



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

- Affiliated to GGSIP University, Delhi
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BAJMC

PROGRAM OUTCOME

- PO1: Understanding the crucial role played by newspaper in society and the concept of news with its types, elements and sources.
- PO2: Analyzing the work of various news persons, their qualities, duties and the professional requirements.
- PO3: Examining various forms of reporting and news writing with a thorough understanding of the structure of news writing.
- PO4: Defining various aspects of editing and the nuances involved in newspaper page designing and typography.
- PO5: Developing knowledge about photojournalism and news agencies as specialized areas.
- PO6: Analyzing the business aspect of newspapers vis-à-vis its public service role.
- PO7: Exploring various aspects of advertising, public relations, constitution, media laws, polity and economy to have a deep understanding about the subject.
- PO8: Practicing various exercises which help students to be better placed while searching for media related jobs. Talks by media persons in the department and internships in media organizations provide practical exposure.

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Course Outcome

Paper Code	Paper Name	COs
BAJMC 101	Communication: Concepts & Processes	CO 1: Define communication and Mass Communication CO2: Describe the process of communication and Mass Communication CO3: Explain various models and Theories of communication and Mass Communication CO4: Utilize knowledge on emerging trends in Communication and Mass Communication
BAJMC 103	CONTEMPORARY INDIA: AN OVERVIEW	CO: Debate on various aspects of Indian history, art and culture CO2: Critically engage with various socio-economic and political issues in India CO3: Utilize knowledge gained to appreciate understand and debate the social fabric of the country CO4: Understanding of Indian economy & Indian Polity.
BAJMC 105	Basics of Design and Graphics	CO: Describe Basics of Design and Graphics CO2: Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media

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BAJMC 107	Personality Development	CO: Define basics of Personality development CO2: Understand Listening, speaking & Writing etiquettes CO3: Utilize knowledge gained in developing a positive personal attitude
BAJMC 109	Writing Skills	CO Learner would be able to describe the writing process for various media CO2 Learner would be able to describe the process of translation CO3 Learner would be able to utilise knowledge gained in writing accurately and creatively for mass media
BAJMC 113	HUMAN VALUES AND ETHICS	CO: Sensitise students towards behavioural and professional ethics. CO2: Develop students to inculcate the human values, integrity, harmony, peace and trust in their behavioral attitude.
BAJMC 201	Development Communication	CO: Define and describe the process of Development Communication CO2: Explain the model and paradigms of Development Communication CO3: Utilize the knowledge gained in designing social media marketing campaign on a development issue
BAJMC 203	Basics of Radio Programming and Production	CO: describe radio as a medium of mass communication

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		<p>CO2: describe various formats of radio programme</p> <p>CO3: describe the process of radio programme production & evaluation</p>
BAJMC 205	Basics of Video Camera, Light & Sound	<p>CO: Describe video camera operations and functions</p> <p>CO2: Describe camera movements, mounts, shots, angles and compositions</p> <p>CO3: Describe techniques of lighting for video production</p> <p>CO3: Describe the methods of recording and in-cam editing</p>
BAJMC 207	RADIO JOCKEYING AND NEWS READING	<p>CO: describe the structure and functioning of radio FM channel</p> <p>CO2: describe the presentation techniques used by Radio Jockey/ News Reader</p> <p>CO3: utilise knowledge gained in presentation of a radio programme for transmission</p>
BAJMC 209	VIDEO EDITING	<p>CO: Describe the process of video editing</p> <p>CO2: Explain the various types of video editing</p> <p>CO3: Understand the process of packaging, archiving and the final outcome.</p>
BAJMC 202	Basics of Advertising	<p>CO1. Understand the concept of advertising.</p> <p>CO2. Learn Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose.</p>

