

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) – 308

COURSE NAME: Entrepreneurial Mindset

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. To develop an understanding of the entrepreneurial mindset and its importance in the media and communication industry.
2. To explore the principles of innovation, creativity, and problem-solving in entrepreneurial ventures.
3. To analyze the role of risk-taking, resilience, and adaptability in building successful entrepreneurial careers.
4. To understand the process of identifying opportunities, creating business models, and pitching ideas effectively.
5. To encourage students to apply entrepreneurial thinking to media projects and startups.

PRE-REQUISITES:


1. Students must have a basic understanding of business concepts and the media industry.
2. Students should be willing to think creatively, take initiative, and work collaboratively on entrepreneurial projects.

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	Demonstrate an understanding of the entrepreneurial mindset and its relevance in the media and communication industry.	BTL-2	PO1, PO2
CO2	Apply principles of innovation, creativity, and problem-solving to develop entrepreneurial ideas and solutions.	BTL-3	PO3, PO4
CO3	Analyze the role of risk-taking, resilience, and adaptability in overcoming challenges in entrepreneurial ventures.	BTL-4	PO5, PO6
CO4	Identify opportunities, create viable business models, and pitch ideas effectively to stakeholders.	BTL-6	PO7, PO8
CO5	Develop and execute entrepreneurial projects in the media and communication domain.	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	2	2	1	1	2	1	1	1	2	1	1
CO2	3	3	2	1	1	2	1	1	1	2	1	1
CO3	3	2	3	1	1	2	1	1	1	2	2	1
CO4	3	3	2	1	2	3	1	1	2	2	1	1
CO5	3	2	3	1	1	2	1	1	1	2	1	2
Average	3	2.4	2.4	1	1.2	2.2	1	1	1.2	2	1.2	1.2


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