

# 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)-255**

**COURSE NAME: Summer Training Report**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Apply classroom-based education for practical work experience in the industry
- Utilize current standards and recent advances in media and entertainment organisation
- Network with the industry professionals

**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 demonstrate the ability to translate academic concepts into practical skills for print media.	BTL-3	PO1, PO2
CO2	Learners would be able to demonstrate proficiency in applying current industry practices, tools, and techniques to create high-quality media and entertainment content.	BTL-3	PO3, PO4
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.	BTL-4	PO5, PO6
CO4	Learners would be able to foster collaborative skills by working in diverse teams on print media industry-relevant projects.	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	2	2	1	2	3	2	2	2	2	2
CO2	3	3	3	3	1	2	3	3	2	2	2	2
CO3	2	2	3	2	1	1	2	2	1	2	2	2
CO4	2	2	3	2	3	2	3	2	1	2	2	2
<b>AVERAGE</b>	2.5	2.5	2.7	2.2	1.5	1.7	2.7	2.2	1.5	2	2	2

  
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