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		<p>CO3. Understand Ethical and Regulatory Aspects of Advertising.</p> <p>CO4. Understand Models of Advertising Communication.</p> <p>CO5. Gain knowledge of Elements of Advertisement: Copy, Slogan and Audio-Visual Elements.</p> <p>CO6. Develop: Creativity in Advertising.</p> <p>CO7. Learn Planning and Pitching in Advertising.</p>
BAJMC 204	BASICS OF PUBLIC RELATION	<p>CO1. Understand the concept of logic gates.</p> <p>CO2 Design any circuit diagram using basic logic gates and Universal gates.</p> <p>CO3. Understand main features of Logic Families.</p> <p>CO4. Understand Boolean Algebra & simplify any Boolean equation using different methods.</p> <p>CO5. Gain knowledge between different types of number systems, and their conversions.</p> <p>CO6. Understand, analyze and design various combinational and sequential circuits.</p> <p>CO7. Design various flip flops, shift registers and determining outputs.</p> <p>CO8. Design of conversion from one Flip Flop to another.</p>
BAJMC 206	TV PROGRAMMING & PRODUCTION	<p>CO1. Understanding of TV as a medium of mass communication</p> <p>CO2. Describe the key steps involved in TV production</p> <p>CO3. Describe the process of pre production</p> <p>CO4. Describe the concept and processes of post production</p>

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BAJMC 208	TV News : Reporting And Anchoring	CO1. Understanding of TV as a medium of mass communication CO2 Describe the key steps involved in TV production CO3. Describe the process of pre production CO4. Describe the concept and processes of post production
BAJMC 210	Corporate Communication	CO1. Understand the concepts, scope and need of communication in a corporate CO2. Differentiate between the Public Relations and Corporate Communication and how it can help in image building. CO3. Develop a communication strategy to run the organization smoothly. CO4. Design a crisis management strategy and handling media for a positive response. CO5. Understand how communication when mixed with marketing can enhance overall brand image of a corporate.
BAJMC 301	Basics of New Media	CO: 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

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BAJMC 303	MEDIA RESEARCH	CO: Describe the concept and process of conducting media research projects. CO2: Utilize knowledge gained for conducting media research projects and applying their research aptitude in their all walks of media professional life.
BAJMC 305	Event Management	CO: Describe event and Event Management. CO2: Describe organizational structure and functionaries of an event management CO3: Explain the process of organizing an event CO4: Utilize knowledge gained to assess and evaluate an event
BAJMC 307	Digital Media Marketing	CO: Describe various social media and social influencer CO2: Describe the various techniques in branding and promotion on digital media CO3: Describe the various online entrepreneurship CO4: Describe the various social media measurement metrics
BAJMC 302	MEDIA MANAGEMENT AND ENTREPRENEURSHIP	CO1. Understand Management, its principles and functions CO2. Understand Media Organization, its structure, functions and importance. CO3. Learn Leadership; different styles and behavioral patterns.

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		CO4. Learn and understand the importance of revenue generation for media organization in Print, radio, TV & online
BAJMC 304	Global Communication	CO1. Information and communication technologies in terms of content that flows across borders, infrastructure and networks that span continents CO2. development of media and the digital divide CO3. International organizations and their functions in bridging gaps.
BAJMC 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. Describe the concept, structure and functions of Ecosystem. CO4. Describe causes, effects and control measures for Environmental Disasters. CO5 Utilize knowledge gained to conserve natural resources for human welfare

