



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi-110086, India

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

POs/COs of Department of Journalism

Programme Outcomes (POs) for B.A. (JMC)

After the program the students will be able to:

PO1:	Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2:	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3:	Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO4:	Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO5:	Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO6:	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
PO7:	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Programme Specific Outcomes for B.A. (JMC)

After the program the students will be able to

PO1:	Understand the nature, basic concepts and aspects of Journalism and Mass Communication
PO2:	Analyse the Indian Media Scenario in global perspective in Socio - Economic - Political environmental context.
PO3:	Apply editing, designing and production techniques and use of software relevant to dynamics of media world
PO4:	Understand the application of communication theories, research in pursuit of truth, accuracy and fairness across all media platforms.



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Course Outcomes (COs) of B.A. (JMC)

B.A. (JMC) Semester I

BA(JMC)101	Communication: Concepts & Process
COBA(JMC)101.1	Define the concept, function, role and process of communication
COBA(JMC)101.2	Describe the use of communication and mass communication in Digital world
COBA(JMC)101.3	Apply various models of communication in mass media
COBA(JMC)101.4	Analyze the use of media theories in Indian context
COBA(JMC)101.5	Measure the effectiveness of communication in Social, Political and Economic scenario
COBA(JMC)101.6	Modify the models and theories relevant in modern times

BA(JMC)103	Contemporary India: An Overview
COBA(JMC) 103.1	Define the concept of Indian culture, values, rituals and freedom movement
COBA(JMC) 103.2	Illustrate the Indian constitution and Political system
COBA(JMC) 103.3	Examine the nature and ideological contours of Indian Economy
COBA(JMC) 103.4	Analyze the Gender Equality, Swachh Bharat Abhiyaan, Women Safety and Reservation Movements
COBA(JMC) 103.5	Justify the effectiveness of media in Socio-Economic and Political system
COBA(JMC)103.6	Develop the concept of Judicial Activism in current scenario

BA(JMC)105	Basics of Design & Graphics
COBA(JMC)105.1	Define the elements and principle of Design & Graphics.
COBA(JMC)105.2	Discuss the history of typography and use of typography in design.
COBA(JMC)105.3	Explain the various type of layout planning for print media.
COBA(JMC)105.4	Evaluate the role of visuals in Graphic communication.
COBA(JMC)105.5	Compare the use of offset printing and Digital printing in current scenario
COBA(JMC)105.6	Generalize the software and Hardware features of DTP

BA(JMC)107	Personality Development
COBA(JMC)107.1	Define different type of personalities, develop and exhibit accurate sense of self.
COBA(JMC)107.2	Describe Communicative persona and professional communication skills.



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COBA(JMC)107.3	Develop Resume writing skills and online-offline communication etiquettes.
COBA(JMC)107.4	Analyze and connect the skills of problem solving, conflict management and time management.
COBA(JMC)107.5	Assess knowledge, personal beliefs, values and art of negotiation
COBA(JMC)107.6	Propose various strategies of coping with stress & emotions.

BA(JMC)109	Writing Skills
COBA(JMC)109.1	Recognize the fundamentals & ethics of media writing.
COBA(JMC)109.2	Distinguish the writing for news and non-news mediums.
COBA(JMC)109.3	Apply the writing mechanism, the process writing for media, creative writing and its various genres.
COBA(JMC)109.4	Appraise dynamics of social media writing skills and etiquettes for the same.
COBA(JMC)109.5	Summarize translation, its types and significance.
COBA(JMC)109.6	Develop translation skills and demonstrate the same for media content translation.

BA(JMC)151	Communication Skill Lab
COBA(JMC)151.1	Describe the concept of extempore
COBA(JMC)151.2	Illustrate the use of group discussion
COBA(JMC)151.3	Construct the newspapers and magazines content based on models and theories of communication
COBA(JMC)151.4	Evaluate the use of letter to editor
COBA(JMC)151.5	Reframe a multimedia presentation
COBA(JMC)151.6	Adopt a listening habit to enhance communication skills

BA(JMC)153	Contemporary India Issues & Debates (Seminar/Presentations)
COBA(JMC)153.1	Visualize vast canvas of Indian Art and Culture.
COBA(JMC)153.2	Discuss New Economic Initiatives.
COBA(JMC)153.3	Discover various dimensions of Gender Equality and Women Safety.
COBA(JMC)153.4	Analyze Indian Political Scenario.
COBA(JMC)153.5	Argue in debates and group discussions on Judicial activism
COBA(JMC)153.6	Design a multimedia and oral presentation on various movements in India

BA(JMC)155	Design & Graphics Lab I
COBA(JMC)155.1	Describe the practical use of photo editing software and layouts packages.



