ISO 9001:2008 & 14001:2004

FAIRFIELD
Institute of Management & Technology
Managed by 'The Fairfield Foundation'
(Affiliated to GGSIP University, New Delhi)

BA (JMC) Course Outcome

Semester I

S.no	Course code	Title of the Course	Course outcome
Compulsory course			
1	BA (JMC) 101	Communication: Concepts & Processes	1. Understand the terms Communication and Mass Communication 2. Comprehend the process of Communication and Mass Communication 3. Explaining various Models and Theories of Communication and Mass Communication 4. Utilize knowledge on emerging trends in Communication and Mass Communication
2	BA (JMC) 103	Contemporary India: An Overview	1. Various aspects of Indian history, art and culture 2. Critically engage with various socio-economic and political issues in India 3. Utilize knowledge gained to appreciate understand and debate the social fabric of the country
3	BA (JMC) 105	Basics of Design and Graphics	1. Describe basics of Design and Graphics 2. Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphics communication for Print and Web Media
Practical/ Seminars/ Viva Voice			

4	BA (JMC) 151	Communication Skills Lab	1. Demonstrate proficiency of effective Communication Skills 2. Utilize knowledge gained in planning, designing and presenting a multi-media presentation
5	BA (JMC) 153	Contemporary India: Issues and Debates (Seminars/ Presentation)	1. Debate on various aspects of India history, art and culture 2. Critically examine various socio-economic and political issues in India 3. Demonstrate critical thinking abilities to analyse and suggest alternatives 4. Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphics communication for Print and Web Media
6	BA (JMC) 155	Design and Graphics Lab-I	1. Apply knowledge gained of photo editing software in design and layout 2. Demonstrate proficiency of skills in designing and creating layouts using page layout softwares for print media
Ability Enhancement Course (any one)			
7	BA (JMC) 107	Personality Development	1. Define basics of Personality Development. 2. Develop listening, speaking & writing etiquettes. 3. Utilize knowledge gained in developing a positive personal attitude.
8	BA (JMC) 109	Writing Skills	1. Acquire proficiency in writing process for various media 2. Develop Understanding for the process of translation 3. Utilize knowledge gained in writing accurately and creatively for mass media
Ability Enhancement Lab Practical/ Seminars/Viva Voice (any one)			
9	BA (JMC) 157	Personality Development Lab	1. Demonstrate professional conduct 2. Apply knowledge gained of professional ethics in media industry
10	BA (JMC) 159	Writing Skills Lab	1. Demonstrate proficiency of skills to translate and write for various media effectively

Semester II

S.no	Course code	Title of the Course	Course outcome
Compulsory course			

1	BA (JMC) 102	Print Journalism	1. define Journalism and News 2. describe techniques of writing & reporting beats 3. explain the structure and functions of a news room 4. utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal
2	BA (JMC) 104	Media Laws and Ethics	1. define Freedom of Press as per Article 19(1) (a) of the Indian Constitution 2. explain reasonable restrictions in freedom of press 3. describe the need & importance of the Press Council of India 4. utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature
3	BA (JMC) 106	Still Photography	1. define Photography 2. describe the parts of a digital camera and their functions 3. describe various lights and lighting applications 4. demonstrate proficiency of knowledge in Photo Journalism
Practical/ Seminars/ Viva Voice			
4	BA (JMC) 152	Print Journalism Lab	1. write leads and headlines 2. identify and rewrite news stories 3. edit news stories using editing symbols 4. write photo captions and cutlines
5	BA (JMC) 154	Still Photography Lab	1. capture aesthetically rich photographs 2. demonstrate proficiency of skills to prepare photo features/photo stories
6	BA (JMC) 156	Design and Graphics Lab-II	1. apply knowledge gained of designing softwares for design and layout 2. demonstrate proficiency of skills in designing and creating layouts using page layout software for print media
Ability Enhancement Course (any one)			
7	BA (JMC) 108	Health Communication	1. define Public Health 2. describe need and importance of Health Communication 3. utilize knowledge gained in reporting and writing on health & lifestyle issues
			1. define Sports Journalism 2. explain types and techniques of sports reporting and writing

