



BIRLA SCHOOL OF COMMUNICATION

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC) 2023-27 BATCH

DURATION: 4 YEARS (FULL-TIME)

PROGRAMME STRUCTURE AND SYLLABUS AS PER NEP 2020

**BIRLA GLOBAL UNIVERSITY
IDCO PLOT - 2, GOTHAPATNA, BHUBANESWAR -751029,
ODISHA**

CONTENTS

S. No.	Main Heading	Sub Heading	Page No.
1.	Vision and Mission	Vision and Mission of the University	iv
2.	About the Program	Name of the Programme	v
3.		Duration of the Programme	v
4.		Eligibility for the Programme	v
5.		Programme Educational Objectives (PEOs)	viii
6.		Programme Outcomes (POs)	ix
7.		Mapping of Programme Outcome Vs Programme Educational Objectives	x
8.	The Program Structure and Course Outline	Programme Structure & Course Outline	1
9.		List of Majors	1 & 2
10.		List of Minors	1 & 2
11.		List of Skill Enhancement Course	1 & 2
12.		List of Ability Enhancement Course	1 & 2
13.		List of Value Added Course	1 & 2
14.		Internship	1 & 2
15.		List of Community Engagement Project	1 & 2
16.		Dissertation	1 & 2
17.		Total Credit Points	1 & 2
18.	Syllabus	Programme Structure & Course Outline Semester-I	4
19.		Introduction to Communication	5
20.		Photography	7
21.		Principles of Management	9
22.		Professional Writing	12
23.		Introduction To Camera And Lighting	14
24.		Environmental Science	17
25.		Health and Wellness	20
26.		Programme Structure & Course Outline Semester-II	22
27.		Print Journalism	23
28.		Digital Media	26
29.		Cyber Security	29
30.		English Language Skill	31
31.		Audio Visual Editing	33
32.		Indian Knowledge System	36
33.		Programme Structure & Course Outline Semester-III	38
34.		Broadcast Communication	39
35.		Media and Cultural Studies	42
36.		Health Communication	44

37.			Gender Justice	47
38.			Soft Skills and Personality Development	49
39.			Radio Jockeying	53
40.		Semester-IV	Programme Structure & Course Outline Semester-IV	55
41.			Public Relations	56
42.			Advertising	58
43.			Data Journalism	60
44.			Development Communication	63
45.			Mobile Journalism	65
46.			Semester-V	Programme Structure & Course Outline Semester-V
47.	Digital Storytelling			69
48.	Media Laws And Ethics			71
49.	Digital Filmmaking			74
50.	Strategic Communication			76
51.	Project			78
52.	Community Engagement			80
53.		Semester-VI	Programme Structure & Course Outline Semester-VI	81
54.			Event Management	82
55.			Entertainment And OTT Media	85
56.			Brand Communication And Management	87
57.			Media Industry And Management	90
58.			Film Appreciation	93
59.		Semester-VII	Programme Structure & Course Outline Semester-VII	96
60.			Media Research	97
61.			Digital Humanities	99
62.			Global Communication	102
63.			Media Advocacy and Governance	105
64.			Media Sociology	107
65.		Semester-VIII	Programme Structure & Course Outline Semester-VIII	109
66.			Research Ethics	110
67.			Digital Media and Entrepreneurship	113
68.			Dissertation	116

1.1 Vision, Mission and Core Values of the University

Vision of the University

To create and disseminate knowledge in global context while pursuing Excellence, Innovations and Inclusiveness.

Mission of the University

- To globalize through international collaborations and exchange of students and faculty.
- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness.

Core Values

- **HONESTY AND INTEGRITY** – We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.
- **EMPATHY** – We recognize the needs of human development and respect diverse social, cultural and economic perspectives.
- **TRANSPARENCY** – We believe in openness and assume responsibility as well as accountability in all our dealings and actions.
- **FREEDOM** – We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.
- **RESPECT** – We foster a culture of respecting self and others.
- **COLLABORATION** – We encourage teamwork and partnership in all endeavours for knowledge creation, acquisition and dissemination.

About the Programme

The Bachelor of Arts in Journalism and Mass Communication (BAJMC) course is designed to align with the objectives of the NEP 2020. The BAJMC course will help in the development of critical thinking, problem-solving, and communication skills for students, with strong emphasis on hands-on learning and real-world experience. This program provides students with a broad range of skills and knowledge that are essential for success in the rapidly evolving world of journalism and mass communication. The BAJMC curriculum covers a wide range of subjects such as media theory, news writing and reporting, multimedia production, public relations, advertising, communication research and mobile journalism. Students will undergo internships, and engage with industry professionals to gain valuable insights into the field.

As envisaged in NEP 2020, the BAJMC course emphasizes a multidisciplinary approach, where students are encouraged to explore subjects beyond their core journalism and communication curriculum. This includes subjects such as Principles of Management, Introduction to Artificial Intelligence, and Gender Justice to provide a holistic understanding of the social and cultural context in which media operates.

Another key aspect of the BAJMC course under NEP 2020 is the emphasis on digital media and emerging technologies. It has papers on Digital Media and Entrepreneurship, Digital Storytelling and Digital Filmmaking. With the rise of social media and digital platforms, the BAJMC course focuses on teaching students to create content for these platforms and inculcate entrepreneurial spirit.

Name of the Programme: Bachelor of Arts in Journalism and Mass Communication

Duration of Programme: Four Years (Eight Semesters) Full-Time Programme.

Eligibility: 10+2 pass.

Multi-disciplinary Courses:

The Programme offers 9 credits of the following multi-disciplinary courses from the disciplines of Business Management, Applied Science, Law:

- Principles of Management
- Cyber Security
- Gender Justice

(To be offered by other schools of BGU/Domain)

6.3. Vocational Education & Training Courses:

To make the students ready for the job market, the BAJMC Programme offers Vocational Education and Training Courses under interdisciplinary minor courses. The courses are:

- Photography
- Digital Media
- Mobile Journalism
- Strategic Communication
- Film Appreciation

6.4. Value-added Courses:

Under Value-added courses, the Programme introduces 3 courses in the first year of the Programme:

- Environmental Science (EVS)
- Health and Wellness
- Indian Knowledge System (IKS)

7. Pedagogy: The pedagogy adopted by the BAJMC (H) Programme is student-centric and is designed to involve academic seriousness and practical application which includes the following:

- **Lectures:**

For improved learning outcomes, professors incorporate audio-visual aids in their lectures. Our classroom instruction is conducted by skilled and experienced faculty members who are recognised for their commitment to teaching and research.

- **Project Work:**

The students are also given opportunities to learn the practical applications of media concepts and methods through projects. This forms a part of the internal evaluation in most of the courses.

- **Simulations:**

The students are to be involved in simulation Reporter on field, studio anchoring, Radio Jockeying, Television and Radio News reading, quizzes, role plays like director, producer, event manager, editor, etc. in order to develop analytical and decision-making capabilities. The students face in these simulation exercises, replicate the kind of situations they would face in the media sphere.

- **Lab Experiences:**

The cutting-edge Audio Visual labs are very helpful for understanding and practising the workflow of media industry.

- **Interaction with Industry Experts:**

As a part of the academic activity, workshops, guest lectures, panel discussions, seminars, conferences, etc. are organized at regular intervals inviting experts from the industry.

- **Case Studies**

A valuable instructional tool in classroom teaching, they provide a practical and engaging approach to bridge the gap between theory and real-world application.

- **Experiential Learning**

By engaging learners in authentic experiences and encouraging reflection, experiential learning promotes a meaningful and transformative educational experience.

- **Internship**

Participating in internships can provide valuable experiences and insights that support personal and professional growth while building a foundation for future career success.

- **Participation in Seminars**

Seminars provide a platform for interactive discussions and the exchange of ideas. Students can engage in thought-provoking conversations, ask questions, and share their own experiences or insights.

- **Co-curricular Activities**

Co-curricular activities that complement the academic curriculum, provide students with opportunities for holistic development outside of the classroom.

1.3 Programme Educational Objectives (PEO)

1.3.1 Programme Educational Objectives of BAJMC (Hons.)

PEO-1: To provide students in-depth knowledge through an analytical approach for making them industry ready media professionals.

PEO-2: To enhance research aptitude and skills among students for creating effective content as well as analyzing social trends to provide sustainable solutions for global communication challenges.

PEO-3: To develop entrepreneurial mindset and skills among students to help them understand the business aspects of the media sector for enhancing employability.

PEO-4: To develop critical and analytical thinking among students on contemporary global issues, understanding about Sustainable Development Goals as well as ethical orientation in the present media ecosystem.

1.3.2 Mapping of PEOs with University Vision Statements

PEO Statements	Mission 1	Mission 2	Mission 3	Mission 4
PEO1:	3	1	1	1
PEO2:	2	3	3	1
PEO3:	2	3	2	2
PEO4:	1	1	1	3

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

1.3.3 Programme Outcomes (POs):

Students of all undergraduate general degree Programmes at the time of graduation will be able to:

POs		
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, organisational, 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-centered national development and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO5	Ethics	Recognise 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.
PSO1		Understand the nature and concept of modern media landscape and acquire knowledge about tools and technologies appropriate for the profession.
PSO2		Create, select and apply appropriate tools, techniques, resources to solve real-life problem and produce a portfolio of work that demonstrates their competence in the craft of Journalism, PR and Advertising.
PSO3		Develop contemporary skills including digital skills for creating compelling content and develop a strong foundation of accurate storytelling through multiple media formats.
PSO4		Understand contemporary issues, latest trends in journalism and mass communication and gain technological competency to disseminate news and synthesize information to respond immediately to real world information challenges including industrial, environmental and societal problems.

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

Mapping	PEO1	PEO2	PEO3	PEO4
PO1	3	3	2	1
PO2	3	3	2	1
PO3	2	2	3	3
PO4	1	2	2	3
PO5	2	1	2	3
PO6	2	3	2	1
PO7	2	3	3	3
PSO1	3	3	3	2
PSO2	3	3	3	2
PSO3	2	3	3	2
PSO4	3	3	2	3

Correlation level defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

ROGRAMME STRUCTURE & COURSE OUTLINE
Bachelor of Arts in Journalism and Mass Communication
(2023-27)

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER – I								
1		Introduction to Communication	Major	4	0	0	4	4
2		Photography	Minor	3	0	2	6	4
3		Principles of Management	MDC					3
4		Professional Writing	AEC	2	1	1	4	3
5		Introduction To Camera And Lighting	SEC	1	2	2	5	3
6		Environmental Science	Value-Added	3	0	0	3	2
7		Health and wellness		1	0	0	1	1
TOTAL								20
SEMESTER – II								
1		Print Journalism	Major	2	2	2	6	4
2		Digital Media	Minor	3	0	2	5	4
3		Cyber Security	MDC					3
4		English Language Skill	AEC	2	0	2	4	3
5		Audio Visual Editing	SEC	1	2	2	5	3
6		Indian Knowledge System	VAC	3	0	0	3	3
TOTAL								20
SEMESTER - III								
1		TV and Radio Journalism	Major	2	2	2	6	4
2		Media and Cultural Studies	Minor					4
3		Health Communication	Minor	3	0	2	5	4
4		Gender Justice	MDC					3
5		Soft Skills and Personality Development	AEC	1	0	2	3	2
6		Radio Jockeying	SEC	1	0	4	5	3
TOTAL								20
SEMESTER - IV								
1		Public Relations	Major	4	0	0	4	4
2		Advertising	Major	4	0	0	4	4
3		Data Journalism	Major	4	0	0	4	4
4		Development Communication	Major	4	0	0	4	4
5		Mobile Journalism	Minor	3	0	2	5	4
TOTAL								20
SEMESTER - V								
1		Digital Storytelling	Major	3	0	2	5	4
2		Media Laws And Ethics	Major	3	0	2	5	4
3		Digital Filmmaking	Major	2	0	4	6	4
4		Strategic Communication	Major	3	0	2	5	4
5		Project	Project					2
6		Community Engagement	Project					2

TOTAL								20
SEMESTER - VI								
1		Event Management	Major	3	0	2	5	4
2		Entertainment And OTT Media	Major	4	0	0	4	4
3		Brand Communication And Management	Major	4	0	0	4	4
4		Media Industry And Management	Major	4	0	0	4	4
5		Film Appreciation	Minor	4	0	0	4	4
TOTAL								20
SEMESTER - VII								
1		Media Research	Major	4	0	0	4	4
2		Digital Humanities	Major	4	0	0	4	4
3		Global Communication	Major	4	0	0	4	4
		Media Advocacy and Governance	Major	4	0	0	4	4
4		Media Sociology	Minor	4	0	0	4	4
TOTAL								20
SEMESTER - VIII								
1		Research Ethics	Major	4	0	0	4	4
2		Digital Media & Entrepreneurship	Minor	4	0	0	4	4
3		Dissertation	Dissertation	0	0	0	0	12
TOTAL								20
GRAND TOTAL								160

Semester-Wise Distribution of Type of Courses										
Types of Course	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V	Sem-VI	Sem-VII	Sem-VIII	Total	Credits
Major	1	1	1	4	4	4	4	1	20	80
Minor	1	1	1	1	1	1	1	1	8	32
Multi-Disciplinary Course	1	1	1						3	9
Ability Enhancement Course	1	1	1						3	8
Skill Enhancement Course	1	1	1						3	9
Value Added Course	2	1							3	6
Internship					1				1	2
Community Engagement Project					1				1	2
Dissertation								1	1	12
TOTAL	7	6	5	5	7	5	5	3	43	160

Total Credit Points			
Types of Course	No. of Papers	Credit	Total
Major	20	80	80
Minor	8	32	32
Multi-Disciplinary Course	3	9	9
Ability Enhancement Course	3	8	8
Skill Enhancement Course	3	9	9
Value Added Course	3	6	6
Project	1	2	2
Community Engagement Project	1	2	2
Dissertation	1	12	12
TOTAL	43	160	160

PROGRAMME STRUCTURE & COURSE OUTLINE

Bachelor of Arts in Journalism and Mass Communication

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - I								
1		Introduction to Communication	Major	4	0	0	4	4
2		Photography	Minor	3	0	2	5	4
3		Principles of Management	MDC					3
4		Professional Writing	AEC	2	0	2	4	3
5		Introduction To Camera And Lighting	SEC	2	0	2	4	3
6		Environmental Science	VAC	2	0	0	2	2
7		Health and Wellness		1	0	0	1	1
TOTAL								20

SYLLABUS		
Semester	I	
Course Title	Introduction to Communication	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type		
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the importance of mass communication in the present practice of mediated communication.• To make students understand the normative perspective of media practice.• To enable students comprehend the various theories associated with mass communication.• To develop a critical perspective about the process of mass communication.• To recognize the models for transmission of mediated communication.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the contemporary manifestation of media</p> <p>CO2: Apply the learnings in media practice.</p> <p>CO3: Design a communication model to understand media use and its effects.</p> <p>CO4: Analyze the media’s communicative potential through everyday examples.</p> <p>CO5: Develop a deep understanding of the role and influence of media.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Mobile phones, Television, Twitter, Instagram, The Internet, discussion around media and everyday life, Discussions around mediated and non-mediated communication.	CO1
II	Forms of Communication, Levels of Communication, Mass Communication and its Process Normative Theories of the Press Media and the Public Sphere.	CO2
III	Direct Effects; Mass Society Theory, Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory, Digital influencers in the contemporary world	CO3
IV	Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis Critique of the effects paradigm and emergence of alternative paradigm.	CO4
V	Four Models of Communication: transmission models, ritual or expressive models, publicity model, reception model.	CO5
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

References:

1. Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 1001: Introduction to Mass Communication	CO1	3	3	3	2	1	1	2	3	1	2	3
	CO2	3	3	2	2	2	1	2	3	1	2	3
	CO3	3	2	3	1	2	1	2	3	3	2	2
	CO4	1	1	2	3	2	3	2	2	3	3	1
	CO5	2	3	2	2	2	2	3	3	3	2	3
	Average	2	2.4	2.4	2	1.8	1.6	2.2	2.8	2.2	2.2	2.4

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
Semester	I	
Course Title	Photography	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Minor	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the importance of photography.• To enable students to creatively use photography in the present time.• To make the student develop a photographer’s eye, for digital photography.• To make students understand the different genres of digital photography.• To enable students to start their own photography venture and to develop skills for photojournalists.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the concepts, importance, and use of photography in the present time. CO2: Develop capabilities to work in digital photography including DSLR and Smartphone photography. CO3: Apply creative technical skills for digital photography. CO4: Analyze the different genres of digital photography. CO5: Develop their own photo studios and photography venture.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Image Communication, Importance of Communication, Understanding Image, Importance of Image and communication, Human Eye and Camera.	CO1
II	Introduction to Camera, Understanding Camera, Types of the camera and lenses, digital and film camera, Mobile camera, functions and Importance, Pixel, Aspect ratio, and Image format. Types of shots, Composition.	CO2
III	Introduction to light, Importance of light in Photography, Types of light, Exposer, Depth of field, Depth of Focus, Introduction to studio photography and outdoor photography, and Photography equipment.	CO3
IV	Contemporary Photography Introduction to different genres of photography, News Photography, Travel Photography, Sports Photography, Photography for digital content, Blog Photography, Nature Photography, Wildlife Photography, Climate Photography, Event Photography, Child Photography, and Product Photography.	CO4
V	Post Production of the image, Creative use of image communication, Stories through images, photo editing software, and color correction.	CO5
Evaluation		
	Theory and Practical	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1-Basic Photography by Michal Langford

References:

1-The Journal of British Photography ,2-Film screening and discussions on Films like -Two, Documenting Reality, Biography on Raghu Rai, Light on the dark side, etc

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Group Discussion	K2
II	CO2	Lecture, presentation, and Practical	Assignment and studio lab activities	K3
III	CO3	Lecture, presentation, practical exercise and film screening, and discussion.	Assignment and studio lab activities	K3. K6
IV	CO4	Lecture and presentation	Project Assignment, Field Visit.	K4
V	CO5	Lecture, presentation, and studio exercise	Project Assignment.	K3,K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 1003: Image Communication	CO1	3	3					3	3			
	CO2		3	3				3	2	2		
	CO3							3	1	1		3
	CO4	3						3		3	3	3
	CO5		3					3	3	3	3	
	Average											

