

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) -101

COURSE NAME: Communication: Concepts & Processes

LEARNING OBJECTIVES: This course will provide the learners the following:-

1. Define Communication
2. Describe the functions of Communication
3. Explain the various Theories of Communication
4. Elaborate the tools of Communication

PRE-REQUISITES: None

- To have the basic knowledge of Communication.

COURSE OUTCOMES (COs): After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Explain the concepts and elements of Communication	BTL-2	PO1, PO4
CO2	Apply the concept of Communication to media Activism	BTL-3	PO2, PO5
CO3	Appraise the varied theories of Communication	BTL-4	PO3, PO6
CO4	Elaborate the effective tools of Communication	BTL-5	PO4, PO7

Mapping of Course Outcomes to Program Outcomes: (Scale - 1: Low, 2: Medium, 3: High)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	1	1	2	1	1
CO2	3	3	2	3	2	2	2	2	1
CO3	3	2	2	2	1	1	2	1	1
CO4	2	2	2	3	2	3	1	2	2
Average	2.75	2.5	2	2.5	1.5	1.75	1.75	1.5	1.25


HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC