to design and develop dynamic web pages with good aesthetic sense of designing and latest technical tool using php	
<b>CO3</b>	Students will learn how to link and publish web sites	
<b>CO4</b>	Students will be able to design a usable Database using SQL	

<b>BCA 351</b>	<b>Course Name</b>	<b>Practical –IX Computer Graphics Lab</b>
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<b>CO1</b>	Understand the basics of computer graphics, its applications and software used for computer graphics
<b>CO2</b>	Perform scan conversion and geometric transformations on graphic objects
<b>CO3</b>	Extract parts of graphic objects using clipping and geometric projections
<b>CO4</b>	Create graphic objects using solid modelling and hidden surface removal techniques

<b>BCA 357</b>	<b>Course Name</b>	<b>Minor Project</b>
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<b>CO1</b>	Demonstrate the ability to apply theoretical knowledge and skills acquired during the course of study to solve real-world problems within the project scope.
<b>CO2</b>	Develop proficiency in project planning, execution, monitoring, and control, including resource allocation, risk assessment, and time management.
<b>CO3</b>	Enhance critical thinking abilities by identifying and analyzing complex problems within the project and devising effective solutions.



<b>CO4</b>	Foster effective teamwork skills by working collaboratively with team members, communicating ideas, resolving conflicts, and leveraging diverse perspectives to achieve project goals.
<b>CO5</b>	Develop adaptability to changing project requirements, unexpected challenges, and dynamic environments, showcasing flexibility in adjusting strategies and approaches.

#### SIXTH SEMESTER

<b>BCA 302</b>	<b>Course Name</b>	<b>Data Mining &amp; Data Warehousing</b>
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<b>CO1</b>	Determine data warehouse architecture for organizing huge data and deduce association rules for mining relevant patterns
<b>CO2</b>	Analyze and compare various data mining techniques for finding interesting patterns in data
<b>CO3</b>	Explain different classification and clustering algorithms used for predictions in various applications
<b>CO4</b>	Explore data mining on complex data objects, multidimensional databases, spatial data etc.

<b>BCA 304</b>	<b>Course Name</b>	<b>Mobile Computing</b>
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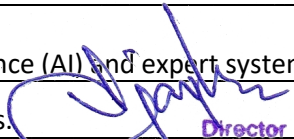
<b>CO1</b>	Understand the basics of wireless communications, mobile Internet services, radio transmission and satellite systems
<b>CO2</b>	Understand and Compare different types modulation techniques, multiplexing, media access control techniques
<b>CO3</b>	Understand the basics of Wireless Access Protocol, Wireless Markup Language and the use of datatypes, operators, precedence, associativity, contexts, pragmas and libraries in WML script
<b>CO4</b>	Create programs in WML Script using variables, expressions, image elements, tables, functions, loops

<b>BCA 306</b>	<b>Course Name</b>	<b>Linux Environment</b>
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<b>CO1</b>	Student will be able to apply various UNIX commands on a standard UNIX/LINUX Operating system
<b>CO2</b>	Student will be able to develop C / C++ programs on UNIX.
<b>CO3</b>	Student will be able to do shell programming on UNIX OS.
<b>CO4</b>	Student will be able to apply and handle UNIX system calls.

<b>BCA 312</b>	<b>Course Name</b>	<b>Artificial Intelligence</b>
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<b>CO1</b>	Understand the fundamental understanding of artificial intelligence (AI) and expert systems.
<b>CO2</b>	Explore the basics of ANN and different optimizations techniques.
<b>CO3</b>	Acquire Knowledge about scientific method to models of machine learning.

  
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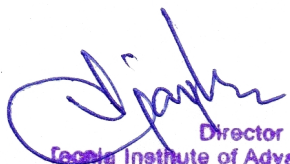
<b>CO4</b>	Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning
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<b>BCA 352</b>	<b>Course Name</b>	<b>Practical -X, LINUX Lab</b>
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<b>CO1</b>	Understand Linux Environment with the help of its architecture.
<b>CO2</b>	Understand the Linux environment by using general Linux Commands
<b>CO3</b>	Implement Process Related commands
<b>CO4</b>	Implement File Permission concept

<b>BCA 356</b>	<b>Course Name</b>	<b>Major Project</b>
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<b>CO1</b>	Understand programming language concepts, as well as software engineering principles or go through the research work and gather knowledge over the field and develop an ability to apply them to software design of real life problems in an industry/ commercial environment 27 or propose methodology in the field of research.
<b>CO2</b>	Plan, analyze, design a software project and demonstrate the ability to communicate effectively in speech and writing.
<b>CO3</b>	Introduce with major software engineering topics and position them to lead medium sized software projects in industry or propose any new model over the selected field of research that will be useful for future activities.
<b>CO4</b>	Learn about and go through the software development cycle with emphasis on different processes -requirements, design, and implementation phases and also learn details about different artifacts produced during software development.
<b>CO5</b>	Learn about different software development process models and how to choose an appropriate one for a project.
<b>CO6</b>	Gain confidence at having conceptualized, designed, and implemented a working, medium sized project with their team.

