

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Baljinder Kaur

Course BAMC , EVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

BAMC_SEMESTER_II_Business Communication

Part B-Contents of the Course		
<u>Instructions for Paper-Setter</u>		
<p>The Paper-Setters shall set <i>nine</i> questions in all and the question papers shall be divided into two parts. Part 'A' shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 mark each, which shall be compulsory. Part 'B' shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 mark each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
Unit	Topics	Contact Hours
I	Introduction to the Communication: Meaning, Nature, scope and Process of communication, Importance of Effective Business Communication, Objectives of Business Communication, Types/Pattern of Business Communication; Media/Channel of Business Communication; Barriers to Business Communication.	12
II	Written Communication- (a) Business Letter Writing, (b) Business Report Writing: Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting Written Communication; Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram.	11
III	Oral Communication: Interviewing- Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing. Communicating withing groups.	11
IV	Audio visual Communication: Role of Audio-Visual Communication, Channel of Audio-Visual Communication, Importance of Body language in non-verbal communication; Role of Public Relation in Business Communication	11
V*		
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory Class Participation: 05 Seminar/presentation/assignment/quiz/class test etc.: 07 Mid-Term Exam: 13 ➤ Practicum Class Participation: Seminar/Demonstration/Viva-voce/Lab records etc.: Mid-Term Exam: 		<p>End Term Examination: 50</p>

BAMC_SEMESTER _II_ Business Communication

Course Objectives: This paper is designed to describe the business communication, explain the process, concepts and techniques of business communication and infer the impact of research in mass communication

After the completion of this course student will be able to-

1. Understand Business Communication. Process, Barriers
2. Understand Written Communication. Letter, drafting
3. To learn how to tackle problem through oral communication
4. Understand Audio Visual, Role in Business

BAMC_SEMESTER _II_ Business Communication

14-02-2024to 30-04-2024

Week 1	Introduction–ConceptofMarketingCommunication
Week 2	Introduction–ConceptofMarketingCommunication
Week 3	Marketingcommunicationmix,Factoraffectingmarketingcommunicationmix
Week 4	Marketingcommunicationmix,Factoraffectingmarketingcommunicationmix
Week 5	Driversofintegratedmarketingmix
Week 6	Driversofintegratedmarketingmix ManagingtheMarketingCommunicationProcess
Week 7	HoliVacations
Week 8	ManagingtheMarketingCommunicationProcess
Week 9	Analysisofpromotionalopportunities,Conceptsofsegmentationandtargetmarketing
Week 10	Analysisofpromotionalopportunities,Conceptsofsegmentationandtargetmarketing
Week 11	Promotionalstrategyofformulationandcompetitivepositioning.
Week 12	Revision
	ExamStarts01-05-2024