

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) –MDC-107

COURSE NAME: COMMUNICATION SKILLS

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Define Communication
- Discuss the meaning of self-communication
- Understanding the Theories of Communication
- Explain the techniques of effective communication

PRE-REQUISITES: None

- Students must have self awareness, empathy, active listening skills and clarity of thought process.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Explain the concept and elements of Communication
CO2	Analyse the varied theories of Communication
CO3	Appraise the meaning of self-communication
CO4	Elaborate the techniques of effective communication

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	1	1	1	1	1	1	1
CO2	3	2	1	1	1	1	1	1	1
CO3	2	1	1	1	1	1	1	1	1
CO4	3	3	2	1	1	2	1	1	1
Average	2.75	2.25	1.25	1	1	1.25	1	1	1