

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

## Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2024-25)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

**COURSE CODE: BA(JMC) –MDC-113**

**COURSE NAME: COMPUTER APPLICATIONS FOR MEDIA**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Comprehend fundamental concepts of computer.
2. Apply computer skills to print and electronic journalism.
3. Familiarize themselves with Internet applications.
4. Utilize information technology skills in print and broadcast projects.
5. Showcase proficiency in web-based broadcasting.

### PRE-REQUISITES:

Students should have basic knowledge and uses of computers.

### COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO
CO1	Understand and explain the fundamental concept of computers.
CO2	Analyze and demonstrate computer proficiency in both print and electronic journalism
CO3	Explore and utilize the Internet for interactive communication
CO4	Specify applications of computer in various forms of media

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	2	1	1	1	1	1	1
CO2	3	3	2	1	2	1	1	1	1
CO3	2	2	3	1	1	2	1	1	1
CO4	3	2	2	1	1	3	1	1	1
Average	2.75	2	2	1	1.25	1.75	1	1	1