

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)351

COURSE NAME: New Media Lab

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Use search engines effectively
- Demonstrate proficiency of skills to design and develop blog and website

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 communicate using New Media applications effectively.	BTL-3	PO1, PO2
CO2	Learners would be able to design and develop blogs/vlogs on various subjects.	BTL-6	PO3, PO4
CO3	Learners would be able to analyze and evaluate various elements and content for news websites.	BTL-4	PO5, PO6
CO4	Learners would be able to apply HTML code to develop a news website.	BTL-3	PO7, PO8
CO5	Learners would be able to apply Adobe Dreamweaver software to create dynamic websites.	BTL-3	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	2	2	3	2	1	1	2	2	1	2	2	2
CO2	2	2	3	2	1	2	3	2	2	3	2	2
CO3	2	2	3	2	1	2	3	2	1	2	-	1
CO4	2	2	3	3	-	-	3	-	1	1	-	3
CO5	2	2	3	3	-	-	3	-	1	1	-	3
AVERAGE	2	2	3	2.4	1	1.67	2.8	2	1.2	1.8	2	2.2


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