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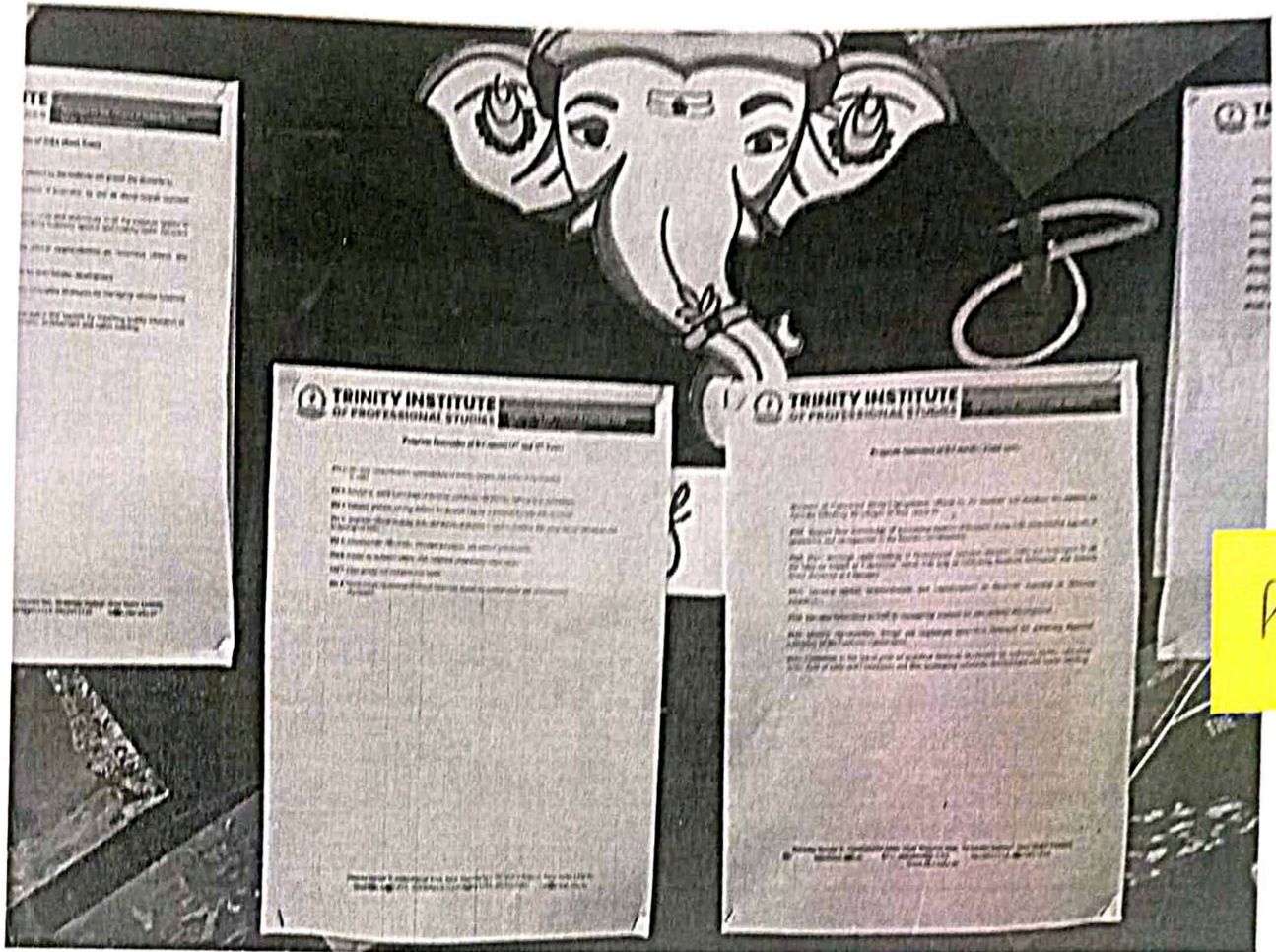
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Program Outcome of BA/MC (1st and 2nd Year)

PO1: Understanding the overall role played by advertising in society and the manner in which it uses, stimulates and creates.

PO2: Analyzing the work of several mass persons, their qualities, status and the professional requirements.

PO3: Examining various forms of reporting and news writing with a thorough understanding of the structure of news writing.

PO4: Proficiency in various aspects of editing and the manner involved in managing press, magazines and magazines.

PO5: Developing knowledge about photography and other special to specialized areas.

PO6: Analyzing the business aspect of newspaper, television and public relations.

PO7: Engaging various aspects of advertising, public relations, communication, media laws, public and economy to have a clear and comprehensive about the subject.

PO8: Practicing various projects which help students to be better placed while working for media related jobs. To be made present in the department and contribute to media organization through practical experience.

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Program Outcome of BA/MC (3rd and 4th Year)

PO9: After the successful completion of Bachelor of Arts (Communication & Mass) / Communication program provided by the institute, the students will get benefited in the following ways:

PO9: The students will be able to understand the history of the Indian industry in business and to understand its various aspects.

PO10: The students will be fully equipped with the skills and knowledge required to work in various media organizations.

PO11: Students will be able to write in various forms and will have the skill to write in various media organizations.

PO12: The students will be able to write in various forms and will have the skill to write in various media organizations.

