

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)353

COURSE NAME: Media Research Lab

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Apply research techniques in pre-testing/evaluation of media material
- Conduct media research and write a report

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 identify problems and select topics from a research perspective.	BTL-2	PO1, PO2
CO2	Learners would be acclimated with the basic research process.	BTL-2	PO3, PO4
CO3	Learners would be able to review literature and collect data using different research methodologies and sampling techniques.	BTL-3	PO5, PO6
CO4	Learners would be able to apply research techniques in pre-testing/evaluation of collected material.	BTL-3	PO7, PO8
CO5	Learners would be able to conduct media research and write a report.	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	3	2	2
CO2	3	1	2	1	-	-	2	-	2	2	1	2
CO3	3	1	2	2	-	-	3	-	2	2	1	2
CO4	2	1	2	2	1	1	3	1	2	2	3	3
CO5	3	3	3	2	1	1	2	1	1	2	2	2
AVERAGE	2.8	1.6	2.2	1.6	1	1	2.4	1	1.6	2.2	1.8	2.2


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