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COBA(JMC)155.2	Explain the various steps of poster designing.
COBA(JMC)155.3	Produce a set of Flash card
COBA(JMC)155.4	Plan to design a web banner
COBA(JMC)155.5	Measure the various effects in Photographs
COBA(JMC)155.6	Design a college newspaper and college magazine.

BA(JMC)157	Personality Development Lab
COBA(JMC)157.1	Enumerate different role plays in different situations.
COBA(JMC)157.2	Explain presentations in a team along with crisis management.
COBA(JMC)157.3	Interpret behaviour in different situations.
COBA(JMC)157.4	Devise official and non-official letters and e-mails.
COBA(JMC)157.5	Reframe professional resume and portfolio.
COBA(JMC)157.6	Design and develop various strategies by using mock interviews

BA(JMC)159	Writing Skills Lab
COBA(JMC)159.1	Observe translation skills for translation of newspapers text content from Hindi to English & vice versa.
COBA(JMC)159.2	Convert a magazine or newspaper story from Hindi to English & vice versa using translation skills.
COBA(JMC)159.3	Write formal and informal letter honing writing skills.
COBA(JMC)159.4	Devise content from one media to another using transcreation skills.
COBA(JMC)159.5	Editorialize content for various media platforms.
COBA(JMC)159.6	Create an online blog and demonstrate writing skills by writing blogs on various topics.

B.A. (JMC) Semester II

BA(JMC)102	Print Journalism
COBA(JMC)102.1	Identify the evolution, growth of Journalism and role & responsibilities of journalist.
COBA(JMC)102.2	Explain the concept of news, features and news reporting and writing various kinds of news and reviews.
COBA(JMC)102.3	Develop writing skills for various print media platforms.
COBA(JMC)102.4	Analyze the setup & functions of newsroom of a daily.
COBA(JMC)102.5	Assess editing skills in manual & electronic mode.
COBA(JMC)102.6	Design layout for newspapers and magazines.

BA(JMC)104	Media Laws and Ethics
COBA(JMC)104.1	Define legal terminology used in media & media coverage.



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COBA(JMC)104.2	Describe the significance of Press Acts, Commissions, Committees and the Press Council of India.
COBA(JMC)104.3	Interpret various media laws of pre-independence and post-independence India and analyze their applicability on media coverage.
COBA(JMC)104.4	Analyze media ethics and social responsibility of press and code of ethics of different press regulatory agencies.
COBA(JMC)104.5	Distinguish legal rights and responsibilities of journalists.
COBA(JMC)104.6	Define freedom of the Press and the Indian Constitution, freedom of speech and expression: Article 19(1) (a) and reasonable restrictions Article 19 (2).

BA(JMC)108	Health communication
COBA(JMC)108.1	Define the concept of Public Health and Public Health Care System in India
COBA(JMC)108.2	Describe Reporting, Writing and Editing skills on Health Issues by using various sources
COBA(JMC)108.3	Examine the role and importance of Health Care Campaigns
COBA(JMC)108.4	Analyze various media platforms suitable for Health Communication
COBA(JMC)108.5	Select Behavior Change Strategies and implement them to bring change in the behavioral pattern of targeted audience.
COBA(JMC)108.6	Design IEC (Information Education Communication) for Health Campaigns

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BA(JMC)110	Sports Journalism
COBA(JMC)110.1	Define Sports journalism and determine its sources.
COBA(JMC)110.2	Discuss blogs on Sports.
COBA(JMC)110.3	Categorize different writing styles, sports photography and editing of news and photographs.



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COBA(JMC)110.4	Explain sports management and define the role and functions of anti-doping agencies and different sports organizations.
COBA(JMC)110.5	Judge opportunities in sports journalism
COBA(JMC)110.6	Simulate the role of sports journalist in promoting physical and mental wellbeing.

BA(JMC)152	Print Journalism Lab
COBA(JMC)152.1	Identify different kinds of headlines & leads in a newspaper and rewrite them.
COBA(JMC)152.2	Illustrate file stories for various beats of newspaper.
COBA(JMC)152.3	Construct any news story from newspaper into a feature.
COBA(JMC)152.4	Infer a news story from English to Hindi and vice versa.
COBA(JMC)152.5	Reframe photo captions and cutlines.
COBA(JMC)152.6	Develop an editorial.

BA(JMC)154	Still Photography Lab
COBA(JMC)154.1	Recognize the skills to capture photographs in different composition
COBA(JMC)154.2	Classify the different f-stop(aperture setting)
COBA(JMC)154.3	Experiment different numbers of shutter speed
COBA(JMC)154.4	Evaluate the understanding of focal length and depth of field
COBA(JMC)154.5	Choose a photo feature on specific topic .
COBA(JMC)154.6	Create a photo story for newspaper and magazine

BA(JMC)156	Design & Graphics Lab II
COBA(JMC)156.1	Examine the design of various invitation card in CorelDraw
COBA(JMC)156.2	Design different kind of Logo (Media, Corporate)
COBA(JMC)156.3	Draw a calendar (Monthly, yearly) in Corel Draw
COBA(JMC)156.4	Design a cover page of a book in Corel Draw
COBA(JMC)156.5	Differentiate the layout Software like Corel Draw and Adobe InDesign
COBA(JMC)156.6	Design different kind of magazines (Food, Health, sports etc.) in Adobe, InDesign

BA(JMC)158	Health communication Lab
COBA(JMC)158.1	Define the concept of blog on health-related issues.
COBA(JMC)158.2	Discuss reporting, writing, editing and photography skills specific to Health Issues
COBA(JMC)158.3	Develop sensitivity towards life style and health issues becoming life threats to people.



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COBA(JMC)158.4	Plan strategies based upon research and analysis to bring behavioral change aiming good health.
COBA(JMC)158.5	Evaluate an effective Behavioral Change Communication Messages.
COBA(JMC)158.6	Creat IEC (Information Education Communication) fro Health Campaigns

BA(JMC)160	Sports Journalism Lab
COBA(JMC)160.1	Reproduce headlines for Sports Stories
COBA(JMC)160.2	Discuss ethical issues in Sports
COBA(JMC)160.3	Write Sports News stories
COBA(JMC)160.4	Organise sports interview
COBA(JMC)160.5	Evaluate a Blog on Sports
COBA(JMC)160.6	Develop sports photography skills

B.A. (JMC) Semester III

BA(JMC)201	Development Communication
COBA(JMC)201.1	Describe Development Communication and the economic and social indicators of the same.
COBA(JMC)201.2	Interpret the different approaches to Development Communication.
COBA(JMC)201.3	Examine the various Paradigms and models of Development Communication.
COBA(JMC)201.4	Analyse the role and performance of Mass Media and other agencies in Development.
COBA(JMC)201.5	Decide a social media marketing campaign for a development issue.
COBA(JMC)201.6	Infer legal rights and responsibilities of journalists.

BA(JMC)203	Basics of Radio programming & Production
COBA(JMC)203.1	Explain Radio Broadcasting, Transmissions technology and the Radio Broadcasting history.
COBA(JMC)203.2	Discuss the radio programme formats . Demonstrate radio programme formats and its importance.
COBA(JMC)203.3	Explain the Radio programme production and transmission process.
COBA(JMC)203.4	Outline the steps and of Radio programme and script writing for a ear medium.
COBA(JMC)203.5	Develop the idea of Radio programme and demonstrate audio editing skills.
COBA(JMC)203.6	Identify and recognize Cubase Editing software and File Formats



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BA(JMC)205	Basics of Video Camera, Lights & Sound
COBA(JMC)205.1	Define camera, types of video camera, parts, functions, equipment and accessories.
COBA(JMC)205.2	Describe to operate camera for proper exposure, depth of field and focus.
COBA(JMC)205.3	Develop skills to perform specific shots, angles, camera movements and composition in film and television productions.
COBA(JMC)205.4	Differentiate among different types of lights, filters, reflectors, cutters and gels.
COBA(JMC)205.5	Decide microphones to record and edit of different sound elements.
COBA(JMC)205.6	Plan In- Cam Editing and File Formats.

BA(JMC)207	Radio Jockeying & News Reading
COBA(JMC)207.1	Define script and understanding news and news agenda.
COBA(JMC)207.2	Illustrate Radio news reading, basics of fluency, pitch. Duties and responsibility of a radio jockey and news reader. Acquires proper voice culture and communication skills
COBA(JMC)207.3	Write effective promo and jingles for radio, marketing and attracting customers.
COBA(JMC)207.4	Organize live Radio Programmes as Radio Jockey
COBA(JMC)207.5	Assess Editing and Dubbing the recorded Programme. Justify the technical process of Radio Broadcasting and streaming.
COBA(JMC)207.6	Prepare Produce Programmes in various radio formats

BA(JMC)209	Video Editing
COBA(JMC)209.1	Explain Video Editing Background, Concept, Objectives and Importance.
COBA(JMC)209.2	Discuss types of Video Editing.
COBA(JMC)209.3	Outline the steps of Video Editing. Linear and Non-linear.
COBA(JMC)209.4	Explain the Video Editing techniques. Define Video and Audio effects and Transitions
CONA(JMC)209.5	Demonstrate PCR, use of Switcher and Chromo key
COBA(JMC)209.6	Build-up editing skills. Create multi camera editing set-up

BA(JMC)257	Radio jockeying & News Reading Lab
COBA(JMC)257.1	Memorize editing and recording in Radio Programs.
COBA(JMC)257.2	Illustrate Radio talk Show & phone ins programs
COBA(JMC)257.3	Develop editing and recording skills.
COBA(JMC)257.4	Analyze duties and responsibilities while news reading, Understanding the news scripts and news agenda



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COBA(JMC)257.5	Evaluate Reporting a news & Interviewing, recording the byte & transcription & scripting.
COBA(JMC)257.6	To facilitate making & adding effective promo and jingles while anchoring

BA(JMC)259	Video Editing Lab
COBA(JMC)259.1	Demonstrate Offline and online Video editing.
COBA(JMC)259.2	Explain log sheet. How capture/import video clip.
COBA(JMC)259.3	Create a rough cut.
COBA(JMC)259.4	Use of Transitions and effects. Filtering and keying.
COBA(JMC)259.5	Design scrolling and rolling
COBA(JMC)259.6	Colour Correction

B.A. (JMC) Semester IV

BA(JMC)202	Basics Of Advertising
COBA(JMC)202.1	Describe the concept, functions, types and models of advertising.
COBA(JMC)202.2	Discuss the structure of the advertising agency
COBA(JMC)202.3	Analyse an existing product on the basis of brand positioning, targeting & segmentation.
COBA(JMC)202.4	Illustrate the challenges faced by advertising managers from increasing globalisation, fragmentation of media audiences.
COBA(JMC)202.5	Evaluate the media measurement tools like IRS, RAM, BARC and WAM in advertising
COBA(JMC)202.6	Justify an advertising campaign case study on the basis of its creativity through advertising element

BA(JMC)204	Basics of Public Relations
COBA(JMC)204.1	Define concept of Public Relations and its evolution.
COBA(JMC)204.2	Explain the structure and function of PR Agency.
COBA(JMC)204.3	Elucidate the new trends (Digital media) in Public Relations.
COBA(JMC)204.4	Understand the role and responsibilities of PRO in Health and education sectors.
COBA(JMC)204.5	Distinguish between Public Relations and Corporate communication
COBA(JMC)204.6	Create PR Pitch and PR campaign.

BA(JMC)206	Television Programming and Production
COBA(JMC)206.1	Describe the relevance of Television, history, styles, formats and aesthetics.



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COBA(JMC)206.2	Discuss story concepts, script breakdowns and budget for the production.
COBA(JMC)206.3	Explain different continuities, Make up, Designing sets, Floor Plan and shot division.
COBA(JMC)206.4	Analyze systematic steps involved in Single and Multi camera production with understanding of production personnel & their responsibilities.
COBA(JMC)206.5	Evaluate various styles of writing, shooting and post production of different formats.
COBA(JMC)206.6	Rearrange the tools and Techniques used to pretest and evaluate the Films and Television Programs.

BA(JMC)208	Television News Reporting & Anchoring
COBA(JMC)208.1	Define the concept of News and News Value for TV News.
COBA(JMC)208.2	Explain the various type of TV News reporting and beats.
COBA(JMC)208.3	Write down the characteristics and essentials of TV Language
COBA(JMC)208.4	Explain the various essential for field reporting like Live/recorded Phone-in, Piece to Camera, Walk through
COBA(JMC)208.5	Summarize the Qualities, Responsibilities and Professional Ethics of a News anchor.
COBA(JMC)208.6	Produce an anchoring programme with/without Tele-prompter, Studio and Outdoor.

BA(JMC)210	Corporate Communication
COBA(JMC)210.1	Describe the contemporary corporate environment and corporate social responsibility
COBA(JMC)210.2	Compare the role of corporate communication and public relations in corporate identity and corporate image
COBA(JMC)210.3	Develop corporate communication strategies and corporate identity audit
COBA(JMC)210.4	Evaluate the use of various tools of internal and external communication
COBA(JMC)210.5	Assess the good practices of corporate communication.
COBA(JMC)210.6	Design a Corporate Crisis Management plan.

BA(JMC)252	Advertising Lab
COBA(JMC)252.1	Explain the advertising objectives according to SWOT analysis.
COBA(JMC)252.2	Discuss the segmentation of target audience in accordance with different brand.
COBA(JMC)252.3	Develop an advertising copy, slogan, jingles for any product/idea/service.



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COBA(JMC)252.4	Illustrate different advertisements in accordance to its content, presentation, medium, environment etc. .
COBA(JMC)252.5	Recommend a Media Plan for a particular brand.
COBA(JMC)252.6	Create a multimedia presentation on advertising campaign for any product/idea/service.

BA(JMC)254	Public Relations Lab
COBA(JMC)254.1	Describe the plan , design and implement different media releases for launch of product.
COBA(JMC)254.2	Explain the structure and function of PR Agency.
COBA(JMC)254.3	Illustrate on how to organize a Mock Press Conference.
COBA(JMC)254.4	Plan, design and manage a PR campaign.
COBA(JMC)254.5	Recommend the elements of Press kit.
COBA(JMC)254.6	Formulate the steps of scheduling in PR Pitch and Campaign.

BA(JMC)256	TV Production Lab
COBA(JMC)256.1	Visualize Ideas for video production.
COBA(JMC)256.2	Convert Idea into Script, screenplay, floor plan and shot division for a video production.
COBA(JMC)256.3	Prepare Budget and Production schedule for a video production.
COBA(JMC)256.4	Organize Production of a short film in studio and outdoor locations.
COBA(JMC)256.5	Conclude video editing and other aspects of Post Production of a Film or a TV Program.
COBA(JMC)256.6	Manage Distribution, exhibition and marketing of Video Production.

BA(JMC)258	Television News reporting & Anchoring Lab
COBA(JMC)258.1	Record a news piece of 5 mins with or without a Teleprompter
COBA(JMC)258.2	Cite example of various type of field reporting.
COBA(JMC)258.3	Prepare a Talk Show and Interview
COBA(JMC)258.4	Organize a debate and discussion for a news channel
COBA(JMC)258.5	Evaluate the use of piece to camera, phone-in, walk through programme for TV
COBA(JMC)258.6	Produce a package of a news bulletin of 5-10 minutes

BA(JMC)260	Corporate Communication Lab
COBA(JMC)260.1	Describe the vision, mission, values and objectives of an existing organization



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COBA(JMC)260.2	Extend an e-mail invite for launch of any product, service and idea
COBA(JMC)260.3	Develop a social media strategy for internal and external communication
COBA(JMC)260.4	Plan a press conference for a recent development in the organization
COBA(JMC)260.5	Decide a disaster management plan .
COBA(JMC)260.6	Create a plan to manage crisis.

B.A. (JMC) Semester V

BA(JMC)301	Basics of New Media
COBA(JMC)301.1	Explain the new media technology and also explain the online communication history.
COBA(JMC)301.2	Classify the traditional media vs. online media and also explain the cyber law and eth
COBA(JMC)301.3	Discover the new media applications and how apply in media industry and education industry.
COBA(JMC)301.4	Illustrate the strategies making website planning and visual design use for site making.
COBA(JMC)301.5	Evaluate the Impact of Web or Content writing on different media.
COBA(JMC)301.6	Formulate and design to create different kind of web Portals use in Social Media.

BA(JMC)303	Media Research
COBA(JMC)303.1	Define the concept, objectives, types and approaches of the media research
COBA(JMC)303.2	Identify the Research Problem, Hypothesis and Research Design covering various methods and techniques of data collection and analysis.
COBA(JMC)303.3	Discover various tools and techniques for conducting surveys including Opinion Poll, Exit Poll, Television Rating Point and gain deep insight into the working of Research Agency.
COBA(JMC)303.4	Analyze and interpret data using various steps – editing, coding, classification , tabulation and measures of central tendency.
COBA(JMC)303.5	Choose a research proposal, abstract, and synopsis for media research
COBA(JMC)303.6	Measure the findings of the media research and write down in the form of research report.

BA(JMC)305	Event Management
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COBA(JMC)305.1	Define the diverse nature of the event industry, its elements and key players.
COBA(JMC)305.2	Explain the functions of event management such as organizing, designing, planning, coordinating, monitoring, staffing, directing, and sourcing products and services that would bring an event to life.
COBA(JMC)305.3	Apply the principles of business management, marketing management, human resource management, operations management, procurement, financial and risk management to achieve the event goals and objectives.
COBA(JMC)305.4	Analyze event management tools to assess and analyze critical paths and provide effective and creative solutions to problems.
COBA(JMC)305.5	Summarize an event in accordance with high professional and ethical standards keeping in view the environmental sensitivity and corporate social responsibility.
COBA(JMC)305.6	Generalize the process of organizing an event

BA(JMC)307	Digital Media Marketing
COBA(JM&C)307.1	Enumerate the evolution of digital media marketing and identify related ethical issues to communicate its impact.
COBA(JM&C)307.2	Classify advanced skills in common digital marketing tools such as SEO, SEM, social media and Blogs.
COBA(JM&C)307.3	Explain effective social media marketing strategies for online entrepreneurship.
COBA(JM&C)307.4	Illustrate the strategies to build brand image on digital media.
COBA(JM&C)307.5	Evaluate the impact of a digital media campaign in terms of a specific marketing objective.
COBA(JM&C)307.6	Formulate a social media marketing plan for a new product or service

BA(JMC)309	Film Appreciation
CO BA (JMC)309.1	Describe Film as a Medium of Mass Communication
CO BA (JMC)309.2	Discuss the different components of Film and Visual language
CO BA (JMC)309.3	Explain the different Film Movements and Film Makers of world cinema
CO BA (JMC)309.4	Analyze the trends and debates in Indian cinema
CO BA (JMC)309.5	Criticize the visual language, shot, scène, continuity and montage
CO BA (JMC)309.6	Express the role and functions of a Film Critic



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BA(JMC)351	New Media Lab
COBA(JMC)351.1	Enumerate the different application of new media and function also.
COBA(JMC)351.2	Identify the digital media and how to maintain SEO and Blogs.
COBA(JMC)351.3	Explain the work on news portals and CMS.
COBA(JMC)351.4	Evaluate the proficiency of skills to design and develop the various statics and Dynamic Websites.
COBA(JMC)351.5	Develop the content strategy and testing of website use for different media
COBA(JMC)351.6	Recommend the adobe Dreamvever to create social media application

BA(JMC)353	Media Research Lab
COBA(JMC)353.1	Identify a research topic.
COBA(JMC)353.2	Discover a research problem, hypothesis, research design and set objectives of the research.
COBA(JMC)353.3	Examine the previous studies which is relevant to topic and review them.
COBA(JMC)353.4	Explain various research methods, tools and techniques of data collection, data processing and analysis.
COBA(JMC)353.5	Measure the importance of offline questionnaire and online questionnaire for research.
COBA(JMC)353.6	Combine the research finding, write a research report, draw conclusion, write bibliography and references.

BA(JMC)355	Event Management Lab
COBA(JMC)355.1	Quote the diverse nature of the international events and conference industry and to discuss the key players involved.
COBA(JMC)355.2	Classify economic, social, and environmental impacts of events
COBA(JMC)355.3	Explain key trends, developments, challenges and opportunities affecting the events industry.
COBA(JMC)355.4	Evaluate accountancy, risk, planning involved in event management and future prospects like Event Planner, Exhibition Organizer, Wedding Planner and Logistics Manager.
COBA(JMC)355.5	Recommend the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, security and entertainment.
COBA(JMC)355.6	Develop a monitoring plan and questionnaire for final evaluation of the event.

BA(JMC)359	Digital Media Marketing Lab
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CO BA(J&MC)359.1	Enumerate different digital media marketing platforms and content creation for the same.
CO BA(J&MC)359.2	Identify best practices in search engine optimization.
CO BA(J&MC)359.3	Develop a promotional or corporate blog for an organisation /product.
CO BA(J&MC)359.4	Plan a mobile marketing campaign for any product.
CO BA(J&MC)359.5	Decide an engaging e-mail marketing strategy for your target audience.
CO BA(J&MC)359.6	Design a multimedia presentation on digital media marketing campaign for promoting an organisation/product/service.

BA(JMC)361	Film Appreciation Lab
CO BA(JMC)361.1	Recognize various Film movements of the world
CO BA(JMC)361.2	Observe Films of Cinematic Adaptation
CO BA(JMC)361.3	Judge the Films of Socials and Progressive realism
CO BA(JMC)361.4	Correlate with the Films of Classic Narratives
CO BA(JMC)361.5	Evaluate the style and importance of Parallel cinema
CO BA(JMC)361.6	Write film reviews of Classics and Commercial Cinema

B.A. (JMC) Semester VI

BA(JMC)302	Media Management & Entrepreneurship
COBA(JMC)302.1	Describe individual media houses and economic drivers of the media economy like FDI.
COBA(JMC)302.2	Discuss an entrepreneurial approach to the media industry as a producer or manager of a content creation company.
COBA(JMC)302.3	Explain the different media management aspects like cost functions, revenue functions, distribution, sales practices, media planning – buying and emerging platforms.
COBA(JMC)302.4	Analyze creative strategies to implement the latest concepts and practices for managing traditional and emerging media houses as per new ownership patterns.
COBA(JMC)302.5	Evaluate a marketing plan by media organization to market their product.
COBA(JMC)302.6	Develop methods and tools to analyze media companies, their managers and executives.

BA(JMC)304	Global Media: An Overview
COBA(JMC)304.1	Examine the global communication system.
COBA(JMC)304.2	Identify the changing trends in global information flow.
COBA(JMC)304.3	Explain the International Multimedia Giants like NEWS CORP.



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COBA(JMC)304.4	Illustrate the impact of global cross-cultural communication.
COBA(JMC)304.5	Editorialise the global challenges in the new information age.
COBA(JMC)304.6	Recognise the global satellite system, cable & satellite, DTH, Internet protocol, CAS.

BA(JMC)306	Environment Communication
COBA(JMC)306.1	Examine the Function and Components of Environment Communication
COBA(JMC)306.2	Identify the ecosystem in environment and also the role of multimedia in Eco- system
COBA(JMC)306.3	Explain the Media intervention in the Disaster management
COBA(JMC)306.4	Evaluate the role of NGOs and Government Agencies in protecting Environment.
COBA(JMC)306.5	Assess the impact of consumerism and industrialization on environment.
COBA(JMC)306.6	Validate the different social movements like chipko movement Narmada Bachao Andolan.

BA(JMC)352	Final Project and Comprehensive Viva
COBA(JMC)352.1	Examine the need of research for a particular topic or production.
COBA(JMC)352.2	Extend the knowledge about the topic by conducting extensive review of literature.
COBA(JMC)352.3	Illustrate conceptual framework of research design.
COBA(JMC)352.4	Select adequate statistical or production tools to generate results.
COBA(JMC)352.5	Measure results for the benefit of the media industry.
COBA(JMC)352.6	Develop foresight, independent thinking, resourcefulness, and the ability to make decisions.