

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)206

COURSE NAME: Television Programming and Production

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Define TV as a medium of mass communication
- Distinguish and differentiate various TV programme formats
- Describe the process of production of TV programme

PRE-REQUISITES: None

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	Gain in-depth knowledge on Entrepreneurial development in today's global scenario.	BTL-2	PO1, PO2
CO2	Understand the concept of entrepreneurs and help students develop an entrepreneurial mind-set.	BTL-2	PO3, PO4
CO3	Develop critical thinking for shaping strategies and help them become successful entrepreneurs.	BTL-4	PO5, PO6
CO4	Acquire values and attitudes towards understanding complex business problems, and actively participate in solving current business problems.	BTL-4	PO7, PO8
CO5	Understand the concept of the fundamentals of management.	BTL-2	PO2, PO5

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	2	2	1	2	2	-	2	3
CO2	3	1	2	1	-	-	-	2	2	1	3	3
CO3	3	2	2	2	1	1	-	-	2	-	3	3
CO4	3	3	3	3	1	-	-	1	2	-	3	2
CO5	2	2	3	2	2	2	1	1	2	2	3	2
AVERAGE	2.8	2.2	2.6	2.2	1.5	1.67	1	1.5	2	1.5	2.8	2.6


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