

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)352

COURSE NAME: Final Project and Comprehensive Viva

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. To expose students to various aspects of entrepreneurship and businesses
2. To instill creativity and innovation with respect to entrepreneurial skill development
3. To prepare students to draft a business plan
4. To prepare students to set-up their business

PRE-REQUISITES: None

COURSEOUTCOMES (COS):

After completion of this course, the learners will be able to:-

| CO # | Detailed Statement of the CO | BTL | Mapping with POs |
|------|---|-------|------------------|
| CO1 | Understand the actual perspective about organizations in their totality. | BTL-2 | PO1, PO2 |
| CO2 | Gain deeper understanding in a specific functional area. | BTL-2 | PO3, PO4 |
| CO3 | Demonstrate all the requirements of the selected field. | BTL-3 | PO5, PO6 |
| CO4 | Develop insight into the working of a real media organization. | BTL-4 | PO7, PO8 |
| CO5 | Explore career opportunities in their area of interest. | BTL-5 | PO2, PO5 |
| CO6 | Perform all the basic and advanced skills related to any field from Print, Electronic Media (Radio, Television, Film), New Media, Photography, Advertising, Public Relations, and Event Management. | BTL-6 | PO6, 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 | 1 | - | - | - | - | - | - | - | - |
| CO2 | 3 | 1 | 2 | - | - | - | - | - | - | 2 | - | - |
| CO3 | 3 | 1 | 3 | 1 | - | - | - | - | - | - | - | - |
| CO4 | 2 | 2 | 2 | 2 | - | - | - | 2 | 2 | 1 | 1 | 2 |
| CO5 | 2 | - | - | 2 | - | - | - | - | - | - | - | - |
| CO6 | 2 | 3 | 2 | 3 | 2 | 0 | 2 | 3 | 1 | 2 | 1 | 1 |
| AVERAGE | 2.5 | 1.7 | 2.4 | 1.8 | 2 | 0 | 2 | 2.5 | 1.5 | 1.6 | 1 | 1.5 |


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