

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)302

COURSE NAME: Media Management and Entrepreneurship

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Describe the principles and functions of management
2. Describe leadership styles and behavioral patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation for media organization in print, radio, TV & online

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 understand the structure, functioning, and ownership patterns of Media Organizations.	BTL-2	PO1, PO2
CO2	Learners would be able to define the mannerisms of FDI in the Media and Entertainment industry.	BTL-2	PO3, PO4
CO3	Learners would be able to identify the concept and functioning of Management.	BTL-3	PO5, PO6
CO4	Learners would be able to examine the establishment and management of Media organization start-ups.	BTL-4	PO7, PO8
CO5	Learners would be able to develop Marketing, Entrepreneurship, and Emerging trends in Media from a career perspective.	BTL-6	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	2	1	2	1	1	2	2	3	3	2
CO2	2	3	3	2	3	2	2	1	1	2	2	1
CO3	2	1	1	2	3	1	1	2	1	3	3	2
CO4	3	3	3	3	3	2	3	3	2	3	3	3
CO5	3	3	3	3	3	3	3	2	2	3	3	3
AVERAGE	2.6	2.6	2.4	2.2	2.8	1.8	2	2	1.6	2.8	2.8	2.2


HOD
BA(JMC)-TIAS
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