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Delhi Metropolitan Education

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GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY

Program Outcomes (POs)
and
Course Outcomes (COs)
of
BA (JMC)
2016



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DME Media School

Program Outcomes (POs) and Course Outcomes (COs) for BA (JMC)

The Bachelor of Arts (Journalism and Mass Communication) programme aims to provide fundamental knowledge in journalism, media and communications theory and practice. To attain the same, the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs) of the course are elaborated as follows-

Program Outcomes (POs) for BA (JMC)

PO1: Understanding of media and communication: Students who complete a BA(JMC) program should have a thorough understanding of the media industry, including the history, theory, and practice of journalism, public relations, advertising, and other mass communication fields.

PO2: Communication skills: BA(JMC) graduates should communicate effectively verbally and in writing and produce high-quality media content for various platforms.

PO3: Critical thinking and research skills: BA(JMC) graduates should have strong critical thinking and research skills, be able to analyse media messages critically, and evaluate sources of information.

PO4: Ethics and social responsibility: BA(JMC) graduates should have a solid understanding of ethical and social responsibility issues in journalism and mass communication and be able to apply these principles to their work.

PO5: Technological proficiency: BA(JMC) graduates should use digital technologies and tools related to journalism and mass communication, including social media platforms, multimedia tools, and content management systems.

PO6: Global perspective: BA(JMC) graduates should have a global perspective and be able to understand the impact of media and communication on society and cultures around the world.



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Semester-I Course Outcomes (Cos) for BA (JMC)

Paper Details	Course Title	Course Outcome
BA (JMC) 101	Communications: Concepts and Processes	CO1: Define various forms of communications and mass communications CO2: Understand the different processes of communication and mass communication CO3: Explain other Models and Theories of Communication and Mass Communication CO4: Understand emerging trends in Communication and Mass Communication
BA (JMC) 103	Contemporary India: An Overview	CO1: Discuss various aspects of Indian history, art and culture CO2: Understand the Indian polity and its working CO3: Gain insights into the contemporary challenges and issues related to India's social and political structure CO4: Explaining the nature and ideological contours of the Indian economy
BA (JMC) 105	Basics of Design and Graphics	CO1: Understand the basics of design and graphics CO2: Apply the knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media CO3: Understand the basics of photo editing, designing layouts and designing using the software. CO4: Describe various printing processes.
BA (JMC) 107	Personality Development	CO1: Understand the importance of personality skills for media professionals. CO2: Demonstrate written, spoken, and listening skills and etiquette CO3: Learn time management skills CO4: Explain the role of different institutions in personality development
BA (JMC) 109	Writing Skills	CO1: Understand the fundamentals of media writing CO2: Introduction to concepts of writing online posts, blogs, reports etc CO3: Describe the process of translation CO4: Apply the knowledge gained in writing accurately and creatively for mass media



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Semester II Course Outcomes (Cos) for BA (JMC)

Paper Details	Course Title	Course Outcome
BA (JMC) 102	Print Journalism	CO1:Define journalism, news and news values CO2:Describe news reporting and its various types and techniques CO3:Understand the structure and working of a newsroom CO4:Utilise the knowledge gained in editing and designing a print layout for newspaper, magazine and journal
BA (JMC) 104	Media Laws and Ethics	CO1:Familiarise with the legal terminology and provisions of Freedom of the Press as per Article 19(1) (a) of the Indian Constitution CO2:Understand the role, need and functions of the Press Council of India CO3:Define and discuss media ethics CO4:Apply the knowledge gained in coverage of judicial proceedings, Parliament and State Legislature
BA (JMC) 106	Still Photography	CO1:Define photography and trace its history and evolution CO2:Describe the parts of the digital camera and its functions CO3:Understandthe concept and role of lighting in photography CO4:Demonstrate proficiency in photojournalism
BA (JMC) 108	Health Communication	CO1:Define public health and its related issues CO2:Discuss various aspects of public health CO3:Describe the need and importance of health communication CO4:Demonstrate skills and knowledge required to report on health
BA (JMC) 110	Sports Journalism	CO1:Define sports journalism CO2:Explain news values and ethics for sports reporting and writing CO3:Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post-Event Issues CO4:Understand the role and importance of international sports organisations



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Semester III Course Outcomes (Cos) for BA (JMC)

