Programme Structure

Sharda School of Media, Film & Entertainment
Department of Mass Communication

Bachelor of Arts (Film, Television & OTT Production)

Academic Year 2023-24
Batch: 2023-2027

Programme Code: SMF0115

Programme Structure Template
Name of School: Sharda School of Media, Film & Entertainment
Bachelor of Arts (Film, Television & OTT Production)
Batch: 2023 - 2027
TERM: I

| S. No. | Course Code | Subjects | Teaching Load | | | Credits | Core/Elective Pre-Requisite/ Co-Requisite | Type of Course: 1. CC 2. AECC 3. SEC 4. DSE |
			L	T	P			
THEORY SUBJECTS								
1	BCJ 119	Understanding Media	3	0	0	3	Co-Requisite	CC
2	BCJ 120	Communication: Concepts & Principles	5	0	0	5	Core	CC
JURY SUBJECTS								
3	BCJ 112	Basics of Computer & IT Skills	0	0	2	1	Core Elective	DSE
	BCJ 113	Understanding Media Tools						
4	OPE 110	Audio-Visual Production Process	0	2	2	3	Elective	AECC
5	VOF 101	Script Writing	0	2	2	3	Co-Requisite	SEC
6	ARP 101	Communicative English I	1	0	2	2	Co-Requisite	AECC
7	BCJ 111	Understanding Indian Culture & Art Forms	0	2	2	3	Co-Requisite	AECC
		TOTAL CREDITS				**20**		

Programme Structure Template
Name of School: Sharda School of Media, Film & Entertainment
Bachelor of Arts (Film, Television & OTT Production)
Batch: 2023 - 2027
TERM: II

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BCJ 107	Basics of Research Methodology	4	0	0	4	Core	CC
2	BCJ 114	Understanding Media Laws & Ethics	3	0	0	3	Core	CC
JURY SUBJECTS								
3	BCJ 115	Basics of Sound & Image	0	0	2	1	Core	CC
4	BCJ 116	Art of Writing for Media	0	0	2	1	Core	DSE
	BCJ 117	Media Trial - Case Studies						
5	OPE	Material Animation Technique	0	2	2	3	Elective	AECC
6	VOF 104	Writing and Anchoring for Radio, TV & Digital Media	0	2	2	3	Co-requisite	SEC
7	ARP 102	Communicative English II	1	0	2	2	Co-requisite	AECC
8	BCJ 118	Entrepreneurship & Start Ups	0	2	2	3	Co-Requisite	AECC
		TOTAL				**20**		

Programme Structure Template
Name of School: Sharda School of Media, Film & Entertainment
Bachelor of Arts (Film, Television & OTT Production)
Batch: 2023 - 2027
TERM: III

S. No.	Course Code	Subjects	L	T	P	Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
THEORY PAPER								
1	BTP 201	Introduction to Film & Television	4	0	0	4	Core	CC
2	BTP 218	Film Theory & History of Cinema	3	0	0	3	Core	CC
3	BTP 202	Writing for Visual Media	2	1	0	3	Co-Requisite	CC
JURY PAPER								
4	BTP 219	Basics of Audiography	0	0	2	1	Core	CC
5	BTP 220	Introduction to Digital Photography & Basic Lighting Techniques	0	0	2	1	Core	CC
6	BTP 221	Basics of Digital Video Editing	0	0	2	1	Core-Elective	DSE
	BTP 222	Basics of Digital Audio Editing						
7	RBL001	Research Based Learning	0	0	4	0	Co-Requisite	AECC
8	OPE	Radio Jockeying & Podcast Programme Production	0	2	2	3	Elective	AECC
9	VOF 202	Smartphone Film Making – I	0	2	2	3	Co-Requisite	SEC
10	ARP 207	Communicative English III - Logical Skills Building and Soft Skills	1	0	2	2	Co-Requisite	AECC
		TOTAL				**21**		

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BTP 207	Direction & Production Methodology	3	0	0	3	Co-Requisite	CC
2	BTP 223	Introduction to Continuity I Actuality I Dialogue Exercise (Any One)*	1	2	0	3	CC	CC
3	BTP 224	Advance Motion Picture Photography & Lighting*	1	4	0	5	CC	CC
JURY PAPER								
4	BTP 225	Advance Digital Video Editing	0	1	2	2	Co-Requisite	DSE
5	BTP 226	Advance Digital Audio Editing						
6	BTP 227	Audiography & Sound Design	0	0	2	1	CC	CC
7	OPE	Basics of Still Photography	0	2	2	3	Elective	AECC
8	RBL002	Research Based Learning – II	0	0	0	0	Audit	AECC
9	ARP 306	Communicative English IV – Campus to Corporate	1	0	2	2	Co-Requisite	AECC
TOTAL						**19**		

* Evaluation is to be done as Jury Subject.

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BTP 320	Film Appreciation & Analysis	3	0	0	3	Core	CC
2	BTP 321	Networking, Promotion & Digital Marketing of films	3	0	0	3	Core	CC
3	BTP 322	Introduction to Playback Studio Sound Recording & Mixing*	1	2	2	4	Core	CC
4	BTP 323	Graphics, Animation, Visual Design & Compositing*	1	0	4	3	Co-Requisite	CC
JURY PAPER								
5	BTP 324	Studio & Location Lighting	0	1	2	2	Core	CC
6	BTP 325	Project: Mise-en-scene	0	1	2	2	Core	CC
7	RBL 003	Research Based Learning – III	0	0	2	1	Co-Requisite	AECC
8	INC 001	Industry Connect	0	2	0	2	Pre-Requisite	AECC
		TOTAL				**20**		

* Evaluation is to be done as Jury Subject.

Programme Structure Template
Name of School: Sharda School of Media, Film & Entertainment
Bachelor of Arts (Film, Television & OTT Production)
Batch: 2023 - 2027
TERM: VI

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BTP 326	Idea to Screenplay (Fiction)*	3	0	0	3	Core	CC
2	BTP 327	Understanding Multi Camera Set-up & Shoot*	1	3	2	5	Core	CC
3	BTP 328	Fiction I Non-Fiction-Degree Film: Project (Any one)*	1	3	2	5	Core	CC
JURY PAPER								
4	BTP 329	Fiction Exercise Project	0	0	2	1	Core	CC
5	BTP 330	Non-Fiction Exercise Project						
6	RBL 004	Research Based Learning IV	0	0	2	1	Co-Requisite	AECC
7	OPE	Smartphone Mobile Film Making	0	2	2	3	Elective	AECC
8	CCU	Community Connect	0	2	0	2	Co-Requisite	AECC
		TOTAL				**20**		

* Evaluation is to be done as Jury Subject.

Programme Structure Template
Name of School: Sharda School of Media, Film & Entertainment
Bachelor of Arts (Film, Television & OTT Production)
Batch: 2023 - 2027
TERM: VII

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	BCJ 412	Qualitative Research Methods	3	0	0	3	Core	CC
2	BCJ 413	Quantitative Research Methods	3	0	0	3	Core	CC
3	BCJ 414	Communication Research Methods & Tools	3	0	0	3	Co-Requisite	CC
4	BCJ 415	Statistics for Research	2	1	0	3	Co-Requisite	CC
JURY PAPER								
5	BCJ 416	Qualitative Research Lab	0	1	2	2	Core	CC
6	BCJ 417	Quantitative Research Lab	0	1	2	2	Co-Requisite	CC
7	BCJ 418	Project on constructing tools for Media & Communication Research	0	2	2	3	Core	CC
8	OPE	Anchoring for Different Media	0	3	2	4	Elective	AECC
Total						**23**		

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY PAPER								
1	**BCJ 419**	Ethical Perspective of Media & Communication Research	3	0	0	3	Co-Requisite	CC
JURY PAPER								
2	**BCJ 420**	Research Writing Techniques	0	0	2	1	Co-Requisite	CC
3	**OPE**	Digital Media Marketing	0	3	2	4	Elective	AECC
4	**BCJ 421**	Media & Communication Dissertation - Project	0	3	12	9	Core	CC
		Total				**17**		

School: SSMFE		Batch: 2023-2027	
Programme: BA(FT&OP)			Current Academic Year: 2023-2024
Branch: Mass Communication		Semester: I	
1	Course Code	BCJ 119	
2	Course Title	**Understanding Media**	
3	Credits	3	
4	Contact Hours (L-T-P)		3-0-0
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: 1. To impart basic concepts meaning of media 2. To make students aware about historic development and evolution of different types of media.	
6	Course Outcomes	After completing the course, the student will be able to CO1: Define the basic concept of media CO2: Illustrate the nature, scope and types of media. CO3: Outline the development of folk/traditional media. CO4: Identify the milestones in the evolution of electronic media. CO5: Explain the journey of Cinema. CO6: Discuss the development of new/digital media.	
7	Course Description	The course focuses on the evolution and historical development of media. The course orients and enhances the theoretical knowledge of the students on the basics of media.	
8	Outline Syllabus		CO Mapping
	Unit 1	Introduction to Media	
	1	Definition and Concept of Media	CO1
	2	Functions and Characteristics of Media	CO1, CO2
	3	Nature, Scope and types of Media	CO2
	Unit 2	Evolution of Media – Folk/Tradition & Print	
	1	Traditional/Folk Media	CO3
	2	Print Media – Pre-Independence Era	CO3
	3	Print Media – Post-Independence Era	CO3
	Unit 3	Evolution of Media – Electronic (Radio & TV)	
	1	Radio	CO4
	2	Television	CO4
	3	Contemporary scenario of Radio & TV	CO4
	Unit 4	Evolution of Media – Cinema	
	1	Silent Era in Cinema	CO5
	2	Middle Era in Cinema	CO5
	3	Contemporary Cinema	CO5

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	Unit 5	Evolution of Media – New/Online/Digital			
	1	History & Evolution			CO6
	2	ICT			CO6
	3	Contemporary Digital Media			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	Mass Communication in India by Keval J Kumar			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	2	-	-	1	2		2	-	-
CO2	3	2	-	-	-	-	-	1	-	-
CO3	2	-	-	-	-	-	-	2	-	-
CO4	3	-	-	-	-	-	-	2	-	-
CO5	3	-	-	-	-	-	-	2	-	-
CO6	2	-	1	-	-	-	-	2	-	-
Average	2.33	0.66	-	-	0.16	0.33	-	1.83		

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

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School: SSMFE		**Batch : 2023-2027**		
Programme: BA(FT&OP)			**Current Academic Year: 2023-2024**	
Branch: Mass Communication		**Semester: I**		
1	Course Code	**BCJ 120**		
2	Course Title	Communications: Concepts & Principles		
3	Credits	5		
4	Contact Hours (L-T-P)		**5-0-0**	
	Course Type		**Compulsory**	
5	Course Objective	The objective of this course is to: 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication 3. To know the various channels of distributions of Mass Communication 4. Explain important theories of communication 5. Explain various models of communication		
6	Course Outcomes	The student will be able to: CO1: Understand concept and meaning of Communication. CO2: Define the different stages and types of communication. CO3: Outline various models of Communication. CO4: Outline various theories of mass communication. CO5: Perceive knowledge on sociological and normative theories of mass communication. CO6: Evaluate different communication theories to critically analyze real-world contemporary issues and employ practical, innovative solutions.		
7	Course Description	The course is designed to inculcate the knowledge of theorical aspects of Communication, by teaching several models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.		
8	Outline Syllabus			CO Mapping
	Unit 1	**Defining Communication**		
	1	Definition, Concept and Meaning of Communication		CO1
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.		CO1
	3	Stages and Types of Communication		CO2
	Unit 2	**Introduction to Communication Models**		
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).		CO2 ,CO3
	2	Theodore Newcomb's model (1953)		CO3

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3	Osgood's model (1954)	CO3
Unit 3	**Theories of Communication**	
1	Communication theory: Need and importance - Hypodermic or bullet theory	CO4
2	Individual differences theory, Cognitive Dissonance Theory	CO4
3	Personal Influence Theory	CO6
Unit 4	**Sociological theories of Mass Communication**	
1	Cultivation Theory, Agenda Setting Theory	CO5
2	Social Learning Theory, Spiral of Silence	CO5
3	Uses and Gratification Theory, Dependency Theory	CO6
Unit 5	**Normative Theory of Communication**	
1	Authoritarian Theory, Libertarian Theory	CO5
2	Social Responsibility Theory, Soviet Media Theory	CO5
3	Development Theory, Democratic-Participant Media Theory	CO6

Mode of examination		Theory		
Weightage Distribution	CA	MTE	ETE	
	15%	10%	75%	
Text book/s*		Mass Communication in India by Keval J Kumar		
Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis McQuail 5. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	3	-	-	-	-	-	-	1	-	-
CO2	3	2	-	-	-	-	-	1	-	-
CO3	2	-	-	2	-	-	-	2	-	-
CO4	2	-	-	2	-	-	2	2	-	-
CO5	3	-	-	-	-	-	2	1	-	-
CO6	3	-	-	-	-	-	2	1	-	-
Average	2.66	0.33	-	0.66	-	-	1	1.33		

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

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School: SSMFE		Batch : 2022-2026	
Programme: BA(FTP)			Current Academic Year: 2022-2023
Branch: Mass Communication		Semester: I	
1	Course Code		BCJ112
2	Course Title		**Basics of Computer & IT Skills**
3	Credits	1	
4	Contact Hours (L-T-P)		0-0-2
	Course Type		**Discipline Elective**
5	Course Objective	The objective of this course is to: 1. To impart knowledge with the basic fundamentals of computer application. 2. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Identify the principal components of basic computer skills for professional industries CO2: Explain the usage of required software in the professional field CO3: Apply the ethical and societal concerns regarding computer technology CO4: Analyze the knowledge gained to work on presentation along with using related tables, graphs, and Pie charts. CO5: Evaluating the need of various different Computer and IT skills as per the need of the subject CO6: Create a promotional brochure using shapes, WordArt, Pictures, SmartArt and page backgrounds and borders	
7	Course Description	The course is designed to impart the basic fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.	
8		Outline Syllabus	CO Mapping
	Unit 1	WINDOWS AND APPLICATION OF MS OFFICE USING MS WORD	
	1	KNOWING THE MS WORD WINDOW Working on Business letters, knowledge of different fonts, styles and formats of professional documents	CO1, CO2
		Saving the files in different formats and working with print & print preview	CO1, CO2

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2	FORMATTING THE TEXT	CO1, CO2	
	Editing and Alignment of text, tabs, characters spacing Paragraph Indenting &spacing, Bullet and numbering, Changing cases		
3	TABLE MANIPULATIONS AND DRAWING TOOLS	CO3, CO6	
	Drawing tables, changing cell height and width Deleting and Inserting rows and columns, merging cells Using different drawing tools, borders and shading		
Unit 2	MS EXCEL		
1	INTRODUCING EXCEL WORKSHEET	CO1, CO2	
	Entering data and completing cell entries Adjusting column width and row heights, Formatting cells, Borders and fills Perform Worksheet Calculation and Print Preview		
2	EDITING WORKSHEETS	CO1, CO2	
	Inserting and deleting rows, columns and cells, Change the worksheet tab colour moving, renaming and creating copy of worksheets Using functions in formulas- Autosum, Sum, Average, Count		
3	WORKING WITH CHARTS	CO2, CO3, CO4	
	Create Chart to compare data Working with chart tools Edit chart data, Adding image to worksheet.		
Unit 3	MS POWER POINT		
1	CREATING and DELIVERING OF PRESENTATION	CO1, CO2	
	Navigating a power point window Choosing a theme and creating presentation Adding slides, Choosing Layout and aligning text		
2	DESIGNING THE PRESENTATION	CO2	
	Working on the aesthetics of slides Making your own slide format Printing handouts, handout masters, slide footers, slideshow		
3	ADDING GRAPHICS, ANIMATION and SOUND	CO2, CO3, CO4, CO5	
	Inserting Pictures, cliparts, graphics and other file formats Adding effects/animations to text and images Adding sounds and Videos in the presentation		
Unit 4	USING MS PUBLISHER		
1	INTRODUCING MS PUBLISHER	CO1, CO2, CO3	
	Introducing MS Publisher		

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		Interface Navigation and selection techniques	
		Multipage layouts and selection techniques.	
	2	CREATING A NEWSLETTER USING MS PUBLISHER Working on layout design and themes Inserting tables, graphs and images Conversion of file format and finalizing publication	CO1, CO2, CO3
	3	PUBLISHING A TRIFOLD BROCHURE Choosing a layout theme and design Placement of information and the Images Finalizing publication and taking the print out.	CO3, CO4, CO5, CO6
Unit 5		INTERNET and WEB BROWSERS	
	1	Basic HTML & Web designing (through programming languages & designing tools)	CO2, CO4
	2	Search Engine Optimization	CO4
	3	UNDERSTADING URL and SURFING THE WEB	CO4, CO5

Mode of examination		Jury/Practical/Viva			
Weightage Distribution		CA	Internal Viva Voce	ETE	
		25%	25%	50%	
Text book/s*		Beginning Microsoft Office by Gay Hart Davis Websites and Internet material			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	3	-	-	-	-	1	-	-
CO2	3	-	3	-	-	-	-	2	-	-
CO3	2	-	3	-	3	-	-	1	-	-
CO4	2	-	3	-	-	-	3	-	-	-
CO5	2	-	3	-	-	-	-	-	-	-
CO6	2	2	3	-	-	-	3	2	-	-
Average	2.16	0.33	3	-	0.5	-	1	1	-	-

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023-2027		
Programme: BA(FT&OP)			Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: I			
1	Course Code		BCJ 113	
2	Course Title		**Understanding Media Tools**	
3	Credits	1		
4	Contact Hours (L-T-P)		**0-0-2**	
	Course Type		**Elective**	

5	Course Objective	The objective of this course is to:
		    1. Familiarize the students with the various tools of different media starting from folk/traditional to the digital media.
		    2. Inculcate the understanding of media tools among students.		

6	Course Outcomes	After completing the course, the student will be able to - CO1: Identify various forms of traditional/folk media and its tools. CO2: Explain different print media tools. CO3: Describe various electronic media tools. CO4: Discuss cinema as media and communication tool. CO5: Summarize various digital/social media tools. CO6: Develop and produce the various media tools.		
7	Course Description	The course is specifically designed for the students of communication to make them familiarize with the different media and its tools. The students will be able to analyze the current scenario of media tools.		
8		**Outline Syllabus**		**CO Mapping**
	Unit 1	**Traditional / Folk Media Tools**		
	1	Identify different forms of folk/traditional media		CO1
	2	Discussion on the status of folk/traditional media in contemporary society		CO1
	3	Presentation on a specific (unique) form of folk media (national/international)		CO6
	Unit 2	**Print Media Tools**		
	1	Identifying different print media tools		CO2
	2	Discussion on print media versus convergent media future and scope		CO2
	3	Presentation/Project on a print media tool		CO2
	Unit 3	**Electronic Media Tools**		
	1	Identifying electronic media tools		CO3
	2	Discussion on scope of radio as communication tool		CO3
	3	Discussion on Television as communication tool		CO3

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Unit 4	**Cinema as Media/Communication Tool**	
1	Identifying how Cinema act as a communication tool	CO4
2	Discussion on Cinema as communication tool	CO4
3	Case study (a film) acting as agent of social change	CO4
Unit 5	**Digital Media Tools**	
1	Identifying different digital/social media tools	CO5
2	Discussion on the future and scope of digital media tools	CO5
3	Discussion/Debate on the pros and cons of digital media tools	CO6
Mode of examination	Jury/Practical/Viva	
Weightage Distribution	CA	Internal Viva Voce	ETE	
	25%	25%	50%	
Text book/s and reference books*	1. Mass Communication in India by Keval J Kumar 2. Handbook of Communication by Uma Narula 3. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 4. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.	

Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO
CO1	2	-	-	-	-	-	1	2	-	-
CO2	3	-	-	-	-	-	1	2	-	-
CO3	3	-	-	-	-	-	1	2	-	-
CO4	2	-	-	-	-	-	1	1	-	-
CO5	3	-	-	-	-	-	1	2	-	-
CO6	3	-	3	-	2	2	2	2	-	-
Average	2.66	-	0.5	-	0.33	0.33	1.16	1.83		

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2023-2024
Branch: Mass Communication	Semester: I	

1	Course Code	OPE	
2	Course Title	**Audio and Visual Production Process**	
3	Credits	3	
4	Contact Hours (L-T-P)		**0-2-2**
	Course Type	**Minor Elective**	
5	Course Objective	The objective of this course is to: ● To explore basic principles relations to the (re) production of sound and image ● To understand the basic methods of audio recording and (re)generation ● To understand basic methods of image (re)generation and photographic capture ● To understand interactivity between sound, image and context	
6	Course Outcomes	The student will be able to CO1: Define the basic principles related to production and editing of different kinds of Sounds. CO2: Summarize microphones and different audio accessories CO3: Explain the fundamentals of digital image production using different equipment. CO4: Apply the knowledge of sound and image to create basic audio-visuals. CO5: Examine basic methods of audio recording and re-generation CO6: Demonstrate projects using sound-recording technology	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Principles of Sound**	
	1	What is photography? The role & importance of photography.	CO1
	2	Brief History of photography	CO1
	3	Working principle of a still Camera, Principles of Camera Obscura Types of Cameras	CO1
	Unit 2	**Principles of Photographic composition**	
	1	Concepts of composition	CO2
	2	Digital Capture, Types of Graphics (Vector and Raster), Various types of Digital Capture and Image, Basic Software for Production of Vector & Raster Graphics	CO2
	3	Practical Applications of Image Editing, Mobile Applications for image editing, Online Tools for Image	CO2

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		Processing and Editing	
Unit 3		**Basic Lighting Concept**	
	1	Sources of Light : Natural & Artificial Correct exposure	CO3
	2	Nature and physical properties of light Direction & angle of light : Front, side, top & back	CO3
	3	Lighting contrast and its control by fill in lights One, two & three point lighting : Key, fill and back light	CO3
Unit 4		**Sound Recording and Mixing**	
	1	Sound Recording & Mixing, Nature of Sound, its Properties and Dimensions, Microphones, Audio Accessories for Sound Production	CO4
	2	Digital Audio Formats	CO4
	3	Sound Recording & Reproduction	CO4
Unit 5		**Audio Visual Production**	
	1	Basics of Audio-Visual Mixing	CO5
	2	AV Creation using different Software	CO5, CO6
	3	Final AV production	CO6
Mode of examination	Jury Examination		

Weightage Distribution	CA	Internal Viva Voce	ETE
	25%	25%	50%

Text book/s*	Mastering Audio: The Art and the Science by Bob Katz	
Other References	● Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann ● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	3	-	-	-	-	2	-	-
CO2	3	-	2	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	2	2	-	-
CO5	3	-	3	-	-	-	-	-	-	-
CO6	2	2	3	-	-	-	2	1	-	-
Average	2.5	0.66	2.83	-	-	-	0.66	0.83	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		**Batch : 2023-27**	
Programme: BA(FT&OP)		**Current Academic Year: 2023-2024**	
Branch: Mass Communication		**Semester: I**	
1	Course Code	VOF 101	
2	Course Title	**Script Writing**	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Co-Requisite	
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
6	Course Outcomes	After completing the course, student will be able to CO1: Define the dramatic structure of a story CO2: List out different formats in script CO3: Explain a story with three act structure CO4: Outline the importance of characterization in script CO5: Create a scene with a sequence CO6: Elaborate visual storytelling	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**The Principles of Dramatic Wring**	CO1
	1	Introduction to Screenwriting	
	2	The Basics: Character, Story, Structure	
	3	The Premise: Story Spine	
	Unit 2	**Finding the Story**	CO2
	1	How to Format a Script	
	2	How to Write a Short Outline	
	Unit 3	**Three Act Structure: Putting It All Together**	CO3
	1	"The Godfather": Beginnings, Middles, and Ends	
	2	Treatment: 5 Key Moments	
	Unit 4	**Exploring Character**	CO4
	1	Dramatizing Character	
	2	Proper Script Formatting	
	Unit 5	**Scene**	

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	1	Scene defined.				CO5
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression				CO5
	3	Sequences, Making a step outline				CO5, CO6
	4	Visual Storytelling				CO6
	Evaluations		CA	Internal Viva Voce	ETE	N/A
			25%	25%	50%	
	Text book/s*	• The Art and Science of Digital Compositing, Second Edition:				
	Other References	• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	-	-	-	-	-	2	-	-
CO2	2	-	-	-	-	-	-	2	-	-
CO3	3	2	-	-	-	-	-	2	-	-
CO4	3	-	-	-	-	-	-	2	-	-
CO5	2	1	2	-	-	-	2	2	-	-
CO6	3	3	2	-	-	-	2	2	-	-
Average	2.66	1.33	0.66	-	-	-	0.66	2	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)	Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: I	

1	Course Code		ARP101
2	Course Title	**Communicative English-I**	
3	Credits	2	
4	Contact Hours (L-T-P)		1-0-2
	Course Type	Co-Requisite	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
6	Course Outcomes	CO1 At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. CO2 At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. CO3 At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. CO4 At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. CO5 At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives CO6 At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	

8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Sentence Structure**	CO1
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	**Vocabulary Building & Punctuation**	

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	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
Unit 3		**Writing Skills**	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full Length Feature Film)	CO3
	4	Digital Literacy | Effective Use of Social Media	CO3
Unit 4		**Speaking Skill**	
	1	Self-introduction/Greeting/Meeting people – Self branding	CO4
	2	Describing people and situations - To Sir with Love (Watching a Full-length Feature Film)	CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO4
Unit 5		**Professional Skills | Career Skills**	
	1	Exploring Career Opportunities	CO5
	2	Brainstorming Techniques & Models	CO5
	3	Social and Cultural Etiquettes	CO5
	4	Internal Communication	CO5
Unit 6		**Leadership and Management Skills**	
	1	Managerial Skills	CO6
	2	Entrepreneurial Skills	CO6
	Evaluations	*Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE)*	*N/A*
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication	
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press	

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	-	2	-	-	-	2	-	-
CO2	2	2	-	2	-	1	-	2	-	-
CO3	3	3	-	3	-	1	-	1	-	-
CO4	2	3	-	2	2	-	-	1	-	-
CO5	3	2	2	1	1	-	-	1	-	-
CO6	3	3	-	-	3	3	-	1	-	-
Average	2.5	2.66	0.33	1.66	1	0.83	-	1.33	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2023-2024
Branch: Mass Communication	Semester: I	

1	Course Code	BCJ111
2	Course Title	**Understanding Indian Culture and Art Forms**
3	Credits	3
4	Contact Hours (L-T-P)	0-2-2
	Course Type	Compulsory
5	Course Objective	● The objective of pursuing this course is: ● debate on various aspects of Indian history, art and culture ● critically engage on various socio-economic and political issues in India ● u tilize knowledge gained to influence the social fabric of the country
6	Course Outcomes	After completing this course, the student shall be able to CO1: List the various aspects of Indian history, art and culture CO2: Explain the concept of diversity and underlying unity in Indian culture CO3: Demonstrate critical thinking abilities to analyze and suggest alternatives describe salient features of Indian culture CO4: Apply knowledge in restructuring the system by developing positive, differentiative and analytical capabilities. CO5: Classify the Indian Art, Architecture and understand Classic Performing Arts. CO6: Examine various socio-economic and political issues in India.
7	Course Description	The course is aimed to impart knowledge of Indian history, art and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.
8		**Outline Syllabus**	**CO Mapping**

		Outline Syllabus	**CO Mapping**
	Unit 1	**Indian History: An Introduction**	
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,	CO1
	2	Religion and Philosophy in India: Ancient Period, Pre- Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy	CO1
	3	Indian Freedom Movement (1857-1947) Landmarks	CO1
	Unit 2	**Indian Culture: An Introduction**	

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism	CO2
	2	Art and Culture: Contemporary Issues and Debates	CO2
Unit 3		**Indian Polity**	
	3	Scientific Temper: Concept, Relevance and Practice	CO3
	1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles	CO3
	2	Presidential System and Parliamentary Democracy	CO3
	3	General Elections and Electoral Reforms	CO3
Unit 4		**Indian Art & Architecture:**	
	1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture	CO4
	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition	CO4
	3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema, Contemporary Indian Art and Artists	CO4
Unit 5		**Social Movements & Activism**	
	1	Marginalization, Socio-Economic Equality and Reservation	CO5
	2	Judicial Activism & Women Safety, Gender Equality and Activism	CO6
	3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan	CO6

Mode of examination		Theory		
Weightage Distribution	CA	MTE	ETE	
	25%	25%	50%	
Text book/s*	1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press. Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information & Broadcasting, Govt. of India.			
Other References	1. Nehru, J. (1946). The Discovery of India. New York: The John Day Company. 2. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin. 3. Dhingra, I. C. (1986). Indian Economics and 4. Development. New Delhi: Sultan Chand & Sons. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.			

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5. Verma, N., &Bhalla, A. (200 0). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.
6. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	-	-	-	-	-	-	2	-	-
CO2	2	-	-	-	-	-	-	-	-	-
CO3	3	-	-	2	1	-	1	-	-	-
CO4	2	-	-	2	1	-	1	1	-	-
CO5	2	-	-	-	-	-	-	-	-	-
CO6	2	-	-	2	1	-	1	2	-	-
Average	2	-	-	1	0.5	-	0.5	0.5	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ 107	
2	Course Title	Basics of Research Methodology	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	**Compulsory**	
5	Course Objective	The objective of the course is to: 1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involve in communication research	
6	Course Outcomes	The student will be able to: CO1: Explain basics of communication research CO2: Identify the different types of communication research CO3: Describe various stages of communication research CO4: Classify data in communication research CO5: Explain and apply the research writing CO6: Discuss the ethical perspective of communication research	
7	Course Description	This course is designed to impart knowledge among students of research work. It is observed that in a media industry there is a tremendous scope of research before any information which is going to be shared in public domain. Without fact finding stages no any text is trustworthy and useful.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Introduction to Media & Communication Research**	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	Unit 2	**Types of Research**	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO2
	2	Descriptive and Analytic Research.	CO2
	3	Qualitative and Quantitative Research.	CO2
	Unit 3	**Research Process**	
	1	Identifying Research Problem and Review of Literature	CO3
	2	Research questions, Hypothesis and Research Design	CO3
	3	Sampling, Types of Sampling.	CO3
	Unit 4	**Data in Research**	
	1	Types and Instruments of Data Collection – Primary Data and	CO4

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		Secondary Data; Questionnaire and Schedule.	
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO4
	Unit 5	**Research Writing & Ethics**	
	1	Analysis, Interpretation and Conclusion of the data.	CO5
	2	Preparation and writing a research report.	CO5, CO6
	3	Ethical perspectives of media & communication research, plagiarism.	CO6
	Mode of examination	Theory	
	Weightage Distribution	CA 15%	MTE 10%	ETE 75%	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
	Other References	1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen	

Course Articulation Matrix

POs\ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	-	-	-	-	3	2	-	-
CO2	3	-	-	-	-	-	2	1	-	-
CO3	2	-	-	2	-	-	3	1	-	-
CO4	3	-	-	-	-	-	2	1	-	-
CO5	2	3	-	-	-	-	3	3	-	-
CO6	3	-	-	1	3	-	3	3	-	-
Average	2.5	0.5	-	0.5	0.5	-	2.66	1.83	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ114	
2	Course Title	**Understanding Media Laws & Ethics**	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	**Compulsory**	
5	Course Objective	Objective of this course is to: 1. A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. This class will deal with press laws and ethical issues and professional practices in media. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
6	Course Outcomes	The student will be able to CO1: Define the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global. CO2: Summarize the knowledge of media Laws and Ethics CO3: Apply knowledge gained in coverage related to media Profession. CO4: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity CO5: Evaluate the provisions of Constitution and IPC in their journalistic practice CO6: Evaluate the regulatory framework and its applicability in the field of media	
7	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyze techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyze the general nature of ethical, legal and moral discourse pertaining to professional communication	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Introduction to Media Law - Terminology**	
	1	Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice	CO1
	2	Press Laws Before	CO1

	3	Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)	CO1
	Unit 2	**Press Commissions and Committees**	
	1	Press Commissions and Press Council of India	CO2
	2	Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee	CO2
	3	Sedition (section 124A IPC) Defamation (Section 499, 500 IPC), Obscenity (Section 294 IPC) Parliamentary Privileges - Article 361A, Article 105 (Parliament),	CO2
	Unit 3	**Liberty and Restriction**	
	1	Cinematography Act, Copyright Act 1957, Intellectual Property Right	CO3
	2	Prasar Bharati Working Journalists Act	CO3
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)	CO3
	Unit 4	**Regulatory Bodies**	
	1	Advertising Council of India	CO4
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning	CO4
	3	Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code,	CO4
	Unit 5	**Media Ethics: Social Responsibility of Press**	
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism	CO5
	2	Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism,	CO5, CO6
	3	Cyber Laws and Ethics: IT Act 2000, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking	CO6

	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	Introduction to Media Laws and Ethics - Dr. Juhi P. Pathak, Shipra Publications, New Delhi.			
	Other References	1. Laws of the Press, D.D. Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Law and Ethics by M Neelamalar 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R. 6. Freedom and Fraud of the Press by Ghosh, Kekar			

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	7. Press and Press Laws in India by Ghosh, Hemendra Prasad
	8. Media Ethics and Laws by Jan R. Hakeculdar
	9. The Media in your life by Jean Folkerts.

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	-	-	-	-	-	1	-	-
CO2	3	-	-	-	-	-	1	1	-	-
CO3	3	-	-	2	-	-	1	2	-	-
CO4	2	-	-	2	3	-	-	2	-	-
CO5	3	-	-	-	-	-	-	2	-	-
CO6	2	-	-	1	-	-	-	1	-	-
Average	2.5	-	-	0.83	0.5	-	0.3	1.5	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		**Batch : 2023-27**		
Programme: BA(FT&OP)			**Current Academic Year: 2023-2024**	
Branch: Mass Communication		**Semester: II**		
1	Course Code	**BCJ115**		
2	Course Title	**Basics of Sound and Image**		
3	Credits	1		
4	Contact Hours (L-T-P)		0-0-2	
	Course Type	**Compulsory**		
5	Course Objective	The objective of this course is to: ● To explore basic principles relations to the (re) production of sound and image ● To understand the basic methods of audio recording and (re)generation ● To understand basic methods of image (re)generation and photographic capture ● To understand interactivity between sound, image and context		
6	Course Outcomes	The student will be able to CO1: Define the basic principles related to production and editing of different kinds of Sounds. CO2: Summarize microphones and different audio accessories CO3: Explain the fundamentals of digital image production using different equipment. CO4: Apply the knowledge of sound and image to create basic audio-visuals. CO5: Examine basic methods of audio recording and re-generation CO6: Demonstrate projects using sound-recording technology		
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.		
8		**Outline Syllabus**		**CO Mapping**
	Unit 1	**Principles of Sound**		
	1	Nature of Sound, its Properties and Dimensions		CO1
	2	Microphones		CO1, CO2
	3	Audio Accessories for Sound Production		CO1, CO2
	Unit 2	**Sound Recording & Mixing**		
	1	Digital Audio Formats		CO1, CO2
	2	Sound Recording & Reproduction		CO1, CO3, CO4
	3	Audio Mixing and Editing		CO3, CO4
	Unit 3	**Digital Imaging**		

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

	1	Types of Graphics (Vector and Raster)	CO3
	2	Digital Imaging Formats	CO3
	3	Basic Software for Production of Vector & Raster Graphics	CO3
Unit 4		**Basic Image Editing**	
	1	Practical Applications of Image Editing	CO3, CO4
	2	Mobile Applications for image editing	CO3, CO4
	3	Online Tools for Image Processing and Editing	CO3
Unit 5		**Audio Visual Production**	
	1	Basics of Audio-Visual Mixing	CO5
	2	AV Creation using different Software	CO5, CO6
	3	Final AV production	CO6

Mode of examination	Jury Examination		
Weightage Distribution	CA	Internal Viva Voce	ETE
	25%	25%	50%
Text book/s*	Mastering Audio: The Art and the Science by Bob Katz		
Other References	● Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann ● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	2	-	-
CO2	2	-	3	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	-
CO4	2	-	2	-	-	-	2	2	-	-
CO5	3	-	3	-	-	-	-	-	-	-
CO6	3	-	3	-	-	-	2	1	-	-
Average	2.66	-	2.33	-	-	-	0.66	0.83	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023-27	
Programme: BA(FT&OP)		Current Academic Year: 2023-2024	
Branch: Mass Communication		Semester: II	
1	Course Code	BCJ116	
2	Course Title	**Art of Writing for Media**	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	**Discipline Elective**	
5	Course Objective	1. Familiarize with term NEWS 2 Create an understanding with different beat reporting 3To familiarize with different writing style and techniques of journalistic writing.	
6	Course Outcomes	On completion of the course, the student will be able to - CO1: Show the knowledge of news writing & reporting CO2: Explain the various sources of newsgathering. CO3: Identify the different style of journalistic writing. CO4: Classify various beat reporting. CO5: Identify online media as a changing journalism more into conversational. CO6: Develop proficiency in writing in one or more professional media writing applications.	
7	Course Description	The course is aimed to make students learn the skills and knowledge about basic of news writing.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Understanding Print Media**	
	A	Meaning, definition and its role, Inverted Pyramid	CO1
	B	What Makes News, News Structure	CO1
	C	Principles of News Writing and Reporting:	CO1
	Unit 2	**Understanding Radio**	
	A	Radio News Writing Structure and Fundamentals of Writing	CO2
	B	Radio talks/commentaries/comments	CO2
	C	Radio features and documentaries	CO2
	Unit 3	**Understanding TV**	
	A	Define the concept of writing for Eye	CO3
	B	Formulated Television Bulletin Scripts	CO3
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)	CO3
	Unit 4	**Understanding Online Media**	
	A	Journalism as conversation – Audience development, Social Media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO4
	B	Newsroom for online journalism, Backpack journalism	CO4

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	C	visual language, Narrative Journalism	CO4
	Unit 5	**Special Project**	
	A	Develop a Newspaper	CO5
	B	Make a Radio Programme/ TV Programme	CO6
	C	Develop a Blog/ e-paper	CO6

9	Mode of examination		JURY		
10	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%	50%	
11	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York: Oxford University Press.			
12	Other References	INDIA 2019: To know the year long event. 2.Baggini, Julian. Making Sense: Philosophy behind the headlines. Oxford University Press, Oxford,2002. 3.Feature writing for Journalists Sharon Wheeler London, Routledge; 2009. 4.Feature Writing for the newspapers and magazines Edward Jay Friedlander and John Lee New York Harper and Row; 1996.			

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	-	1	-	-
CO2	3	-	-	-	-	-	1	1	-	-
CO3	2	3	-	-	-	-	-	1	-	-
CO4	3	-	-	-	-	-	-	1	-	-
CO5	2	-	-	-	2	-	-	-	-	-
CO6	3	2	-	-	-	-	1	1	-	-
Average	2.66	1.33	-	-	0.33	-	0.33	0.83	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)	Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: II	

1	Course Code	BCJ 117	
2	Course Title	**Media Trial - Case Study**	
3	Credits	1	
4	Contact Hours (L-T-P)		0-0-2
5	Course Type		**Elective**
6	Course Objective	The objective of the course is to 1. Impart a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. Inculcate the understanding of how deal with press laws and ethical issues and professional practices in media. 3. Describe the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
7	Course Outcomes	The student will be able to : CO1 Understand and apply the concepts of news in journalistic practice CO2 Understand and apply the concepts of media ethics in journalistic practice CO3 Knowledge of media Laws and Ethics CO4 Apply knowledge gained in Media Trial coverage related to media Profession CO5 Analyze and demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity CO6 Apply the provisions of various regulatory bodies in their journalistic practice.	
8	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.	
9		**Outline Syllabus**	**CO Mapping**
	Unit 1	**News**	CO1
	A	Definition and Types of News Activity – Group Discussion	CO1

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	B	Elements of News Activity – Identify various elements in news stories of your choice	CO1
C		News Values Activity – Identify various news values in news stories of your choice	CO1
	Unit 2	**Ethics**	CO2
	A	Definition of Ethics Activity – Group Discussion	CO2
	B	Concept of Media Ethics Activity – Class Debates	CO2
	C	Current Ethical Issues in Media Activity – Focus Group Discussions	CO2
	Unit 3	**Laws**	CO3
	A	Fundamental Rights Activity – Cite five case studies of violation of fundamental rights	CO3
	B	Freedom of Speech and Expression Activity – Does freedom of speech extend to Media? Discuss.	CO3
	C	Reasonable Restrictions Activity – Identify cases of violation of reasonable restrictions by Press	CO3
	Unit 4	**Media Trial**	CO4, CO5
	A	Definition Activity – Group Discussion	CO4
	B	Effect of Media Trial on Accused Activity – Identify case studies on the topic	CO4, CO5
	C	Effect of Media Trial on Judiciary Activity – Identify case studies on the topic	CO4, CO5
	Unit 5	**Regulatory Authorities**	CO6
	A	For Print – PCI Guidelines, Editor's Guild Activity – Identify case studies of PCI intervention in Media Ethical violations	CO6
	B	For Broadcast – NBDSA, TRAI, BCCC, AIR and DD Code Activity – Identify case studies of TRAI / NBDSA intervention in Media Ethical violations	CO6
	C	For Digital – IT Act 2000 Activity – Identify case studies of IT Act violations in Media	CO6

10	Mode of examination	**Jury/Practical**	

11	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%	50%

12	Text book/s*	Introduction to Media Laws and Ethics by Dr. Juhi P. Pathak
13	Other References	Press Laws by DD Basu

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Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	1	1	1	3	1	**1**	1	-	-
CO2	3	1	1	2	2	1	1	1	-	-
CO3	3	1	1	2	3	1	1	2	-	-
CO4	2	1	1	2	3	1	3	2	-	-
CO5	3	1	1	2	2	1	3	2	-	-
CO6	2	1	1	1	3	1	1	1	-	-
Average	2.5	1	1	1.66	2.66	1	1.66	1.5	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)	Current Academic Year: 2023-2024	
Branch: Mass Communication	Semester: II	

1	Course Code	**OPE**	
2	Course Title	**Material Animation Technique**	
3	Credits	3	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	Minor Elective	
5	Course Objective	● To introduce various techniques and styles of Animation. ● To provide the students hands on experience of simple ideas for Animation using the materials available in the immediate surroundings.	
6	Course Outcomes	**After completing the course, the student will be able to-** CO1: Define the significance of Material Animation. CO2: Explain technique available in Material Animation. CO3: Analyze the process and methods of Material Animation. CO4: Develop and understanding of the phases of Material Animation. CO5: Outline Storyboard & Layout Design CO6: Create of Material Animation film from preferred medium.	
7	Course Description	Students Will Learn The workflow for Story Development, Elements of script writing, and 3Acts Structure & Development of the Characters.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Material Animation**	
		A:-Introduction to Material Animation. B:-Different Styles in material animation. C:-Popular material animation and other techniques.	CO1
	Unit 2	**Different Techniques**	
		A-Different Techniques B-Exploring Different Material C-Rig & Installation.	CO2
	Unit 3	**Process and methods of Material Animation**	
		A-Visualization of Material Animation. B-Production process for Method. C-Rough Test	CO3
	Unit 4	**Material Animation in Action**	

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		A-Story and Preproduction for Material Animation Film		CO4
		B-Identification and Execution of Material Animation Film		
		C-Post Production of Material Animation Film		
	Unit 5	**Material Animation in Action**		
		Exercise		CO5
		Exercise		CO6
		Exercise		CO6
	Mode of examination	**Jury/Practical**		
	Weightage Distribution	CA	CE(VIVA)	ETE	
		25%	25%	50%	
	Text book/s*	The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators (FARRAR, STRAUS) by Richard Williams		
	Other References	● The Advanced Art of Stop-Motion Animation by Ken A. Priebe ● Stop Motion: Craft Skills for Model Animation, Second Edition (Focal Press Visual Effects and Animation) by Susannah Shaw		

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	-	3	-	-	-	-	1	-	-
CO3	2	-	1	-	-	-	-	1	-	-
CO4	3	-	-	-	-	-	-	1	-	-
CO5	2	3	3	-	-	-	2	1	-	-
CO6	3	-	3	-	-	-	2	1	-	-
Average	2.66	0.5	1.66	-	-	-	0.66	0.83	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA (FT& OP)		Current Academic Year: 2023-2024
Branch: Mass Communication	Semester: II	

1	Course Code	VOF 104
2	Course Title	**Writing and Anchoring for Radio, TV, and Digital Media**
3	Credits	3
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	**Co-Requisite**
5	Course Objective	The objective of this course is to: 1. Familiarize the students with different aspects of anchoring & news presentation 2. To develop an understanding how to handle different situation during Live News Presentation 3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter
6	Course Outcomes	After completing the course, students will be able to – CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Analyze different kind of desk & live reporting style CO4. Evaluate on-air essentials CO5: Write for various news / anchoring platform CO6: Create own programmes based on any issue
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don't for the newsreader/presenter.

8		Outline Syllabus	CO Mapping
	Unit 1	**Introduction to Anchoring & News Presentation**	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO2
	Unit 3	**Voice Analysis and Improvement**	
		Importance of voice improvement-	CO3
	Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO4
		Clarity in English pronunciation, English grammar and how	CO4

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		to get rid of regional touch in language along with practice sessions.	
Unit 5		**Facing Camera and Writing Anchor Links**	
		Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO5
		Writing for Anchor Links & Headlines	CO6
	Mode of examination	Jury/Viva/Practical	
	Evaluations	CA	Internal Viva Voce	ETE	
		25%	25%	50%	
	Text book/s*	□ Radio Jockeying and News Anchoring Hardcover – 2009 by Aruna Zachariah □ The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	2	2	2	-	-	-	-
CO2	3	2	3	3	2	3	-	3	-	-
CO3	3	2	2	2	3	2	-	-	-	-
CO4	2	3	2	1	2	2	-	-	-	-
CO5	1	3	2	2	3	3	-	-	-	-
CO6	1	1	2	2	3	3	-	-	-	-
Average	2	2.33	2.33	2	2.5	2.5	-	-	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-27	
Programme: BA(FT&OP)		Current Academic Year: 2023-2024
Branch: Mass Communication	Semester: II	
1	Course Code	**ARP102**
2	Course Title	**Communicative English-II**
3	Credits	2
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Co-Requisite
5	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.
6	Course Outcomes	CO1: At the end of the course, a student will be able to create a larger goal and vision statement for goal setting. CO2: At the end of the course, a student will be able to adapt a positive attitude towards life. CO3: At the end of the course, a student will be able to apply advanced writing skills in English like full length essays, Precis, Executive Summary etc. CO4: At the end of the course, a student will be able to utilize the science of speech and correct pronunciation through the accent-neutralization Programme followed by reading sessions. CO5: At the end of the course, a student will be able to apply Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity CO6: At the end of the program, a student will be able to demonstrate Love, Compassion, Non-Violence, Truth, Righteousness, Peace, Service and Renunciation (Sacrifice).
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.
	Outline Syllabus		**CO Mapping**
	Unit 1	**Acquiring Vision, Goals and Strategies through Audio-visual Language Texts**	CO1
	1	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	2	12 Angry Men / Ethics & Principles	CO1
	3	The King's Speech / Mission statement in life	strategies & Action Plans in Life	CO1

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	Unit 2	**Creative Writing**	
	1	Story Reconstruction - Positive Thinking	CO2
	2	Theme based Story Writing - Positive attitude	
	3	Learning Diary Learning Log – Self-introspection	
	Unit 3	**Writing Skills 1**	
	1	Precis	CO3
	2	Paraphrasing	
	3	Essays (Simple essays)	
	Unit 4	**MTI Reduction/Neutral Accent through Classroom Sessions & Practice**	
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Dipthongs and Tripthongs	CO4
	2	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds	
	3	Speech Sounds | Speech Music| Tone | Volume| Diction |Syntax |Intonation | Syllable Stress |	
	Unit 5	**Gauging MTI Reduction Effectiveness through Free Speech**	
	1	Jam sessions	CO5
	2	Extempore	
	3	Situation-based Role Play	
	Unit 6	**Leadership and Management Skills**	
	1	Innovative Leadership and Design Thinking	CO5
	2	Ethics and Integrity	CO5
	Unit 7	**Universal Human Values**	
		Love & Compassion, Non-Violence & Truth	CO6
		Righteousness, Peace	CO6
		Service, Renunciation (Sacrifice)	CO6
	Unit 8	**Introduction to Quantitative aptitude & Logical Reasoning**	
		Analytical Reasoning & Puzzle Solving	CO6
		Number Systems and its Application in Solving Problems	CO6
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE	
	Text book/s*	Wren, P.C. & Martin H. High English Grammar and Composition, S. Chand& Company Ltd, New Delhi. Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press	

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	The Luncheon by W. Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	-	-
CO2	2	-	-	1	-	-	-	1	-	-
CO3	3	3	-	-	-	-	-	1	-	-
CO4	2	-	-	-	-	-	-	1	-	-
CO5	3	-	-	-	-	3	-	1	-	-
CO6	3	-	-	1	2	1	-	1	-	-
Average	2.66	0.5	-	0.33	0.33	0.66	-	1	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT& OP)	Current Academic Year: 2023-2024	
Branch:	Semester: II	
1	Course Code	**BCJ118**
2	Course Title	**Entrepreneurship & Start Ups**
3	Credits	3
4	Contact Hours (L-T-P)	0-2-2
	Course Type	Compulsory
5	Course Objective	The objective of pursuing this course is: 1. To prepare students for starting their entrepreneurial journey and for launching startups. 2. To upskill students with Basic Business Management, Branding and Marketing Skills 3. To help aspirants write their own business proposals and make budgets for their photography businesses. 4. To make students aware about legal and related issues.
6	Course Outcomes	After completing this course, the student shall be able to CO1: Relate with basic business management and entrepreneurship knowledge to launch their ventures. CO2: Develop business plans and budgets to secure finances & seed funding. CO3: Plan and Execute branding and marketing strategies to boost business. CO4: Select and secure business interests as per law of the land. CO5: Discuss the stages of the entrepreneurial process. CO6: Develop an understanding of resources needed for the successful development of entrepreneurial ventures.
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.

8	Outline Syllabus	CO Mapping
Unit 1	**Entrepreneurship Basics**	
A	Concept, Functions and Journey of being an Entrepreneur	CO1
B	Innovation & Problem Solving as per Market Needs	CO1
C	Teams & Resource Mobilization	CO1
Unit 2	**Basic Business Management**	
A	Types of Business organization	CO2
B	Functional Areas of Management	CO2
C	Client Servicing & Communication in Management	CO2
Unit 3	**Budgeting and Finance**	
A	Creating Impactful Business Proposals	CO3
B	Budgeting for a startup idea	CO3
C	Financing Entrepreneurial Ventures	CO3

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Unit 4		Branding & Marketing	
A		4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting	CO4
B		Branding	CO4
C		Traditional and Digital Marketing for SMEs	CO4
	Unit 5	Business, IPR and Taxation Laws	
	A	Overview of Company Laws in India	CO5
	B	IPR and Copyrights	CO6
	C	Taxation	CO6
	Mode of examination	Theory	

	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	

	Text book/s*	The Essence of Business & Management by Motilal Oswal
	Other References	● Entrepreneurship by William Bygrave& Andrew Zacharakis ● Principles of Business management by Godfred Koi-Akrofi ● International Marketing by Philip R. Cateora, John Graham, Mary C. Gilly ● Basic Marketing by William Perreault, Joseph Cannon, E. Jerome McCarthy ● Introduction to Business Law by Jeffrey Beatty, Susan Samuelson

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	-	-	-	2	2	2	-	-
CO2	3	1	-	-	-	3	2	1	-	-
CO3	2	1	-	2	-	3	2	1	-	-
CO4	3	-	-	-	-	3	-	-	-	-
CO5	3	-	-	-	-	2	-	2	-	-
CO6	3	-	-	1	-	3	2	2	-	-
Average	2.66	0.33	-	0.5	-	2.66	1.33	1.33	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027	
Programme: BA(FT&OP)	Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: III	
1	Course Code	**BTP201**
2	Course Title	**Introduction to Film & Television**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarize the students with the origin and growth of television and films 2. Apprise students of the structure and composition of the Television Broadcasting Industry 3. Discuss the emergence & need of the film
7	Course Outcomes	The student will be able to : CO1: Identify the trajectory of the TV Industry CO2: Summarize the structure of the TV industry and describe the responsibilities of the editorial, marketing & production staffers CO3: Articulate the impact of TV & films on society and culture CO4: Analyze films in India, and different film movements across the world CO5: Appraise the history of TV CO6: Evaluate different stages of production.
8	Course Description	This course is designed to have an understanding of the world of Film and Television. The class deals with various aspects and elements required for television & film production. The stages of production from conceptualization to the editing and final product will be discussed during the sessions.

9		Outline Syllabus	CO Mapping
	Unit 1	**Television: History and its growth**	
	A	Origin and growth of Television in India	CO1
	B	Television from parallel experiments to way of life	CO1
	C	The age of Satellite channels and the news TV boom	CO1
	Unit 2	**TV Structure & Current Scenario**	
	A	Advantages and disadvantages of television as Mass Media platform	CO2
	B	Structure and composition of TV channels	CO2
	C	Roles, responsibilities and hierarchy	CO2
	Unit 3	**Films, culture and communication**	
	A	150 years of films in India	CO3
	B	Films as a tool of mass communication	CO3
	C	Cinema as a cultural platform in India	CO3
	Unit 4	**Evolution of Films**	

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	A	A brief: Early experiments in Indian and World Cinema	CO4
	B	Introduction to film movements in the world	CO4
	C	Contemporary Indian filmmakers	CO4
	Unit 5	**Stages of Production**	
	A	Pre-production process	CO5
	B	Production process	CO6
	C	Post-production Process	CO6
10	Mode of examination	Theory	Theory

11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	

| 12 | Text book/s* | The Television history book (Television, media & Cultural studies: Michele Hilmes, Publisher: Palgrave Macmillan; 2003rd edition | |
| 13 | Other References | The Television production: Jim Owens, Gerald Millerson, Publisher: Palgrave Macmillan; 2003rd edition

The Visual Story: Creating the Visual Structure of Film, TV & Digital Media by Bruce Block | |

Course Articulation Matrix

Pos COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	-	-	-	1	1	2	3
CO2	2	1	1	2	-	1	2	3	3	3
CO3	3	2	1	1	-	1	2	3	2	3
CO4	3	2	1	1	-	1	2	2	3	2
CO5	2	2	2	2	1	2	3	3	3	3
CO6	3	3	2	2	1	1	3	3	3	3
Average	2.66	2	1.33	1.33	0.33	1	2.16	2.5	2.66	2.83

1-Slight (Low)　　　　**2-Moderate (Medium)**　　**3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027
Programme: BA(FT&OP)	Current Academic Year: 2024-2025
Branch: Mass Communication	Semester: III

1	Course Code	BTP 218
2	Course Title	**Film Theory & History of Cinema**
3	Credits	3
4	Contact Hours	3-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarize the student with the language and aesthetics of films 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Enable the student to discuss International Cinema & their film making styles. 4. Help the student critically analyze films with the intent of writing film reviews
7	Course Outcomes	The student will be able to : CO1: Identify and recall the nuances of cinematic terms CO2: Classify films into genres and sub-themes CO3: Determine the semiotics used in films. CO4: Correlate the trends of Contemporary Indian Cinema CO5: Evaluate major turning points and trends in international films CO6: Write reviews of Indian and International movies made under various genres
8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyze and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.

9		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Intro to Language of Cinema**	
	A	Common Cinematic Terms (Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screen play and Story-Boarding)	CO1
	B	Film Genres- Fiction	CO1
	C	Non-fiction	CO1
	Unit 2	**Basics of Film Appreciation**	

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	A	Evolution of Cinema (Silent, Talkies, Colour Films)	CO2
	B	Semiotics in Cinema	CO2
	C	Cinematography, Sound and Editing	CO2
	Unit 3	**Hindi and Parallel Indian Cinema**	
	A	Introduction to Indian Cinema and its development	CO3
	B	Important films and filmmakers of mainstream Indian Cinema	CO3
	C	Parallel Indian Cinema	CO3
	Unit 4	**Regional and Offbeat Indian Cinema**	
	A	Regional Indian Cinema	CO4
	B	Off beat regional cinema	CO4
	C	Impact of the single screen v/s multiplex system	CO4
	Unit 5	**Overview of International Cinema**	
	A	European Cinema	CO5
	B	Cinema in Asian Countries	CO6
	C	Major turning points and trends in international cinema	CO6
10	Mode of examination	Theory	Theory

11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	

12	Text book/s*	1. Film Art, Film History by David Bordwell& Kristin Thomson, Publisher: McGraw-Hill How to Read a Film: Movies, Media, and Beyond-James Monaco
13	Other References	● Anatomy of Film by Bernard F. Dick ● Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie, ● Understanding the Film: An Introduction to Film ● Appreciation, Mcgraw- Hill Education Our Films: their films by Satyajit Ray, Publisher: Orient Black Swan, Education; 10th edition (1 August 2012), Publisher: Oxford University Press; 30th edition (15 July 2009)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	3	2	1
CO2	2	1	-	-	-	-	-	2	3	2
CO3	3	-	-	-	-	-	-	3	2	2
CO4	3	-	-	-	-	-	-	3	2	2
CO5	2	2	-	-	-	-	-	3	3	2
CO6	3	3	-	2	1	-	2	2	2	3
Average	2.66	1	-	0.33	0.16	-	0.33	2.66	2.33	2

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	**Batch : 2023 – 2027**	
Programme: BA(FT&OP)	**Current Academic Year: 2024-2025**	
Branch: Mass Communication	**Semester: III**	

1	Course Code	**BTP202**	
2	Course Title	**Writing for Audio Visual Media**	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. To make the learner understand the basic structure of screenplay. 2. To impart the learner with basic skills for screenwriting	
7	Course Outcomes	The student will be able to : CO1: Recognize the visual language and write visual stories. CO2: Characterize various nuances of story-telling. CO3: Sketch characters and write for screen dialogues. CO4: Analyze the intricacies of screenwriting and the use of software. CO5: Critique a script and a screenplay. CO6: Develop fiction and non-fiction scripts	
8	Course Description	This course is designed to enhance the creative writing skills for Film and Television. This class will develop an understanding of writing for the audio visuals media	
9		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Visual Language**	
	A	Images for communication, Power of Image	CO1
	B	Research and reconnaissance.	CO1
	C	Storyboarding	CO1
	Unit 2	**Structure of a Story**	
	A	Beginning –introducing characters and subject	CO2
	B	Middle- growth of the plot	CO2
	C	Climax and ending	CO2
	Unit 3	**Non-Fiction Script Writing**	
	A	Writing for TV News	CO3
	B	Writing a short story	CO3
	C	Writing long-format feature stories	CO3
	Unit 4	**Scriptwriting software**	
	A	learning to use scriptwriting software	CO4
	B	Making shooting schedules using software	CO4

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	C	Managing logistics and manpower using software	CO4
	Unit 5	**Fiction Script Writing**	
	A	Planning the first draft	CO5
	B	Revising/Polishing	CO6
	C	Final Draft	CO6

10	Mode of examination		Theory		

11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	

12	Text book/s*	How not to write a screenplay: 101 common mistakes most screenwriters make by Denny Martin Flinn
		● Screen Adaptation: A Scriptwriting Handbook by Kenneth Portnoy Screenplay: The Foundations of Screenwriting By SydField
13	Other References	● The Screenwriter's Bible by David Trottier ● The Bare Bones Book of Screenwriting: The Definitive Beginner's Guide to ... By J. T.Clark ● Screenwriting for a Global Market: Selling Your Scripts from Hollywood to ... By Andrew Horton ● Screenwriting For Dummies by Laura Schellhardt ● Screenwriting: The Sequence Approach by Paul Joseph Gulino ● The Tools of Screenwriting by David Howard, Edward Mabley ● The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard ● Writing the Character-Centered Screenplay by Andrew Horton

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	2	3
CO2	2	2	-	-	-	-	-	-	2	2
CO3	3	3	-	-	-	-	-	-	3	2
CO4	2	3	3	-	-	-	-	-	2	3
CO5	3	3	-	-	-	-	-	-	2	2
CO6	3	3	-	-	-	-	-	-	3	2
Average	2.66	2.33	0.5	-	-	-	-	-	2.33	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 – 2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	**BTP219**	
2	Course Title	**Basics of Audiography and Sound Design**	
3	Credits	1	
4	Contact Hours		0-0-2 (L-T-P)
5	Course Type	**Core (CC)**	
6	Course Objective	1. Familiarize the student with basic concepts of sound 2. Students learn about different devices used in audio productions 3. To make students understand the basic elements of sound recording 4. To learn Sound perception and reproduction	
7	Course Outcomes	The student will be able to: CO1: Identify the basic concept of sound for cinema CO2: Differentiate between voice modulation and quality of voice CO3: Use appropriate Microphones and different audio accessories CO4: Analyze the basic concept of sound design CO5: Prioritize methods of audio (re)generation CO6: Design and Create an audio programme	
8	Course Description	The course is designed to train the students in using different types of sounds and music in television and film production	
	Outline Syllabus		**CO Mapping**
	Unit 1	**Principles of Sound**	
	A	Importance of Sound in Cinema	CO1
	B	Understanding different kinds and quality of Sound	CO1
	C	Understanding digital audio workstation	CO1
	Unit 2	**Aesthetics of sound**	
	A	Nature of acoustical waves; concepts of amplitude and frequency - wavelength and harmonics.	CO2
	B	Voice quality & Modulation: Resonance V/s thinness, Breathing, Nasality, Huskiness	CO2
	C	Analyzing Voice: Pitch, Volume, Tempo, Vitality	CO2
	Unit 3	**Types of microphones**	
	A	How microphone works and their polar patterns. Audio cables and connector.	CO3
	B	Unidirectional, bi-directional and omnidirectional microphones. Condenser microphones etc. Built-in and external microphones Recording Synch Sound	CO3
	C	Placement of microphones and recording direct in-camera	CO3

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		and through Digital Audio Tape Recorder (DAT) Sound perspective and practical applications	
	Unit 4	**Sound Design**	
	A	Concepts of pitch, loudness and timbre; the precedence effect; localization in rooms; equal loudness contours; and other mysteries of hearing.	CO4
	B	Psycho-acoustics: echo and reverb. Signal quality (SN ratio) and sound continuity	CO4
	C	Indoor and Outdoor sound recording	CO4
	Unit 5	**Sound project**	
	A	Scripting a audio programme	CO5
	B	Understanding of sound editing software and Apps How it works to enhance sound	CO5
	C	Creating an Audio programme mixing three tracks using a basic mixer	CO6
10	Mode of examination	Evaluation is to be done as Jury Subject	Jury
	Weightage	CA	Viva Voce	ETE	
11	Distribution	25%	25%.	50%	
12	Textbook/s	Sound for Film and Television by Tomlinson Holman	
13	Other References	● Sound For Digital Video by Tomlinson Holman ● Producing for TV And Video: A Real-world Approach by Cathrine Kellison ● Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, TerriStone ● Audio in Media By Stanley R.Alten Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth,1994.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO 5	PO 6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	1	-	-	1	2	2	2
CO2	2	3	3	1	-	2	1	3	3	3
CO3	3	2	3	2	-	1	1	3	3	3
CO4	2	3	2	1	-	1	2	3	2	2
CO5	3	2	2	1	1	1	3	3	3	3
CO6	3	3	2	2	3	1	3	3	3	3
Average	2.66	2.5	2.16	1.33	0.66	1	1.83	2.83	2.66	2.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027	
Programme: BA(FT&OP)	Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: III	
1	Course Code	**BTP220**
2	Course Title	**Introduction to Digital Photography and Basic Lighting Techniques**
3	Credits	1
4	Contact Hours	0-0-2 (L-T-P)
5	Course Type	**Core (CC)**
6	Course Objective	1. Make the learner understand aesthetics and techniques of Visual Communication 2. Provide the students with a thorough understanding and application of achieving the right exposure with DSLRs and Digital Cameras 3. Introduce the learner to different types of photography accessories and their uses. 4. Introduce the student to different commercial and non-commercial beats in photography
7	Course Outcomes	The student will be able to : CO1: Define aesthetics of photographs shot in different environments and situations. CO2: Comprehend the requirements of various beats of photography and aesthetics of shooting for these beats CO3: Discover basic lighting techniques CO4: Illustrate understanding of basic colour techniques CO5: Grade skills to edit pictures using digital editing softwares CO6: Create a project demonstrating understanding of digital photography and basic lighting techniques
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students will also learn to use different types of DSLR cameras and editing tools used in photography.

9	Outline Syllabus		CO Mapping
	Unit 1	**Intro to Visual Communication and Photography**	
	A	Types and Genres of Photography	CO1
	B	Essence and Aesthetics of Photography	CO1
	C	Evolution and development of Photography as an art form	CO1
	Unit 2	**Cameras, Lenses and Accessories**	
	A	Cameras, Their Types and their working	CO2
	B	Lenses, Types and their uses in Photography	CO2
	C	Accessories used in Photography	CO2
	Unit 3	**Exposure Control & Composition**	

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	A	Exposure control with Aperture, Shutter and ISO, Metering and White Balance	CO3
	B	Exposure Triangle, Correct Exposure and EV	CO3
	C	Composition essentials, Rule of 1/3	CO3
	Unit 4	**Sensors of Digital Cameras and Lighting**	
	A	Sensor size, Pixels, Crop factors and Aspect ratios	CO4
	B	Latitude and Dynamic range	CO4
	C	3-point Lighting and handling background	CO4
	Unit 5	**Applied Basics**	
	A	Colour Wheel and Colour temperatures	CO5
	B	Lighting contrast and lighting ratio	CO5
	C	Project- Demonstrating digital photography and basic lighting techniques	CO6
10	Mode of examination	Jury	Jury

	Weightage Distribution	CA	Viva Voce	ETE	
11		25%	25%.	50%	

| 12 | Text book/s* | 1. Michael Langford Basic Photography, Focal Press
2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsanlearning
3. Lee Frost Photography, HodderHeadline
4. On Photography by Susan Sontag | |
| 13 | Other References | 1. Mallard, D. (2012). Converging Media Trends. Retrieved in 2018, from http://iml.jou.ufl.edu/projects/Spring03/Mallard/
 2. Lords Select Committee. (2016). Report: Media Convergence. Retrieved in 2018, from https://www.parliament.uk/media-convergence-repor t 3. Ishii, A. (2014, March 31). Fernando Guerra on Photography in The Internet Age. Retrieved 2018, from https://www.archdaily.com/488918/fernando-guerra-onphotography-in-the-internet-age
 4. Castella, T. D. (2012, February 28). Five ways the digital camera changed us. Retrieved 2018, from https://www.bbc.com/news/magazine-16483509 | |

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2
CO 1	3	-	-	-	-	-	-	3	1	1
CO 2	2	-	-	-	-	-	-	3	1	1
CO 3	3	2	2	1	-	-	-	2	1	1
CO 4	3	1	-	1	-	-	-	3	1	1
CO 5	2	1	3	2	-	1	-	2	1	1
CO 6	3	2	3	2	-	1	1	3	2	2
Average	2.66	1	1.33	1	-	0.33	1.16	2.66	1.16	1.16

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027	
Programme: BA(FT&OP)	Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: III	
1	Course Code	**BTP221**
2	Course Title	**Basics of Digital Video Editing**
3	Credits	1
4	Contact Hours	0-0-2 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To understand aesthetics and techniques of editing 2. Introduction to different types of editing techniques 3. To understand non-linear video editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.
7	Course Outcomes	The student will be able to: CO1: Identify the aesthetical element of editing CO2: Define the basic principle of sound editing CO3: Summarize different types of editing CO4: Use various editing styles and patterns CO5: Categorize special effects in editing CO6: Edit a basic video project
8	Course Description	The course is designed to learn different types of editing techniques used in the video. The students will also learn to use different types of editing tools.

9		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Introduction to Editing**	
	A	The necessity of Editing and Manipulation of time	CO1
	B	Rhythm & Pace and Dramatic Continuity	CO1
	C	Difference between Linear and Non-Linear editing	CO1
	Unit 2	**Principle of editing**	
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot	CO2
	B	Principles & Grammar of Editing	CO2
	C	Different stages of editing	CO2
	Unit 3	**Editing Aesthetics**	
	A	Language of Editing, Editing aesthetics	CO3
	B	Use of Sound & Sound Editing, synchronization	CO3
	C	Final Cut Pro: An Introduction, FCP, Transfer of Footage, assembling shots	CO3
	Unit 4	**Editing Effects**	

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	A	Various effects & editing techniques, Color Correction, titling	CO4
	B	Concept of Online editing	CO4
	C	Editing of Non-Fiction and Fiction programmes	CO4
	Unit 5	**Editing different types of programmes**	
	A	Editing of programmes of different genres	CO5
	B	Editing of short documentary	CO6
	C	Editing of Montage	CO6
10	Mode of examination	Jury	

11	Weightage Distribution	CA	Viva Voce	ETE	
		25%	25%.	50%	

12	Text book/s*	The technique of film editing by KarelReisz and Gavin Millar, Publisher: Routledge; 2nd edition (29 September 2009)	
13	Other References	The Technique of Film and Video Editing: History, Theory and Practice by Ken Dancyger, Publisher: Routledge; 6th edition (21 November 2018) In the blink of an eye: Walter Murch, Publisher: Silman-James Press, U.S.; Revised edition	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	1	-	1	-	2	3	3
CO2	2	3	2	1	-	1	1	3	2	3
CO3	3	3	3	3	-	-	1	3	3	3
CO4	2	3	3	3	-	1	1	3	3	2
CO5	3	3	3	3	2	2	3	3	2	2
CO6	3	3	3	3	2	2	2	3	3	2
Average	2.66	2.83	2.5	2.33	0.66	1.16	1.33	2.83	2.66	2.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 – 2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	BTP222	
2	Course Title	**Basics of Digital Audio Editing**	
3	Credits	1	
4	Contact Hours (L-T-P)		0-0-2 (L-T-P)
5	Course Type	**Core Course**	
6	Course Objective	1. To understand aesthetics and techniques of editing 2. Introduction to different types of editing techniques 3. To understand audio editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.	
7	Course Outcomes	The student will be able to: CO1 Identify the aesthetical element of editing CO2 Define the basic principle of sound editing CO3 Summarize different types of editing CO4 Use various editing styles and patterns CO5 Categorize special effects in editing CO6 Edit a basic audio project	
8	Course Description	The course is designed to learn different types of editing techniques used in audio. The students will also learn to use different types of editing tools.	
	Outline Syllabus		**CO Mapping**
	Unit 1	**Introduction to Editing**	
	A	Importance of sound Editing	CO1
	B	Rhythm	CO1
	C	Pace	CO1
	Unit 2	**Principle of Editing**	
	A	Principles of audio Editing	CO2
	B	Grammar of audio Editing	CO2
	C	Different stages of editing	CO2
	Unit 3	**Audio Editing Aesthetics**	
	A	Editing aesthetics	CO3
	B	Audio synchronization	CO3
	C	Audacity: An Introduction to audio software	CO3
	Unit 4	**Editing Effects**	
	A	Various audio effects	CO4
	B	Audio Editing in Fiction	CO4

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	C	Audio Editing in Non-Fiction	CO4
	Unit 5	**Different Types of Editing Technique**	
	A	Audio editing of dialogue scene	CO5
	B	Audio Editing in short documentary	CO6
	C	Audio Editing of Montage	CO6
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	Alten S. Audio in Media, Belmont: Wadsworth, 1994	
13	Other References	Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One	

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1		-	2	-		1	3	3
CO2	3	-	2	1	-	-	1		3	3
CO3	3	-	3	2	-	2	1		2	3
CO4	3	1	3	2	-	2			3	2
CO5	2	1	3	1	-	2			3	2
CO6	3	2	3	1	-	2			3	3
Average	2.66	0.83	2.33	1.66	0.33	1.33	0.33	0.16	2.83	2.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: III		
1	Course Code	**RBL 001**	
2	Course Title	**Research Based Learning (RBL-1)**	
3	Credits	**0**	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Co-Requisite**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	● Start of Project/ Dissertation	CO1
	Unit 2	● List of Project/ Dissertation proposal area shall be floated to the students	CO2
	Unit 3	● Mutual Agreement signed between Supervisor & Student	CO3
	Unit 4	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	CO4
	Unit 5	● First Review of Topic	CO5

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	● Second Review of Topic ● Approval of Topic ● Mapping of Dissertation/ Projects to PO-PSO	
Mode of examination	Only An Audit course	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	2	3	3	2	2	3
CO2	2	3	3	2	2	3	2	3	2	3
CO3	3	3	3	2	2	3	3	2	3	2
CO4	2	3	3	3	2	2	2	3	3	3
CO5	3	2	2	2	3	2	3	2	2	2
CO6	3	3	3	3	2	2	3	3	2	3
Average	2.66	2.66	2.83	2.16	2.16	2.5	2.66	2.5	2.33	2.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-27	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025
Branch: Mass Communication	Semester: III	
1	Course Code	OPE
2	Course Title	**Radio Jockeying, Podcast and Programme Production**
3	Credits	3
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	Compulsory (Minor Elective)
5	Course Objective	The objective of this course is to: 1. Familiarize the students with different aspects of Radio Programming & Radio Production 2. Understand how to conceptualize and deliver radio programmes. 3. To understand the importance of Voice, punctuation & vocabulary in Radio Programming 4. Understand the difference between outdoor and studio-based Radio production.
6	Course Outcomes	The student will be able to CO1: Define Radio as a medium, its working & the audio equipment involved in programming. CO2: Explain sound and its importance in radio programming CO3: Outline and develop different kinds of radio programmes CO4: Demonstrate the basic techniques of presenting the radio programs in an effective manner CO5: Develop an understanding of creativity in audio medium and learn different techniques of audio recording and editing CO6: Elaborate their practical knowledge & produce their own projects.
7	Course Description	This course is specially designed to deal with various elements of radio production process. Beginning with conceptualization of the radio programme, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with.

8	Outline Syllabus		CO Mapping
	Unit 1	**Radio: An Introduction**	
	A	Introduction to radio, its development as a medium of mass communication.	CO1
	B	Functions, Characteristics & limitations of Radio. Different types of Radio: Commercial Radio, Community Radio, Satellite Radio & Internet Radio	CO1
	C	Introduction to Sound, Importance of Sound in Producing Radio Programmes, Doppler Effect	CO1
	Unit 2	**Radio Format & different stages**	
	A	Stages of Radio Production a. Pre-Production – (Idea, research, script)	CO 2

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		b. Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Podcast c. Post-production	
	B	Different formats of radio programmes	CO2
	C	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc.	CO2
Unit 3		**Radio Jockeying**	
	A	Voice Modulation Pitch, Tempo, Phoenetics, the art of proper articulation and pronunciation, voice projecting.	CO3
	B	Use of microphones & Console handling	CO3
	C	OB recordings & Live shows.	CO3
Unit 4		**Radio: Writing & Editing**	
	A	Writing for Radio- Styles & Structure	CO4
	B	Art of taking Interview for Radio	CO4
	C	Radio Editing: Tools & Techniques	CO4
Unit 5		**Radio Programmes Production**	
	A	Producing Radio Interviews, Talks, Magazine Show, Phonos	CO5
	B	Producing Public Service Announcement, Promo and Jingles	CO5
	C	Final Project Submission and Presentation	CO5

Mode of examination		Jury		
Weightage Distribution	CA	Internal Viva Voce		ETE
	25%	25%.		50%
Text book/s*	Keith, Michael C & Krause, Joseph M. (1989) — "The Radio Station".			
Other References	● Aspinall, R. (1971) Radio Production, Paris: UNESCO. ● Flemming, C. (2002) The Radio Handbook, London: Routledge. Keith, M. (1990) ● Radio Production, Art & Science, London: Focal Press McLeish, R. (1988) ● Techniques of Radio Production, London: Focal Press ● Chatterji, P.C. (1993) — "Indian Broadcasting".			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	3	-	-	-	-	-	-	-
CO2	3	-	3	-	-	-	-	-	-	-
CO3	2	2	-	-	-	-	-	-	-	-
CO4	3	-	-	-	-	-	-	1	-	2
CO5	2	-	3	-	-	-	-	1	-	-
CO6	3	-	3	-	-	-	-	1	-	2
Average	2.66	0.33	2	-	-	-	-	0.5	-	0.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025
Branch: Mass Communication	Semester: III	
1	Course Code	**VOF 202**
2	Course Title	**Smartphone Film Making**
3	Credits	3
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	Co-Requisite
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to smartphone techniques for filmmaking CO2: Explain the basic methods of audio-visual storytelling, developing idea, scriptwriting, casting and shooting (using a smartphone) CO3: Apply basic methods of capturing cinematic images, audio and image (re)generation CO4: Analyze interactivity between sound, image and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using Smartphone
7	Course Description	This course provides an introduction to smartphone filmmaking and the use of audio integrated with visuals

8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Smartphone Film Making**	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Appreciation of films made on smartphones	CO1
	Unit 2	**Introduction to Smartphone as a tool for Film Making**	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2
	C	The Audio: ➢ Sound Perception and its use for different situation ➢ Importance of sound in films and introduction to sound recording ➢ Microphones and their pickup patterns ➢ Microphone placement and usage	CO2

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		➤ Sound perspective and practical application	
	Unit 3	**Basic Smartphone Film Techniques**	
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3

	B	Video:
		 ➤ Significance of different camera angles
		 ➤ Characteristics and impact of various dimensions of Shots
		      ➤ White balance
		      ➤ Colour wheel and colour temperatures
			CO3

	C	Selection of a viewpoint	CO3
	Unit 4	**Idea to Screen**	
	A	Story Idea and basics of screenwriting	CO4
	B	Characterization and shooting on location	CO4
	C	Lighting: ➤ Continuity of lighting, How to use ambient light?	CO4
	Unit 5	**Editing Essentials**	
	A	Imaginary line: 30 & 180-degree rule and placement of the camera	CO5
	B	Introduction to Video Editing using mobile apps like Kine Master	CO6
	C	Visualization: Capture a scene in 5 shot	CO6
	Mode of examination	Jury	
	Weightage Distribution		
	Text book/s*	The Digital **Filmmaking** Handbook. Mark Brindle	
	Other References	Smartphone Movie Maker by Stoller Bryan	
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard	

Weightage Distribution	CA	CE (Viva)	ETE
	25%	25%	50%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	2	1	1	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-	-	-
CO5	3	-	3	-	-	-	-	-	-	-
CO6	3	2	3	-	-	-	2	-	-	2
Average	2.66	0.5	2.16	-	-	-	0.33	-	-	0.33

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

School: SSMFE		Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: III	
1	Course Code	**ARP207**	
2	Course Title	**Communicative English III - Logical Skills Building and Soft Skills**	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Active	
5	Course Objective	To enhance holistic development of students and improve their employability skills. To provide a 360 degree exposure to learning elements of Business English readiness program, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To step up skill and upgrade students' across varied industry needs to enhance employability skills. By the end of this semester, a student will have entered the threshold of his/her 1st phase of employability enhancement and skill building activity exercise.	
6	Course Outcomes	After completion of this course, students will be able to: CO1: Ascertain a competency level through Building Essential Language and Life Skills CO2: Build positive emotional competence in self and learn GOAL Setting and SMART Goals techniques CO3: Apply positive thinking, goal setting and success-focused attitudes, time Management, which would help them in their academic as well as professional career CO4: Acquire satisfactory competency in use of aptitude, logical and analytical reasoning CO5: Develop strategic thinking and diverse mathematical concepts through building number puzzles CO6: Demonstrate an ability to apply various quantitative aptitude tools for making business decisions	
7	Course Description	This Level 1 blended training approach equips the students for Industry employment readiness and combines elements of soft skills and numerical abilities to achieve this purpose.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**BELLS (Building Essential Language and Life Skills)**	
	A	*Know Yourself*: Core Competence. A very unique and interactive approach through an engaging questionnaire to ascertain a student's current skill level to design, architect and expose a student to the right Syllabus as also to identify the correct TNI/TNA levels of the student.	CO1
	B	Techniques of Self Awareness	Self Esteem & Effectiveness| Building Positive Attitude	Building Emotional Competence	CO1

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	C	Positive Thinking & Attitude Building	Goal Setting and SMART Goals – Milestone Mapping	Enhancing L S R W G and P (Listening Speaking Reading Writing Grammar and Pronunciation)		CO1
	Unit 2	**Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical**	
	A	Syllogism	Letter Series	Coding, Decoding, Ranking & Their Comparison Level-1	CO2
	B	Number Puzzles	CO2
	C	Selection Based on Given Conditions	CO2
	Unit 3	**Quantitative Aptitude**	
	A	Number Systems Level 1	Vedic Maths Level-1	CO3
	B	Percentage, Ratio & Proportion	Mensuration - Area & Volume	Algebra	CO3
	Unit 4	**Verbal Abilities – 1**	
	A	Reading Comprehension	CO4
	B	Spotting the Errors	CO4, CO5
	Unit 5	**Time & Priority Management**	
	A	Steven Covey Time Management Matrix	CO5, CO6
	B	Creating Self Time Management Tracker	CO6
	Weightage Distribution	*Class Assignment/Free Speech Exercises / JAM – 60%	Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%*	
	Text book/s*	Wiley's Quantitative Aptitude-P Anand **Quantum CAT – Arihant Publications** **Quicker Maths- M. Tyra	** Power of Positive Action (English, Paperback, Napoleon Hill) Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon	Goal Setting (English, Paperback, Wilson Dobson	

Course Articulation Matrix

COs POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	-	1	-	-	-	-	-
CO2	-	-	-	-	1	-	-	-	-	-
CO3	-	-	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-
CO5	1	-	-	-	-	-	-	-	-	-
CO6	1	-	-	-	-	-	-	-	-	-
Average	0.33	-	-	-	0.5	-	-	-	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

	School: SSMFE	Batch : 2023 – 2027		
	Programme: BA(FT&OP)	**Current Academic Year: 2024-2025**		
	Branch: Mass Communication	**Semester: IV**		
1	Course Code	BTP207		
2	Course Title	**Direction and Production Methodology**		
3	Credits	3		
4	Contact Hours	3-0-0 (L-T-P)		
5	Course Type	**Core Course**		
6	Course Objective	1. To understand the basics of film direction 2. To learn different pre-production technique involved in filmmaking 3. To understand the process of film production 4. To learn post-production skills of film production		
7	Course Outcomes	The student will be able to : CO1: Define the basic concept of film and television production CO2: Interpret script writing for film and television CO3: Use the cinematic language and production skills CO4: Articulate the sense of background music CO5: Plan different stages of production CO6: Collaborate for a directorial exercise		
8	Course Description	The course intends to train students in film making both fiction and non-fiction.		
		Outline Syllabus		**CO Mapping**
	Unit 1	**How to read a film**		
	A	Film plot and visual treatment		CO1
	B	Narrative structure – Alternatives to narrative		CO1
	C	Sense of background music		CO1
	Unit 2	**Different Stages of Pre-Production**		
	A	Film Idea generation		CO2
	B	How to make act-1, act-2 and act-3		CO2
	C	Screenplay writing and breakdowns		CO2
	Unit 3	**Production**		
	A	Idea to screen		CO3
	B	Light, sound, camera and action		CO3
	C	Handling of actors and non-actors		CO3
	Unit 4	**Post Production**		
	A	Aesthetics of Editing		CO4
	B	Dubbing and Mixing		CO4
	C	Digital Intermediate/ Basics of Visual effects		CO4, CO5

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	Unit 5		**Making Crew and Budgeting**	
	A		Assembling crew for production with their defined roles	CO5
	B		Budgeting for film and television production	CO6
	C		Tools to evaluate the reach, efficacy, TRP etc.	CO6
10	Mode of examination	Theory		Theory
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	- Film Direction by J. Thomson, - Film Directing Shot by Shot (Visualizing from concept to Screen) by Steve D Katz - Screenplay: The Foundation of screenwriting by Syd Field - Directing: Film Techniques and Aesthetics by Michael Rabiger and Mick Hurbis - Cherrier - The Language of the lens by Gustavo Mercado - Documentary Storytelling by Sheila Curran Bernard		
13	Other References	1. Speaking of Films by Satyajit Ray Film: A World History by Daniel Borden and Florian Duysens		

Course Articulation Matrix

COs POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	1	1	1	1	1	3	1
CO2	3	3	3	2	1	1	2	3	2	2
CO3	2	2	3	2	1	2	2	3	3	2
CO4	3	2	3	2	-	-	2	3	2	2
CO5	2	3	3	3	-	1	2	3	3	2
CO6	3	3	3	3	2	3	1	3	3	3
Average	2.66	2.5	2.66	2.16	0.83	1.33	1.66	2.66	2.66	2

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 – 2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	BTP223	
2	Course Title	Introduction to Continuity | Actuality | Dialogue Exercise - (Any One)	
3	Credits	3	
4	Contact Hours	0-3-0 (L-T-P)	
5	Course Type	Core	
6	Course Objective	1. Provide students with the opportunity to experience hands-on with different genres of filmmaking 2. To provide students with an opportunity to implement their classroom knowledge in the field. 3. Development of Media and Communication skills in students, in the context of real shooting situations. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.	
7	Course Outcomes	The student will be able to : CO1: Define the media and communication skills used in the industry. CO2: Explain the concept of continuity in Films CO3: Summarize skills to edit a dialogue sequence in fiction film making CO4: Execute the task withstanding pressure and adhere to strict deadlines. CO5: Illustrate the concept of building up an edited exercise CO6: Develop final exercise film to present to the jury with viva voce	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations.	
9		Outline Syllabus	CO Mapping
	Unit 1	Continuity and Actuality	
	A	Concept and importance of Continuity in Film	CO1
	B	Different types of continuity and why is maintaining continuity important?	CO1
	C	Different between Actuality and Documentary	CO1
	Unit 2	Dialogue Exercise	
	A	Concept of dialogue editing in fiction film making	CO2
	B	How to edit Dialogue Sequences, different types of cuts	CO2
	C	How to Enhance the Scene by dialogue editing	CO2
	Unit 3	Project	
	A	Submission of Idea of final exercise	CO3

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B	Production meet and finalizing workability of exercise film		CO3
C	Shooting recce and testing of equipment		CO3
Unit 4	**Project**		
A	Finalizing logistics of exercise and crew development		CO4
B	Production of exercise Film		CO4
C	Production of exercise Film		CO4
Unit 5	**Project**		
A	Post-production of shot film		CO5
B	Post-production of shot film		CO5
C	Post-production and submission of the final film		CO6

Mode of examination		Jury		
Weightage Distribution	CA	Internal Viva Voce	ETE	
	25%	25%.	50%	
Text book/s*	● Editing Digital Video By Robert M. Goodman, Patrick J. McGrath ● Video Editing and Post-Production: A Professional Guide by Gary H. Anderson ● Digital Video for Dummies By Keith Underdahl			
References	● The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger ● Nonlinear Editing Basics: Electronic Film and Video Editing by Steven E. Browne			

Course Articulation Matrix

COs POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	1	1	1	-	1	3	1
CO2	2	3	2	2	1	1	2	3	3	3
CO3	3	3	2	3	1	2	2	3	2	3
CO4	2	3	2	2	2	2	-	3	3	3
CO5	3	3	2	3	2	3	2	3	3	3
CO6	3	3	3	2	-	2	2	3	3	3
Averag	2.66	2.83	2	2.16	1.16	1.83	1.33	2.66	2.83	2.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027
Programme: BA(FT&OP)	Current Academic Year: 2024-2025
Branch: Mass Communication	Semester: IV

1	Course Code	BTP224
2	Course Title	Advance Motion Picture Photography and Lighting
3	Credits	4
4	Contact Hours	0-4-0 (L-T-P)
5	Course Type	Core (CC)
6	Course Objective	1. Make the learner understand aesthetics and techniques of motion picture shooting 2. Provide the students with a thorough understanding and application of different parts of the motion picture camera 3. Introduce the learner to different types of shots and their uses 4. Introduce the students to basic lighting technique used in motion picture photography
7	Course Outcomes	The student will be able to : CO1: Identify to blend different types of shots in motion CO2: Summarize different parts of video cameras and their uses CO3: Experiment to shoot the video under different lighting condition CO4: Correlate the technique used in video shooting CO5: Film with different Camera angles and design dynamic shots CO6: Create a project displaying skills of Motion Picture Photography and Lighting
8	Course Description	The course is designed to make students aware of the magic of moving images, visual language and lighting. The students also learn to use different types of motion picture cameras.

9		Outline Syllabus	CO Mapping
	Unit 1	Basics of Motion Picture Photography	
	A	Overview of Cinematic Processes	CO1
	B	Depth of Field and the factors influencing DoF	CO1
	C	How to manipulate the background, Focus, Depth of field	CO1
	Unit 2	Different video cameras and their uses	
	A	White balance and Manual focus, Camera Filters and types.	CO2
	B	Aperture, Shutter and its uses in motion picture camera	CO2
	C	• ISO • Focus Pulling • A Eshift	CO2
	Unit 3	Lighting Technique for Cinematography	
	A	Basic lighting technique used in Cinematography	CO3
	B	Different types of lights used in cinematography	CO3
	C	Lighting up different situations, locations and subjects in motion	CO3

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	Unit 4	**Principles of Cinematography**	
	A	180 degree Axis/ imaginary line and importance of continuity in shooting	CO4
	B	Calibration of monitors and colour bars	CO4
	C	Role of DoP and Hierarchy in Camera Dept.	CO4
	Unit 5	**Takes**	
	A	Eye Level, High Angle, Low Angle, Bird's Eye and Worm's Eye View – Image Dynamization.	CO5
	B	Selection of a viewpoint to heighten the drama	CO5
	C	Project- Display aesthetics of camera operation and shoot a scene with shot breakdown from a Director's POV	CO6

10	Mode of examination		Jury		
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	The Five C's of Cinematography: Motion Picture Filming Techniques by Joseph V. Mascelli			
13	Other References	● Cinematography: Theory and Practice by Blain Brown (Publisher: Routledge; 3rd edition) ● Cinematography Handbook for Professional Filmmakers: Step by Step guide to become a Master of Director of Photography (Publisher: King Life Publishing). ● Digital Cinematography: Fundamentals, Tools, Techniques & Workflows by David Stump, ASC, Publisher M.M. Mukhi & Sons ● Advanced Photography by MJ Langford ● Ways of Seeing by John Berger ● Camera Lucida by Roland Barthes			

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	2	1	-	-	-	3	2	2
CO2	3	-	3	1	-	-	-	3	2	3
CO3	2	1	3	2	-	1	-	2	3	2
CO4	3	2	3	2	-	1	-	3	2	3
CO5	2	3	2	2	-	1	-	3	2	2
CO6	3	3	3	3	-	2	-	2	3	2
Average	2.66	1.66	2.66	1.83	-	0.83	-	2.66	2.33	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 – 2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch:		Semester: IV	
1	Course Code	**BTP 225**	
2	Course Title	**Advance Digital Video Editing**	
3	Credits	2	
4	Contact Hours	0-1-2 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. To understand the aesthetics and techniques of advanced editing 2. To introduction student to different types of advanced editing techniques 3. To learn advanced features of editing software 4. To learn different genres of programmes	
7	Course Outcomes	The student will be able to: CO1: Define aesthetics of advanced editing CO2: Interpret the different types of editing CO3: Execute skills of advanced sound editing CO4: Examine various principle of editing technique CO5: Devise different ways of editing a fiction programme CO6: Edit programme of different genres	
8	Course Description	The course is designed to learn different types of editing techniques used in the video. The students will also learn to use different types of editing tools.	
9		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Introduction to Editing Software**	
	A	Arranging the Interface. Learning Custom Layout. Customizing the keyboard Layout	CO1
	B	Bin management, Saving Projects and Accessing the Autosave Vault	CO1
	C	Organizing Video Footage and Management	CO1
	Unit 2	**Principle of editing techniques**	
	A	Insert and Overwriting Editing	CO2
	B	Three-point Editing, Split Edit	CO2
	C	Working with Multi Layers. Keyframing Image,	CO2
	Unit 3	**Editing Audio**	
	A	Syncing. Adjusting Audio Levels	CO3
	B	Track laying (Effects, Music and Narration) and Mixing of Audio tracks	CO3
	C	FCP and Adobe Compatible and Supporting Softwares.	CO3

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	Unit 4	Editing Effects	
	A	Applying Transitions, Motion Tab. Render Setting, Various effects techniques	CO4
	B	Difference between offline & online editing,	CO4
	C	Editing of Fiction programmes	CO4
	Unit 5	Editing different types of programmes	
	A	Editing fiction scene	CO5
	B	Editing a short documentary	CO6
	C	Editing of Promos	CO6
10	Mode of examination	Jury	
11	Weightage Distribution	CA / Internal Viva Voce / ETE	
		25% 25%. 50%	
12	Text book/s*	● Editing Digital Video by Robert M. Goodman, Patrick J. McGrath ● Video Editing and Post-Production: A Professional Guide by Gary H. Anderson ● Digital Video for Dummies by Keith Underdahl	
13	References	● The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger ● Nonlinear Editing Basics: Electronic Film and Video Editing by Steven E. Browne	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	2	2	-	1	1	2	3	2
CO2	3	2	2	2	-	1	1	2	3	2
CO3	2	3	3	3	1	1	1	3	2	3
CO4	3	3	3	3	2	1	3	3	3	3
CO5	2	3	2	3	2	1	1	3	3	2
CO6	3	3	3	3	2	2	3	3	3	2
Average	2.66	2.5	-	2.66	1.16	1.16	1.66	2.66	2.83	2.33

1-Slight (Low)　　　　**2-Moderate (Medium)**　　**3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027	
Programme: BA(FT&OP)	Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: IV	
1	Course Code	BTP 226
2	Course Title	**Advance Digital Audio Editing**
3	Credits	2
4	Contact Hours (L-T-P)	0-1-2 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	5. To understand aesthetics and techniques of editing 6. Introduction to different types of editing techniques 7. To understand audio editing 8. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.
7	Course Outcomes	The student will be able to: CO1 Identify the aesthetical element of editing CO2 Define the basic principle of sound editing CO3 Summarize different types of editing CO4 Use various editing styles and patterns CO5 Categorize special effects in editing CO6 Edit a basic audio project
8	Course Description	The course is designed to learn different types of editing techniques used in audio. The students will also learn to use different types of editing tools.
9	**Outline Syllabus**		**CO Mapping**

	Outline Syllabus		**CO Mapping**
	Unit 1	**Introduction to Editing**	
	A	Importance of sound Editing	CO1
	B	Rhythm	CO1
	C	Pace	CO1
	Unit 2	**Principle of Editing**	
	A	Principles of audio Editing	CO2
	B	Grammar of audio Editing	CO2
	C	Different stages of editing	CO2
	Unit 3	**Audio Editing Aesthetics**	
	A	Editing aesthetics	CO3
	B	Audio synchronization	CO3
	C	Audacity: An Introduction to audio software	CO3
	Unit 4	**Editing Effects**	
	A	Various audio effects	CO4
	B	Audio Editing in Fiction	CO4

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	C	Audio Editing in Non-Fiction			CO4
	Unit 5	**Different Types of Editing Technique**			
	A	Audio editing of dialogue scene			CO5
	B	Audio Editing in short documentary			CO5, CO6
	C	Audio Editing of Montage			CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	Alten S. Audio in Media, Belmont: Wadsworth, 1994			
13	Other References	● Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1		-	2	-		1	3	3
CO2	3	-	2	1	-	-	1		3	3
CO3	3	-	3	2	-	2	1		2	3
CO4	3	1	3	2	-	2			3	2
CO5	2	1	3	1	-	3			3	2
CO6	3	2	3	1	-	2			3	3
Average	2.83	0.83	2.33	1.16	0.33	1.5	0.33	0.16	2.83	3

1-Slight (Low)　　　　2-Moderate (Medium)　　3-Substantial (High)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027	
Programme: BA(FT&OP)	Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: IV	

1	Course Code	**BFN 227**	
2	Course Title	**Audiography & Sound Design**	
3	Credits	1	
4	Contact Hours (L-T-P)		0-0-2
5	Course Type	**Compulsory**	
6	Course Objective	1. To learn about the basic features of sound design 2. To understand the nature of sound and recording devices 3. To make students understand the basic elements of sound recording 4. To learn Sound perception and reproduction	
7	Course Outcomes	The student will be able to: CO1: Explain the basic concept of sound design CO2: Differentiate in Voice Modulation and the Quality of Sound CO3: Use appropriate microphones for recording diferent kinds of sound CO4: Illustrate inputs received for Audio Scripting CO5: Prioritize methods of audio (re)generation CO6: Design and Create an audio programme	
8	Course Description	The course is designed to train the students in using different types of sounds and music in television and film production	

9		**Outline Syllabus**	**CO Mapping**
	Unit 1	**Sound Design**	
	A	Aesthetics of sound	CO1
	B	Nature of acoustical waves; concepts of amplitude and frequency - wavelength and harmonics. Psycho-acoustics: echo and reverb.	CO1
	C	Concepts of pitch, loudness and timbre; the precedence effect; localization in rooms; equal loudness contours; and other mysteries of hearing.	CO1
	Unit 2	**Recording Sound**	
	A	Recording synch sound in noisy locations	CO2
	B	Sound perspective and practical applications	CO2
	C	Signal quality (SN ratio) and sound continuity	CO2
	Unit 3	**Scripting for Audio**	
	A	Scripting for Audio	CO3
	B	Indoor sound recording	CO3
	C	Outdoor sound recording	CO3
	Unit 4	**Sound Editing Software**	

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	A	Understanding of sound editing software and how it works to enhance sound	CO4
	B	Voice quality & Modulation: Resonance V/s thinness, Breathing, Nasality, Huskiness	CO4
	C	Analyzing speech; Voice: Pitch, Volume, Tempo, Vitality	CO4
	Unit 5	**Audio Programming**	
	A	Audio Productions-Jingles Spots, Commentaries, Announcements etc.	CO5
	B	News, Drama, Talks/Interviews	CO5
	C	Radio Features, PSAs etc.	CO6
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA / MTE / ETE — 60 / N.A. / 40	
12	Text book/s*	● Pro Tools 9: Music Production, Recording, Editing and Mixing By MikeCollins ● Pro Tools All-in-One Desk Reference For Dummies By JeffStrong ● Sound for Film and Television ByTomlinson Holman	
13	Other References	● Sound For Digital Video by Tomlinson Holman ● Producing for TV And Video: A Real-world Approach by Cathrine Kellison ● Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, TerriStone ● Audio in Media by Stanley R. Alten ● Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth,1994.	

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	2	-	-	-	3	2	1
CO2	3	2	2	1	-	-	-	3	3	1
CO3	2	2	3	2	-	-	-	2	2	2
CO4	3	3	-	1	-	-	-	3	3	2
CO5	3	3	3	2	-	1	-	2	2	2
CO6	3	3	3	3	1	1	-	3	2	2
Average	2.83	2.5	2.16	1.83	0.16	0.33	-	2.66	2.33	1.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		**Batch : 2023-2027**		
Programme: BA(FT&OP)		**Current Academic Year: 2024-2025**		
Branch: Mass Communication		**Semester: IV**		
1	Course Code	OPE		
2	Course Title	Basics of Still Photography		
3	Credits	3		
4	Contact Hours (L-T-P)		0-2-2	
	Course Type	Open Elective		
5	Course Objective	1. Describe photography, types of photography, and their purpose 2. Different composition technique 3. Elaborate on basics of visual literacy and composition 4. Lens and its functions		
6	Course Outcomes	CO1: Define and read visual correctly CO2: Illustrate basic sense of lens and its functions CO3: Outline basic sense of lighting & controlling exposure CO4: Identify and use of different parts of camera CO5: Explain, Understand and apply the fundamentals relating to composition CO6: Discuss and apply basic image editing techniques		
7	Course Description	This course provides an introduction to basic visual composition and Photography techniques		
8	Outline Syllabus			CO Mapping
	Unit 1	Introduction to Photography		
	A	What is photography? The role & importance of photography.		CO1
	B	Brief History of photography. How Camera works?		CO1
	C	Principles of Camera Obscura Types of Cameras		CO1
	Unit 2	Principles of Photographic composition		
	A	Concepts of composition		CO2
	B	Digital Capture		CO2
	C	Various types of Digital Capture and Image		CO2
	Unit 3	Lighting		
	A	Sources of light: Natural & Artificial Correct exposure.		CO3
	B	Nature and physical properties of light		CO3

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		Direction & angle of light: Front, side, top & back	
	C	Lighting contrast and its control by fill in lights One-, two- & three-point lighting: Key, fill and back light	CO3
	Unit 4	Photography Composition	
	A	Rule of 3rd, How to shoot buildings and monuments Portrait	CO4
	B	Importance of lens in photography	CO4
	C	Different types of camera lenses	CO4
CO6	**Unit 5**	Introduction to image editing software Photoshop and	
	A	Basic image editing technique	CO5
	B	Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc.	CO5
	C	Final Project	CO6
	Mode of examination	JURY	
	Weightage Distribution	CA(Internal) CA(Viva) ETE/External viva 25 25 50	
	Text book/s*	Michael Langford Basic Photography, Focal Press James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning	
	Other References	Lee Frost Photography, Hodder Headline Audio – Vision – Sound on Screen by Michael Chion	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	-	3	-	-	-	-	-	-	-
CO2	2	3	3	-	-	-	-	-	-	-
CO3	3	-	2	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-	-	-
CO5	2	-	3	-	-	-	-	-	-	-
CO6	2	-	3	-	-	-	-	-	-	2
Average	2.33	0.5	2.83	-	-	-	-	-	-	0.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: IV		
1	Course Code	**RBL002**	
2	Course Title	**Research Based Learning II**	
3	Credits	**0**	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Co-Requisite**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	● Dissertation/ Project Monitoring Stage	**CO1, CO2**
	Unit 2	● Progress of Project/ Dissertation after topic approval	**CO3, CO4**
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval	**CO4, CO5, CO6**
	Unit 4	● First Review of the project by internal committee (R1)	**CO4, CO5, CO6**
	Unit 5	● Second Review of the project by internal committee (R2)	**CO4, CO5, CO6**
	Mode of examination	Audit course	
	Weightage Distribution	CA 100 %	

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	2	3	2	2	3	3	3	3	3
CO3	2	3	3	2	3	3	3	2	2	2
CO4	3	2	3	3	2	2	2	3	2	3
CO5	2	3	2	2	3	2	3	2	3	3
CO6	3	3	3	3	2	2	3	3	2	3
Average	2.66	2.66	2.83	2.16	2.33	2.5	2.83	2.66	2.33	2.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023-2027	
Programme: BA(FT&OP))		Current Academic Year: 2024-2025	
Branch: Mass Communication		Semester: IV	
1	Course Code	**ARP 306**	
2	Course -Title	**Communicative English IV – Campus to Corporate**	
3	Credits	2	
4	Contact Hours (L-T-P)		1-0-2
	Course Status		Active
5	Course Objective	To enhance holistic development of students and improve their employability skills. Provide a 360 degree exposure to learning elements of Business English readiness program, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students' across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the threshold of his/her 3rd phase of employability enhancement and skill building activity exercise.	
6	Course Outcomes	After completion of this course, students will be able to: CO1: Develop a creative resumes, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management. CO2: Build negotiation skills to get maximum benefits from deals in practical life scenarios. CO3: Develop skills of personal branding to create a brand image and self-branding CO4: Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments CO5: Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out CO6: Demonstrate higher level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions.	
7	Course Description	This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA	KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathize others with level-4 of quant, aptitude and logical reasoning	
		Outline Syllabus	**CO Mapping**
	Unit 1	**Ace the Interview**	
	A	HR Sensitization (Role Clarity | KRA | KPI | Understanding JD)	Conflict Management	CO1
	B	Negotiation Skills	Personal Branding	CO3, CO4

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	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed | Writing Cover Letters | Relationship Management	CO1, CO3
	Unit 2	**Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical**	
	A	Sitting Arrangement & Venn Diagrams | Puzzles | Distribution | Selection	CO4
	B	Direction Sense | Statement & Conclusion | Strong & Weak Arguments	CO4
	C	Analogies, Odd One out | Cause & Effect	CO5
	Unit 3	**Quantitative Aptitude**	
	A	Average , Ratio & Proportions, Mixtures & Allegation	CO6
	B	Geometry-Lines, Angles & Triangles	CO6
	C	Problem of Ages | Data Sufficiency - L2	CO6
	Unit 4	**Verbal Abilities-4**	
	A	Antonyms and Synonyms	CO1
	B	Idioms and Phrases	CO2
	Unit 5	**Problem Solving and Case Studies**	
	A	Real time Case Study Solving Exercises	CO4
	B	Intra student Mock Situation Handling Exercises	CO4
	Weightage Distribution	*(CA)Class Assignment/Free Speech Exercises / JAM – 60% | (ETE) Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%*	
	Text book/s*	Wiley's Quantitative Aptitude-P Anand Quantum CAT – Arihant Publications Quicker Maths- M. Tyra Power of Positive Action (English, Paperback, Napoleon Hill) Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon Goal Setting (English, Paperback, Wilson Dobson	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	3	-	-	-	1	-	-	-	-
CO2	-	3	-	-	-	1	-	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-
CO4	1	2	-	-	-	-	-	-	-	-
CO5	2	3	-	-	-	-	-	-	-	-
CO6	1	3	-	-	-	-	-	-	-	-
Average	0.66	2.83	-	-	-	0.33	-	-	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)	Current Academic Year: 2024-2025	
Branch: Mass Communication	Semester: V	

1	Course Code	**BTP 320**
2	Course Title	**Film Appreciation and Analysis**
3	Credits	3
4	Contact Hours	3-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarize the student with the language and aesthetics of films. 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India. 4. Open the doors to international cinema by showcasing the best work of acclaimed filmmakers from the US, Europe, and Asia. 5. Help the student critically analyze films with the intent of writing film reviews
7	Course Outcomes	The student will be able to : CO1: Identify and recall the nuances of cinematic terms CO2: Classify films into genres and sub-themes CO3: Determine the semiotics used in films. CO4: Group the films that belong to a specific cinema movement CO5: Rate the films on basis on basis of various cinematic criteria CO6: Write reviews of Indian and International movies made under various genres
8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.

