

# 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)355**

**COURSE NAME: Event Management Lab**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Prepare a Gantt chart on organizing event
- Demonstrate proficiency of skills to conceptualise, organize and evaluate an event

**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 conduct and analyze Pre-event surveys.	BTL-4	PO1, PO2
CO2	Learners would be able to conceptualize, organize, conduct, and evaluate an event containing all the steps.	BTL-6	PO3, PO4
CO3	Learners would be able to prepare final reports and multi-media presentations of the conducted event.	BTL-6	PO5, PO6

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	2	1	3	2	1	2	2	2
CO2	2	1	3	3	3	1	3	2	2	3	3	2
CO3	2	2	1	2	2	-	2	-	1	1	2	1
<b>AVERAGE</b>	1.67	1.67	2	2.33	2.33	1	2.67	2	1.33	2	2.33	1.67

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