

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)357

COURSE NAME: Functional Exposure Report

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Apply classroom learning for practical work experience in the industry
- Develop professional skills, explore career options and network with potential employers
- Demonstrate proficiency of skills in their field of interest in media and entertainment industry

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 will be able to effectively apply theoretical concepts acquired in the classroom to practical work experiences within the Electronic Media industry.	BTL-3	PO1, PO2
CO2	Learners will be able to develop a portfolio of professional skills essential for success in the Electronic Media, including communication, problem-solving, and adaptability.	BTL-3	PO3, PO4
CO3	Learners will be able to demonstrate a high level of proficiency through practical applications, projects, or assessments that reflect competence and mastery in specific areas such as content creation, production, management, or any other relevant field.	BTL-4	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	2	3	3	3	2	1	3	2	2	2	3	3
CO2	2	2	3	3	2	1	3	2	2	2	2	2
CO3	3	3	3	3	1	2	2	2	2	1	2	2
AVERAGE	2.33	2.67	3	3	1.67	1.33	2.67	2	2	1.67	2.33	2.33


HOD
BA(JMC)-TIAS
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