

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) -109

COURSE NAME: Writing Skills

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

1. Develop effective writing skills for various media
2. Enhance grammar, punctuation, and style in writing
3. Practice writing different types of content, including news, features, and creative writing
4. Understand the importance of editing and proofreading

PRE-REQUISITES: None

- To have a basic understanding of writing principles.

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	Develop effective writing skills for various media	BTL-3	PO1, PO4
CO2	Enhance grammar, punctuation, and style in writing	BTL-2	PO2, PO5
CO3	Practice writing different types of content, including news, features, and creative writing	BTL-3	PO3, PO6
CO4	Understand the importance of editing and proofreading	BTL-4	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