  
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**COURSE OUTCOME**  
**OF**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**BA (J&MC)**

**VISION OF DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION:-**

**VISION**

We strive to nurture media professionals who contribute holistically and contribute to establish benchmarks for media education, research, extension and training, transforming knowledge driven information society.

**MISSION OF DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION:-**

**MISSION**

To evolve as a hub of excellence in quality teaching; by creating a vibrant environment for developing wisdom; working towards nurturing new ideas, creativity, use of state-of-the-art technology for building innovators and leaders in the domain of journalism and mass communications; and undertaking socially relevant research, contributing to human development, empowerment, anchored in pluralism, universal values and ethics; foster and reinforce fourth pillar of democracy.

**BA (JMC) PROGRAMME LEARNING OUTCOME PLO:-**

PLO1: Shall acquire fundamental knowledge of Journalism & Mass Communication and related study area.

PLO2: Shall acquire the knowledge related to media and its impact.

PLO3: Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.

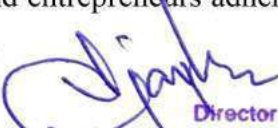
PLO4: Shall empower themselves by communication, professional and life skills.

PLO5: Shall be able to enhance the ability of leadership.

PLO6: Shall become socially responsible citizen with global vision.

PLO7: Shall be equipped with ICTs competencies including digital literacy.

PLO8: Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

  
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PLO9: Shall have an understanding of acquiring knowledge throughout life.

PLO10: Shall acquire the primary research skills; understand the importance of innovation, entrepreneurship and incubation abilities.

PLO11: Shall acquire the understanding of importance of cooperation and teamwork.

PL012: Shall acquire the skills and competencies for lifelong learning and growing.

## SEMESTER 1

### 24101- COMMUNICATION: CONCEPTS AND PROCESSES

#### COURSE OUTCOMES:

CO1	Understand the different aspects of communication and appreciate the role of body language and voice tone in effective communication.
CO2	Student would be interpret different forms of mass communication and Mass media activism.
CO3	Students would be able to analyze & evaluate the various communication Models & Theories and their relevance.
CO4	Students would be able to identify & evaluate the emerging trends in Communication & Mass Communication.
CO5	Ability to apply & evaluate the communication theories into practice.

  
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## 24103: CONTEMPORARY INDIA: AN OVERVIEW

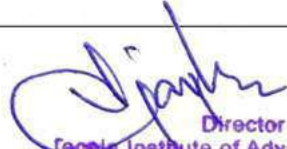
### COURSE OUTCOMES:

<b>CO1</b>	Students would be able to understand the various aspects of Indian history, art, Economy and culture.
<b>CO2</b>	Students would be able to critically analyze the various socio-economic and political issues in India.
<b>CO3</b>	Students would be able to appraise their debating skills on various aspects of Indian history, art, Economy and culture.
<b>CO4</b>	Students would be able to utilize knowledge gained to influence the social fabric of the country.
<b>CO5</b>	Students would be able to create media text with culture, economy, critical and ethical sensitivity.

## 24105: BASICS OF DESIGN AND GRAPHICS

### COURSE OUTCOMES:

<b>CO1</b>	Learners would be able to understand the concept of design & graphics i.e. typography, colour scheme, principles etc.
<b>CO2</b>	Learners would be able to execute have relatable skills of Layout and Publication design.
<b>CO3</b>	Learners would be able to apply skills related to Visuals and Designs i.e. Posters/Logo/Brochure design.
<b>CO4</b>	Student would be able to Create design considering the historical perspective by following contemporary methods of DTP & Printing.

  
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## 24113: HUMAN VALUES AND ETHICS

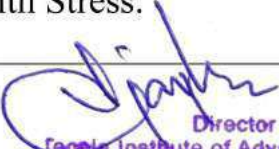
### COURSE OUTCOMES:

<b>CO 1</b>	Students would be able to understand the role of Human Values.
<b>CO2</b>	Students would be able to recognize the core values that shape the ethical behaviour of a media personality
<b>CO3</b>	Students would be able to demonstrate on professional ethics and human values.
<b>CO4</b>	Students would be able to develop their role in technological development.