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS

Semester	I
Course Title	Principles of Management (To be offered by Birla School of Management)
Course Code	
Credit	3
Contact Hours (L-T-P)	3-0-0
Course Type	MDC
Course Objective	<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to enable students, understand the evolution of management studies; • to help students to understand the roles, challenges, and opportunities of an organization; and • to help students understand the fundamentals of management process: planning, organizing, leadership and control from an organizational viewpoint
Course Outcome (CO)	<p>Upon successful completion of the course the students will be able to:</p> <p>CO1: Understand the management evolution and how it will affect future managers</p> <p>CO2: Explain the fundamental terminology and frameworks in the four functions of management: planning, organizing, leading and controlling</p> <p>CO3: Analyse organisational case situations in different functions of management</p> <p>CO4: Evaluate leadership styles to be able to anticipate the consequences of leadership styles</p> <p>CO5: Analyse both qualitative and quantitative information to isolate issues and formulate best control methods</p>

Module	Description	CO Mapping
I	Introduction to Management and Organizations Definition of Management; Science or Art; Manager vs Entrepreneur; Types of Managers; Evolution of School of Management; Managerial Roles and skills	
II	Business Organization & Planning Types of Business Organization- Sole Proprietorship, Partnership, Company-Public and Private Sector Enterprises; Organization Culture and Environment; Current Trends and Issues in Management. Nature and Purpose of Planning- Planning Process; Types of Planning, Objectives; Setting Objectives, Policies, Planning Premises, Strategic Management. Planning Tools and Techniques- Decision Making Steps and Process	
III	Organizing & Staffing Nature and Purpose of Organizing; Formal and Informal Organization; Organization Chart, Organization Structure, Types- Line and Staff Authority; Departmentalization; Delegation of Authority; Centralization and Decentralization Job Design- Introduction to Human Resource Management; HR Planning, Recruitment, Selection, Training and Development, Performance Management, Career Planning and Management.	
IV	Foundations of Individual and Group Behaviour Motivation-Motivation Theories; Maslow's Theory, Herzberg Two Factor Theory, ERG Theory, McClelland's Need Theory, X, Y & Z Theory. Job Satisfaction; Job Enrichment; Leadership- Types and Theories of Leadership – Trait Theory, Behavioral Theory (Ohio, Michigan & Managerial Grid	
V	Controlling System and Process of Controlling- Budgetary and Non-budgetary Control Techniques- Introduction to MIS, TQM, Six –Sigma. Use of Computers and IT in Management Control- Productivity Problems and Management (CPM, PERT); Control and Performance; Direct and Preventive Control – Reporting.	

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

- Vashishth Neeru & Vashishth Vibhuti. (2019). Principles of Management, Taxman Publication, New Delhi
- L.M. Prasad (2021); Principles & Practices of Management, Sultan Chand & Sons, New Delhi, 10th Edition,
- Harold, K., & Heinz, W. (2018). Essentials of management. Tata Mc Graw Hill.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Understand the Describe and communicate the management evolution and how it will affect future managers	K1, K2
II	CO2	Lecture and presentation	Conceptually explain the fundamental terminology and frameworks in the four functions of management: planning, organizing, leading and controlling	K3
III	CO3	Lecture and presentation	Analyse organizational case situations in different functions of management	K6
IV	CO4	Lecture and presentation	Evaluate leadership styles to be able to anticipate the consequences of leadership styles	K4, K5
V	CO5	Lecture and presentation	Analyze both qualitative and quantitative information to isolate issues and formulate best control methods	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	3	-	2	-	2	1	-	1	-	1	2
	CO2	3	2	1	-	2	1	-	2	-	-	1
	CO3	3	2	1	-	2	1	-	2	2	3	1
	CO4	3	3	2	-	3	2	1	2	1	2	2
	CO5	3	3	3	-	1	1	-	3	2	2	1

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS

Batch	2023-2027	
Semester	I	
Course Title	Professional Writing	
Course Code		
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	AEC	
Course Objective	<p>The objectives of this course are:</p> <ul style="list-style-type: none">● To make students understand the basics of professional writing● To enable students to design well-rounded media writing● To make students understand various forms of writing in media● To enable students to understand the purpose of various media texts● To train students in writing for business	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the fundamentals of professional writing</p> <p>CO2: Apply the learnt skills to write for professional networking</p> <p>CO3: Develop skills for journalistic and creative writing</p> <p>CO4: Analyze the different forms and purposes of media writing</p> <p>CO5: Create purposive content for news and corporate organisations</p>	
Module	Description	CO Mapping
I	Essentials of Good Writing: Is writing an art or a craft? Kinds of Media Writing: Writing to Inform, Describe and Persuade, The ABCD of Media Writing (Accuracy, Brevity, Clarity, Discernment), Vocabulary Building: Overcoming Grammar Problems, Punctuation.	CO1
II	Professional Writing: Definition, types and characteristics, Importance of professional writing, 7 C's of professional writing, Writing for professional networking,	CO2
III	Writing for Newspaper- News: - Definition, Purpose, Importance of news, the structure of news,. Various types of leads/intros, Headline writing: Types & Function, 5Ws and 1H of news writing, Ingredients of News, Form, purpose and importance of editorial page, the concept of op-ed page	CO3
IV	How feature writing is different from News writing, Basic principles of feature writing, Writing features on trending topics, great rsonalities, Writing human interest stories Definition, Importance of columns in the newspaper, Writing columns	CO4
V	Difference between creative writing and content writing, Style and purpose of writing for brands, Business writing, Making of an ad copy, and Blogging as a tool of brand promotion.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

References:

- Writing At Work : Professional Writing Skills for People on the Job by Stephen A. Bernhardt
- Professional Writing Skills: A Write it Well Guide by Natasha Terk
- Creative Writing: A Beginner's Manual by Anjana Neira Dev, Anuradha Marwah, Swati Pal
- Writing That Works, 3rd Edition: How to Communicate Effectively in Business by Kenneth Roman and Joel Raphaelson
- How To Be A Writer by Ruskin Bond

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Professional Writing	CO1	3	3	2	2	3	2	2
	CO2	3	3	2	3	3	1	3
	CO3	3	3	3	2	2	3	2
	CO4	3	2	2	2	2	1	3
	CO5	3	3	3	2	2	1	3
	Average	3	2.8	2.4	2.2	2.4	1.6	2.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
School	Birla School of Communication	
Programme	BAJMC (Hons.)	
Batch	2022-26	
Semester	I	
Course Title	Introduction to Camera and Lighting	
Course Code		
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Skill Enhancement Course (SEC)	
Course Objective	The objectives of this course are <ul style="list-style-type: none">To make students understand the basics of camera and lightingTo make students understand the tools and techniques of camera and lighting.To enable students to use the camera for creative perspectiveTo develop the students to use the camera properly to produce desired photographic effects.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the basics of camera and lighting CO2: Apply the composition principles CO3: Design visual aesthetics in the photographs with lighting CO4: Analyze to build visual sequences with proper meaning CO5: Develop the students as professionals in the field.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Camera: evolution of the camera, Camera Parts, Types of Still Cameras. Concept of Film Camera, Video Camera, Digital Camera.	CO1
II	Composition Rules and Principles, Exposure Control, Aperture (Iris), ISO/Gain, Depth of field and Shutter. Image Sensors. Supporting Equipment. Lenses, Lens Accessories-Filters, Lens Defects.Digital Photography, Pixel & Megapixels, The Art of Black & White & Color Photography, Basics of Composition and types of Shots and purpose, Camera Movements(Pan, Tilt, Dolly, Track, Zoom), Shooting for Editor, News, Documentary, and short films	CO2
III	Introduction to Light, Importance of light in Photography. Types of lights. Colour Temperature, White Balance, contrast, shadows	CO3
IV	Types of Lights, Use of reflectors, Additive light, Subtractive light, Various Types of light sources and lights, Lighting Techniques, Three point lighting	CO4

V	Project: Students must submit a final project for 50 Marks using various lighting techniques.		CO5	
Evaluation				
	Theory & Practical			
Mode of Evaluation	Continuous Evaluation	End Semester Examination		
Weightage	40	60		
Text Books and References				
Text Books: <ul style="list-style-type: none">- The Manual of Photography by Ralph E Jacobson, Siddney F Ray and Geoffrey G Attridge – Focal Press.- Basic Photography. M. Langford (Focal Press, London, 1986).- The Focal Encyclopaedia of Photography. (Macmillan, New York, 1969).- Life Library of Photography ‘The Camera’ by the Editors of Time-Life Books.- Complete Digital Photography by Ben Long.- Langford's Basic Photography: The guide for serious photographers by Michael Langford, Anna Fox.- LIFE Guide to Digital Photography: Everything You Need to Shoot Like Pros by Joe McNally, Editors of Life.- Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera by Bryan Peterson.- Camera: A History of Photography from Daguerreotype to Digital by Todd Gustavson- The Photographer's Eye: Composition and Design for Better Digital Photos by Michael Freeman- The Photographer's Mind: Creative Thinking for Better Digital Photos by Michael Freeman				
References: <ul style="list-style-type: none">- Arena, Syl. Lighting for Digital Photography. Pearson Education, 2012.- Kenaan, Hagi. Photography and Its Shadow. 2020.- McKenzie, Joy, and Daniel Overturf. Artificial Lighting for Photography. Cengage Learning, 2009.- Perello, Ibarionex. Chasing the Light. Pearson Education, 2011.- Valenzuela, Roberto. Picture Perfect Lighting. Rocky Nook, Inc., 2015.				
Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom’s Taxonomy Level
I	CO1	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, analysis, term paper	K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, analysis, term paper	K3
III	CO3	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars,	K6
IV	CO4	Lecture and Presentations	assignments, tests, small course projects,	K4
V	CO5	Lecture and Presentations	Projects and Assignment	K3, K6
Bloom’s Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating				

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 1005: Introduction to Camera and Lighting	CO1	2	3	2	2	3	2	3	2	3	3	3
	CO2	3	2	2	3	3	2	3	2	3	3	3
	CO3	3	3	3	2	3	2	3	2	3	3	3
	CO4	3	2	2	3	3	2	3	2	3	3	3
	CO5	3	2	2	3	3	2	3	2	3	3	3
	Average	2.8	2.4	2.2	2.6	3	2	3	2	3	3	3

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	I	
Course Title	Environmental Science	
Course Code	JMC 1004	
Credit	2	
Contact Hours (L-T-P)	2-0-0	
Course Type	Value Added Course	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students learn concepts, key issues and specific problems involved in designing a project with respect to ecosystem.• To create awareness on environmental issues and their possible repercussions.• To discuss the significance of carbon footprints• To acquire skill and knowledge in assessing and dealing with legal (both command & control and economic) instruments and societal obligations for environmental protection and sustainability• To educate the basic concepts of disasters and build skills to respond to disaster.	
Course Outcome (CO)	<p>At the end of this course the learner will be able to;</p> <p>CO1. Analyze various issues vis-à-vis natural and technological remedies with respect to ecosystem restoration;</p> <p>CO2. Describe the environmental issues and their possible repercussions;</p> <p>CO3. Interpret significance of carbon footprints;</p> <p>CO4. Develop ability in analyzing current challenges & opportunities for environmental protection and searching career prospects</p> <p>CO5. Understand the basic concepts of disasters and build skills to respond to disaster.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Environmental Studies: Scope and importance, multidisciplinary nature; Ecosystems; Structure & function of ecosystem; Forest, Grassland, Desert and aquatic ecosystem; Energy flow in an ecosystem; food chain, food webs and ecological succession; Concept of sustainability and sustainable development	CO1
II	Natural Resources: Energy Resources (Renewable and non-renewable Resources), Forest Resources, Deforestation: Causes and control mechanism; impact of mining, construction of dams on natural environment, forests, biodiversity and tribal population; Land resources and land use change, Land degradation, Soil erosion and desertification; Water resources; Wildlife resources	CO2
III	Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic Zones of India; Biodiversity patterns and global biodiversity hotspots. India as a mega-biodiversity nation; endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, Man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of	CO3

	biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value, Basic fundamentals on carbon footprint	
IV	Environmental pollution: types, effects and control/management; Air, Water, Soil, Noise pollution, Waste (Solid waste & E-waste); Global warming, Climate Change, Ozone layer depletion, Montreal & Kyoto Protocol. Convention on Biological diversity (CBD). Salient Features of legal provisions to address environmental concerns (in respect of resources and pollution): Water (Prevention and control of pollution) Act, 1974; Air (Prevention and control of pollution) Act, 1981; Environmental (Protection) Act, 1986, Environmental Impact Assessment Notification, 2006; Wildlife (Protection) Act, 1972; Forest (Conservation) Act, 1980; National Green Tribunal, Environmental Ethics. Corporate Environmental Responsibility	CO4
V	Definition and types of disaster: floods, earthquake, cyclone and landslide, principles of disaster management, Disaster Management cycle, Disaster management policy, National and State Bodies for Disaster Management, Application of ICT in disaster management, Case Studies on successful Disaster Management.	CO5

Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

- Basu, M., & Xavier, S. (2016). Fundamentals of Environmental Studies. Cambridge: Cambridge University Press.
- Basu, R. N. (2000). Environment. University of Calcutta. CSE India. (ND). Understanding EIA <https://www.cseindia.org/understanding-eia-383>.
- Enger, E., & Smith, B. (2010). Environmental Science: A Study of Interrelationships, Publisher: McGraw Hill Higher Education.
- Kumar, S., & Kumar, B. S. (2016). Green Business Management. Hyderabad: Thakur Publishing Pvt. Ltd.
- Mitra, A. K., & Chakraborty, R. (2016). Introduction to Environmental Studies. Kolkata: Book Syndicate Pvt. Ltd.
- Winston, A. (2009). Energize Employees with Green Strategy. Boston: Harvard Business School Publishing.
- Disaster Management Guidelines, GOI-UND Disaster Risk Program (2009-2012)
- Damon, P. Copola, (2006) Introduction to International Disaster Management, Butterworth Heineman.
- Gupta A.K., Niar S.S and Chatterjee S. (2013) Disaster management and Risk Reduction, Role of Environmental Knowledge Narosa Publishing House, Delhi.
- Murthy D.B.N. (2012) Disaster Management, Deep and Deep Publication PVT. Ltd. New Delhi.
- Modh S. (2010) Managing Natural Disasters, Mac Millan publishers India LTD

Facilitating the achievement of Course Outcomes

Module No.	Course Outcome s (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K1,K2

II	CO2	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K1,K2
III	CO3	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K1,K2,K3
IV	CO4	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K2,K3,K4
V	CO5	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K5,K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 1004: Environmental Studies and Disaster Management	CO1	3	1	3	2	2	2	3	3	1	1	3
	CO2	3	3	2	2	3	1	3	2	2	2	3
	CO3	2	2	3	1	3	3	2	2	2	2	2
	CO4	2	3	3	2	3	2	3	2	3	3	2
	CO5	3	3	3	2	2	2	3	3	3	3	3
	Average	2.6	2.4	2.8	1.8	2.6	2.0	2.8	2.4	2.2	2.2	2.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	I	
Course Title	Health and Wellness	
Course Code		
Credit	1	
Contact Hours (L-T-P)	1-0-0	
Course Type	Value Added Course	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• explain the importance of regular exercise and how it may even help clear away plaques that contribute to Alzheimer's disease• reveal the importance of sleep — and the sleep stage that's most important for memory• help a student manage stress and explains why comfort foods are "comforting"• show the importance of staying socially active — it may help delay dementia• assist in creating a safe, well-rounded exercise plan — one that fits your life and that you will be likely to stick with• help discover the right blend of exercises which incorporates aerobic workouts, as well as stretching and strength-building exercise routines	
Course Outcome (CO)	<p>At the end of this course, the learner will be able to;</p> <ul style="list-style-type: none">• CO1: Learn the aerobic workouts for better cardiovascular health• CO2: Apply techniques for maximising the exercise’s benefits and Meditation• CO3: Make exercising a part of a healthy lifestyle• CO4: Apply the right posture from ancient Yoga and plan for a diet	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction Course overview, Exercise: What and how much? Creating your workout plan, A word about posture, Key terms you’ll want to know, Safety first	CO1
II	Basic Exercising Getting Started with Cardio Exercise, workout with arm sweeps, workout with resistance bands, Chest punch, Sword pull, Two-handed pull down, Triceps pull, Biceps curl	CO2
III	Benefits of Exercise Benefits of Exercise, exercise prevents cardiovascular disease, Exercise helps fight diabetes, What happens when you exercise? Basic Yoga from Home	CO3
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

Text Book

- H. Benson and E. Stuart (2021). The Wellness Book: The Comprehensive Guide to Maintaining Health and Treating Stress-Related Illness, Amazon

Other Readings

- B.L. Seaward (2022). Health and Wellness Journal Workbook, Amazon

Facilitating the achievement of Course Outcomes

Module No.	Course Outcome s (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K1,K2
II	CO2	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K1,K2
III	CO3	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K1,K2,K3
IV	CO4	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K2,K3,K4
V	CO5	Lecture, presentation, and Practical	Project, Assignment, Field Visit, tests	K5,K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	1		3		3				2		2
	CO2		2	3	3			3		1	1	2
	CO3			3		2					1	2
	CO4		2	3			3		3	1		2
	CO5	2		3	2			3			1	1

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE**Bachelor of Arts in Journalism and Mass Communication**

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - II								
1		Print Journalism	Major	3	0	2	5	4
2		Digital media	Minor	3	0	2	5	4
3		Cyber Security	MDC					3
4		English Language Skill	AEC	2	0	2	4	3
5		Audio-Visual Editing	SEC	2	0	2	4	3
6		Indian Knowledge System	Value-Added	3	0	0	3	3
TOTAL								20

SYLLABUS		
Semester	II	
Course Title	Print Journalism	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Major	
Course Objective	The objectives of this course are To make students understand basics of print journalism. To make students understand the structure of newspaper report writing. To make students understand different forms of print media writing such as features, articles, columns, reviews. To enable students to have a fair idea of writing editorials. To develop the skills of writing for magazine.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the fundamentals of print media. CO2: Apply the learnt skills to write news reports. CO3: Develop skills for writing features and columns. CO4: Analyze the different forms of print media writing. CO5: Develop various kinds of report for a magazine.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Print Journalism: Evolution and growth of print journalism in India and abroad. Early newspaper in India, The role of newspapers in cultural awakening and freedom movement. Eminent journalist and their contribution to print journalism.	CO1
II	Writing for Newspaper- News: - Definition, Purpose, Importance of news, structure of news, Inverted Pyramid style of news writing. Various types of leads/intros, Headline writing: Types & Function, 5Ws and 1H of news writing, Ingredients of News. Objectivity and ethical aspects of news. News sense and News value. Objective Reporting, Investigative Reporting and Interpretative reporting, Specialized reporting.	CO2
III	Feature: How it’s different from News, Basic principles of feature writing, Writing feature on trending topics, great personalities. Columns- Definition, Importance of column in newspaper, Columnist, Interests areas and specialization.	CO3
IV	Editorial and Opinion: Importance of edit page, place of opinion in a newspaper, concept of op-ed page; form, purpose and style of editorial writing and letter to the editor. Interview: Importance of Interview, Interviewing for news stories and features; on the spot interviews, profile interviews, common man and celebrities; Interviewing techniques.	CO4

V	<p>The Craft of Magazine Writing: How is magazine writing and reporting different from reporting shorter stories and hard news? Basic types and features of magazine reporting, elements of good magazine stories, types of magazines, popular magazines.</p> <p>Assignment: The students will be given two written assignments from each unit, which will be continuously evaluated throughout the semester.</p>	CO5
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Evaluation

Theory		
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

- Sreedharan, V.S., How to Write Correct English, New Delhi: Goodwill Publications, New Delhi. 7. Stovall, J.G., Writing for the Mass Media, NJ: Prentice Hall, 2009.
- Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
- Taylor, Shirley Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon
- Hornby, A.S., Guide to Patterns and Usage in English, ELBS, New Delhi: Oxford University press, 1977.

