



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. & Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Journalism & Mass Communication

BA(Journalism & Mass Communication) 3Yr.

Scheme and Syllabus

(NEP Compliant Choice Based Credit System) w.e.f. Academic Session 2022-23

COs - POs MAPPING (Semester-Wise)

FIRST SEMESTER

C.CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BA(JMC) 101	Communication: Concepts & Processes	2.80	2.50	2.25	2.40	1.60	1.00	2.00	1.00	1.20	0.00	1.00	1.00
BA(JMC) 103	Contemporary India: An Overview	2.80	2.40	2.25	2.20	1.33	1.50	1.00	2.00	1.25	0.00	0.00	1.20
BA(JMC) 105	Basics of Design and Graphics	2.25	2.00	2.25	2.33	1.00	3.00	1.00	2.00	2.50	0.00	0.00	2.00
BA(JMC) 107	Personality Development	1.80	1.50	2.00	3.00	2.40	1.25	0.00	1.20	1.25	1.00	1.40	1.60
BA(JMC) 109	Writing Skills	2.40	1.80	3.00	3.00	1.25	1.20	2.80	1.80	1.80	1.50	1.33	1.40
BA(JMC) 151	Communication Skills Lab	3.00	1.75	2.25	2.50	1.75	1.50	1.67	1.50	2.25	2.00	2.50	2.75
BA(JMC) 153	Contemporary India: Issues & Debates	2.67	2.67	2.33	2.67	2.33	2.67	2.67	2.67	2.00	1.67	2.67	2.33
BA(JMC) 155	Design & Graphics Lab – I	3.00	2.00	3.00	3.00	0.00	0.00	3.00	2.00	2.00	1.33	1.67	2.00
BA(JMC) 157	Personality Development Lab	2.80	1.80	2.60	3.00	2.00	1.60	1.40	2.00	2.60	1.40	1.80	2.60
BA(JMC) 159	Writing Skills Lab	2.00	1.50	3.00	2.50	1.00	1.75	3.00	2.00	1.50	1.75	2.00	2.00

SECOND SEMESTER

C.CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BA(JMC) 102	Print Journalism	3.00	3.00	2.60	2.20	1.50	2.00	0.00	2.00	2.20	1.00	2.50	2.40
BA(JMC) 104	Media Laws and Ethics	3.00	3.00	2.75	2.25	1.50	2.00	2.00	1.67	2.25	1.00	2.33	2.25
BA(JMC) 106	Still Photography	3.00	3.00	3.00	2.75	2.50	1.67	2.00	2.50	2.25	1.67	2.00	3.00
BA(JMC) 108	Health Communication	2.33	2.67	2.67	2.50	1.50	1.67	1.33	2.00	1.67	1.75	1.80	1.83
BA(JMC) 110	Sports Journalism	2.80	2.40	2.80	2.80	2.25	1.40	1.80	2.00	1.75	2.20	2.25	1.80
BA(JMC) 152	Print Journalism Lab	2.50	2.75	2.50	2.50	2.00	3.00	1.00	1.00	2.67	0.00	1.25	2.75
BA(JMC) 154	Still Photography Lab	3.00	2.67	3.00	2.67	1.67	2.50	2.00	2.50	2.00	1.00	2.33	2.67
BA(JMC) 156	Design and Graphics Lab – II	3.00	3.00	3.00	3.00	3.00	0.00	0.00	0.00	2.00	1.00	2.00	2.67
BA(JMC) 158	Health Communication Lab	2.67	3.00	2.00	2.00	1.33	2.00	2.00	2.33	2.67	1.50	2.67	3.00
BA(JMC) 160	Sports Journalism Lab	3.00	3.00	2.67	2.00	2.00	1.33	2.00	2.67	2.33	2.00	2.00	2.67

THIRD SEMESTER

C.CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BA(JMC) 201	Development Communication	2.80	2.40	2.40	2.40	2.00	2.60	2.20	2.40	1.60	1.33	2.00	1.80
BA(JMC) 203	Basics of Radio Programming and Production	3.00	2.80	3.00	2.60	2.00	2.00	1.67	2.67	2.40	1.33	2.20	2.40
BA(JMC) 205	Basics of Video Camera, Lights and Sound	2.80	2.60	3.00	2.80	1.80	1.00	3.00	2.00	2.25	1.50	2.40	2.80
BA(JMC) 207	Radio Jockeying and News Reading	2.00	1.25	3.00	2.75	1.00	1.00	2.50	1.50	1.50	1.67	2.00	1.75
BA(JMC) 209	Video Editing	2.50	1.33	3.00	2.25	0.00	0.00	2.50	1.50	1.00	1.00	1.00	1.00
BA(JMC) 251	Radio Production Lab	2.00	2.20	2.60	2.20	2.00	1.20	2.40	1.60	1.60	2.00	1.40	1.60
BA(JMC) 253	Video Production Lab	2.25	2.50	3.00	3.00	1.50	1.50	3.00	2.00	2.00	1.75	1.25	1.75
BA(JMC) 255	Summer Training Report****	2.50	2.50	2.75	2.25	1.50	1.75	2.75	2.25	1.50	2.00	2.00	2.00
BA(JMC) 257	Radio Jockeying and News Reading Lab	2.75	2.50	2.75	2.75	2.00	2.50	3.00	2.50	2.50	2.25	2.25	2.50
BA(JMC) 259	Video Editing Lab	2.67	2.67	3.00	2.00	1.33	1.33	2.67	2.00	1.33	1.67	2.00	1.67