## 24107: PERSONALITY DEVELOPMENT

### COURSE OUTCOMES:

<b>CO1</b>	Learner would be able to define Personality Development.
<b>CO2</b>	Learner would be able to analyze themselves through different personality models i.e. SWOT & JOHARI window.
<b>CO3</b>	Learner would be able to evaluate communicative persona enclosed with personal & professional skills.
<b>CO4</b>	Learner would be able to develop life skills (time mgmt., team work, decision making etc.) in themselves.
<b>CO5</b>	Learners would be able to develop social behaviour & attitude i.e. Coping with Emotions and Coping with Stress.

  
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## 24109: WRITING SKILLS

### COURSE OUTCOMES:

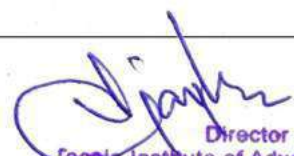
<b>CO1</b>	Learners would be able to understand writing skills meant for the industry.
<b>CO2</b>	Learners would be able to utilize knowledge gained in writing accurately and creatively for mass media.
<b>CO3</b>	Learners would be able to develop online writing skills as per new trends and industry requirements.
<b>CO4</b>	Learners would be able to interpret the nuances of the language through the various tools like translation, grammar, syntax etc
<b>CO5</b>	Learners would be able to develop the skills of translation.

## SEMESTER 3

### BA (JMC) 201 Development Communications

#### COURSE OUTCOMES:

<b>CO1</b>	Learners would have the understanding of Development Communication along with the Economic and Social Indicators, and approaches.
<b>CO2</b>	Learners would be able to analyze & evaluate the models and paradigms of Development Communication
<b>CO3</b>	Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development.

  
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<b>CO4</b>	Learners would be able to develop the social marketing strategy & inferences for development.
<b>CO5</b>	Learners would be able to create Campaigns on Societal Development.

## **BA (JMC) 203 Basics of Radio Programming And Production**

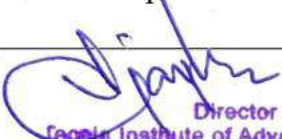
### **COURSE OUTCOMES:**

<b>CO1</b>	Students would be able to define the fundamentals and role of radio as a tool of mass communication.
<b>CO2</b>	Students would be able to understand the functions and programme formats of commercial radio stations.
<b>CO3</b>	Students would be interpret with the real world of radio production and transmission process.
<b>CO4</b>	Students would be able to operate various radio equipments and the mixers for post-production process.
<b>CO5</b>	Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc.

## **BA (JMC) 205 Basics of Video Camera, Lights and Sound**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to understand the basic functioning of video camera.
<b>CO2</b>	Learners would be able to describe video camera operations and functions.

  
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<b>CO3</b>	Learners would be able demonstrate different types of shots and angles.
<b>CO4</b>	Learners would be able to apply the techniques and skills required for presentation, anchoring for television programme production.
<b>CO4</b>	Learners would be able to apply and administer camera in professional manner.

## **BA (JMC) 207 Radio Jockeying and News Reading**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to understand the concept structure and functioning of Radio Station.
<b>CO2</b>	Learners would be able to create packages of Radio Infotainment programs enclosed with the basic writing skills of Radio programs.
<b>CO3</b>	Learners would be able to demonstrate the technicalities related to Voice personality and Presentation.
<b>CO4</b>	Learners would be appraise with the Production process and On Air Programming of Radio industry along with the emerging industrial trends.

  
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## **BA (JMC) 209 Video Editing**

### **COURSE OUTCOMES:**

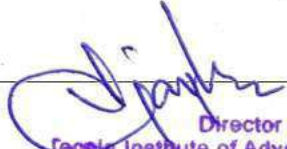
<b>CO1</b>	Student would be able to define the concept of Video editing and Editing Process.
<b>CO2</b>	Students would be able to identify and employ different equipment's and editing techniques of Video Editing.
<b>CO3</b>	Students would be able to appraise skills required for Mixing and Exporting in Video editing.
<b>CO4</b>	Students would be able to develop skills related to Multi Camera Editing and Live event telecasting.

## **SEMESTER 5**

## **BA (JMC) 301 Basics of New Media**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would have defined of the concept and approach of New Media and Online Communication.
<b>CO2</b>	Students would have the understanding about Online Journalism, Cyber Law and Ethics to imbibe professionalism.
<b>CO3</b>	Students would be able to develop etiquettes of social media appearance.
<b>CO4</b>	Students would able to learn the Application part of Media convergence by understanding of New Media Issues.