8	BA (JMC) 110	Sports Journalism	3. describe the importance of sports management and regulatory organisations 4. utilize knowledge gained to promote physical and mental wellbeing through sports
Ability Enhancement Lab Practical/ Seminars/Viva Voice (any one)			
9	BA (JMC) 158	Health Communication Lab	1. apply knowledge gained in spreading awareness on public health & lifestyle issues 2. demonstrate proficiency of skills in health journalism
10	BA (JMC) 160	Sports Journalism Lab	1. demonstrate proficiency of skills to create a sports blog and online magazine

Semester III

S.no	Course code	Title of the Course	Course outcome
Compulsory course			
1	BA (JMC) 201	Development Communication	1. define and describe the process of Development Communication 2. explain the models and paradigms of Development Communication 3. utilize the knowledge gained in designing social media marketing campaign on a development issue
2	BA (JMC) 203	Basics of Radio Programming and Production	1. describe radio as a medium of mass communication 2. describe various formats of radio programme 3. describe the process of radio programme production & evaluation
3	BA (JMC) 205	Basics of Video Camera, Lights and Sound	1. describe video camera operations and functions 2. describe camera movements, mounts, shots, angles and compositions 3. describe techniques of lighting for video production 4. describe the methods of recording and in-cam editing
Practical/ Seminars/ Viva Voice			
4	BA (JMC) 251	Radio Production Lab	1. distinguish and differentiate between various radio programme formats 2. demonstrate proficiency of skills in production of a radio programme
5	BA (JMC) 253	Video Production Lab	1. use video camera, lights and sound for studio and location shooting 2. demonstrate proficiency of skills to operate and handle video system

6	BA (JMC) 255	Summer Training Report	1. apply classroom-based education for practical work experience in the industry 2. utilize current standards and recent advances in media and entertainment organisation 3. network with the industry professionals

Ability Enhancement Course (any one)

7	BA (JMC) 207	Radio Jockeying and News Reading	1. describe the structure and functioning of radio FM channel 2. describe the presentation techniques used by Radio Jockey/ News Reader 3. utilize knowledge gained in presentation of a radio programme for transmission
8	BA (JMC) 209	Video Editing	1. describe the concept &process of video editing 2. describe various types of video editing 3. describe the process of packaging and archiving

Ability Enhancement Lab Practical/ Seminars/Viva Voice (any one)

9	BA (JMC) 257	Radio Jockeying and News Reading Lab	1. write and present a script for radio news 2. prepare news package 3. demonstrate proficiency of skills in managing radio programmes transmission as a radio jockey
10	BA (JMC) 259	Video Editing Lab	1. demonstrate proficiency of skills in offline and online video editing

Semester IV

S.no	Course code	Title of the Course	Course outcome
Compulsory course			
1	BA (JMC) 202	Basics of Advertising	1. Define advertising and brand 2. Describe functions and types of advertising agency 3. Describe various elements of an advertisement 4. utilize knowledge gained to plan and design advertising campaign
2	BA (JMC) 204	Basics of Public Relations	1. define Public Relations 2. describe role and importance of Public Relations 3. describe the functions of PR agency

			4. utilize knowledge gained in planning and designing a public relations campaign
3	BA (JMC) 206	Television Programming and Production	1. define TV as a medium of mass communication 2. distinguish and differentiate various TV programme formats 3. describe the process of production of TV programme

Practical/ Seminars/ Viva Voice

4	BA (JMC) 252	Advertising Lab	1. design, plan and produce advertisements for different mediums 2. utilize skills acquired to conceptualise, plan and implement an ad campaign
5	BA (JMC) 254	Public Relations Lab	1. plan, design and implement different media release for the launch of a product/service /idea 2. demonstrate proficiency of skills to design and manage a PR pitch and campaign
6	BA (JMC) 256	TV Production Lab	1. demonstrate proficiency of skills to plan, produce a video programme

Ability Enhancement Course (any one)

