



# 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)

### PROGRAMME EDUCATION OBJECTIVES (PEO)

It is expected that after reasonable period of time, the students having completed the BA(JMC) Programme, shall be able to exhibit the following PEOs:-

PEO	DETAILED STATEMENT OF THE PEO
PEO1	Exhibit professional, social and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
PEO2	Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world
PEO3	Act as a catalyst and inspire (change agent) for people-centric societal empowerment
PEO4	Facilitate transparency and strengthen democracy as its fourth pillar

Head of the Department  
Department of Journalism & Mass Communication