  
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<b>C05</b>	Learners would be able to create Web Content along with the Website Audience Measurement.
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## **BA (JMC) 303 Media Research**

### **COURSE OUTCOMES:**

<b>C01</b>	Student would be able to define the conceptual knowledge of media research.
<b>C02</b>	Students would be able to understand the Communication research and its effective use.
<b>C03</b>	Students would be able to apply the research methodology.
<b>C04</b>	Students will be able to apply the theoretical knowledge of Research.
<b>C05</b>	Students will be able to appraise the ethics in Research.
<b>C06</b>	Students would be create research paper.

  
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## **BA (JMC) - 305 EVENT MANAGEMENT**

<b>CO1</b>	Learners would be able to define the basic concepts related to event management.
<b>CO2</b>	Learners would be able to understand the Organizational structure and functioning of Event Management Organization.
<b>CO3</b>	Learners would be able to apply the event management process.
<b>CO4</b>	Learners would be able to create a sample event and evaluate post event process.

## **BA (JMC) 307 Digital Media Marketing**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would have able to define the concepts and theory of Social media & Social Network.
<b>CO2</b>	Learners would develop the skills required for Branding on Digital media containing skill-sets of SEO,SEM, ZMOT etc.

  
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<b>CO3</b>	Learners would be able to understanding related to Online Entrepreneurship.
<b>CO4</b>	Learners would be able to examine Social Media measurement and Metrics from professional perspective.
<b>CO5</b>	Learners would be able to analysing the different Case studies related to Digital Media Marketing.

## **BA (JMC) 309 Film Appreciations**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to define the significance and strength of films.
<b>CO2</b>	Learners would be able to understand the concept historical landmarks of films for better understanding of cinematic evaluation.
<b>CO3</b>	Learners would be able to classify emerging trends and debates in Indian Cinema.
<b>CO4</b>	Learners would be able to compare Censorship standards and Contemporary Indian Film Industry trends.
<b>CO5</b>	Learners would be able to examine Film Appreciation and Film Review.
<b>CO6</b>	Learners would be able to construct Job Profile and responsibilities of a Film Reviewer.

  
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## SEMESTER II

### 24102: PRINT JOURNALISM

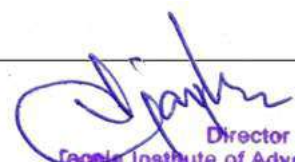
#### COURSE OUTCOMES:

<b>CO1</b>	Learners would be able to define the concept of Print Journalism.
<b>CO2</b>	Learners would be able to compare different types of reporting and editing practices and their application.
<b>CO3</b>	Learners would be able to interpret specialized reporting.
<b>CO4</b>	Learners would be able to examine the functioning and structure of News Room.
<b>CO5</b>	Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media.

### 24104: MEDIA LAW AND ETHICS

#### COURSE OUTCOMES:

<b>CO1</b>	Learners would be defining the Legal terminology and Indian constitution along with freedom of press.
<b>CO2</b>	Learners would be able to understand the structure and functioning of Press Commission and Press Council of India.
<b>CO3</b>	Learners would be able to interpret Media acts and Laws to put into practice in professional field.
<b>CO4</b>	Learners would be able to explain how media laws and ethics empower media practitioners to perform their duties with commitment.
<b>CO5</b>	Learners would be able to apply with the structure and functioning of different Regulatory Bodies related to Media.

  
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## 24106: STILL PHOTOGRAPHY

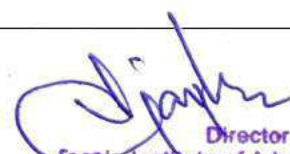
### COURSE OUTCOMES:

<b>CO1</b>	Learners would be able to define the concept of Photography.
<b>CO2</b>	Learners would be able to understand with the concept of Camera, Camera functioning and its accessories.
<b>CO3</b>	Learners would be able to create different types of lights for professional photography.
<b>CO4</b>	Learners would be able to interpret with the Photo Journalism along with the legal and ethical concerns.

## 24108: HEALTH COMMUNICATION

### COURSE OUTCOMES:-

<b>CO1</b>	Learners would be able to define the concept of Public Health and Indian Public Healthcare system.
<b>CO2</b>	Learners would be able to understand the Health Journalism along with the identification of authentic sources.
<b>CO3</b>	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.
<b>CO4</b>	Learners would be able to apply the Health Reporting and related Writing blogs.
<b>CO5</b>	Learners would be distinguish different lingos of Health Communication i.e. IEC and BCC.