7	BA (JMC) 208	Television News: Reporting and Anchoring	1. describe the structure and functioning of TV news channel 2. explain the role and responsibilities of TV News Reporter and Anchor 3. utilize knowledge gained in writing and presenting TV news
8	BA (JMC) 210	Corporate Communication	1. define corporate and Corporate Communication 2. describe shift from PR to Corporate Communication 3. utilize knowledge gained for Corporate Branding

Ability Enhancement Lab Practical/ Seminars/Viva Voice (any one)

9	BA (JMC) 258	Television News: Reporting and Anchoring Lab	1. demonstrate proficiency of skills acquired in reporting, anchoring and packaging of TV news
10	BA (JMC) 260	Corporate Communication Lab	1. demonstrate proficiency of skills acquired to conduct an identity audit,manage communication of a media/ entertainment organisation and prepare a plan for crisis communication

Semester V

S.no	Course code	Title of the Course	Course outcome
Compulsory course			
1	BA (JMC) 301	Basics of New Media	1. describe New Media technology for mass communication 2. explain the use of online discussion forums keeping in mind cyber law and ethics 3. understand the applications of New Media 4. utilize knowledge gained to design and manage a website
2	BA (JMC) 303	Media Research	1. define Media Research 2. explain the process of Media Research 3. describe the Research methodology for Media 4. describe the steps involved in report writing
3	BA (JMC) 305	Event Management	1. define event and Event Management 2. describe organisational structure and functionaries of an event management company 3. explain the process of organizing an event 4. utilize knowledge gained to assess and evaluate an event
Practical/ Seminars/ Viva Voice			
4	BA (JMC) 351	New Media Lab	1. use search engines effectively 2. demonstrate proficiency of skills to design and develop blog and website
5	BA (JMC) 353	Media Research Lab	1. apply research techniques in pre-testing/evaluation of media material 2. conduct media research and write a report
6	BA (JMC) 355	Event Management Lab	1. prepare a Gantt chart on organizing event 2. demonstrate proficiency of skills to conceptualise, organize and evaluate an event
7	BA (JMC) 357	Functional Exposure Report	1. apply classroom learning for practical work experience in the industry 2. develop professional skills, explore career options and network with potential employers 3. demonstrate proficiency of skills in their field of interest in Media and Entertainment industry

		Ability Enhancement Course (any one)		
8	BA (JMC) 307	Digital Media Marketing	1. describe the concept of social media marketing for online communication 2. explain the concept of social business 3. utilise knowledge gained to create and maintain social networking platforms for business	
9	BA (JMC) 309	Film Appreciation	1. describe film as a medium of communication 2. describe the evolution of World Cinema 3. explain the emerging trends in contemporary Indian cinema 4. utilize knowledge gained to appreciate and review a film	
		Ability Enhancement Lab Practical/ Seminars/Viva Voice (any one)		
10	BA (JMC) 359	Digital Media Marketing Lab	1. design and develop blog 2. demonstrate proficiency of skills in use of digital media effectively	
11	BA (JMC) 361	Film Appreciation Lab	1. demonstrate proficiency of skills in reviewing films for different media	

Semester VI

S.no	Course code	Title of the Course	Course outcome
		Compulsory course	
1	BA (JMC) 302	Media Management and Entrepreneurship	1. describe the principles and functions of management 2. describe leadership styles and behavioral patterns 3. describe the structure and functions of media organizations 4. explain the importance of revenue generation for media organization in print, radio, TV & online
2	BA (JMC) 304	Global Media: An Overview	1. describe the global communication system post World War II 2. explain the changing trends in global information flow 3. utilize knowledge gained to analyse major media concerns for India
			1. understand development as an issue of Man v/s Nature and man as part of nature 2. describe the concept, scope and importance of environment and Environment Communication

3	BA (JMC) 306	Environment Communication	3. describe the concept, structure and functions of Ecosystem
			4. describe causes, effects and control measures for Environmental Disasters
			5. utilize knowledge gained to conserve natural resources for human welfare
Practical/ Seminars/ Viva Voice			
4	BA (JMC) 352	Final Project and Comprehensive Viva	1. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry