

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)210

COURSE NAME: Corporate Communication

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Define corporate and Corporate Communication
2. Describe shift from PR to Corporate Communication
3. Utilize knowledge gained for Corporate Branding

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	Learners would be able to define the conceptuality and forms of the Corporate domain.	BTL-2	PO1, PO2
CO2	Learners would be able to understand the basic concept, structure, and functioning of Corporate Communication.	BTL-2	PO3, PO4
CO3	Learners would be able to examine Corporate Communication in a strategic manner.	BTL-4	PO5, PO6
CO4	Learners would be able to execute Corporate Communication with the assistance of different Media and Non-media tools.	BTL-3	PO7, PO8

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	2	1	1	-	1	2	-	2	2
CO2	3	3	3	1	1	-	-	1	2	1	2	2
CO3	3	3	3	2	1	1	-	-	2	2	2	2
CO4	3	3	3	2	1	3	2	1	2	-	2	2
AVERAGE	3	3	3	1.7	1	1.6	2	1	2	1.5	2	2


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