  
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<b>C06</b>	Learners would be able to design, pre-test and evaluate Health Communication campaign under the supervision of subject teacher.
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## 24110: SPORTS JOURNALISM

### COURSE OUTCOMES:

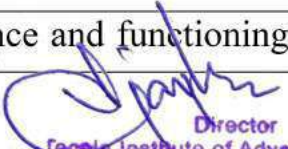
<b>C01</b>	Learners would be able to define and understand sports journalism.
<b>C02</b>	Learners would be able to understand and develop skills related to Sports Reporting and writing.
<b>C03</b>	Learners would be able to examine the role and significance of Sports Management and Regulatory Organizations, working at various levels.
<b>C04</b>	Learners would be able to interpret the Sports Writing for different Mass Media Platforms.
<b>C05</b>	Learners would be able to evaluate the role, opportunities and emerging trends for Sports Journalists.

## SEMESTER 4

### BA (JMC) 202 Basics of Advertising

### COURSE OUTCOMES:

<b>C01</b>	Learners would be able to define the concept of Advertising.
<b>C02</b>	Learners would be able to understand with the concept and significance of different Advertising models.
<b>C03</b>	Learners would be able to examine the significance and functioning of

  
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	different regulatory bodies of Advertising.
<b>CO4</b>	Learners would be able to interpret employ Creativity in Advertising.
<b>CO5</b>	Learners would be examining with the structure and functioning of Advertising Agencies.
<b>CO6</b>	Learners would be able to develop and carry out Advertising Campaign.
<b>CO7</b>	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.

## **BA (JMC) 202 Basics of Public Relations**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to define the concept and functioning of Public Relations
<b>CO2</b>	Learners would be able to understand the ethical norms of PRSI and IPRA.
<b>CO3</b>	Learners would be able to interpret with the Structure and Functioning of PR agency.
<b>CO4</b>	Learners would be able to examine the roles and responsibilities of PRO in different sector.
<b>CO5</b>	Learners would be able to classify the concept and classification of Corporate Communication and PR.
<b>CO6</b>	Learners would be able to formulate the PR campaign.

  
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## **BA (JMC) 208 Television Programming and Production**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to define the role and responsibilities of TV as a medium of Mass Communication.
<b>CO2</b>	Learners would be able to understanding the concept of Pre-Production process of Television Program to perform professionally.
<b>CO3</b>	Learners would be able to create Programmes by following Production process of Television Program to perform professionally.
<b>CO4</b>	Learners would be able to interpret with the Post-Production process of Television Program to perform professionally.

## **BA (JMC) 210 Corporate Communications**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to define the conceptuality and forms of Corporate domain.
<b>CO2</b>	Learners would be able to understand the basic concept, structure and functioning of Corporate Communication.
<b>CO3</b>	Learners would be able to examine Corporate Communication in strategic mannerism.
<b>CO4</b>	Learners would be able to execute Corporate Communication with the assistance of different Media and Non-media tools.

  
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## SEMESTER 6

### BA (JMC) 302 Media Management and Entrepreneurship

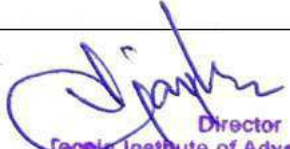
#### COURSE OUTCOMES:

CO1	Learners would be able to understand the Structure, functioning and ownership patterns of Media Organization.
CO2	Learners would be able to define the mannerism of FDI in Media and entertainment industry.
CO3	Learners would be able to identify the concept and functioning of Management.
CO4	Learners would be able to examine the Establishment and Management of Media organization start-ups.
CO5	Learners would be able to develop Marketing, Entrepreneurship and Emerging trends of Media from career perspective.

### BA (JMC) 304 Global Media: An Overview

#### COURSE OUTCOMES:

CO1	Learners would be able to define the concept and significance of global communication in historical and contemporary context.
CO2	Learners would be understand with the Global Communication Giants along with TV and Cultural Imperialism.
CO3	Learners would be able to interpret the functioning of International Practices and Visual regulation of Media exchange.


  
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<b>CO3</b>	Learners would be able to examine the structure and functioning of Indian Media and Media Regulatory bodies.
<b>CO4</b>	Learners would be able to evaluate Global Media and Market forces along with the challenges and New information age.

## **BA (JMC) 306 Environment Communications**

### **COURSE OUTCOMES:**

<b>CO1</b>	Learners would be able to Remember, analyse and respond on the basic understanding of their environmental complexes.
<b>CO2</b>	Learners would be able to understand and evaluate the Concept and Significance of Ecosystem and Media.
<b>CO3</b>	Learners would be able to analyze the role and significance of Media, Government and regulatory bodies for Environment Disaster.
<b>CO4</b>	Learners would be able to evaluate the significance and mannerism of Human welfare for Environment safety.
<b>CO5</b>	Learners would be able to Interpret and elaborate various tools viz. policies, rules/acts, mechanisms, compliances, institutions/agencies in securing the planet.

  
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# **TECNIA INSTITUTE OF ADVANCED STUDIES**

## **GRADE “A” INSTITUTE**

### **Course Outcome of Lab Papers**

## **DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

### **BA (J&MC)**

**VISION OF DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION:-** As a premier media institute, we strive to nurture media researchers & professionals who may contribute holistically to the society and to set global standards for media education, research, extension and training in the area.

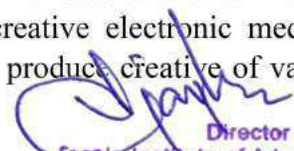
### **MISSION OF DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION:-**

#### **MISSION**

To evolve as a hub of excellence in quality teaching; by creating a vibrant environment for developing wisdom; working towards nurturing new ideas, creativity, use of state-of-the-art technology for building innovators and leaders in the domain of journalism and mass communications; and undertaking socially relevant research, contributing to human development, empowerment, anchored in pluralism, universal values and ethics; foster and reinforce fourth pillar of democracy.

### **BA (JMC) PROGRAMME LEARNING OBJECTIVE:-**

1. To impart and inculcate the conceptual the basic knowledge of organizational structure and functionalities of Journalism & Mass Communication of India and global media needs in related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals with understanding of requisite skill sets and techniques for multicultural requirement of an event management company along with, knowledge of print media creative contents working pattern of news agency.
3. To empower learners by communication, professional and life skills and develop the learners into competent and efficient Journalist & Mass Communicators and to make the learners understand and acquire skill sets of techniques of a creative electronic media formats, and knowledge of online journalism; harnessing the skills to produce creative of various formats of

  
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television and radio media production using mobile phones, video cameras; radio production and also new media literacy.

4. To impart Information Communication Technologies (ICTs) knowledge and skills, including digital and media literacy and competencies, media law, professional ethics & values, empower students with requisite technical, skills sets.
5. To imbibe the culture of research, innovation, professionalism, incubation, entrepreneurship and to become Industry ready by using our in-house platform of Youngster (Newspaper) and Tecnia TV.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, and professionals with global vision.

### **BA (JMC) PROGRAMME LEARNING OUTCOME PLO:-**

PLO1: Shall acquire fundamental knowledge of Journalism & Mass Communication and related study area.

PLO2: Shall acquire the knowledge related to media and its impact.

PLO3: Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.

PLO4: Shall empower themselves by communication, professional and life skills.

PLO5: Shall be able to enhance the ability of leadership.

PLO6: Shall become socially responsible citizen with global vision.

PLO7: Shall be equipped with ICTs competencies including digital literacy.

PLO8: Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

PLO9: Shall have an understanding of acquiring knowledge throughout life.

PLO10: Shall acquire the primary research skills; understand the importance of innovation, entrepreneurship and incubation abilities.


PLO11: Shall acquire the understanding of importance of cooperation and teamwork.

PLO12: Shall acquire the skills and competencies for lifelong learning and growing.

  
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## **BA (JMC) GRADUATE ATTRIBUTES:-**

1. **Disciplinary Knowledge:** Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, historical perspectives and other related areas of studies.
2. **Understanding the Role of Press:** The press in democratic society, importance of freedom of press and impact of media in general.
3. **Skilled and Industry-ready Professionals:** Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management.
4. **Influential and effective communication:** Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.
5. **Leadership readiness/ Qualities:** To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
6. **Critical/ Reflective thinking & language efficiency:** Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
7. **Technologically Efficient Professional:** Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.
8. **Ethical Awareness:** As a communication learner, one has to understand the importance of ethical values and its application in professional life.
9. **Lifelong Learning:** Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
10. **Research-related Skills:** A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
11. **Cooperation/ Team work:** Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

  
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## SEMESTER 1

### 24151- BAJMC- COMMUNICATION SKILLS LAB

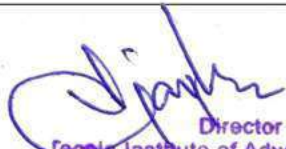
#### COURSE OUTCOMES:

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.
CO3	Learners would be able identify and analyse newspaper/magazine content based on one or more models of communication & theories of mass Communication.
CO4	Learners would be able to create Multi-media presentation.

### 24153- BAJMC- CONTEMPORARY INDIA: ISSUES & DEBATES

#### COURSE OUTCOMES:

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.
CO2	Students would be able to conduct seminar on Current Five Year Plan/ New Economic Initiatives along with the summarized report.
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.

  
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## 24155- BAJMC- DESIGN AND GRAPHICS LAB-1

<b>CO1</b>	Learners would be able to design different objects using Photoshop software.
<b>CO2</b>	Learners would be able to create layouts using page layout softwares for print media.
<b>CO3</b>	Learners would be able to design Brochure and Tabloid/Broadsheet using QuarkXpress software.

## 24157: BAJMC- PERSONALITY DEVELOPMENT LAB

### COURSE OUTCOMES:

<b>CO1</b>	Learner would be able to identify personality traits and play a role the accordingly.
<b>CO2</b>	Learner would be able to explain presentation and group discussion Etiquettes
<b>CO3</b>	Learner would be able to inculcate & analyse situation-based behaviours.
<b>CO4</b>	Learner would able to prepare themselves for professional appearance i.e., resumes writing & interviewing skills.
<b>CO5</b>	Learners would able to develop their Portfolio.

  
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## 24159- BAJMC- WRITING SKILLS LAB

### COURSE OUTCOMES

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.
CO3	Learners would be able to create content for Online platforms,
CO4	Learners would be able to develop writing skills for both the professional languages.

## 24251- BAJMC- RADIO PRODUCTION LAB

### COURSE OUTCOMES

CO1	Learners would be able to identify the various Radio programme formats.
CO2	Learners would be having Hands on practice of different Radio equipment.
CO3	Learners would be able to create the outdoor programmes of Radio.
CO4	Learners would be able to formulate a production book for radio station.
CO5	Learners would be able to create Public Service Announcement, News, Documentary, Drama, Interview etc.

  
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## 24253- BAJMC- VIDEO PRODUCTION LAB

### COURSE OUTCOMES

CO1	Learners would be able to administer the video camera and camera movements.
CO2	Learners would be able to operate and situate different lights, filters and gels in their production.
CO3	Learners would be able to practice the audio control and audio adjustment in video camera.
CO4	Learners would be able to produce Public Service Message using i-cam editing techniques.

## 24255- BAJMC- SUMMER TRAINING REPORT

### COURSE OUTCOMES

CO1	Learners would be able to demonstrate the ability to translate academic concepts into practical skills 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.
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.
CO4	Learners would be able to foster collaborative skills by working in diverse teams on print media industry-relevant projects.

  
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## **24257- BAJMC- RADIO JOCKEYING AND NEWS READING LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to formulate a script for radio news, Acquire proper voice culture and communication skills
<b>CO2</b>	Learners would be able to prepare and present the news bulleting package for radio containing Live reporting and Phone-in sequences.
<b>CO3</b>	Learners would be able Host both live and recorded program for radio
<b>CO4</b>	Learners would be able to produce entertainment based Radio show.

## **24259- BAJMC- VIDEO EDITING LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	<b>Learners would be able to understand the NLE Setup and connecting various audio-visual equipment's for editing</b>
<b>CO2</b>	<b>Learners would be able to edit programmes, including news bulletins, news packages etc.</b>
<b>CO3</b>	<b>Learners would able to create final news package with montage for news/non-news story.</b>

  
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## 24351-BAJMC- NEW MEDIA LAB

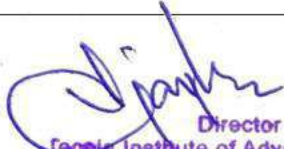
### COURSE OUTCOMES

<b>CO1</b>	Learners would be able to communicate using New Media application effectively.
<b>CO2</b>	Learners would be able to design and develop blog/vlog on various subjects.
<b>CO3</b>	Learners would be able to analyze and evaluate various elements and content for news website
<b>CO4</b>	Learners would be able to apply the HTML code to develop a news website.
<b>CO5</b>	Learners would be able to apply adobe Dreamweaver software to create dynamic website.

## 24353: BAJMC-MEDIA RESEARCH LAB

### COURSE OUTCOMES:

<b>CO1</b>	Learner would be able to Identify problems and select topics from research perspective.
<b>CO2</b>	Learner would be acclimated with the basic research process.
<b>CO3</b>	Learner would be able to review literature and collect data with the help of different research methodology and sampling techniques.
<b>CO4</b>	Learner would be able to apply research techniques in pre-testing/evaluation of collected material.
<b>CO5</b>	Learner would able to conduct media research and write a report.

  
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## 24355- EVENT MANAGEMENT LAB

### COURSE OUTCOMES:

CO1	Learners would be able to Conduct and analyze Pre-event survey.
CO2	Learners would be able to Conceptualize, Organize, Conduct and Evaluate an Event containing all the steps.
CO3	Learners would be able to prepare final report and Multi-media presentation of the conducted Event.

## 24357- FUNCTIONAL EXPOSURE REPORT

### COURSE OUTCOMES:

CO1	Learners will be able to effectively apply theoretical concepts acquired in the classroom to 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.
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.

  
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## 24359- BAJMC- DIGITAL MEDIA MARKETING LAB

### COURSE OUTCOMES:

CO1	Learners would be able to create and maintain corporate blog for any 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.
CO3	Learners would be able to analyze and evaluate the Social media marketing strategy for any Organization/Product/Service.
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.

## 24361-BAJMC- FILM APPRECIATION LAB

### COURSE OUTCOMES

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.

  
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## **24152-BAJMC- PRINT JOURNALISM LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learner would be able to rewrite the headlines of news story.
<b>CO2</b>	Learner would be able to develop news report of different news beats.
<b>CO3</b>	Learners would be able to translate Hindi News Story to English, and English to Hindi.
<b>CO4</b>	Learner would be able to convert news story into feature story.

## **24154-BAJMC- STILL PHOTOGRAPHY LAB**


### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to capture photography with different compositions.
<b>CO2</b>	Learners would be acquainted with different lightning for capture the indoor photography's.
<b>CO3</b>	Learners would be able to create different news and feature story through photography.

## **24156-BAJMC- DESIGN AND GRAPHICS -II LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to design different objects using coral draw.
<b>CO2</b>	Learners would be able to create layouts using page layout software's for print media.
<b>CO3</b>	Learners would be able to design magazine using InDesign software.

  
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## **24158-BAJMC- HEALTH COMMUNICATION LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to create different blogs on health issues.
<b>CO2</b>	Learners would be able to develop feature for a health magazine.
<b>CO3</b>	Learners would be able to design and construct the media material for behaviour communication.

## **24160-BAJMC- SPORTS JOURNALISM LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learner would be able to rewrite the headlines of news story for sports magazine.
<b>CO2</b>	Learners would be able to design and develop sport blogs & interviews on by using smartphones.
<b>CO3</b>	Learners would be able to design and cultivate the sports magazine.

## **24252-BAJMC- ADVERTISING LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to construct different objectives for advertising campaign.
<b>CO2</b>	Learners would be able to build strategies for ad campaign.
<b>CO3</b>	Learners would be able to produce and design the advertisement message for different medium.
<b>CO4</b>	Learners would be able to construct the audience feedback and analysis of Ad Campaign.

  
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## **24254-BAJMC- PUBLIC RELATION LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to plan and design the press release on product launch.
<b>CO2</b>	Learners would be able to organize a mock press conference.
<b>CO3</b>	Learners would be able to design and implement the PR Campaign.

## **24256-BAJMC- TV PRODUCTION LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to produce the different video programme of social relevance.
<b>CO2</b>	Learners would be able to identify the various video programme formats.
<b>CO3</b>	Learners would be able to formulate a production book for Television.

## **24258-BAJMC- TELEVISION NEWS: REPORTING AND ANCHORING LAB**

### **COURSE OUTCOMES**

<b>CO1</b>	Learners would be able to formulate a script for TV News.
<b>CO2</b>	Learners would be able to prepare and present the news bulletin for News Channel.
<b>CO3</b>	Learners would be able to Host a talk show and interview program for News Channel.
<b>CO4</b>	Learners would be able to produce debate or discussion based TV show.

  
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## 24260-BAJMC- CORPORATE COMMUNICATION LAB

### COURSE OUTCOMES

<b>CO1</b>	Learners would be able to analyse and conduct an identity audit using multi-media Presentation.
<b>CO2</b>	Learners would be able to create an email invite, press note and Social media Strategy of media organization.
<b>CO3</b>	Learners would be able to construct the media planning and management for Disaster & Crisis Management.

### COURSE CODE: BA (JMC) 352-FINAL PROJECT AND COMPREHENSIVE VIVA

<b>CO1</b>	Understand actual perspective about organizations in their totality.
<b>CO2</b>	CO2. Gain deeper understanding in specific functional area.
<b>CO3</b>	Demonstrate all the requirements of the selected field.
<b>CO4</b>	Develop insight into the working of the real media organization.
<b>CO5</b>	Explore career opportunities in their area of interest.
<b>CO6</b>	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.

  
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