

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 2024-25)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) –DSC-155

COURSE NAME: LAB BASED ON ELECTIVE –I

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Understand and apply principles of visual design to enhance the impact of digital stories and presentations.
2. Demonstrate proficiency in capturing essential details during meetings.
3. Analyze the effectiveness of the social media communication strategy.

PRE-REQUISITES:

- Students must have basic knowledge of communication skills.
- Students should have basic skills in active listening and Competency in reading and writing.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Apply active listening, and note-taking skills during meetings.
CO2	Develop multimedia presentations that effectively convey information and engage the audience.
CO3	Develop and deliver a script or role play demonstrating effective negotiation techniques.
CO4	Design a visually appealing business report on a relevant topic (e.g., market analysis, project proposal).
CO5	Outline specific platforms suitable for the organization's goals and target audience.

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	1	1	1	2	1	1	1
CO2	3	3	2	1	1	1	1	1	1
CO3	2	2	3	1	1	1	1	1	1
CO4	2	3	2	2	2	1	1	1	1
CO5	2	2	1	1	1	2	1	1	1
Average	2.2	2.4	1.8	1.2	1.2	1.4	1	1	1