



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Journalism & Mass Communication

Communication BA(JMC)

Scheme and Syllabus (w.e.f. Academic Session 2024-25)

GRADUATE ATTRIBUTES (GA)

It is envisioned that the graduates passing out BA(JMC) degree, will be able to possess following Graduate Attributes and demonstrate related competencies:-

GA#	THE GRADUATE ATTRIBUTES
Critical Thinking and Problem Solving (CTPS)	The ability to use knowledge, facts, and data to critically analyse and develop a well thought out solution within a reasonable time frame.
Communication Efficiency (CE)	The ability to effectively communicate with the professional community and with the society at large and being able to write effective reports, design documentation, make effective presentations with the capability of giving and taking clear instructions.
Modern Tools Usage (MTU)	The ability to explore, select, adapt and apply appropriate technologies and tools to a wide range of activities.
Professional Ethics (PE)	The ability to perform professional practices in an ethical way, keeping in the mind cyber regulations & laws, responsibilities and norms of professional practices.
Individual and Team Work (ITW)	The ability to work in multi-disciplinary team collaboration both as a member and leader, as per need.
Social and Environmental Concern (SEC)	The ability to recognize and assess societal, environmental, health, safety, legal and cultural issues within local and global contexts and the consequential responsibilities applicable to professional practices.
Life-long Learning (LLL)	The ability to engage in independent learning for continuous self-development as a professional.
Innovation and Entrepreneurship (I&E)	The ability to apply innovation to track a suitable opportunity to create value and wealth for the betterment of the individual and society at large.
Project Management and Finance (PMF)	The ability to apply knowledge to manage projects in multidisciplinary environment.

Head of the Department
Department of Journalism & Mass Communication