FOURTH SEMESTER

C.CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BA(JMC) 202	Basics of Advertising	2.86	2.86	2.00	2.40	1.50	2.25	2.60	2.00	2.57	1.25	2.00	2.57
BA(JMC) 204	Basics of Public Relations	3.00	2.83	2.67	2.40	1.83	1.60	1.80	2.33	2.20	2.75	2.50	2.33
BA(JMC) 206	Television Programming and Production	2.80	2.20	2.60	2.20	1.50	1.67	1.00	1.50	2.00	1.50	2.80	2.60
BA(JMC) 208	Television News: Reporting and Anchoring	2.50	2.50	2.75	2.75	1.75	1.50	2.00	1.25	1.25	1.00	1.50	1.50
BA(JMC) 210	Corporate Communication	3.00	3.00	3.00	1.75	1.00	1.67	2.00	1.00	2.00	1.50	2.00	2.00
BA(JMC) 252	Advertising Lab	3.00	3.00	3.00	3.00	1.50	2.25	2.00	2.00	2.00	2.00	2.75	2.50
BA(JMC) 254	Public Relations Lab	3.00	3.00	3.00	3.00	2.00	2.00	1.00	3.00	2.00	1.00	2.00	2.67
BA(JMC) 256	TV Production Lab	3.00	3.00	3.00	3.00	3.00	0.00	1.00	1.50	2.00	1.00	2.33	2.67
BA(JMC) 258	Television News: Reporting and Anchoring Lab	2.50	2.50	2.75	2.75	1.75	1.50	2.00	1.25	1.25	1.00	1.50	1.50
BA(JMC) 260	Corporate Communication Lab	3.00	3.00	3.00	1.67	1.00	1.00	0.00	1.00	2.00	1.50	2.00	2.00

The whole syllabus is divided into following types:

ABBR.	NEP Course Type	ABBR.	NEP Course Type
CCT	Core Courses Theory	GE	Multidisciplinary(Generic Ele)
CCP	Core Courses Practical	PCE	Programme Core Elective
AEC	Ability Enhancement Courses	SI	Summer Internship
SEC	Skill Enhancement Courses	MOOCs	MOOC Courses
VA	Value Added Courses	PRJ	Minor/ Major Project
NUES	Non Univ. Exam. System	IIR	Industry Internship Report
BC	Bridge Course	DSEC	Discipline Specific Electives

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FIFTH SEMESTER

C.CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BA(JMC) 301	Basics of New Media	2.20	2.80	2.80	2.40	2.00	2.20	2.60	2.40	2.00	1.60	2.00	1.80
BA(JMC) 303	Media Research	2.33	1.67	2.00	2.00	1.25	2.20	1.60	1.75	1.83	3.00	1.80	2.00
BA(JMC) 305	Event Management	1.75	1.75	2.25	2.00	1.25	1.00	1.33	1.00	1.00	1.50	2.75	1.50
BA(JMC) 307	Digital Media Marketing	2.40	2.60	2.20	2.40	2.50	1.75	2.60	1.67	1.20	2.33	1.50	1.40
BA(JMC) 309	Film Appreciation	2.00	2.67	1.83	2.17	2.00	1.60	1.80	1.60	1.33	2.00	1.00	1.17
BA(JMC) 351	New Media Lab	2.00	2.00	3.00	2.40	1.00	1.67	2.80	2.00	1.20	1.80	2.00	2.20
BA(JMC) 353	Media Research Lab	2.80	1.60	2.20	1.60	1.00	1.00	2.40	1.00	1.60	2.20	1.80	2.20
BA(JMC) 355	Event Management Lab	1.67	1.67	2.00	2.33	2.33	1.00	2.67	2.00	1.33	2.00	2.33	1.67
BA(JMC) 357	Functional Exposure Report*****	2.33	2.67	3.00	3.00	1.67	1.33	2.67	2.00	2.00	1.67	2.33	2.33
BA(JMC) 359	Digital Media Marketing Lab	2.50	2.50	3.00	2.50	1.75	2.00	2.75	2.00	1.75	2.25	2.00	2.00
BA(JMC) 361	Film Appreciation Lab	2.25	2.25	2.25	2.00	1.50	2.25	2.75	2.00	1.50	2.00	1.67	1.25

SIXTH SEMESTER

C.CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BA(JMC) 302	Basics of New Media	2.60	2.60	2.40	2.20	2.80	1.80	2.00	2.00	1.60	2.80	2.80	2.20
BA(JMC) 304	Media Research	2.75	2.75	2.00	1.75	2.00	2.50	2.00	2.50	1.50	1.50	2.50	2.00
BA(JMC) 306	Event Management	2.00	2.80	1.80	2.20	2.25	2.80	1.80	2.20	2.00	2.00	2.40	2.40
BA(JMC) 308	Digital Media Marketing	3.00	2.40	2.40	1.00	1.20	2.20	1.00	1.00	1.20	2.20	1.00	1.00
BA(JMC) 352	Film Appreciation	2.50	1.75	2.40	1.80	2.00	0.00	2.00	2.50	1.50	1.67	1.00	1.50

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