Paper Details	Course Title	Course Outcome
BA (JMC) 201	Development Communication	CO1: Define and describe the process of development communication CO2: Explain various approaches to development communication CO3: Demonstrate role of mass media in development CO4: Apply the knowledge gained in designing social media marketing campaign on a development issue
BA (JMC) 203	Basics of Radio Programming and Production	CO1: Describe radio as a medium of mass communication CO2: Understand the Organizational Structure and Functionaries of a Radio Station: Government and Private CO3: Describe various formats of the radio programme and the radio production process CO4: Explain the post-production and evaluation for radio productions
BA (JMC) 205	Basics of Video Camera, Lights and Sound	CO1: Describe video camera operations and functions CO2: Understand camera movements, mounts, shots, angles and compositions CO3: Apply the techniques of lighting for video production CO4: Utilise the methods of recording and in-cam editing
BA (JMC) 207	Radio Jockeying and News Reading	CO1: Discuss the structure and functioning of the radio FM channel CO2: Describe the presentation techniques used by Radio Jockey/ News Reader CO3: Apply the knowledge gained in the presentation of a radio programme for transmission CO4: Learn and apply the skills of news reading



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BA (JMC) 209	Video Editing	CO1:Describe the concept & process of video editing CO2:Understand various types of video editing CO3:Understand process of packaging and archiving CO4:Appraise new technologies and software for video-editing
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Semester IV Course Outcomes (Cos) for BA (JMC)

Paper Details	Course Title	Course Outcome
BA (JMC) 202	Basics of Advertising	CO1:Define advertising and brand CO2:Summarise the functions and types of advertising agency CO3:Discuss various elements of an advertisement CO4:Develop and design advertising campaigns
BA (JMC) 204	Basics of Public Relations	CO1:Understand Public Relations CO2:Describe the role and importance of Public Relations CO3:Illustrate the functions of the PR agency CO4:Planning and designing a public relations campaign
BA (JMC) 206	Television Programming and Production	CO1:Define TV as a medium of mass communication CO2:Differentiate various TV programme formats CO3:Understand the process of production of a TV programme CO4:Discuss the post-production process and techniques
BA (JMC) 208	Television News: Reporting and Editing	CO1:Describe the structure and functioning of a TV news channel CO2:Elucidate the role and responsibilities of TV News Reporter and Anchor CO3:Apply the knowledge gained in writing and presenting TV news
BA (JMC) 210	Corporate Communication	CO1:Define the role and importance of Corporate Communication CO2:Understand the shift from PR to Corporate Communication CO3:Utilise the knowledge gained for Corporate Branding



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Semester V Course Outcomes (Cos) for BA (JMC)

Paper Details	Course Title	Course Outcome
BA (JMC) 301	Basics of New Media	CO1:Describe New Media technology for mass communication CO2:Explain the use of online discussion forums keeping in mind cyber law and ethics CO3:Understand the applications of New Media CO4:Utilize knowledge gained to design and manage a website
BA (JMC) 303	Media Research	CO1:Define Media Research CO2:Explain the process of Media Research CO3:Discuss the Research methodology for Media CO4:Describe the steps involved in report writing
BA (JMC) 305	Event Management	CO1:Understand the basics of event and Event Management CO2:Describe organisational structure and functionalities of an event management company CO3:Explain the process of organising an event CO4:Demonstrate the knowledge gained to assess and evaluate an event
BA (JMC) 307	Digital Media Marketing	CO1: Understand the concept of social media marketing for online communication. CO2:Discuss the concept of social business CO3:Create and maintain social networking platforms for business
BA (JMC) 309	Film Appreciation	CO1:Describe film as a medium of communication CO2:Understand the evolution of World Cinema CO3:Explain the emerging trends in contemporary Indian cinema CO4:Critically appreciate and review a film



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Semester VI Course Outcomes (Cos) for BA (JMC)

Paper Details	Course Title	Course Outcome
BA (JMC) 302	Media Management and Entrepreneurship	CO1:Understand the principles and functions of management CO2:Explain leadership styles and behavioural patterns CO3:Describe the structure and functions of media organisations CO4:Explain the importance of revenue generation for a media organisation in print, radio, TV & online
BA (JMC) 304	Global Media - An Overview	CO1:Describe the global communication system post World War II CO2:Explain the changing trends in global information flow CO3:Utilize knowledge gained to analyse major media concerns for India
BA (JMC) 306	Environment Communication	CO1:Understand development as an issue of Man v/s Nature and man as part of nature CO2:Describe the concept, scope and importance of environment and Environment Communication. CO3:Understand the concept, structure and functions of the Ecosystem CO4:Explore the issues in disaster management and the role of mediaintervention in managing disasters