References:

- M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
- M L Stein and Susan F. Petero The News Writers' Handbook, Surjeet Publication, New Delhi
- George A Hough News Writing, Kanishka Publication, New Delhi
- Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
- M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
- Wainwright David Journalism made Simple, Rupa & Company New Delhi
- Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 2001: Writing for Print Media	CO1	3	3	1	2	3	2	3	3	3	3	3
	CO2	3	3	1	2	2	2	3	2	3	2	3
	CO3	3	3	1	2	2	2	3	2	3	2	3
	CO4	3	3	2	3	2	3	2	2	2	2	3
	CO5	3	2	3	2	2	3	3	2	3	3	3
	Average	3	2.8	1.6	2.2	2.2	2.4	2.8	2.2	2.8	2.4	3

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	II	
Course Title	Digital Media	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Minor	
Course Objective	The objectives of this course are To make students understand the concept of the Internet To make students understand the implications of Digital Media To enable students to do the hands-on practice of Social Media To develop their own blogs and social media handles	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the concept of the Internet CO2: Apply the knowledge of Digital Media CO3: Design their own social media posts CO4: Analyze the social media networks CO5: Develop their own portfolio websites.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Origin of the Internet and Digital Media(New Media), WWW, Website-Types, E-mail, Social Construction of Technology, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.	CO1
II	Characteristics of Digital (New) Media. How does Digital (New) Media different from Traditional Media. Media Convergence, Integration of Digital Media. Development Communication through Digital Media.	CO2
III	Social Media Networks: Definition, present scenario, Apps, Digital Democracy and people’s participation, Media in Motion(Mobile devices), Location-Based Services.	CO3
IV	Digital Marketing: Internet Advertising, Chatbots, Cloud Technology and Services in Media. Crowd Funding, Crowd Sourcing and Crowd Seeding. Radio Over Internet Protocol (RoIP), Internet Protocol TV (IPTV), 5G. Analytics & its application, CMS, SEO, Monetization Models	CO4
V	Artificial Intelligence: Definition, Goals and Types. AI Applications in Media. VR, AR, MR and Metaverse. IoT, Social Media Management, Social Media Branding.	CO5
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination

Weightage	40	60										
Text Books and References												
<ul style="list-style-type: none">- Text Books:- Thompson, Derek. Hit Makers: The Science of Popularity in an Age of Distraction. Penguin Press, 2017.- Webb, Nicholas J. What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint. AMACOM, American Management Association, 2017.- Handley, Ann. Everybody Writes Your Go-to Guide to Creating Ridiculously Good Content. Wiley, 2014.- Pulizzi, Joe. Epic Content: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less. McGraw-Hill Education, 2014.- Scott, David Meerman. How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Fifth edition, John Wiley & Sons, Inc, 2015.- Jan, Zimmerman. Social Media All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.- Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.- Enge, Eric, et al. The Art of SEO: Mastering Search Engine Optimization. Third edition, O'Reilly, 2015.- Aydin, Hatice, editor. Digital Marketing Applications. Peter Lang D, 2019- Scott, David Meerman. How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Fifth edition, John Wiley & Sons, Inc, 2015.- Jan, Zimmerman. Social Media All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.- Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.- Enge, Eric, et al. The Art of SEO: Mastering Search Engine Optimization. Third edition, O'Reilly, 2015.- Aydin, Hatice, editor. Digital Marketing Applications. Peter Lang D, 2019												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level								
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term paper	K2								
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term paper	K3								
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K6								
IV	CO4	Lecture and presentation	assignments, tests, small course projects	K4								
V	CO5	Lecture and presentation	assignments, tests, small course projects	K3, K5								
Bloom's Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
CO, PO & PSO MAPPING:												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Digital Media	CO1	2	2	2	3	3	2	2	2	2	2	3
	CO2	2	2	2	2	3	1	3	2	3	3	3

	CO3	2	2	1	2	3	1	3	3	2	2	3
	CO4	2	2	1	2	3	1	2	2	2	2	3
	CO5	3	3	2	3	3	1	3	2	2	2	3
	Average	2.2	2.2	1.6	2.4	3	1.2	2.6	2.2	2.2	2.2	3

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	I	
Course Title	Cyber Security (To be offered by Birla School of Applied Sciences)	
Course Code		
Credit		
Contact Hours (L-T-P)		
Course Type	MDC	
Course Objective		
Course Outcome (CO)		
Module		
I		
II		
III		
IV		
V		
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage		
Text Books and References		

Text Books:

7.

References:

1

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1											
	CO2											
	CO3											
	CO4											
	CO5											
	Average											

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	II	
Course Title	English Language Skill	
Course Code		
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	AEC	
Course Objective	The objectives of this course are to: - develop the student’s English language proficiency by focusing on the four language skills of Listening, Speaking, Reading and Writing; - strengthen their real-time language use in social & professional contexts - develop the ability to use technology in speaking & writing	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Apply the skills of Active Listening with the purpose of being able to understand and infer for effective communication CO2: Apply the principles of fluency & accuracy to be able to speak clearly & coherently in social & professional contexts in one-to one & group situations CO3: Determine the main idea, summarise the texts in their own words & interpret the information from charts & graphs CO4: Demonstrate the principles of effective writing & three-step writing process in writing expository paragraphs CO5: Apply the latest technology for classroom presentation	
COURSE CONTENT		
Module	Description	CO Mapping
I	Mastering Listening Skills Introduction to the language skills; Listening -What and How, Listening Proficiency (IELTS); Listening Practice (IELTS); Note-taking; Critical Listening; Active Listening Skills	CO1
II	Improving Oral Proficiency in English Language Functions: Introducing, Describing, Narrating (story-telling); Planning, Asking and Giving Information; Instructing; Expressing Opinions	CO2
III	Critical Comprehension Skills Reading Comprehension: Scanning & Skimming, Inferential Comprehension; Interpreting Management Cases; Reading to Summarize: Note Making; Reading Newspaper (General and Business related) and Responding	CO3
IV	Writing Clearly & Coherently Writing- How of Writing; Three-step Writing process; Brainstorming, Drafting; Getting it Right- Rewriting-Revising & Proofreading; Coherence & Cohesion; Focus; Writing Expository Paragraphs: Word Choices, Sentence Structures	CO4
V	Presentation with Technology Communication with Technology; Digital Stories; Presentation with Technology; Communicating through Email	CO5
Evaluation		
	Theory	

Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

- Kumar, Sanjay & Puspa Lata (2018). Communication Skills: A Workbook. OUP. New Delhi
- Mukherjee S. Hory (2016). Business Communication: Connecting Work. Sec. Ed. OUP, New Delhi

References

- Harvard Business Essentials: Business Communication: 9 Steps to Help You Engage Your Audience
- Foundation Course: Language, Literature & Creativity, Orient Black Swan, 2018, University of Delhi

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	2	-	3	-	1	-	-	2	2	1	2
	CO2	-	-	3	-	1	1	-	2	2	1	2
	CO3	-	-	3	-	-	-	-	2	2	1	2
	CO4	2	-	3	-	-	1	-	2	2	1	2
	CO5	2	-	3	-	-	-	3	2	2	1	2

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
Semester	II	
Course Title	Audio Visual Editing	
Course Code		
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	SEC	
Course Objective	The objectives of this course are <ul style="list-style-type: none">To make students understand the basics of audio and videoTo make students understand the importance of editingTo enable students to create their own audio and videoTo develop the audio and video clips based on concepts	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the basics of editing CO2: Apply the knowledge of editing skills CO3: Design their own content with basic skills CO4: Analyze the available content for the final product CO5: Develop their own audio and video content	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Digital Audio – Capturing, Recording, Storage and File formats. Analogue to digital Conversions, Sample Rate, Sample Size	CO1
II	Recording and Editing: Trimming, Splicing and Assembly, Volume Adjustments, Format Conversions, re-Sampling or Downloading, Fade-in and Fade-Outs, Equalizations, Time Stretching, Special Effects. Mono, Stereo, Looping, and Finalize files. Making Remix Sound Track.	CO2
III	Basics of Video and standards of Video Editing, Glossary and Definitions, Types of Video Editing.	CO3
IV	Video Editing – <ul style="list-style-type: none">Media ManagementWorking in the audio and sound designEffects & transitionAnimationTitles Editing for News, Features and Documentaries, Voice over, BGM, SFX, Infographics, Motion graphics	CO4
V	Projects: All students must submit two projects at the end of the semester. Audio Editing Project (20 Marks): Students have to edit a 5 minutes audio project with stock audio or newly recorded audio with stereo tracks.	CO5

	Video Editing Project (20 Marks): Students have to edit a 5 minutes Video project with stock footage or newly recorded video with proper transitions and titles.			
Evaluation				
	Theory & Practical			
Mode of Evaluation	Continuous Evaluation	End Semester Examination		
Weightage	60	40		
Text Books and References				
Text Books: <div>1. Anderson, Iain. Final Cut Pro Efficient Editing. Packt Publishing Ltd, 2020.</div> <div>2. Derry, Roger. PC Audio Editing. CRC Press, 2002.</div> <div>3. PC Audio Editing with Adobe Audition 2.0. CRC Press, 2012.</div> <div>4. Dmytryk, Edward. On Film Editing. Routledge, 2018.</div> <div>5. Goodman, Robert M., and Patrick McGrath. Editing Digital Video. McGraw Hill Professional, 2002.</div> <div>6. Green, Corey Marie. The Podcaster’s Audio Handbook. Apress, 2021.</div> <div>7. Hal Leonard Corporation Staff and Hal Leonard Publishing Corporation. WaveLab 6. Steinberg Software, 2007.</div> <div>8. Hurkman, Alexis Van. Colour Correction Handbook. Pearson Education, 2013.</div> <div>9. Izhaki, Roey. Mixing Audio. Taylor & Francis, 2012.</div> <div>10. Jackson, Wallace. Digital Audio Editing Fundamentals. Apress, 2015.</div> <div>11. Langford, Simon. Digital Audio Editing. CRC Press, 2013.</div> <div>12. Morris, Tee, and Evo Terra. Podcasting For Dummies. John Wiley & Sons, 2005.</div> <div>13. Murch, Walter. In the Blink of an Eye. Weidenfeld & Nicolson, 2001.</div>				
References: <div>1. Underdahl, Keith. Digital Video For Dummies. John Wiley & Sons, 2006.</div> <div>2. Zölzer, Udo. Digital Audio Signal Processing. John Wiley & Sons, 2008.</div> <div>3. Pittman, Simon. Editing Audio Using Audacity. Createspace Independent Publishing Platform, 2018.</div> <div>4. Roberts, Charles. Digital Video Editing with Final Cut Express. CRC Press, 2013.</div> <div>5. Rose, Jay. Producing Great Sound for Film and Video. CRC Press, 2013.</div> <div>6. Schroder, Carla. The Book of Audacity. No Starch Press, 2011.</div> <div>7. Stauffer, Todd, and Nina Parikh. Get Creative! The Digital Video Idea Book. 2003.</div> <div>8. Strong, Jeff. Pro Tools All-in-One for Dummies. John Wiley & Sons, 2012.</div>				
Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom’s Taxonomy Level
I	CO1	Lecture, Presentations & hands on training	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term paper	K2
II	CO2	Lecture, Presentations & hands on training	Quiz, assignments, tests, small course projects, seminars,	K3

			group discussions, field visits, case analysis, term paper	
III	CO3	Lecture, Presentations & hands on training	Quiz, assignments, tests, small course projects, seminars,	K6
IV	CO4	Lecture, Presentations & hands on training	assignments, tests, small course projects, seminars,	K4
V	CO5	Lecture, Presentations & hands on training	Projects and Assignment	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Audio Visual Editing	CO1	2	3	2	2	3	1	3	2	2	2	3
	CO2	2	2	2	2	3	1	3	2	2	3	3
	CO3	2	3	1	2	3	1	3	2	3	3	3
	CO4	2	3	1	2	3	1	3	2	2	3	3
	CO5	2	3	2	2	3	1	3	2	2	3	3
	Average	2	2.8	1.6	2	3	1	3	2	2.2	2.8	3

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	I	
Course Title	Indian Knowledge System	
Course Code		
Credit	3	
Contact Hours (L-T-P)	3-0-0	
Course Type	Value-Added	
Course Objective	<p>The objectives of the course are to:</p> <ul style="list-style-type: none">impart knowledge and understanding on Indian Knowledge Systems: Origin, Evolution and Ontological Approach;promote popularization schemes;develop Self Exploration for Personal Effectiveness; and develop Indian Knowledge System Torchbearers – Ancient and Modern	
Course Outcome (CO)	<p>Upon successful completion of the course the students will be able to:</p> <p>CO1: To promote interdisciplinary research on all aspects of Indian Knowledge Systems</p> <p>CO2: Apply strategies to preserve and disseminate Indian Knowledge Systems for further research and societal applications</p> <p>CO3: To sharpen focus by applications of Vedic Wisdom</p> <p>CO4: Understand ancient Vedic science and Hindu philosophy</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to IKS Ancient Vedic Science, Vedic Wisdom and Salvation route, Holistic Advancement – Moksa	
II	Concepts and Questions Popularization Schemes, Indian Cultural Diaspora, Cultural Ethos, Management Paradigm of Diversification	
III	Meaning of World Beliefs The Hindu Philosophy – Intermediate Level of Spoken Sanskrit, Indian Manuscripts on Sanskrit – Vyom Sanskrit Pathsala	
IV	Rich Heritage Interdisciplinary Research on Hinduism, Spiritualism of the Century, Indian Knowledge Traditions: Their Past, Present, and Future	
V	Human and Nature Management of Natural Resources, Art and Culture of Society, Western Thoughts and Indian Social Fabric	
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60
Text Books and References		
Text Books: - S.N. Nair, (2020), Echoes of Ancient Indian Wisdom, Ministry of Education, Government of India		

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	1		3		3				2		2
	CO2		2	3	3			3		1	1	2
	CO3			3		2					1	2
	CO4		2	3			3		3	1		2
	CO5	2		3	2			3			1	1

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE

Bachelor of Arts in Journalism and Mass Communication

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - III								
1		Broadcast Communication	Major	2	0	4	6	4
2		Media and Cultural Studies	Minor	4	0	0	4	4
3		Health Communication	Minor	3	0	2	5	4
4		Gender Justice	MDC					3
5		Soft Skills and Personality Development	AEC	1	0	2	3	2
6		Radio Jockeying	SEC	1	0	4	5	3
TOTAL								20

SYLLABUS		
Semester	III	
Course Title	Broadcast Communication	
Course Code		
Credit	4	
Contact Hours (L-T-P)	2-0-4	
Course Type	Major	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the basics of Audio and Video• To make students understand the media production process• To enable students to produce their own content• To develop the student future broadcasting journalists	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the concept of broadcasting journalism CO2: Apply the knowledge of the Production process CO3: Design the Audio and Video production CO4: Analyze the various production levels CO5: Develop the broadcasting journalists.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Radio Program Production Tools: Microphones, Head Phones, Playouts System, Cables and Connectors. Speakers, Audio Mixer, Sound Card, Consoles, Selection and Placement of Microphones. Acoustic Treatment.	CO1
II	Radio Program Formats, Audio Editing: Single Track and Multi-Track, Mono and Stereo Recording. Basic Principles of Radio News Writing. Radio News: Language, word time & presentation. Format of Radio News and its elements. Qualities of News Reader. Elements of Radio News (a) Sound effect (b) Recording process (c) Tempo. Types of radio News Bulletin	CO2
III	An overview of Television Program Production: Evolution of Television Production, New Trends in Television Production. Production Process: Analog to Digital. Production Stages: Pre-Production, Production and Post Production. Production Crew. Production Facilities. Scripting Formats.	CO3
IV	Production Terminology: Single Vs. Multi Camera Production, Studio Vs. Location Production. The concept of ENG and EFP. Production Facilities: Production Coordination, Camera, Microphones, Switcher and Lightings and Design Elements. Video Effects Directing: Timing, Running Time, On-the Air Timing, Commands. Editing Techniques: Linear and Non-Linear Editing Techniques,	CO4
V	Projects: Radio Programs: News Bulletin, Radio Documentary, Special Audience Programs, Docudrama, Radio Magazines, Radio Feature. TV Programs: TV News Package, News Bulletin, TV Interview, TV Debate/ Discussion. TV Special Feature.	CO5

Evaluation													
		Theory											
Mode of Evaluation		Continuous Evaluation						End Semester Examination					
Weightage		40						60					
Text Books and References													
Text Books:													
1. Zettl H., Handbook of Television Production, 2008, Cengage Learning, New Delhi													
2. Belavadi V, Video Production, 2008, Oxford University Press, New Delhi													
3. Grant T., Audio For Single Camera Operation, 2003, Focal Press													
4. Erta D Fossard, 2005. Writing and Producing Radio Dramas, New Delhi, Sage Publication.													
5. Chaterji P.C.1991. Broadcasting In India, New Delhi Sage Publication.													
6. Chandrashekar B.S. 1999. Changing Preferences the Indian Experience in Public Service Broadcasting, Singapore, AMIC.													
7. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt. of India.													
References:													
1. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.													
2. Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,													
3. Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2009													
Facilitating the achievement of Course Outcomes													
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity				Assessment Tools				Bloom's Taxonomy Level			
I	CO1	Lecture and presentation				Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, case analysis, term paper				K1,K2			
II	CO2	Lecture, presentation				Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, case analysis, term paper				K3,K5			
III	CO3	Lecture and presentation				Quiz, assignments, tests, small course projects, seminars,				K3,K5			
IV	CO4	Lecture and presentation				assignments, tests, small course projects, seminars, field visit, case analysis, term paper, lab activities				K4			
V	CO5	Lecture and presentation				Project assignment.				K5,K6			
Bloom's Taxonomy:													
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating													
CO, PO & PSO MAPPING:													
Course Code and Course Name		POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
TV and Radio Journalism		CO1	1	3	3	2	3	1	3	3	3	3	3
		CO2	2	3	3	3	3	1	3	2	3	3	3

	CO3	2	3	3	3	3	1	3	2	3	3	3
	CO4	2	3	2	2	3	1	3	2	3	2	2
	CO5	3	3	3	3	3	1	3	3	3	3	3
	Average	2	3	2.8	2.6	3	1	3	2.4	3	2.8	2.8

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	III	
Course Title	Media and Cultural Studies	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Minor	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the concept of culture• To make students understand different processes of cultural value system• To enable students to explore the rich cultural heritage• To develop cultural ethics	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the relationship between media and culture CO2: Apply different theories for critical examination. CO3: Design different notions of culture CO4: Analyze cultural hegemony CO5: Develop the ethical perspectives of media culture	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Understanding Culture, Types of Culture, Mass Culture, Popular Culture, Folk Culture Media and Culture, Difference Between Eastern & Western culture.	CO1
II	Critical Theories, Frankfurt School, Media as Cultural Industries, Political Economy, Ideology and Hegemony, culture as social institution. Globalization effects on Culture Representation of nation, class, caste and gender issues in Media.	CO2
III	Intercultural Communication–definition, meaning, importance, Cultural Symbols in Verbal & Non- Verbal Communication. Modern Mass Media as Vehicles of Inter-Cultural Communication, barriers in intercultural communication.	CO3
IV	Audiences, Active Audiences Women as Audiences, Sub Cultures; Music and the popular culture, Uses and Gratification Approach, Fandom	CO4
V	Media and Technologies, folk media as instruments of intercultural communication, Folk Media as a form of Mass Culture, Medium is the Message; New Media and Cultural forms	CO5
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
3. Dennis Mc Quail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
5. John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
7. James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
8. Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 1006: Media and Cultural Studies	CO1	3	1	3	2	2	2	3	3	1	1	3
	CO2	3	3	2	2	3	1	3	2	2	2	3
	CO3	2	2	3	1	3	3	2	2	2	2	2
	CO4	2	3	3	2	3	2	3	2	3	3	2
	CO5	3	3	3	2	2	2	3	3	3	3	3
	Average	2.6	2.4	2.8	1.8	2.6	2.0	2.8	2.4	2.2	2.2	2.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
Semester	III	
Course Title	Health Communication	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Minor	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make the student understand the importance of Health communication.• To make students describe health communication as used by several local, governmental, and international organizations• To enable the skills for creative writing for Health.• To enable students to Understand the role of communication and its affect in promoting and maintaining health and wellness for all individuals• To Develop effective health messages for individuals and publics by understanding how the media, literacy and policy affect the perceptions of health	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the concepts, importance, and use of Health communication in the present time.</p> <p>CO2: Apply creative skills for writing and creating Health content for various media platforms.</p> <p>CO3: Design key tools for patients and providers to communicate and listen effectively by recognizing the barriers and modes of communication between patients and providers.</p> <p>CO4: Analyse and Create the strategies to target various audiences and health communities for health communication campaigns.</p> <p>CO5: Develop written, oral, and graphical communication skills necessary in medical and public health contexts.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Health Communication, Understanding Health, Importance of Health communication, Characteristics and future prospects of Health communication, Health Communication, and Behavior Change	CO1
II	Introduction to Behavior Change Theories, Behavior Change and Social Determinants of Health, Stages of Change	CO2
III	Health Belief Model, Social Media and Health Communication, Health, Cause Marketing, and Corporate Social Responsibility	CO3
IV	Entertainment Media and Health, Unintended Effects of Health Messages,	CO4

V	Project – Each student will choose a behavior change theory that has been discussed in class. The student will provide a written review of the theory and critically evaluate how well the theory has been applied in at least three health communication campaigns. For example, a student could focus on social norms theory and review how well the theory has been applied on college campuses to reduce smoking.	CO5
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Evaluation

	Theory and Practical	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Fishbein, M. & Capella, J.N. (2006). The role of theory in developing effective health communications, Journal of Communication, S1-S17
2. Rimal, R.N. & Real, K. (2005). How behaviors are influenced by perceived norms: A test of the Theory of Normative Social Behavior, Communication Research, 389-414. Park, HS, Klein, K.A., Smith, S., & Martell, D. (2009). Separate subjective norms, university descriptive and injunctive norms, and U.S. descriptive and injunctive norms for drinking behavior intentions. Health Communication, 746-751.
3. Bandura (2004) Health Promotion by Social Cognitive Means, Health Education & Behaviour.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Group Discussion	K2
II	CO2	Lecture, presentation, and Practical	Assignment and studio lab activities	K3
III	CO3	Lecture, presentation, practical exercise, and discussion.	Assignment and studio lab activities	K3, K6
IV	CO4	Lecture and presentation	Project Assignment, Field Visit.	K4
V	CO5	Lecture, presentation, and studio exercise	Project Assignment.	K3, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Health Communication	CO1	3	1	2	2	1	1	1	3		1	3
	CO2	3	1	2	1		1	1	2			1

	CO3		3	3			3	3	3	2	2	1
	CO4		1	2	2		2	1	1			2
	CO5	1	3	3	3		3	3	3	3	3	1
	Average	1.4	1.8	2.4	1.6	1	2	1.8	2.2	1	1.2	1.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	III	
Course Title	Gender Justice (To be offered by the School of Law)	
Course Code		
Credit		
Contact Hours (L-T-P)		
Course Type	MDC	
Course Objective		
Course Outcome (CO)		
Module		
I		
II		
III		
IV		
V		
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage		
Text Books and References		
Text Books: 8. References: 1.		
Facilitating the achievement of Course Outcomes		

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1											
	CO2											
	CO3											
	CO4											
	CO5											
	Average											

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	III	
Course Title	Soft Skills and Personality Development	
Course Code		
Credit	2	
Contact Hours (L-T-P)	1-0-2	
Course Type		
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To familiarise learners with the workplace culture and employability skills• To enable learners to develop an awareness of professional and ethical responsibilities.• To equip learners with verbal and non-verbal communication skills which will help them to deliver audience-appropriate presentations using the strategies learnt• To develop effective business correspondence skills so as to enable learners to draft result-oriented reports, e-mails and other work-related documents• To facilitate the development of soft skills among learners through individual and collaborative activities, projects and internships	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO 1: understanding of workplace culture and employability skills.</p> <p>CO 2: awareness of their professional and ethical responsibilities.</p> <p>CO 3: demonstrate verbal and non-verbal communication skills that will enable them to deliver presentations effectively.</p> <p>CO 4: display the skills required to plan, organize and draft, clear, precise, concise and error-free documents.</p> <p>CO 5: demonstrate the ability of self-management with confidence by developing behavioural skills and interpersonal skills.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	<p>Orientation</p> <p>What are Soft Skills?</p> <p>Difference between Hard skills and Soft skills</p> <p>Why one needs Soft skills</p> <p>Soft skills and Social, Academic and Professional Career</p> <p>Understanding job market requirements</p> <p>Universal Rule of Hiring</p>	CO1
II	<p>Communicating at work</p> <p>a. Verbal Communication</p> <ul style="list-style-type: none">- Introducing oneself professionally- Face to Face interaction: Friendly, Politeness and professional language- Appreciation and constructive Feedback (giving and responding)- Telephone etiquettes- Effective listening- Solicited and unsolicited covering letter- CV and Resume	CO2

	<ul style="list-style-type: none"> - Applications and requests, - Report writing, - E-mail etiquette - Social media Etiquette - Video conferencing Etiquette <p>b. Non-verbal Communication</p> <ul style="list-style-type: none"> - Visual presentation and perception - Body language (Kinesics) - Touch (Haptics), space (Proxemics) and time (Chronemics) - Communicating Confidence non-verbally - Non-Verbal professional/business and social etiquette <p>c. Communicating at Job interviews</p> <ul style="list-style-type: none"> - Types of interviews - Preparatory steps for job interviews - Dos and Don'ts of Job Interviews - Web interview Etiquette - Frequently asked questions 	
III	<p>Discussion and Presentation</p> <p>a. Group Discussion</p> <ul style="list-style-type: none"> - What is Group discussion? - Difference between Group Discussion and Debate - Why is it important in a professional & academic career? - Group discussion at workplace <p>b. Presenting professionally</p> <ul style="list-style-type: none"> - Presenting self & Presenting the organisation - Elevator Pitch - Meeting and Conference presentation - Precautions - Technology embedded presentation 	CO3
IV	<p>Personal & Emotional Management</p> <p>a. Personal Management</p> <ul style="list-style-type: none"> - SWOC Analysis - Goal Setting & Motivation - Managing your time <p>b. Emotional Management</p> <ul style="list-style-type: none"> - Emotional intelligence - Owning up to mistakes 	CO4
V	<p>Resilience skills</p> <ul style="list-style-type: none"> ➤ Coping with inevitable challenges & changes ➤ Managing disappointment and dealing with conflict ➤ Ingredients to Resilience ➤ ABC Model of Resilience 	CO5
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	50	50

Text Books and References

Text Books:

- Kumar, Sanjay, and Pushp Lata. Communication Skills. Oxford University Press, 2011.
- Hemphill, Phyllis Davis, Donald W. McCormick, and Robert D. Hemphill. Business communication with improvement exercises. Pearson College Division, 2001.
- Locker, Kitty O., and Stephen Kyo Kaczmarek. Business communication: Building critical skills. New York: M Hill Irwin, 2014.
- Murphy, Herta A., Herbert William Hildebrandt, and Jane Powel Thomas. Effective business communication. New York: McGraw-Hill, 1997.
- Raman, Meenakshi, and Sangeeta Sharma. Technical communication: Principles and practice. New Delhi: University Press, 2015.
- Kaul, A.. Effective Business Communication. Prentice-Hall of India, 2015.
- Ghosh, B. N. Managing Soft Skills for Personality Development. Tata McGraw Hill. 2017.
- Masters, Ann, and Harold R. Wallace. Personal development for life and work. Cengage Learning, 2010.
- Chauhan, Gajendra Singh, and Sangeeta Sharma. Soft Skills: An Integrated Approach to Maximise Personality Development. 2016.
- Kumar, Sanjay, and Pushp Lata. Communication Skills. Oxford University Press, 2011.
- Burke, Daniel. Improve Your Communication Skills. Maanu Graphics Publishers, 2012
- Maxwell, John C. The 17 indisputable laws of teamwork: Embrace them and empower your team. HarperCollins Leadership, 2013.
- Maxwell, John C. Teamwork 101: What every leader needs to know. HarperCollins Leadership, 2009.
- Maxwell, John C. Teamwork makes the dream work. Thomas Nelson, 2002
- Tulgan, Bruce. "Bridging the soft-skills gap." Employment Relations Today 42.4 (2016): 25-33.
- Tulgan, Bruce. Bridging the Soft Skills Gap: How to Teach the Missing Basics to Today's Young Talents. Macmillan India. 2016.
- Higgins, Jessica. 10 Skills for Effective Business Communication: Practical Strategies from the World's Top Leaders. Tycho, 2018.
- Mitra, Barun K. Personality development and soft skills. Vol. 156. Oxford University Press, 2011.
- Swan, Michael, and Catherine Walter. Oxford English grammar course. Oxford University Press, 2011.
- Mohan Krishna & Banerji, Meera. Developing Communication Skills. New Delhi: Macmillan India, 1990.
- Mohan Krishna & Singh, N. P. Speaking English Effectively. New Delhi: Macmillan India, 1999.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, case analysis	K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, case analysis	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K4
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K3, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	2	1	2	2	1		1	3		1	3
	CO2	3	1	2	1			1	2			1
	CO3		3	3	3			3	3	2	2	1
	CO4		1	2	2			1	1			2
	CO5	1	3	3	3			3	3	3	3	1
	Average	1.2	1.8	2.4	2.2	1	0	1.8	2.2	1	1.2	1.6

Correlation level 1, 2 and 3 as defined below:

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

SYLLABUS		
Semester	III	
Course Title	Radio Jockeying	
Course Code		
Credit	3	
Contact Hours (L-T-P)	1-0-4	
Course Type	Skill Enhancement Course (SEC)	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the radio as a medium of communication.• To make students understand the applications and technical skills required for a radio presenter.• To enable students to develop their creative skills for radio jockeying.• To enable students to develop their own style for radio jockeying.• To make students industry-ready as radio jockeys.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Develop an understanding of the concepts of radio jockeying and the structure and forms of radio platforms</p> <p>CO2: Analyze thoroughly the technology and software needed for radio jockeying.</p> <p>CO3: Apply their own voice and skill of radio jockeying.</p> <p>CO4: Demonstrate their creative skills in different formats and styles.</p> <p>CO5: Join any radio station and start their own online radio portals</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to the medium, radio as a medium of communication, Characteristics, importance, and future prospects, Different radio platforms, stations, Role of Radio and RJs in the pandemic.	CO1
II	Introduction to sound, Basics of sound, sound effects, types of mikes, voice modulation for different platforms, and audio editing software.	CO2
III	Development of Ideas and story, Basics of Writing, writing for the ear, language, and dialect, Role of research in radio jockeying. Different radio program formats for radio jockeying. Popular radio RJs across the globe.	CO3
IV	Creative writing, Making the script for radio jockeying, writing for different types of radio programs, human interest stories, Campaigns, and awareness.	CO4
V	Project – Submission of two RJ programs of 2 to 5 minutes in two different languages.	CO5

Evaluation		
	Theory and Practical	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Radio Production by Robert MacLeish
2. Radio Jockey Handbook Kindle Edition by Simran Kohl
3. Writing for Radio by Annie Caulfield
4. Radio Jockeying And News Anchoring By Aruna Zachariah
5. Bioscope Journal
6. Discussions of different radio programs, online radio portals etc.
7. Workshop on voice modulation

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, and discussion.	Group Discussion	K2
II	CO2	Lecture, presentation, Practical exercise, Show screening, and discussion.	Assignment and studio lab activities.	K3
III	CO3	Lecture, presentation, practical exercise, workshop.	Assignment and studio lab activities	K3. K6
IV	CO4	Lecture, presentation and workshop	Project Assignment,	K4
V	CO5	Lecture, presentation, and studio exercise	Project Assignment.	K3, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 6005: Techniques and skills for Radio Jockeying	CO1	3	3	2	2	2	3	3	2	3	2	3
	CO2	3	3	2	3	1	2	2	3	2	3	2
	CO3	2	2	2	2	2	2	3	2	3	2	2
	CO4	3	3	3	2	3	2	3	3	2	3	2
	CO5	3	3	2	2	2	3	2	3	3	3	2
	Average	2.8	2.8	2.2	2.2	2.0	2.4	2.6	2.6	2.6	2.6	2.2

Correlation level 1, 2 and 3 as defined below:

- "1" – Slight (Low)
 "2" – Moderate (Medium)
 "3" – Substantial (High)
 "-" – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE
Bachelor of Arts in Journalism and Mass Communication

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - IV								
1		Public Relations	Major	3	0	2	5	4
2		Advertising	Major	3	0	2	5	4
3		Data Journalism	Major	3	0	2	5	4
4		Development Communication	Major	4	0	0	4	4
5		Mobile Journalism	Minor	3	0	2	5	4
TOTAL								20

SYLLABUS		
Semester	IV	
Course Title	Public Relations	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Major	
Course Objective	The objectives of this course are <ul style="list-style-type: none">To make students understand the fundamentals of PRTo make students understand the distinctive communication function of PRTo enable students get a perspective on tools of PRTo enhance the ethical understanding about PRTo develop perspective on corporate communication and its utility	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the nature, functions, history and impact of public relations CO2: Apply the knowledge to distinguish between PR and other forms of persuasive communication CO3: Design PR strategies CO4: Analyze ethical implications in the PR sector CO5: Develop an understanding of corporate communication and CSR	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Public Relations: Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management –PR role in the Indian Setting.	CO1
II	PR as distinct forms & other forms of Communication: PR and Publicity, Lobbying, Propaganda, Sales Promotion and Advertising, PR and Corporate Marketing.	CO2
III	Principles and Tools of Public relations, Online Public Relations: Tools and Strategies, Organization of Public relations: In house department versus consultancy.	CO3
IV	Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management Ethical issues in PR-Apex bodies in PR- IPRA and PRSI Code.	CO4
V	Introductions & perspectives on Corporate Communication: Importance and functions Elements of corporate communication, Corporate social responsibility,	CO5
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
2. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
3. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta
4. Social Media Marketing: Strategies for engaging on Facebook, Twitter and other social media, Liana Evans
5. Social Media Marketing: Tracy L. Tuten, Michael R. Solomon, Sage
6. The power of corporate communication; Argenti, Paul A.& Forman, Janis.

References:

1. Van Riel, C. B., & Fombrun, C. J. (2007). Essentials of Corporate Communication: Implementing practices for effective reputation Management, Routledge.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis, term paper	K1, K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis, term paper	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 3001: Public Relations	CO1	3	1	3	3	3	2	3	3	3	2	3
	CO2	3	2	2	1	2	1	2	2	3	3	2
	CO3	3	3	3	2	3	2	3	3	3	3	2
	CO4	3	2	2	3	3	3	2	3	3	2	3
	CO5	3	2	3	3	3	3	2	3	3	3	3
	Average	3	2	2.6	2.4	2.8	2.2	2.4	2.8	3	2.6	2.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
Semester	IV	
Course Title	Advertising	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the fundamentals of Advertising• To make students understand the various aspects of advertising• To enable students comprehend the various communication models used in advertising.• To develop and create an advertising campaign plan• To learn the evolving platforms for advertising	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the basics of advertising communication.</p> <p>CO2: Apply the psychological aspects for effective message designing</p> <p>CO3: Design a communication model for dissemination of advertising messages</p> <p>CO4: Analyze strategies for advertising communication</p> <p>CO5: Develop social media campaign plan</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Advertising, definition, meaning, concept and practice, history of Advertising, Importance and Functions, types of advertising,	CO1
II	Economic, cultural, Psychological and Social aspects of advertising, Types of Media for advertising, Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.	CO2
III	Advertising as a tool of communication, Role of Advertising in Marketing mix, PR, Advertising Theories and Models-AIDA model, DAGMAR Model.	CO3
IV	Advertising Campaign: Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling, Marketing Strategy, Research and Branding, Advertising Budget, Planning, Creation and Production. Social Media Marketing, Integrated Marketing Communication. Advertising department vs. Ad. Agency-Structure and Functions.	CO4
V	Developing IEC materials for Advertising in different media, Preparing Ad Copy, Designing Print Ad, Preparing TVC, Radio Spots and Radio Jingles, Developing Social and digital media advertising content .	CO5
Evaluation		

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Dennison, Dell (2006). The Advertising Handbook. India: Jaico
2. Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
3. Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
4. Jones, P J. How Advertising Works. India: Sage
5. Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
6. Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K1, K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K3, K5
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K4
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Advertising	CO1	3	3	3	1	2	2	2	3	3	3	3
	CO2	3	3	3	1	3	1	3	3	3	3	2
	CO3	3	3	3	1	2	2	3	3	3	3	2
	CO4	3	3	2	1	3	2	3	3	3	3	2
	CO5	3	3	3	2	3	2	3	3	3	3	2
	Average	3	3	2.8	1.2	2.6	1.8	3	3	3	3	2.2

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)
 “2” – Moderate (Medium)
 “3” – Substantial (High)
 “-” – No correlation

SYLLABUS		
Semester	IV	
Course Title	Data Journalism	
Course Code	JMC 6002	
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Minor	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand blogging and web publishing and its critical importance in digital media sector• To enable students for using the right data in a basic news story• To develop an in-depth understanding of the principles of writing, blogging, and its application across multimedia platforms• Identifying, gathering and exploring a dataset for an investigative story	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand about discipline and rigour it is required to be digital media professional.</p> <p>CO2: Identify and Apply the different methodologies required to create reliable and authentic content on digital platforms</p> <p>CO3: Design and creation of a blog, populating it with content,</p> <p>CO4: Analyze and understand the target audience and contextualizing it</p> <p>CO5: Develop modern day digital media news stories</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Digital Journalism: concept, definition and scope, Fundamentals of online media, Cyber space, Information Super Highway, Internet and information revolution, Synergy among cyber media: print, radio, television and other mediums, Advantages and disadvantages of digital journalism, recent development, social media: introduction, its uses & various platforms	CO1
II	Writing for Web and social media, basic rules of writing for web and social media platforms, Do's and Don'ts, writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends.	CO2
III	Data Journalism: Definition & Concepts, Uses of data in Journalism, importance of data, some examples, Data Journalism in Different perspectives, Data journalism in the newsroom & Data team, the	CO3

	business case for data journalism, Data checking, Fact-Checking, Long-Form writing	
IV	Finding data to support stories & data sources, Turn numbers into stories, Strategic searching - tips and tricks, Google power searching, Sorting and filtering data Summarizing data with pivot tables	CO4
V	Project: Telling stories with visualization & Spreadsheets, Principles of data visualization, Choosing the best graphic forms, pivot tables, working with spreadsheets, Working with Google Data Studio, Creation of Data Stories	CO5

Evaluation

	Theory & Project	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Bharihoke,Deepak; Fundamentals of Information Technology; Pentagon Press
2. Pachauri, Sudhir; Cyberspace and Media; Praveen Pachauri Publications
3. Dudeja,V D.; IT in the New Millennium; GDMK Publications
4. D'Souza, Y K.; Electronic Media and the Internet; Gyan Book Depot Publications
5. Siapera, Eugenia; Understanding New Media; Sage Publications
6. Thornburg, Ryan.M.; Producing Online News; Sage Publications
7. Keval J.Kumar; Mass Communication in India , Jaico publishing
8. Cairo, Alberto; How Charts Lie: Getting Smarter about Visual Information; W. W. Norton & Company
9. Gray, Jonathan, et al; The Data Journalism Handbook: How Journalists Can Use Data to Improve the News; Shroff/O'Reilly
10. Rogers, Simon, Facts are Sacred; Faber
11. Feigenbaum, Anna & Alamalhodaiei, Aria, The Data Storytelling Workbook; Routledge
12. Vo, Lam Thuy, Mining Social Media: Finding Stories in Internet Data, No Starch Press 6. Nguyen, An, News, Numbers and Public Opinion in a Data-Driven World, Bloomsbury Academi

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3

III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Data Journalism	CO1	3	2	3	3			1	2		2	3
	CO2	3	2	1	1		1	1			3	1
	CO3		3	3	1			3	2	2	3	1
	CO4		1	1	1		1	1	1		2	2
	CO5	1	3	3	3		1	3	3	3	3	1
	Average	1.4	2	2.2	1.8	0	0.6	1.8	1.6	1	2.6	1.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	IV	
Course Title	Development Communication	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type		
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the concept and importance of development.• To make students understand the important aspects of the development communication theories.• To enable students comprehend the development communication approaches employed today.• To develop a perspective on the use of ICT for ushering in rural development• To craft development communication messages for various media platforms.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the true meaning of development and roadblocks to it.</p> <p>CO2: Apply the knowledge about the models of development for the right path to change.</p> <p>CO3: Design communication approaches for social development.</p> <p>CO4: Analyze the role of ICT in development.</p> <p>CO5: Develop strategic messages for behaviour change.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Development: Definition, meaning, Concept and process of development, Development Indicators, Human development, Developing countries Barriers to development. Problems and issues	CO1
II	Theories and Models of development: Dominant paradigm, dependency model, alternative paradigm, Basic needs models, Gandhian model, Development Dichotomies	CO2
III	Development communication: Definition, Concept, Purpose, Dev comm. Approaches – Diffusion of Innovation, Empathy, Magic Multiplier Alternative Dev comm. Approaches: Sustainable Development, SDG 2030, Role of Media in Development	CO3
IV	Cyber Media and Development –e-governance, e-chaupal, National knowledge network, ICT for development, Narrow casting. Development Support Communication (DSC)	CO4
V	Strategies for designing Development messages, Writing development messages for rural audience, Use of traditional media for development in rural areas.	CO5

Evaluation												
	Theory											
Mode of Evaluation	Continuous Evaluation		End Semester Examination									
Weightage	40		60									
Text Books and References												
Text Books: 1. Rogers Everett: Communication and Development- Critical Perspective, Sage, New Delhi, 2000 2. Srinivas R. Melkote & H. Leslie Steeves: Communication for Development in the Third World, Sage Publications. 3. D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007. 4. Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.												
References: 1. UNDP: Human Development Report (published every year), Oxford University Press, New Delhi. 2. World Bank: World Development Report (published every year) Oxford University Press, New Delhi.												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom’s Taxonomy Level								
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1,K2								
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K3								
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K6								
IV	CO4	Lecture and presentation	Assignment , Quiz	K4								
V	CO5	Lecture and presentation	Assignment , Quiz	K3, K5								
Bloom’s Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
CO, PO & PSO MAPPING:												
Course Code and Course Name	Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Development Communication	CO1	3	1	1	3	1	3	2	3	2	2	3
	CO2	3	1	1	3	1	3	2	3	2	2	2
	CO3	3	2	2	3	2	2	3	2	3	3	2
	CO4	1	1	1	2	1	3	2	3	3	3	2
	CO5	2	3	3	2	3	3	2	3	3	3	3
	Average	2.4	1.6	1.6	2.6	1.6	2.8	2.2	2.8	2.6	2.6	2.4
Correlation level 1, 2 and 3 as defined below: “1” – Slight (Low)“2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation												

SYLLABUS		
Semester	IV	
Course Title	Mobile Journalism	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Minor	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the basic concepts of MoJo• To make students understand the tools of mobile device• To enable students to create news stories with mobile device• To develop the students ready for the future technology	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the basics of MoJo CO2: Apply the tools and skills of MoJo CO3: Design their own storytelling practice CO4: Analyze the usage of MoJo Apps in the journalism practice CO5: Develop wide range of mobile content	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Mobile Journalism: Basic concept – definition, nature, and scope. History of MOJO: Origin and development of Mobile Journalism. Advantages of Mobile Journalism. Challenges to Mobile Journalism. MOJO in India. Introduction to Vertical Storytelling, Horizontal vs Vertical Storytelling	CO1
II	Skills required for Mobile Journalism. The workflow of Mobile Journalism content. Introduction to Mobile Journalism Apps. Type of apps. Apps for iOS. Apps for Android and Open source Applications. Global adoption and influence of the Mobile,	CO2
III	MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone. The mobile phone – as audio recording and editing podcasting tool. Usage of the Mobile camera for Photography and editing, Videography, and editing. Video Uploading.	CO3
IV	Traditional Media & MOJO, Social Media & MOJO, Audio Live streaming and platforms. Video Live streaming and platforms. Present trends in mobile journalism and apps developments.	CO4
V	The students have to complete the following assignments: <ul style="list-style-type: none">▪ Audio News package and audio interview for podcasting through Mobile Phone▪ Video news package and video interview through Mobile Phone	CO5

	<ul style="list-style-type: none">▪ Video Live streaming and Audio Live Streaming through Mobile Phone▪ Short Film/Music Video Production with the Mobile Phone			
Evaluation				
	Theory			
Mode of Evaluation	Continuous Evaluation	End Semester Examination		
Weightage	40	60		
Text Books and References				
Text Books: <ol style="list-style-type: none">1. Mobile and Social Media Journalism: A Practical Guide (2017) by Anthony Adornato.2. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today’s media; McGraw Hill Publication3. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer’s Handbook: An Introduction to Journalism; B Publishing, 2006.4. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007.5. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications,2006.6. Richard Keeble. The Newspaper’s Handbook; Routledge Publication,20067. Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st edt.)				
References: <ol style="list-style-type: none">1. Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed)2. Harimohan 2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st edt.)3. Sharma, GK, Sharma, Hemant 2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1st ed.)4. Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication				
Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom’s Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, case analysis	K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, case analysis	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K4
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K3, K6
Bloom’s Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating				
CO. PO & PSO MAPPING:				

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Mobile Journalism	CO1	2	3	2	3	3	2	3	2	3	2	3
	CO2	3	2	2	2	3	2	3	3	2	2	3
	CO3	2	3	2	3	3	2	3	2	3	2	3
	CO4	3	2	2	2	3	2	3	3	2	2	3
	CO5	3	2	3	3	3	2	3	2	2	2	3
	Average	2.6	2.4	2.2	2.6	3	2	3	2.4	2.4	2	3
Correlation level 1, 2 and 3 as defined below: “1” – Slight (Low) “2” – Moderate (Medium) “3” – Substantial (High) “-” – No correlation												

PROGRAMME STRUCTURE & COURSE OUTLINE
Bachelor of Arts in Journalism and Mass Communication

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - V								
1		Digital Storytelling	Major	2	0	4	6	4
2		Media Laws And Ethics	Major	4	0	0	4	4
3		Digital Filmmaking	Major	2	0	4	6	4
4		Strategic Communication	Major	4	0	0	4	4
5		Internship	Project	-	-	-	-	2
6		Community Engagement	Project	-	-	-	-	2
TOTAL								20

SYLLABUS		
Semester	V	
Course Title	Digital Storytelling	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Skill Enhancement Course (SEC)	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the fundamentals of storytelling in digital times.• To make students understand the genres of digital storytelling.• To enable students to create their own stories.• To make students understand the stages and technology required for digital storytelling.• To enable students to work as digital storytellers and start their own ventures.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Develop an understanding of digital storytelling.</p> <p>CO2: Analyze different genres of digital storytelling.</p> <p>CO3: Apply creative skills to create stories for the different digital platforms.</p> <p>CO4: Develop capabilities to understand the stages and technologies of digital storytelling.</p> <p>CO5: Create their own venture in digital storytelling.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to medium, Overview on storytelling, historical timeline, Importance and future prospects of digital storytelling. Pandemic and digital storytelling.	CO1
II	Structure in digital storytelling, Different narrative structures in digital storytelling, types of digital platforms for digital storytelling, and regional influence on digital storytelling, Popular digital storytellers of the globe.	CO2
III	Creative writing for digital storytelling, Ideation and characterization in digital storytelling writing for different digital platforms, differentiation, and characteristics. Role of research in digital storytelling, Proposal writing for digital storytelling, Writing stories for human interest, Children, Campaigns, Brand Promotion, Science and technology.	CO3
IV	Introduction to technology in digital storytelling, Basics of sound, sound effects for digital storytelling, voice modulation, Fundamentals of podcasting, and webcasting software.	CO4
V	Project – Submission of two digital stories in two different languages along with the proposal.	CO5

Evaluation												
	Theory and Practical											
Mode of Evaluation	Continuous Evaluation						End Semester Examination					
Weightage	40						60					
Text Books and References												
Text Books: 1. Digital Storytelling: A Creator’s Guide to Interactive Entertainment by Carolyn Handler Miller 2. Digital Storytelling in the Classroom: New Media Pathways to Literacy, Learning, and Creativity by Jason Ohler												
References: 1- Digital Storytelling by Karan Singh Sethi 2- Discussions of different podcast and webcast platforms 3- Workshop on Digital Storytelling with the renowned digital storyteller.												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity				Assessment Tools				Bloom’s Taxonomy Level		
I	CO1	Lecture and presentation				Group Discussion				K2		
II	CO2	Lecture, presentation, and Practical				Assignment and studio lab activities				K3		
III	CO3	Lecture, presentation, practical exercise.				Assignment and studio lab activities				K3. K6		
IV	CO4	Lecture and presentation				Project Assignment, Field Visit.				K4		
V	CO5	Lecture, presentation, and studio exercise				Project Assignment.				K3, K6		
Bloom’s Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
CO, PO & PSO MAPPING:												
Course Code and Course Name	Pos/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 2005: Digital Storytelling	CO1	3	3	3	2	2	2	3	3	2	3	2
	CO2	2	3	3	2	3	1	2	2	3	2	3
	CO3	2	2	2	2	2	2	2	3	2	3	2
	CO4	2	3	3	3	2	3	2	3	3	2	3
	CO5	2	3	3	2	2	2	3	2	3	3	3
	Average	2.2	2.8	2.8	2.2	2.2	2.0	2.4	2.6	2.6	2.6	2.6
Correlation level 1, 2 and 3 as defined below: “1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation												

SYLLABUS		
Semester	V	
Course Title	Media Laws and Ethics	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the foundations of media freedom and ethics.• To make students understand legality of media operations• To enable students, comprehend the right way to portray women in various media platforms.• To develop an understanding of ethical guidelines that one needs to adhere in the media practice.• To provide students an insight into portrayals of marginalized sections in the media.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the basics of media ethics</p> <p>CO2: Apply the knowledge for getting a legal perspective on media operations</p> <p>CO3: Design a roadmap for true representation of women in the media</p> <p>CO4: Analyze the various guidelines for the moral conduct of the media.</p> <p>CO5: Develop a sensitive attitude towards media portrayal of the marginalized.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Ethical Framework and Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)2), Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights, Media ethics and cultural dependence	CO1
II	Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc., Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of the supreme court) Discussion of Important cases-ex- Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines	CO2
III	Representation and ethics, Advertisement and Women Pornography, Related Laws and case studies- Indecent Representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.	CO3
IV	Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines, Self-Regulation Media Content- Debates on morality and Accountability: Taste, Culture and Taboo, Censorship and media debates.	CO4

V	Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, Dalits, tribal, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353) Sedition-incitement to violence, hate speech.								CO5				
Evaluation													
		Theory											
Mode of Evaluation		Continuous Evaluation					End Semester Examination						
Weightage		40					60						
Text Books and References													
Text Books:													
1. Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009													
2. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011													
3. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007													
4. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000													
5. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity													
6. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction													
Facilitating the achievement of Course Outcomes													
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity			Assessment Tools					Bloom's Taxonomy Level			
I	CO1	Lecture and presentation			Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis					K1, K2			
II	CO2	Lecture, presentation			Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis					K3			
III	CO3	Lecture and presentation			Quiz, assignments, tests, small course projects, seminar,					K6			
IV	CO4	Lecture and presentation			Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis					K4			
V	CO5	Lecture and presentation			Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis					K3, K5			
Bloom's Taxonomy:													
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating													
CO, PO & PSO MAPPING:													
Course Code and Course Name		POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
		CO1	3	2	2	3	3	2	3	3	3	2	3

Media Laws and Ethics	CO2	3	3	3	3	3	1	3	3	3	2	3
	CO3	3	3	3	3	3	1	3	3	3	2	3
	CO4	3	3	3	3	3	1	3	3	3	2	3
	CO5	3	3	3	3	3	2	3	3	3	2	3
	Average	3	2.8	2.8	3	3	1.4	3	3	3	2	3

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	V	
Course Title	Digital Filmmaking	
Course Code		
Credit	4	
Contact Hours (L-T-P)	2-0-4	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the film genres in the present time.• To make students learn about the sound and light for digital film making.• To develop and nurture the skills required for digital filmmaking.• To enable students’ digital filmmaking production skills.• To develop students’ creative skills in digital filmmaking to gain employment in the entertainment industry.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Develop an understanding of different film genres.</p> <p>CO2: Analyze thoroughly about light and sound for digital filmmaking</p> <p>CO3: Apply their own voice for telling the story through films.</p> <p>CO4: Develop capabilities to handle all aspects of different stages of digital film production.</p> <p>CO5: Create and produce digital film as a tool for communication.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Films, Film as a visual medium, Film timeline and contemporary films, Fiction and Non-fiction films, short films, Films on children, Science through films, Documentaries, AD films, and Corporate Films. Films on pandemic	CO1
II	Fundamentals of Sound and Light, Basics of sound, elements, tools, and techniques of sound for films, Applications and software for sound creation and editing, Fundamentals of lights for digital film making, Types, and applications.	CO2
III	Film writing, Introduction to film writing, concepts, formats and genres, Story Development, Narrative styles, and structure. Three-act Structure.	CO3
IV	Stages of Film Production, Basics of film proposal writing for digital film making, developing the budget for digital film making, Basics of film production skills, and techniques for digital film making through camera and mobile.	CO4
V	Film Editing and Project Principals of film editing tools and techniques, Software and application.	CO5

	Project – Submission of 1-to-3-minute digital film proposal and final film.											
Evaluation												
	Theory and Practical											
Mode of Evaluation	Continuous Evaluation			End Semester Examination								
Weightage	40			60								
Text Books and References												
Text Books:												
1. The Digital Filmmaking Handbook: The definitive guide to digital filmmaking by Doug Harman.												
2. Digital Film-making Revised Edition by Mike Figgis												
3. Writing for The Cut, Greg Loftin												
4. Screening and discussions on films like , Light Camera Action , Ayodya Gatha , Amdawaad Maa Famous, Indira , In Camera , Carol Women , Aani Mani , Writing with fire and other international films.												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity			Assessment Tools		Bloom's Taxonomy Level					
I	CO1	Lecture, presentation, film screening and discussion.			Group Discussion		K2					
II	CO2	Lecture, presentation, Practical exercise , film screening and discussion.			Assignment and studio lab activities, Film festival visit .		K3					
III	CO3	Lecture, presentation, practical exercise.			Assignment and studio lab activities		K3,K6					
IV	CO4	Lecture and presentation			Project Assignment, Film festival visit.		K4					
V	CO5	Lecture, presentation, and studio exercise			Project Assignment.		K3, K6					
Bloom's Taxonomy:												
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
CO, PO & PSO MAPPING:												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Digital Filmmaking	CO1	3	3	3	2	2	2	3	3	2	3	2
	CO2	3	3	3	2	3	1	2	2	3	2	3
	CO3	3	2	2	2	2	2	2	3	2	3	2
	CO4	2	3	3	3	2	3	2	3	3	2	3
	CO5	2	3	3	2	2	2	3	2	3	3	3
	Average	2.6	2.8	2.8	2.2	2.2	2.0	2.4	2.6	2.6	2.6	2.6
Correlation level 1, 2 and 3 as defined below:												
“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation												

SYLLABUS		
Semester	V	
Course Title	Strategic Communication	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Major	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To acquaint students with the principles, practice and the profession of Strategic Communication• To make students familiar with the elements of Strategic Communication• To help students identify different stakeholders of an organization• To help students prepare strategic communication plan from the stakeholders' perspective• To help students craft effective messages for strategic communication	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the utility of strategic communication CO2: Apply the elements of strategic communication. CO3: Prepare a stakeholder segmentation. CO4: Analyze the stakeholder perspective and prepare a strategic communication plan. CO5: Develop the ability to create effective messages for strategic communication.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Understanding the concept of strategy, steps in strategic planning, role of communication in strategic planning	CO1
II	What is strategic communication, use of strategic communication, domains of the practice, strategic communication as a global phenomenon, Strategic management perspective in corporate communication	CO2
III	Basic process of Strategic communication, Research, planning, making a plan, objectives, strategies and tactics, communication, evaluation	CO3
IV	Messaging, Message Strategy, executing the message strategy, persuasion of public opinion and audience analyses and how to reach diverse audiences	CO4
V	Media, different types of media, how to leverage media in strategic communication, impact of internet and social media	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

- Strategic Communications for PR, Social Media and Marketing 7th Edition by Laurie J. Wilson, Joseph D. Ogden,
- Writing for Public Relations and Strategic Communication 1st Edition by William Thompson
- Principles of Integrated Strategic Communication by Larry Kelley
- Strategic Communication: Origins, Concepts, and Current Debates by Christopher Paul

References:

- Corporate Communication: A Guide to Theory and Practice 6th Edition by Joep P. Cornelissen

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, Case-study, Assignment, Presentation, Short-term projects, written test	K1, K2
II	CO2	Lecture and presentation	Quiz, Case-study, Assignment, Presentation, Short-term projects, written test	K3
III	CO3	Lecture and presentation	Quiz, Case-study, Assignment, Presentation, Short-term projects, written test	K6
IV	CO4	Lecture and presentation	Quiz, Case-study, Assignment, Presentation, Short-term projects, written test	K4, K5
V	CO5	Lecture and presentation	Quiz, Case-study, Assignment, Presentation, Short-term projects, written test	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Strategic Communication	CO1	3	3	3	2	1	1	2	3	1	2	3
	CO2	3	3	2	2	2	1	2	3	1	2	3
	CO3	3	2	3	1	2	1	2	3	3	2	2
	CO4	1	1	2	3	2	3	2	2	3	3	1
	CO5	2	3	2	2	2	2	3	3	3	2	3
	Average	2	2.4	2.4	2	1.8	1.6	2.2	2.8	2.2	2.2	2.4

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low), "2" – Moderate (Medium), "3" – Substantial (High), "-" – No correlation

SYLLABUS		
Semester	I	
Course Title	Project	
Course Code		
Credit		
Contact Hours (L-T-P)		
Course Type	Project	
Course Objective		
Course Outcome (CO)		
Module	Description	
	<p>Projects in journalism provide valuable experiences that allow students to develop their storytelling abilities, research skills, critical thinking, and understanding of the media landscape. They also provide an opportunity to build a portfolio of work that can be showcased to future employers or used for college applications in journalism or related fields.</p> <p>Reporting: Students can undertake journalism projects where they delve into in-depth research and reporting on a specific issue or topic of public interest. This could involve conducting interviews, gathering data, analyzing documents, and presenting their findings through written articles or multimedia presentations.</p> <p>Multimedia Storytelling: In today's digital landscape, multimedia storytelling is crucial. Students can work on projects that involve creating multimedia content, such as videos, podcasts, infographics, or interactive articles, to tell compelling stories. They can focus on topics ranging from human interest stories to current events or social issues.</p> <p>Data Journalism: Data journalism projects involve collecting, analyzing, and visualizing data to tell stories or uncover trends and patterns. Students can work with datasets related to various topics, create visualizations, and write data-driven articles or reports to provide insights to their audience.</p>	
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	100	

Text Books and References

Text Books:
References:

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1											
	CO2											
	CO3											
	CO4											
	CO5											
	Average											

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)
 “2” – Moderate (Medium)
 “3” – Substantial (High)
 “-” – No correlation

SYLLABUS	
Semester	I
Course Title	Community Engagement
Course Code	
Credit	
Contact Hours (L-T-P)	
Course Type	Project
Course Objective	
Course Outcome (CO)	

	<p>A community engagement project aims to connect and collaborate with the local community to address a specific issue, meet a need, or create positive change. These projects foster active participation, collaboration, and empowerment within the community.</p> <p>Community Clean-up Campaign: Organize a community-wide clean-up event to promote environmental awareness and cleanliness. Gather volunteers, partner with local organizations, and work together to clean up parks, streets, or other public areas. Raise awareness about the importance of maintaining a clean community and the impact it has on the well-being of residents.</p> <p>Health and Wellness Workshops: Host workshops on various health and wellness topics, such as nutrition, fitness, mental health, or stress management. Partner with local healthcare providers or organizations to provide resources, educational sessions, and practical tips to community members. Encourage healthy habits and empower individuals to take charge of their well-being.</p> <p>Education Support Program: Create a program to support local students in their educational journey. Offer tutoring services, mentorship, or after-school activities to help students excel academically. Collaborate with schools, libraries, or educational institutions to provide resources and facilitate learning opportunities.</p>	
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Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	100	

PROGRAMME STRUCTURE & COURSE OUTLINE

Bachelor of Arts in Journalism and Mass Communication

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - VI								
1		Event Management	Major	3	0	2	5	4
2		Entertainment And OTT Media	Major	3	0	2	5	4
3		Brand Communication And Management	Major	3	0	2	5	4
4		Media Industry And Management	Major	4	0	0	4	4
5		Film Appreciation	Minor	2	0	4	6	4
TOTAL								20

SYLLABUS		
Semester	VI	
Course Title	Event Management	
Course Code		
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the fundamentals of event management.• To make students understand the various stages of event management.• To enable students comprehend the planning involved in event production.• To develop event marketing strategies.• To create portfolio of the various assignments given for a transition from theory to practice.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the basics of event management</p> <p>CO2: Apply the learning to create event management proposals.</p> <p>CO3: Design an event production for a client.</p> <p>CO4: Analyze the strategies used for event promotion</p> <p>CO5: Develop their skills by creating a complete event proposal</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Definition, significance, understanding different types of events, special events, signature event. Health shows as events. Event Management- Principles, scope, elements, 5C's of event management, role of event manager. Creativity in event management. Legal aspects of event management.	CO1
II	Critical stages in event management conceptualization, event proposal making and briefing, event sponsorship. Event planning, need & importance, baseline plan, event life cycle, scale of event planning, event process flow, event budgeting and accounting.	CO2
III	Planning the event production, Preparing work plan, team building, check list, cue sheets. Event logistics, venue management, site management, stage management, set design, light, sound, video and special effects, Artist/celebrity management, Safety & security measures during events. Crowd management. Event evaluation- need and importance, techniques.	CO3
IV	Event marketing – objectives & strategies, Events as tools of marketing and brand management, media in event management, event promotion, publicity and advertising. PR in the context of events. Use of internet and smart phones in event promotion. Future of event management in India	CO4
V	Assignment: Each student will be required to present in PPT plan	CO5

	outline of 5 events giving details of event proposal, planning, production design and cue-sheet, event logistics, stage design, and management, execution and evaluation. Entertainment event, high profile wedding, show, sports event, product launch.											
Evaluation												
	Theory											
Mode of Evaluation	Continuous Evaluation						End Semester Examination					
Weightage	40						60					
Text Books and References												
Text Books:												
1. Dr Asutosh Chaturvedi “Event Management” Global India Publications, New Delhi. 2. Purnima Kumarui “Event Management” Anmol Publishers New Delhi 3. Sandhya A.Kale”Event Management” Chandralok Prakasan 4. Karan Saxena”Event Management” Anubhav Publishing House 1. D.G.Conway”Event Management Bible” Viva Books												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity				Assessment Tools				Bloom’s Taxonomy Level		
I	CO1	Lecture and presentation				Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,				K2		
II	CO2	Lecture, presentation and programming				Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,				K3		
III	CO3	Lecture and presentation				Quiz, assignments, tests, small course projects, seminar,				K6		
IV	CO4	Lecture and presentation				Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,				K4,K 5		
V	CO5	Lecture and presentation				Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,				K3, K5		
Bloom’s Taxonomy:												
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
CO. PO & PSO MAPPING:												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 6001: Event Management	CO1	3	3	2	1	2	3	3	3	3	3	2
	CO2	3	3	3	1	2	2	3	3	3	3	2
	CO3	3	3	3	1	2	3	3	3	3	2	2
	CO4	3	3	2	1	2	2	3	3	3	2	2

	CO5	3	3	2	1	2	2	3	3	3	3	2
	Average	3	3	2.4	1	2	2.4	3	3	3	2.6	2

Correlation level 1, 2 and 3 as defined below:

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

SYLLABUS		
Semester	VI	
Course Title	Entertainment And OTT Media	
Course Code	JMC 6004	
Credit	4	
Contact Hours (L-T-P)	3-0-2	
Course Type		
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the basics of entertainment and OTT business• To enable students, facilitate conversation around emerging trends in communication• To develop clear understanding of media and entertainment industry	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand functioning of media and entertainment industry CO2: Understand the application of these decisions in the media environment and make decisions CO3: Design digital media branding CO4: Analyze the benefits delivered by understanding of digital media networks & participatory communication CO5: Develop a clear understanding of the OTT Digital Media Business	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Understanding the entertainment Industry, robust demand, policy support, opportunities, Segments of Indian Media and Entertainment Industry, Key players in the media and entertainment industry,	CO1
II	Understanding the OTT, what, how, why; OTT vs. YouTube, difference between social media and other OTT platforms, outlook for OTT industry	CO2
III	OTT Digital Media Disruption, GenZ and Social Media, How to get attention of GenZ, Rise of Short form Video; Strategy and Process, Case Study, Digital Branding, how to build a Brand, How to Build a Digital Brand, Case Studies; Amazon Prime, Parentune	CO3
IV	OTT Business Models and Types, Right Model for content building, how to build a B2B Brand for Media, Role of Consumer Research in Building a Brand, Revenue Models, Case Studies	CO4
V	OTT Platforms & Content Consumption: Recent Trends and Strategies, Distribution on OTT platforms, e-commerce; streaming rights and licensing, audio and video platforms; rise of social media networks; Global overview of the big tech; the “big five”; Rise of network society; Digital media industry features; Rise of internet; web rise of the Silicon Valley.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Lobato, Ramon, Netflix nations, New York University Press, 2019.
2. Mertia, Sandeep, Lives of data: Essays on computational cultures from India, Institute of Network Cultures, 2020.
3. Zuboff, Shoshana, The age of surveillance capitalism: The fight for a human future at the new frontier of power: Barack Obama's books of 2019, Profile books, 2019.
4. Parker, Geoffrey G., Marshall W. Van Alstyne, and Sangeet Paul Choudary, Platform revolution: How networked markets are transforming the economy and how to make them work for you. WW Norton & Company, 2016

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Entertainment and OTT Media	CO1	2	2	1	1	3	1	3	3	1	1	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	2	2	1	1	3	2	3	3	1	1	3
	CO4	3	3	3	3	3	2	3	3	2	2	3
	CO5	3	2	3	3	3	2	3	2	3	3	3
	Average	2.6	2.4	2.2	2.2	3	1.8	3	2.8	2	1.8	2.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
Semester	VI	
Course Title	Brand Communication and Management	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand fundamentals of Brand Communication and Management.• To discuss how to build Brand Communication and Management plan and strategy and campaigns.• To understand the brand management strategies.• To make students aware about brand planning, business of brand, Brand audit and brand reality.• To discuss about brand positioning and repositioning	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand fundamentals of Brand Communication and Management.</p> <p>CO2: Apply mechanism to build Brand Communication and Management plan and strategy and campaigns.</p> <p>CO3: Design brand management strategies.</p> <p>CO4: Analyze concepts like brand planning, business of brand, brand audit and brand reality.</p> <p>CO5: Develop brand positioning and repositioning strategies</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Brand Communication and Management: Definition, scope and objective. Elements of Brand Communication and Management. Importance of communication in developing a brand, brands communicating with customers, communication of brands through digital campaigns.	CO1
II	Types of Brand Communication and Management, building Brand Communication and Management plan and strategy. Brand Communication and Management Campaign – Building the brand. Brand Communication and Management Campaign – Presentations.	CO2
III	What is Brand management? Advertising and brand management. Creating brand image, brand identity. Brand positioning and brand equity. Branding through storytelling, Internet and Social media branding, consumer perception and behavior in branding.	CO3
IV	Branding context: concept of value, brand and marketing metrics; brand image and personality, brand and product; Brand planning; business of brand, Brand audit and brand reality.	CO4

V	Brand positioning; choice of context, parity and differentiation. Repositioning brand equity: brand assets and liabilities, equity creation and management.	CO5
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Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. George E. Belch 2004 Advertising and Promotion an Integrating Marketing Communication Perspective, New Delhi, Tata McGraw Hills.
2. Advertising and Brand Management paperback by [Dr. Sunaina Kumar, Dr. Arvind & Sardana](#), Galgotia Publishing Company.
3. Social Communication in Advertising: Consumption in the Mediated Marketplace by [William Leiss](#), [Stephen Kline](#), [Jackie Botterill](#), [Kyle Asquith](#)
4. Tracy Stokes, How Social Media Is Changing Brand Building, 2012
5. Haakon Jensen, Social Media in B2B Branding, 2010

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis	K1,K2
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis	K1,K2,K3
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K2,K3,K4
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K3,K4,K5
V	CO5	Lecture and presentation	Assignment and small course projects.	K4,K5,K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Brand Communication and Management	CO1	2	3	2	1	3	2	3	3	3	3	2
	CO2	2	3	2	2	2	2	3	2	3	2	2

	CO3	2	3	2	1	3	3	2	3	2	3	2
	CO4	2	3	2	2	3	2	3	3	3	3	2
	CO5	2	3	2	1	3	2	3	2	2	3	2
	Average	2	3	2	1.4	2.8	2.2	2.8	2.6	2.6	2.8	2

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	IV	
Course Title	Media Industry and Management	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the fundamentals of media management.• To make students understand the media industry and the various issues related to the sector.• To enable students learn the organizational set up in various media organizations.• To develop a strategic viewpoint regarding marketing of media products.• To provide an insight about the regional media and it’s functioning.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the rudiments if media management. CO2: Apply the knowledge in resolving challenges faced by the media industry. CO3: Design a strategy for attracting media audiences in a credible manner. CO4: Analyze the dynamics of media economics and marketing. CO5: Develop mechanisms for effective management of regional media.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Concept, perspective, origin and growth of media management, fundamentals of management, changing phases of Indian journalism after independence.	CO1
II	Media Industry: Issues & Challenges – problems of finance, personnel, land, machinery etc.Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts, Changing Ownership patterns.	CO2
III	Structure of news media organizations in India, role, responsibilities & hierarchy, media entrepreneurs, qualities and functions of media managers, distribution / circulation management process, promotion and evaluation, media audiences and credibility.	CO3
IV	Media Economics, Strategic Management and Marketing, Government-Media Interface, Policies and regulations, FDI (policies &Practices) Ethico–legal perspectives in Media management, Capital inflow, Budgeting, Financial management, and personnel Management, Indian and International Media Giants	CO4
V	Democratic spirit of media market, Issues and challenges of regional media industry, Alternative media forums and their management.	CO5
Evaluation		

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Vinita Kohli Khandekar, Indian Media Business, Sage, 2010.
2. Pradip Ninan Thomas, Political Economy of Communications in India, Sage.
3. Lucy Kung, Strategic management in media, SAGE.
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications.
5. Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method, Wiley- Blackwell
6. John M. lavine and Daniel B. Wackman, Managing Media Organisations
7. Robin Jeffrey, India's Newspaper Revolution, Oxford University Press, New Delhi, 2000

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K4
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Media Industry and Management	CO1	3	1	2	2			1	3		1	3
	CO2	3	1	1	1			1				1
	CO3		3					3	3	2	2	1
	CO4		1	1	2			1	1			2
	CO5	1	3	3	3			3	3	3	3	1

	Average	1.4	1.8	1.4	1.6	0	0	1.8	2	1	1.2	1.6
Correlation level 1, 2 and 3 as defined below: “1” – Slight (Low) “2” – Moderate (Medium) “3” – Substantial (High) “-” – No correlation												

SYLLABUS		
Semester	VI	
Course Title	Film Appreciation	
Course Code		
Credit	4	
Contact Hours (L-T-P)	2-0-4	
Course Type		
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand early film history• To make students understand the process of film making through cinematography• To enable students to appreciate film in a more informed manner• To develop general introduction to the concept of film as art and the role of the auteur	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the process of film making</p> <p>CO2: Apply a more-than-average level of proficiency in writing about film in a more informed manner</p> <p>CO3: to appreciate innovations in cinematography, multilinear narratives and other contemporary styles</p> <p>CO4: Identify and analyse film vocabulary, techniques of filmmaking, style</p> <p>CO5: Develop and demonstrate some knowledge of film history and the process of film making</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Early film history, development of film as a form, narrative structure in film making from the point of view of specific film clips. - Technological innovations in cinema, directorial interventions, development of narrative. Films of Lumiere Brothers, George Melies, D.W. Griffith, Orson Welles - Film development in India-a history: Contribution to cinema in India-Dada Saheb Phalke/ Harishchandrachhi Factory (2009), Dir Paresh Mokashi, Alam Ara (1931) Dir. Ardeshir Irani, Celluloid (2013-Malayalam)	CO1
II	Film Movements: Soviet Montage: Battleship Potemkin (1925) Sergei Eisenstein, Strike (1925) Sergei Eisenstein German Expressionism: The Cabinet of Dr Caligari (1920), Robert Weine, Nosferatu 1922 F.W. Murnau, Italian Neo-Realism: Bicycle Thieves 1948 Vittorio de Sica, Shoeshine 1946 Vittorio de Sica French New Wave Cinema: The 400 Blows 1959 Francois Truffaut, Breathless 1960 Jean Luc Goddard Japanese	CO2
III	The Language of Cinema: Cinematography/Mise-en-scene: Framing and Composition, Shots, Establishing Shot (Citizen Kane, Rebecca, Hugo, Phone Booth iconic opening scenes can be used) Angles, Camera Movement, POV shot, 180 Degree rule, Diegetic, Non-	CO3

	diegetic sound, Editing Techniques: How does editing affect the narrative? Editing –Early Cinema -Films of Edwin Porter and Sergei Eisenstein.	
IV	<p>Auteur Films: In the Mood for Love (2000) Dir Wong Kar Wai (Hongkong), The Dark Knight (2008) Dir Christopher Nolan, The Last Lear 2007 Dir Rituparno Ghosh (Bengali queer auteur director)</p> <p>Psychoanalytical Perspective: Black Swan (2010) Dir Darren Aronofsky, 15 Park Avenue (2005) Dir Aparna Sen</p> <p>Gendered Perspective: The Day I Became a Woman (2000) Dir Marzieh Meshkini (Iranian), Kahani (2012) Sujoy Ghosh, Nude (2018) Dir Ravi Jadhav</p>	CO4
V	<p>Narrative Study: Parasite (2019) Dir Bong Joon-ho, Spirited Away (2001) (anime) Dir Hayao Miyazaki, Drishyam (2015) Nishikant Kamat</p> <p>Postmodern Perspective: Pulp Fiction (1994) Dir Quentin Tarantino, Dil Chahta Hai (2001) Dir Farhan Akhtar,</p> <p>Caste: Jai Bhim (2021) Dir T. J. Gnanavel, (2019) Dir Anubhav Sinha, Palasa 1978 (2020) Dir Karuna Kumar</p> <p>Marxist: Do Beegha Zameen (1953) Dir Bimal Roy, Zindagi Na Milegi Dobara (2011) Dir Zoya Akhtar, Super 30 (2019) Dir Vikas Bahl, V for Vendetta (2005) Dir James McTeigue</p> <p>Disability Studies: Margarita with a Straw (2014) Dir Shonali Bose, Yellow (2014) Dir Mahesh Limaye</p>	CO5

Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Arnheim, Rudolf. Film as Art. University of California Press, 1957.
2. Bordwell, David and Kristin Thompson Film Art: An Introduction. Eleventh edition, New York: McGraw-Hill, 2016.
3. Braudy, Leo & Cohen, Marshall (Eds). Film Theory & Criticism: Introductory Readings. Oxford U.P, 2016.
4. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism. Major Critical Approaches to Narrative Film. Pearson Education, 2009.
5. Cahir, L. Literature into film: Theory and practical approaches. Jefferson, N.C.: McFarland & Company, 2006.
6. Chatterjee, Shoma, A. Hundred Years of Jump-cuts and Fade-outs: Tracking Change in Indian Cinema. Rupa, 2014.
7. Corrigan, Timothy. A Short Guide to writing About Film, Pearson Education Inc. 2007
8. Giannetti, Louis. Understanding Movies (11th edition), Prentice Hall, 2008.
9. Grant, Barry Keith. Auteurs and authorship: a film reader, Blackwell Publications 2008
10. Hess, John. "Film and Ideology". Jump Cut, no. 17, April 1978, pp. 14-16.

References: Films and Documentaries

1. Arrival of a Train at La Ciotat (dir. Lumière brothers), 1896.
2. A Trip to The Moon (dir. Georges Méliès) 1902.
3. The Great Train Robbery (dir. Edwin Porter) 1903.
4. Birth of a Nation (dir. D.W. Griffith), 1915.
5. Battleship Potemkin (dir. Sergei Eisenstein), 1925.
6. Metropolis (dir. Fritz Lang), 1927.
7. Citizen Kane (dir. Orson Welles), 1941.

8. 100 years of Cinema (https://www.youtube.com/channel/UCbM9iT_PqBCUOQdaREDAP3g)
9. The Pervert's Guide to Ideology (dir. Sophie Fiennes), 2012.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, film exhibition/ show	Assignments, tests, seminars, group discussions, field visit, case analysis	K1, K2
II	CO2	Lecture and presentation, film exhibition/ show	Assignments, tests, small course projects, case (film) analysis	K3, K4
III	CO3	Lecture and presentation, film exhibition/ show	Assignments, tests, small course projects, case (film) analysis	K4
IV	CO4	Lecture and presentation, film exhibition/ show	Assignments, tests, small course projects, case (film) analysis	K5, K6
V	CO5	Lecture and presentation, film exhibition/ show	Assignments, tests, small course projects, case (film) analysis	K5, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Film Appreciation	CO1	2	3	3	1	3	2	3	3	3	3	3
	CO2	3	3	3	3	3	3	3	2	3	3	3
	CO3	3	3	3	2	3	2	3	3	3	3	2
	CO4	3	2	2	3	3	2	3	3	3	2	3
	CO5	1	2	3	3	3	3	3	1	3	3	2
	Average	2.4	2.6	2.8	2.4	3	2.4	3	2.4	3	2.8	2.6

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); "2" – Moderate (Medium); "3" – Substantial (High); "-" – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE
BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - VII								
1		Media Research	Major	4	0	0	4	4
2		Digital Humanities	Major	4	0	0	4	4
3		Global Communication	Major	4	0	0	4	4
4		Media Advocacy and Governance	Major	4	0	0	4	4
5		Media Sociology	Minor	4	0	0	4	4
TOTAL								20

SYLLABUS		
Semester	VII	
Course Title	Media Research	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type		
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand meaning and concept of research.• To make students understand meaning and process of sampling.• To enable students to construct and formulate hypothesis.• To understand different research approaches.• To discuss different types research in media.• To develop research reports.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the meaning and concept of research.</p> <p>CO2: Understand the meaning and process of sampling.</p> <p>CO3: Construct and formulate hypothesis.</p> <p>CO4: Execute various research approaches.</p> <p>CO5: Execute different types research in media.</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to Research: Basic Concepts, Meaning, Definition & types of research, Research Procedure, Scientific research: Elements (concepts, constructs, variables, scales and measurement) , Methods of Conducting Scientific research, Social Science Research	CO1
II	Sampling: Definition & types of sampling, Advantage and Disadvantage of Sampling in Media Research, Selection of the problems, Meaning and characteristics of problems	CO2
III	Hypothesis: Meaning, Types, Testing, Need for formulating Hypotheses.	CO3
IV	Research approaches or design: Experimental Method , Field study , Case Study , Observational , Content analysis ,Historical Method, Survey Method, Data Collection Techniques: Questionnaire, interview.	CO4
V	Research in Media: Research in Print Media, Types of research in Print Media, Research in Electronic Media: Rating and Non Rating Research, Ethics in research.	CO5

Evaluation												
	Theory											
Mode of Evaluation	Continuous Evaluation		End Semester Examination									
Weightage	40		60									
Text Books and References												
Text Books: 1. Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai 2. Dr. S. Munjal Research Methodology, Raj Publishing House, Jaipur												
References: 1. C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi 2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi 3. G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level								
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis.	K2, K3, K4								
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis.	K2, K3, K4								
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K2, K3, K4								
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K2, K3, K4								
V	CO5	Lecture and presentation	Assignment and small course projects.	K2, K3,K K4								
Bloom's Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
CO, PO & PSO MAPPING:												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Media Research	CO1	3	3	3	2	3	3	2	3	3	2	3
	CO2	3	3	3	2	3	3	2	3	3	2	3
	CO3	3	3	3	2	3	3	2	3	3	2	3
	CO4	3	3	3	2	3	3	2	3	3	2	3
	CO5	3	3	3	2	3	3	2	3	3	2	3
	Average	3	3	3	2	3	3	2	3	3	2	3
Correlation level 1, 2 and 3 as defined below: “1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation												

SYLLABUS		
Semester	VII	
Course Title	Digital Humanities	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	The objectives of this course are <ul style="list-style-type: none">To make students understand the basics of digital humanities.To make students understand how digital humanities methods and practices are applied in different disciplinesTo enable students to engage with a variety of digital humanities tools.To develop students on the process and decisions involved in creating digital humanities projects.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the concept of Digital Humanities CO2: Apply the identified resources to the digital humanities community. CO3: Design and create their own digital portfolios for social media presence. CO4: Analyze and discover forms of digital knowledge CO5: Develop thoughtful, critical, and reflective users of digital tools and technologies.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Digital Humanities: Introduction, The humanities- development & core concerns; The transitions – oral, text-based, & digital; Global Digital Humanities; State of digital humanities in India	CO1
II	Digital Humanities: Meaning and Nature: Meaning and definitions of digital humanities; Major features of digital humanities; What is digital scholarship?; Digital Pedagogy; Some noteworthy digital projects	CO2
III	Digital Humanities: Approaches and Perspectives. Race, caste and coloniality in digital media; Feminist Digital Humanities; Code and Platform Studies; New Media Studies; Game Studies	CO3
IV	Digital Humanities: Methods and tools. Digital Archiving; Data Visualization; Computational Text Analysis; Multilingualism in DH	CO4
V	Project: All the students have to complete a project report and do have to do a final presentation for 50 Marks on topics based on Digital Humanities	CO5

Evaluation				
	Theory			
Mode of Evaluation	Continuous Evaluation	End Semester Examination		
Weightage	40	60		
Text Books and References				
Text Books: <ol style="list-style-type: none">1. Topic modelling: A basic introduction, Megan R. Brett, Journal of Digital Humanities 2.1, 2012, http://journalofdigitalhumanities.org/2-1/topic-modeling-a-basic-introduction-by-meganr-brett/2. Fundamentalsic strategies for interpreting results from Topic Modeling Tool, Miriam Posner and Andy Wallace 2012, http://miriamposner.com/blog/very-basic-strategies-for-interpreting-results-from-the-topic-modeling-tool3. Why I dig: Feminist approaches to text analysis, Lisa Marie Rhody, Debates in Digital Humanities, 2016, http://dhdebates.gc.cuny.edu/debates/text/97 Introduction, Metadata, Jeffrey Pomerantz, MIT Press, 2015, p. 1-4. [ebook http://catalog.lib.msu.edu/record=b12333917~S39a]5. Introduction: The Harlem Renaissance as history, memory, and myth, Jeffrey B. Ferguson, The Harlem Renaissance: A brief history with documents, Bedford/St. Martin's Press,2008, p. 1-34, 188-1896. When the Negro was in vogue, The Harlem Renaissance: A Very Short Introduction, Cheryl7. A. Wall, Oxford University Press, 2016, p. 1-218. "The New Negro", Alain Locke, p.47-569. Pitfalls of using Google N-Gram to study language, Sarah Zhang, Wired, 2015, https://www.wired.com/2015/10/pitfalls-of-studying-language-with-google-ngram/10. Seven ways humanists are using computers to understand texts, Ted Underwood, 2015, http://tedunderwood.com/2015/06/04/seven-ways-humanists-are-using-computers-to-understand-text/11. Inventing new selves, The Harlem Renaissance: A Very Short Introduction, Cheryl A. Wall,12. Oxford University Press, 2016, p. 22-4313. Harlem: City of dreams, The Harlem Renaissance: A Very Short Introduction, Cheryl A. Wall, Oxford University Press, 2016, p. 44-6714. Langston Hughes Just Got a Year Older, Jennifer Schuessler, The New York Times, 2018, https://www.nytimes.com/2018/08/09/arts/langston-hughes-birth-date.html				
References: <ol style="list-style-type: none">1. NEH White Papers collection in Humanities Commons, https://hcommons.org/deposits/?tag=neh+white+paper2. Digital Humanities Now, http://digitalhumanitiesnow.org3. Digital Humanities Awards, http://dhawards.org4. Digital Humanities Quarterly, http://www.digitalhumanities.org/dhq/5. Digital Scholarship in the Humanities, https://browzine.com/libraries/118/journals/55262/issues/current6. DH Commons, http://dhcommons.org7. Digital Humanities Q&A, http://digitalhumanities.org/answers/8. HASTAC, https://www.hastac.org				
Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, lab activities	K2
II	CO2	Lecture, presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visit, and case analysis.	K3

III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K6
IV	CO4	Lecture and presentation	assignments, tests, small course projects,	K4
V	CO5	Lecture and presentation	Assignment , Quiz	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Digital Humanities	CO1	3	1	2	2			1	1		1	3
	CO2	3	1	1	1							1
	CO3							3	1	2	2	1
	CO4		1	1	1				1			2
	CO5	1	3	3	3			3	3	3	3	1
	Average	1.4	1.2	1.4	1.4	0	0	1.4	1.2	1	1.2	1.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	VII	
Course Title	Global Communication	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none"> To understand the importance of global communication importance and historical perspective. To explore the impact of globalization on communication practices and Culture and Communication To explore the impact of globalization on communication practices and media industries worldwide. To explore the role of communication in global conflicts and peacebuilding efforts. To analyze the role of technology in shaping global communication practices and how these technologies are used in different cultural contexts 	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the concept of global communication</p> <p>CO2: Apply the globalization on communication practices and Culture and Communication</p> <p>CO3: Design and create their own digital portfolios for social media presence.</p> <p>CO4: Analyze the role of global communication in global conflicts and peacebuilding efforts</p> <p>.CO5: Develop thoughtful ideas for global communication</p>	
Module	Description	CO Mapping
I	Introduction to Global Communication Definition of Global Communication, The importance of Global Communication in the modern world. Historical Context of Global Communication. The role of Technology in Global Communication	CO1
II	Culture and Communication Definition of Culture and its significance in Communication, Understanding cultural differences and their impact on Global Communication. Cultural Barriers and How to overcome them in Global Communication. Inter-cultural Communication: Importance and Challenges	CO2
III	Media and Global Communication Role of Media in Global Communication. Types of media used in Global Communication (e.g. print, electronic, social media). Impact of media on Global Communication. Ethics and Media in Global Communication	CO3
IV	Globalization and Communication Definition of Globalization and its impact on Communication. The effect of Globalization on culture and Communication. The Role of Global Communication in promoting globalisation. The impact of Global Communication on globalisation	CO3

V	Future of Global Communication Trends and predictions in Global Communication. The impact of emerging technologies on Global Communication. The challenges and opportunities of Global Communication in the future. The role of Global Communication in addressing global challenges (e.g. climate change, social justice)	CO3
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Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

- Global Communication: Theories, Stakeholders, and Trends" by Thomas L. McPhail
- "Global Communication: A Multicultural Perspective" by Yahya R. Kamalipour
- "International and Intercultural Communication: New Frontiers for Research and Practice" by Michael Prosser and Vibert C. Cambridge
- "Global Media Ethics: Problems and Perspectives" edited by Stephen J. A. Ward and Herman Wasserman
- "Global Media and Communication Handbook" edited by Robin Mansell and Peng Hwa Ang
- "Global Communication in Transition: The End of Diversity?" by Karin Wilkins
- "Globalization and Communication" by Robin Mansell
- "Communication in Global Business Negotiations: A Geocentric Approach" by Jill E. Rudd and Diana R. Lawson
- "Global Communication: International and Intercultural Communication Annual" edited by Mary Jane Collier and Molefi Kete Asante
- "Global Communication: A Reader" edited by Fredrick M. Jablin and Linda L. Putnam.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Global Communication	CO1	2	2	1	1	3	1	3	3	1	1	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	2	2	1	1	3	2	3	3	1	1	3
	CO4	3	3	3	3	3	2	3	3	2	2	3
	CO5	3	2	3	3	3	2	3	2	3	3	3
	Average	2.6	2.4	2.2	2.2	3	1.8	3	2.8	2	1.8	2.6

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	VII	
Course Title	Media Advocacy and Governance	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	The objectives of this course are <ul style="list-style-type: none">• To make students understand the nature and importance of media advocacy.• To enable the students to understand the relation between media advocacy and Governance.• To enable students about the impact media advocacy campaign.• To develop comprehensive understanding of accountability and transparency in Governance.• To make students understand how media helps in changing public attitudes.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the nature and importance of media advocacy in policy making. CO2: Understand the importance of media advocacy CO3: Develop media advocacy campaigns. CO4: Discuss the relationship between Governance and Development. CO5: Identify and understand the most important problems and debates in the field of governance and development.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Media Advocacy: Role of Civil Society& Institution in Policy making Social Movements: Impact on Policy Making, Social Reforms & Media, Political Reforms & Media, Democratization: Participatory Media	CO1
II	Working With The Media: Challenges, methods and common mistakes, Discussing Media Plans: Resources for Successful Media Advocacy.	CO2
III	Types of Media Used in Advocacy Campaigns, Developing Media Contacts Registry, Selecting Your Target Audience, Developing Key Messages, Media Advocacy Tactics, Selecting Media Channels, Use of Social Media Channels, Monitoring and Responding to the Media, Evaluating Media Advocacy.	CO3
IV	Governance and Development: Concept of Good Governance Issues Concerning Governance, Right Based Approach in Policy Making, How to Establish Good Governance, Welfare schemes for vulnerable sections of the population by the Centre and States	CO4
V	Transparency and Accountability: Information sharing and transparency in government, RTI, Role of Media in bringing Transparency and Accountability, Social Media and Accountability, Role of E-Governance in bringing Transparency and Accountability,	CO5

	Challenges of corruption and incompetence, Police Reforms in India, Curb On VIP Culture, Improving Governance In Public Systems.											
Evaluation												
	Theory											
Mode of Evaluation	Continuous Evaluation			End Semester Examination								
Weightage	40			60								
Text Books and References												
Text Books: <ul style="list-style-type: none">Anderson, J.E. and Public Policy-Making: An Introduction, Boston: Houghton, 2006.Athique, A., Indian Media Global Approaches, Cambridge: Polity Press, 2012.Bava, Noorjahan, (ed.) Non - Government Organizations in Development- Theory and practice, New Delhi: Kanishka, 1997.Bava, Noorjahan, (ed.) Inclusive Growth in Globalized India Challenges and options, New Delhi: Deep and Deep, 2008.Theodoulou, Stella Z., and Matthew Alan Cahn, Public Policy, NJ: Prentice Hall, 1995.Wiarda, H.J., Civil Society: The American Model and third World Development, Boulder: Westview Press, 2003												
Facilitating the achievement of Course Outcomes												
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity		Assessment Tools		Bloom's Taxonomy Level						
I	CO1	Lecture and presentation		Assignments, tests, seminars, group discussions, field visit, case analysis		K2,K4						
II	CO2	Lecture and presentation		Assignments, tests, small course projects, field visit, case analysis		K2,K3,K5						
III	CO3	Lecture and presentation		Assignments, tests, small course projects, seminars.		K1.K2						
IV	CO4	Lecture and presentation		Assignments, tests, small course projects.		K1,K2,K4						
V	CO5	Lecture and presentation		Assignment and small course projects.		K2,K4,K5						
Bloom's Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating												
<u>CO, PO & PSO MAPPING:</u>												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Media Advocacy and Governance	CO1	3	3	3	3	3	2	2	2	3	2	2
	CO2	3	2	2	3	3	2	3	2	2	2	2
	CO3	3	2	2	3	3	2	2	2	3	2	2
	CO4	3	2	3	3	3	2	3	2	2	2	2
	CO5	3	3	2	3	3	2	2	2	2	2	2
	Average	3	2.4	2.4	3	3	2	2.4	2	2.4	2	2
Correlation level 1, 2 and 3 as defined below: "1" – Slight (Low), "2" – Moderate (Medium), "3" – Substantial (High), "-" – No correlation												

SYLLABUS		
Semester	VII	
Course Title	Media Sociology	
Course Code		
Credit		
Contact Hours (L-T-P)	4-0-0	
Course Type	Minor	
Course Objective	The objectives of this course are: <ul style="list-style-type: none"> • To make students understand media as a social entity • To enhance knowledge about media effects on social and individual experiences • To identify the various social roles of media To understand the changing nature of audience	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: Understand the social and political role of media CO2: Apply mass media for publicity and networking CO3: Design media narratives for different purposes CO4: Analyze the changing role of media over time CO5: Evaluate the efficiency of media for changing audiences	
Module	Description	CO Mapping
I	Media Sociology: Definition and importance, Characteristics, Media as a tool of publicity and propaganda, Relationship between mass media and socio-political systems	CO1
II	Media exposure and social and individual experiences, Media as a Social Currency, Understanding media's role in the context of social development	CO2
III	Role of media during war: War Reporting and embedded journalism, 'Psychological warfare', Media as a medium of political education	CO3
IV	Media and sports, Difference in sports coverage in old and contemporary times, Commodification of sports, Portrayal of violence in media, Social activism on Media	CO4
V	The Rise of New Media, Social development through new media, Critical theories of mass media, Changing role of audience in new media, News 'packaging' and changing public sphere	CO5
Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

References:

- All Media Are Social: Sociological Perspectives on Mass Media, by Andrew M. Lindner, 2020
- Media Sociology: A Reader, by Jeremy Tunstall, 1970
- Media Sociology and Journalism: Studies in Truth and Democracy, by Greg Nielsen, 2023
- The Sociology of Mass Media (Chapter 19), The Cambridge Handbook of Sociology, Cambridge University Press 2017
- Culture, Society and the Media, edited by Michael Gurevitch, Tony Bennett, James Curran, Janet Woollacott (Routledge, 1982)

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, case analysis,	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar, group discussions, field visit, case analysis,	K3
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K6
IV	CO4	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K4, K5
V	CO5	Lecture and presentation	Quiz, assignments, tests, small course projects, seminar,	K3

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	2	3	2	2	2	3	2	2	2	3	2
	CO2	1	3	3	2	2	3	1	3	1	3	3
	CO3	3	3	3	2	3	2	3	3	3	3	3
	CO4	2	3	2	1	2	2	2	3	2	3	2
	CO5	2	3	3	2	3	2	2	3	2	3	3
	Average											

Correlation level 1, 2 and 3 as defined below:

- "1"** – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"_" – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE
BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION

S. No.	Subject Code	Title of Paper	Course Type	Teaching Load				
				L	T	P	CH	Credit
SEMESTER - VIII								
1		Research Ethics	Major	4	0	0	4	4
2		Digital Media And Entrepreneurship	Minor	2	0	4	6	4
3		Dissertation	Dissertation	0	4	0	0	12
TOTAL								20

SYLLABUS		
Semester	VIII	
Course Title	Research Ethics	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type	Major	
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics.• Hands-on sessions are designed to identify research misconduct and predatory publications.• Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor etc).• Guide and mentor students in presenting plagiarism tools for a valid and ethical research report.	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand basics of philosophy of science and ethics, research integrity, and publication ethics.</p> <p>CO2: Apply multidisciplinary, inter/multi-cultural and global understanding of communication</p> <p>CO3: Design research proposals</p> <p>CO4: Identify and Analyze research misconduct and predatory publications</p> <p>CO5: Develop global understanding of databases and research metrics among the students</p>	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgments and reactions.	CO1
II	Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP); Redundant publications: duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.	CO2
III	Publication ethics: definition, introduction and importance; Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.; Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types; Violation of publication ethics, authorship and contributor ship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals	CO3
IV	Open access publications and initiatives; SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies; Software tool to identify predatory publications developed by SPPU;	CO4

	Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.			
V	Group Discussions on Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad; Software Tools- Use of plagiarism software like Turnitin, Urkund and other open-source software tools; Databases and research metrics.		CO5	
Evaluation				
	Theory & Project			
Mode of Evaluation	Continuous Evaluation	End Semester Examination		
Weightage	40	60		
Text Books and References				
Text Books: 1. The Ethics of Teaching and Scientific Research by Miro Todorovich; Paul Kurtz; Sidney Hook. 2. Research Ethics: A Psychological Approach by Barbara H. Stanley; Joan E. Sieber; Gary B. Melton 3. Research Methods in Applied Settings: An Integrated Approach to Design and Analysis by Jeffrey A. Gliner; George A. Morgan Communicationence Erlbaum Associates, 2000 4. Ethics and Values in Industrial-Organizational Psychology by Joel Lefkowitz Communicationence Erlbaum Associates, 2003.				
Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6
Bloom's Taxonomy: K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating				

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Research Ethics	CO1	3	3	3	3	3	3	3	3	3	3	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	3	2.8	2.6	2.6	3	1.8	3	2.8	2.4	2.0	2.4

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

SYLLABUS		
Semester	VIII	
Course Title	Digital Media & Entrepreneurship	
Course Code		
Credit	4	
Contact Hours (L-T-P)	4-0-0	
Course Type		
Course Objective	<p>The objectives of this course are:</p> <ul style="list-style-type: none"> To make students understand the concept of the digital media To make students understand the implications of Digital Media To enable students to learn digital media entrepreneurial skills To make students understand the dynamics of digital media business. To enable students to develop & create opportunities in digital media 	
Course Outcome (CO)	<p>After completion of this course, students will be able to:</p> <p>CO1: Understand the basics and the history of digital journalism and entrepreneurship</p> <p>CO2: Apply digital knowledge and skills</p> <p>CO3: Design & plan digital media strategies using entrepreneurial skills</p> <p>CO4: Analyze and sort entrepreneurial opportunities in digital media</p> <p>CO5: Develop skills for media entrepreneurial ventures</p>	
Unit	Description	CO Mapping
I	Origin of the Internet and Digital Media, Digital inequalities – Digital Divide and Access, Economy of Digital Media, Characteristics of Digital Media, Media Convergence, Integration of Digital Media	CO1
II	Social Media Networks: Definition, present scenario, Apps, Digital Democracy and people's participation, Media in Motion, Location-Based Services; Internet Advertising, Chatbots, Cloud Technology and Services in Media.	CO2
III	Entrepreneurship: New Techniques for Idea-Generation; Understanding Business Models; Business Models cases; Strategy; Budgeting and Accounting; Marketing; Customer Analysis; Real-World's Media Business; How Markets Really Work; Analyzing Cash Flows and the Funding Needs of a Business	CO3, CO5
IV	5 Principles of Effective Project Management; Basic Principles and Tactics for Effective Negotiation; Business Opportunities vs. Principles of Journalism; New Issues for Media Businesses: Crowd Funding, Crowd Sourcing and Crowd Seeding	CO3, CO4
V	Understanding Business Hierarchies; Navigating Business Bureaucracy; Identifying Relevant Intrapreneurial Opportunities; Startup Culture; Legal Issues for Startups: Contracts, Intellectual Property, Liability and Other Considerations; Taxes, Insurance and Other Practical Issues; Key Media Startups in Asia	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. Mutter, Alan, Newspaper Digital Ad Share Hits All-Time Low, Reflections of a Newsosaur, April 2012.
2. Shear, Michael, Campaigns Partner with Social Media Companies, New York Times, April 18, 2012.
3. Vargas, Jose Antonio, Obama Raised a Half Billion Online, Washington
4. Founders at Work: Stories of Startups' Early Days, to get a better sense of the entrepreneurial mind-set and some of the day-to-day challenges faced by entrepreneurs at leading journalism and media start-ups
5. Case Studies from Harvard Business School, Columbia Journalism School, Columbia Business School, and other Contemporary Case Study Sources
6. The Curse of the Mogul by Bruce Greenwald, Jonathan Knee and Ava Seave, for an understanding of some of the strategic issues at the core of the media business
7. Create Your Own Economy: The Path to Prosperity in a Disordered World by Tyler Cowen, for an understanding of the economics behind changes in media
8. The Business of Journalism, Edited by William Serrin, for thoughts from 10 leading reporters and editors on the media business
9. Handley, Ann. Everybody Writes Your Go-to Guide to Creating Ridiculously Good Content. Wiley, 2014.
10. Scott, David Meerman. How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Fifth edition, John Wiley & Sons, Inc, 2015.
11. Enge, Eric, et al. The Art of SEO: Mastering Search Engine Optimization. Third edition, O'Reilly, 2015.
12. Aydin, Hatice, editor. Digital Marketing Applications. Peter Lang D, 2019
13. Jan, Zimmerman. Social Media All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.
14. Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.

Reference

15. The Dictionary of Business, Penguin Reference, for a concise guide to basic business terminology
 16. Analysis for Financial Management, by Robert C. Higgins, for excellent, straightforward explanations of basic concepts of finance.
 17. Harvard Business Review on Business Model Innovation.
 18. Influence: The Psychology of Persuasion, by Robert Cialdini, for a basic introduction to principles and concepts in marketing.
 19. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, by Alexander Osterwalder and Yves Pigneur.
- Funding Journalism in the Digital Age: Business Models, Strategies, Issues and Trends by Jeff Kaye and Stephen Quinn.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3

		discussions, case study		
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	1	3	1				3	3			
	CO2	1	3	3				3				
	CO3	1	3	3	3			3		3	3	
	CO4	3	3					3		3	3	3
	CO5	3	3			3		3		3		3
	Average	1.8	3	1.4	0.6	0.6	0	3	0.6	1.8	1.2	1.2

Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low), “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

SYLLABUS		
Course Title	Dissertation	
Course Code		
Credit	8	
Contact Hours (L-T-P)	0-0-0	
Course Type		
Course Objective	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To make students understand the value of research.• To make students understand various methods to develop in-depth knowledge.• To make students develop their investigating and analyzing skills.• To educate students about field survey for data collection• To enable the skills of writing dissertation report.	
Course Outcome (CO)	<p>The outcomes of the course are:</p> <ul style="list-style-type: none">• To enable the student to identify the prominent issues in the field of journalism.• To have knowledge of history and significance of various dimensions of the issue.• To carry out intensive study to make their dissertation valuable and authentic.• To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis.• To prepare the dissertation based on the acquired skillsets and knowledge.	
COURSE OUTLINE		
Module	Description	CO Mapping
	<p>Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behavior for success in the field of journalism.</p> <p>Student should be guided by the following points during the research/study for his/her dissertation.</p> <p>Title: It should be decided with the help of HOD/approved guide</p> <p>Synopsis: After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 7th semester.</p> <p>Progress: From time to time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study.</p> <p>Final Dissertation: In two copies in hard bound should compulsorily be submitted before the final examination. The date of submission will be decided by HOD. This dissertation carries 100marks and will be evaluated by external examiners. 30 marks for content and presentation of dissertation, and 40 marks will be on the Viva-voce taken by the external examiner while 30 mainly on progress report during the study as mentioned earlier and given by an internal Examiner.</p>	
Evaluation		
	Project	

Mode of Evaluation	Research Progress Report	File Submission & Viva
Weightage	40	60

Text Books and References

Text Books:

1. Srivastava, Vinay Kumar (ed) (2004) Methodology and Fieldwork, Oxford University Press: New Delhi.
2. Berger, A. 2000, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage: London
3. Somekh B, and Lewin C (Eds) (2005), Research Methods in the Social Sciences (pg. 198-225) Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Discussion and presentation	Review & Presentation	K1, K2
II	CO2	Discussion and presentation	Review & Presentation	K3
III	CO3	Discussion and presentation	Review & Presentation	K4, K5
IV	CO4	Discussion and presentation	Review & Presentation	K5, K6
V	CO5	Discussion and presentation	Review & Presentation	K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
JMC 8004: Dissertation	CO1	3	3	1	1	3	1	3	3	1	1	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	3	2.8	2.2	2.2	3	1.4	3	2.8	2	1.6	2.4

Correlation level 1, 2 and 3 as defined below:

- "1" – Slight (Low);
 "2" – Moderate (Medium)
 "3" – Substantial (High)
 "-" – No correlation