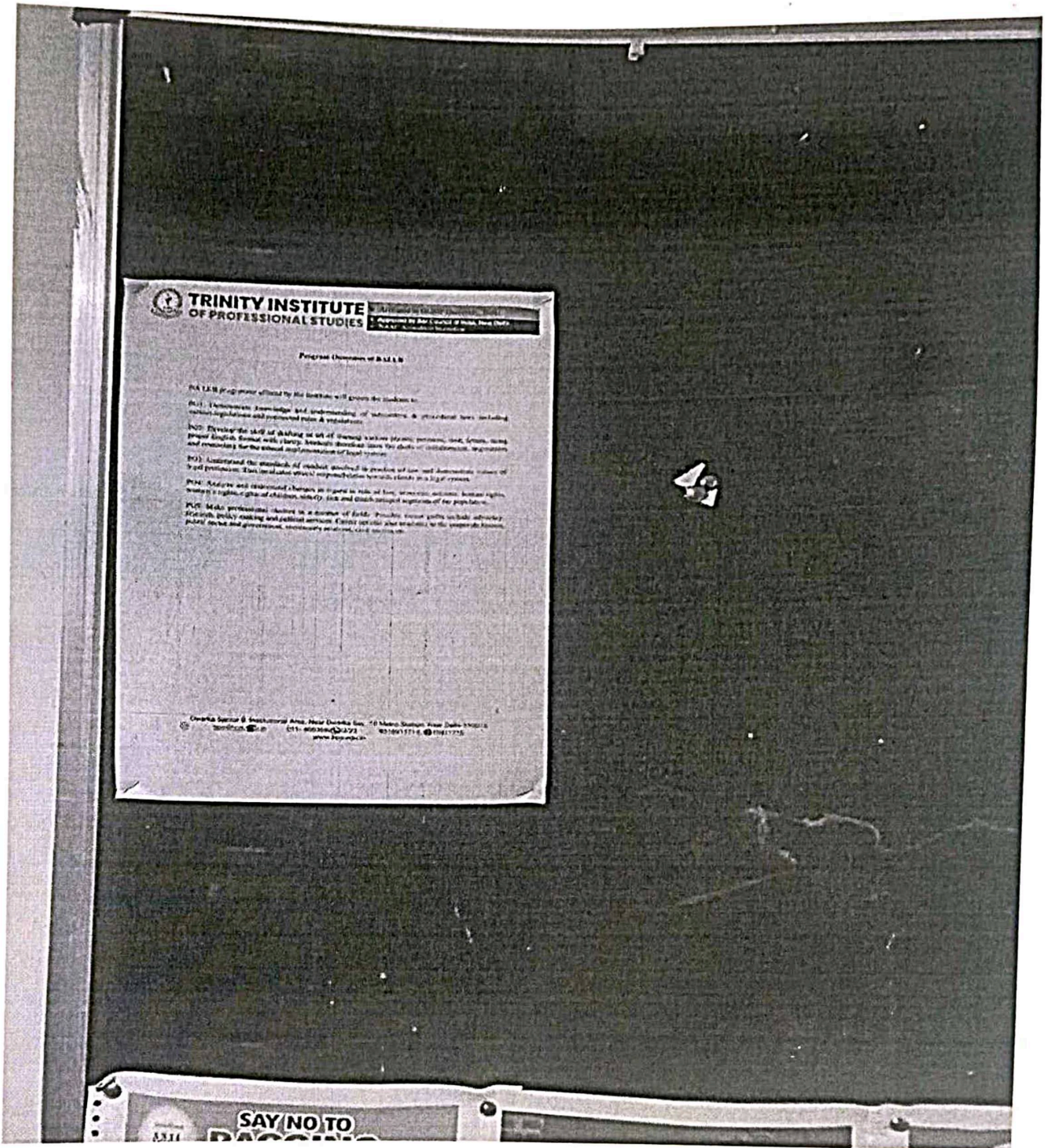
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Program Objectives of LL.B

The LL.B program offered by the Institute will groom the students to:

- PO1: Demonstrate knowledge and understanding of institutions & professional laws including various legislations and procedural rules & regulations.
- PO2: Develop the skill of drafting in all of various nature (plaint, summons, suit, decree, final order) English format with clarity. Students should also have skills of identification, registration and recording for the abstract and presentation of legal system.
- PO3: Understand the essentials of conduct practice of law and demonstrate nature of legal profession. Also understand ethical aspects before law with focus on a legal system.
- PO4: Analyze and demonstrate theories on regard to rule of law, separation of powers, human rights, equality & rights of children, widow, sick and dumb, social justice of the profession.
- PO5: Make professional conduct in a number of fields. Practice areas include advisory, litigation, policy making and political services. Areas include also activities in the corporate domain, public sector and government, non-profit oriented, and teaching.

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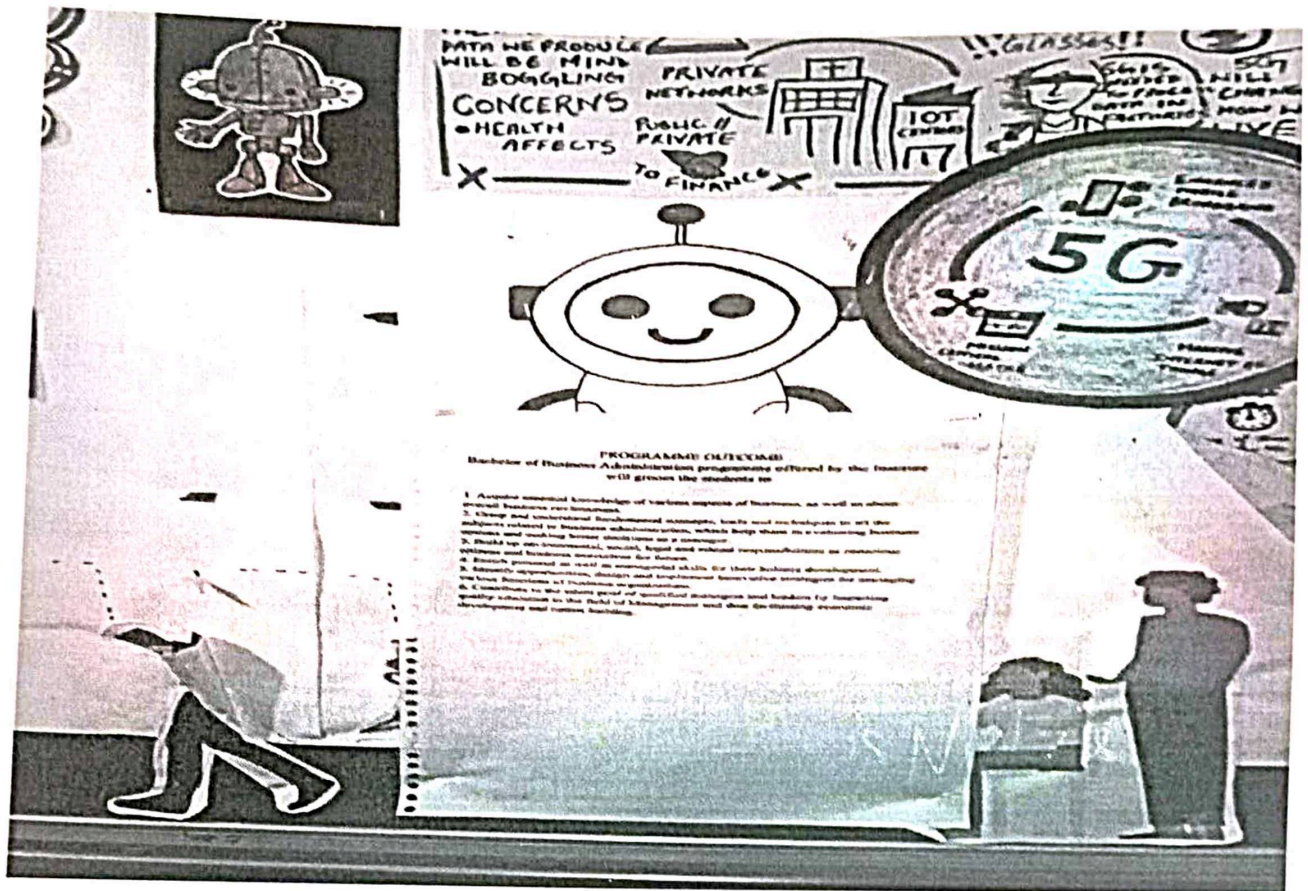
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