

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-156

COURSE NAME: PUBLIC SPEAKING LAB (LAB. BASED ON ELECTIVE –III)

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Demonstrate Proficiency in Effective Communication Skills.
- Apply theoretical concepts to create and deliver engaging multimedia presentations.
- Develop the necessary skills and mindset for successful public speaking.

PRE-REQUISITES: None

- Students should possess a foundational understanding of verbal and non-verbal communication principles.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Demonstrate Proficiency in Verbal and Non-verbal Communication Skills.
CO2	Apply Theoretical Knowledge to Plan, Design, and Present Engaging Multimedia Presentations.
CO3	Effectively Adapt Communication Strategies in Various Situations, Mastering Impromptu and Persuasive Speaking.
CO4	Apply Advanced Public Speaking Skills, including Storytelling, Q&A Handling, and Ethical Considerations.

Course Outcomes	Program Outcomes								
	(Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	1	2	1	1	1	1
CO2	3	3	3	1	2	1	1	1	1
CO3	3	2	2	2	2	1	1	1	1
CO4	3	2	3	2	2	1	1	1	1
Average	3	2.2	2.5	1.2	2	1	1	1	1