	Outline Syllabus		**CO Mapping**
	Unit 1	Intro to Language of Cinema	
	A	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1, CO5
	B	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO2
	C	Semiotics in Cinema	CO1, CO3, CO5
	Unit 2	Basic Film Techniques	
	A	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO1, CO5

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	B	Cinematography	CO1, CO5
	C	Editing	CO1, CO5
	Unit 3	Mainstream and Parallel Indian Cinema	
	A	Introduction to Indian Cinema and its development	CO4, CO6
	B	Important films and filmmakers of mainstream Indian Cinema	CO4, CO6
	C	Parallel Indian Cinema	CO4, CO6
	Unit 4	Regional and Offbeat Indian Cinema	
	A	Regional Indian Cinema	CO4, CO6
	B	English Bollywood movies	CO4, CO6
	C	Impact of the multiplex system	CO4, CO6
	Unit 5	Overview of International Cinema	
	A	European Cinema (UK, Germany, France etc.)	CO4, CO6
	B	Cinema in Asian Countries (like Japan and China)	CO4, CO6
	C	Major turning points and trends in other international films	CO4, CO6
	Mode of examination	Theory	Theory
	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
	Text book/s*	Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education	
	Other References	Anatomy of Film by Bernard F.Dick Art of Watching Films by Joseph M. Boggs,Dennis W. Petrie, How to read a film by James Monaco	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	2	-
CO2	3	-	-	-	-	-	-	-	2	-
CO3	3	-	-	-	-	-	-	-	2	-
CO4	3	-	-	-	-	-	-	-	2	-
CO5	3	2	-	-	-	-	-	-	2	-
CO6	3	3	-	3	-	-	-	-	2	-
Average	2.66	0.83	-	0.5	-	-	-	-	2.16	-

1-1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027		
Programme: BA(FT&OP)		Current Academic Year: 2025-2026		
Branch: Mass Communication		Semester: V		
1	Course Code		BTP 321	
2	Course Title		Networking, Promotion & Digital Marketing of Films*	
3	Credits	3		
4	Contact Hours		3-0-0 (L-T-P)	
5	Course Type		Compulsory	
6	Course Objective	The objective of this course is to: 1. To educate students about the basics involved in media project management. 2. To introduce the basics of film and television marketing. 3. To help understand the various tool available for digital marketing		
7	Course Outcomes	The student will be able to CO1. Explain concepts and sources of Film Funding. CO2. Discuss digital marketing dynamics involved in films. CO3. Handle packaging & promotion for film and television. CO4: Design a marketing-mix for film promotion. CO5: Critique and contrast between various film marketing strategies. CO6: Plan to organizing film festival		
8	Course Description	The course aims to equip students with the skills and capacity to meet the challenges and demands of the film industry. This course has been made specifically to cater to the requirement of funding, networking and marketing of films.		
9		**Outline Syllabus**		**CO Mapping**
	Unit 1	**Film Funding**		CO1
	A	Meaning & concept of film funding		CO1
	B	Revenue sharing model, Minimum guarantee model, Share in profits model		CO1
	C	Negotiations and Bargaining: Role Play Exercise, Research Methodology for Business Planning		CO1
	Unit 2	**Scouting for Business Opportunities**		
	A	Pitching & Crowd funding		CO1
	B	Business Plan Formulation		CO1
	C	Financial Projections for Business Promotion		CO1
	Unit 3	**Introduction to Marketing of Films**		
	A	Importance, definition, functions and scope of marketing for films. Key marketing terms		CO2

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	B	Marketing Mix, 4Ps, 7Ps and 4Cs.	CO2, CO3
	C	Overview of Digital Marketing for Films and Television	CO2, CO3, CO5
	Unit 4	**Film Festivals, Marketing and PR**	
	A	Importance of film festivals to the industry	CO4, CO6
	B	Marketing and public relations strategy at a festival.	CO4, CO5, CO6
	C	Designing a dummy plan	CO6
	Unit 5	**Packaging for Film & Television**	
	A	Art of Writing Copy, Designing for various mediums	CO2
	B	Managing the internet and social media marketing	CO2, CO5
	C	Role of distributor in marketing films	CO3
	Mode of examination	Jury	Theory
	Weightage Distribution	CA	MTE	ETE	
		25	25	50	
	Text book/s*	● Film Production Management 101 Management and Coordination by Deborah S Patz	
	Other References	● Film Production Management by Bastian Cleve ● Production Management for Film and Video By Richard Gates ● The Independent Film Producer's Survival Guide: A Business and Legal Sourcebook By Gunnar Erickson, Harris Tulchin, Mark Halloran ● Film production: the complete uncensored guide to independent filmmaking By Greg Merritt	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	-	-	3	-
CO2	3	3	-	-	-	-	-	-	3	-
CO3	3	-	-	-	-	-	-	-	3	-
CO4	3	3	-	-	-	-	-	-	3	-
CO5	3	3	-	-	-	-	-	-	3	-
CO6	3	-	-	-	-	-	-	-	3	-
Average	2.66	1.83	-	-	-	-	-	-	2.83	-

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 - 2027	
Programme: BA(FT&OP)	Current Academic Year: 2025-2026	
Branch: Mass Communication	Semester: V	
1	Course Code	**BTP 322**
2	Course Title	**Introduction to Playback/ Studio Sound Recording and Mixing**
3	Credits	4
4	Contact Hours	1-2-2 (L-T-P)
5	Course Type	**Core(CC)**
6	Course Objective	1. Familiarise students with the origin and use of sound in cinema 2. Playback sound and lip-synch. 3. Apprise students with recording techniques and track laying. 4. Introduce Mixing console and Production process.
7	Course Outcomes	The student will be able to: CO1: Define the evolution of recorded sound in film production CO2: Classify studio Microphones and their usage to record studio sound CO3: Demonstrate the recording/ playback of different sound tracks CO4: Explore the Mixing console and Digital Audio CO5: Explain different track of sound CO6: Create an audio program/or film a playback exercise with a pre-recorded soundtrack
8	Course Description	The course is designed to make students learn skills of studio sound recording, editing and mixing

		Outline Syllabus	CO Mapping
	Unit 1	**Sound in Cinema- a historical perspective**	
	A	History of sound in Indian Cinema	CO1
	B	Evolution of synch songs to play back	CO1
	C	Music in Indian cinema	CO1
	Unit 2	**Studio Microphones & Recording Techniques**	
	A	Studio Microphones and placement techniques for mono and stereo recording.	CO2
	B	Online and offline recording, Monitoring System	CO3
	C	Domestic and professional listening environment, Stereo and surround sound monitoring	CO2
	Unit 3	**Track Laying**	
	A	Voice, Effects and Music track	CO1, CO5
	B	Foley Artist	CO3
	C	Choice of music and transition of music	CO4

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	Unit 4	**Mixing Console**	
	A	Signal flow and various auxiliary systems.	CO4
	B	Standard digital recording	CO4
	C	Audio file formats, storage mediums – optical, magnetic,etc.	CO4
	Unit 5	**Production Process**	
	A	Playback, using DAT	CO3, CO5
	B	Sound Editing	CO5, CO6
	C	Balancing of sound while Pre-mixing and Mixing, Mastering:.Create a sound program	CO5, CO6
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	

12	Text book/s*	● The Sound Studio By Alec Nisbett (Pub: Focal Press) ● Modern Recording By Robert E.Runstein,7th Edition By Focal Press.	
13	Other References	● Alten; S. Audio in Media, (pp. 266-286). Belmont: ● Wadsworth, 1994.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1	-	-	-	1	1	3	1
CO2	3	1	2	2	-	-	1	1	3	2
CO3	3	2	3	3	-	-	1	2	3	2
CO4	3	2	3	3	-	-	1	3	3	3
CO5	3	2	2	2	-	-	1	3	3	2
CO6	3	3	3	3	3	3	3	3	3	1
Average	2.5	1.83	2.33	2.16	0.5	0.5	1.33	2.16	2.83	1.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 – 2026	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	**BTP304**	
2	Course Title	**Graphics, Animation, Visual Design & Compositing***	
3	Credits	**3**	
4	Contact Hours	1-0-4 (L-T-P)	
5	Course Type	**Core Courses**	
6	Course Objective	1. Introduce the fundamental elements of Animation. 2. Introduce Software for AV Editing. 3. Introduce the Fundamental Elements of Multimedia. 4. Emphasis on learning the representations, perceptions and applications of animation and multimedia.	
7	Course Outcomes	The student will be able to: **CO1:** Define the Key Fundamentals of Audio-Video & Graphic Art. **CO2:** Describe the Current multimedia technology to create quality multimedia. Apply basics of Typography, Multimedia &Infographic concepts. **CO3:** Relate Design Theory with Multimedia Technology to create Visual Graphics. **CO4:** Use the Traditional Art skills of Creating and editing 2D/3D Animation. **CO5:**- Illustrate the art of creating 2D/3D FX. **CO6:**-Create Sound Design & Post Production Compositing	
8	Course Description	With more and more use of digital audio-video content and graphics in almost all forms of media understanding the basics of graphics and animation is vital. Further, if anyone wishes to start a digital venture or wants to make a career in graphics and/or animation he/she should be tough with using the tools of animation and their application. This course is aimed to make students learn these skills and knowledge About animation and graphics.	
		Outline Syllabus	**CO Mapping**
	Unit 1	**Audio Visual fundamentals and representations**	
	A	Concept of Graphic Art. Subtractive Color Concept. Color Science, Color, Color Models, Color palettes,	CO1 CO1 CO1

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		Dithering, 2D Graphics.	
	B	Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Introduction to Image editing software & Tools	CO1, CO2
	C	Adding sound to your multimedia project, Audio software and hardware.	CO1, CO2 CO 6
	Unit 2	**Multimedia Skills**	
	A	Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, The transition from conventional media to digital media?	CO2 CO2 CO2
	B	Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts. International character sets and hypertext, Digital font's techniques.	CO2 CO2
	C	Multimedia Authoring Basics, Some Authoring Tools,	CO2
	Unit 3	**Basics of Animation and Graphics**	
	A	● **Drawing Foundation** (Shapes, Forms & Volume, Ratio-Proportion & Measurement, Values, Tones & Contrast) ● **Design Basics** (Gestalt Theory, Visual Composition) ● **Computer Graphics** (Raster v/s Vector, Image Manipulation, Web graphics)	CO3, CO4 CO3, CO4 CO2
	B	● Animation: origin and growth. ● The basic principle of animation. ● Storyboard.	CO3 CO3 CO3
	C	● Layout and Designing. ● Role of computers in animation.	CO4 CO4
	Unit 4	**Basics of 2D Animation**	
	A	● Understanding the concept of 2 D Animation, ● Tweening& Motion Graph. ● 2d animation using symbols & Rigging ● Edit and working with Animation Timeline. ● Incorporating sound into 2D animation,	CO4 CO4 CO4 CO4 CO6
	B	Introduction of 2D FX creation Tweening& Key Framing.	CO5 CO4

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	C	Material Behavior.	CO4, CO5
	Unit 5	**Basics of 3D Animation**	
	A	Understanding tools of 3 D Animation	CO5
	B	● Modeling & Texturing ● Rigging & Animation	CO5 CO5
	C	● Lighting & Rendering ● Dynamics. ● Adding Sound. ● Final Output	CO5 CO5 CO6 CO6

	Mode of Examination	Jury		Jury

	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	

	Textbook/s*	● The Complete Animation course by Chris Patmore, By – Barons Educational Series NewYork ● Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007 ● Cartoon Animation by Preston Blair. ● Getting Started in 3D with Maya: Create a Project from Start to Finish-Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins (Author)	
	Other References	● Autodesk 3Ds Max 2014 by Randi L. Derakhshani and DariushDerakhshaniSybex ● Flash CS4 Professional Bible Published by Wiley Publishing (Robert R and SnowD.) ● Li and Drew, "Fundamentals of Multimedia", Pearson Education, 2009.	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	3	2	2	3	3	3
CO2	3	2	3	1	3	2	2	3	3	3
CO3	3	2	3	1	3	2	2	3	3	3
CO4	3	_	3	_	2	_	_	3	3	3
CO5	3	_	3	2	2	_	2	3	3	3
CO6	3	_	3	2	2	_	2	3	3	3
Average	2.66	1.16	2.83	1.16	2.5	1.16	1.83	2.83	2.66	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	**Batch : 2023 - 2027**	
Programme: BA(FT&OP)	**Current Academic Year: 2025-2026**	
Branch: Mass Communication	**Semester: V**	

1	Course Code	**BTP 324**
2	Course Title	**Studio And Location Lighting**
3	Credits	2
4	Contact Hours	0-1-2 (L-T-P)
5	Course Type	**Core(CC)**
6	Course Objective	1. The students will be able to learn about the aesthetics of studio and location lighting. 2. The students will be able to differentiate between different types of lights and their usage. 3. The students will learn the use of light in different types of shooting situations and locations. 4. The students will be able to use different types of lighting and backgrounds for special effects.
7	Course Outcomes	The student will be able to: CO1: Recognize different kinds of motion picture cameras. CO2: Classify different types of cine lighting equipment. CO3: Application of different types of lights in studio CO4: Devise location lighting plan CO5: Plan outdoor lighting with emphasis on lighting continuity. CO6: Device a project to demonstrate advance studion and location lighting skills
8	Course Description	The course introduces students to techniques of lighting used in film and television production. Apart from this, the students also get to learn how to use different lighting equipment in shooting film and television programmes.

	Outline Syllabus		**CO Mapping**
	Unit 1	**Understanding Motion Picture Camera**	
	A	Digital Camera (I) Lowlight, auto/manual Iris, auto/manual Focus	CO1
	B	Zebra, ISO setting	CO1
	C	Digital Camera (II) Gain, Shutter, Pedestal, Details, Gamma, BlackStretch, DCC, etc	CO1
	Unit 2	**Lighting Essentials**	
	A	Lighting exercises for different situations with professional lighting equipment eg. Babies, Multies (open face), Soft Boxes, Porta Lights, ARRIs, LEDs, Dedos, KINO FLOs, etc	CO2

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	B	Source Lighting- Motivational Lights, Continuity of Lighting	CO2
	C	High-key and Low-key Lighting	CO2, CO3
	Unit 3	**Lighting Different Situations in Studio**	
	A	Lighting in a Controlled Environment, Glamour and mood Lighting for dramatic situations	CO3
	B	Lighting Characters in complex movements	CO3
	C	Chroma key Lighting	CO3
	Unit 4	**Location Lighting**	
	A	Supplementary Lighting in a lit location with Ambient Light.	
	B	Mixing of different kinds of Lights and Colour Temperatures	CO2, CO5
	C	To balance Indoor & Outdoor Light	CO2, CO5
	Unit 5	**Outdoor lighting**	
	A	Outdoor lighting with Reflectors, Jokers, HMIs &Scrimmer	CO4
	B	Maintain Lighting Continuity outdoors	CO4, CO5
	C	Project to demonstrate advance studion and location lighting skills	CO6
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	

12	Text book/s*	● Light: Science & Magic, Focal Press ● Lighting for Television & Film By Gerald Milerson, Focal Press	
13	Other References	● Bresson, R. Notes on the cinematographer, London: Quarter, 1986 ● Light for the Artist by Ted Seth Jacobs ● Painting with Light by John Alton ● Pictorial Composition: An introduction by Henry Rankin Poore ● NOTAN: The Dark-Light Principle of Design by Dorr Bothwell&Marlys Mayfield	

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO2
CO1	3	-	3	-	-	-	-	3	2	2
CO2	3	-	3	-	-	-	-	3	2	2
CO3	3	1	3	2	-	-	-	3	2	2
CO4	3	2	1	3	-	1	-	3	2	2
CO5	3	2	3	3	-	1	-	3	2	2
CO6	3	3	3	3	-	2	-	3	2	2
Average	2.66	1.33	2.33	1.83	-	0.66	-	2.5	2.16	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	**BTP 325**	
2	Course Title	**Project: Mise-en-scene**	
3	Credits	2	
4	Contact Hours	0-1-2 (L-T-P)	
5	Course Type	**Core (DSE)**	
6	Course Objective	1. Provide students with the opportunity to experience hands-on on different genres. 2. To provide students with an opportunity to implement their classroom knowledge in the field. 3. Development of Media and Communication skills in students, in the context of real shooting situations. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.	
7	Course Outcomes	The student will be able to: CO1: Recognize the importance of a mise-en-scene. CO2: Relate theoretical knowledge to solve practical problems in real-time. CO3: Complete the task under pressure and adhere to strict deadlines. CO4: Test equipment for shoot and correlate with recce. CO5: Evaluate the concept and importance of a mise-en-scene in cinema. CO6: Collaborate on final project for submission to jury with viva voce	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations.	
9	**Outline Syllabus**		CO Mapping
	Unit 1	**Mise-en-scene Essentials**	
	A	Concept and importance of Mise-en-scene in cinema	CO1, CO5
	B	Difference between Mise-en-scene in theatre and films	CO1, CO5
	C	Relationship between audio-visual tools and Mise-en-scene	CO2, CO5
	Unit 2	**Mise-en-scene**	
	A	Study of classic mise-en-scenes executed by the masters of cinema	CO1, CO5

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	B	How to conceive a Mise-en-scene	CO2, CO5
	C	How to Enhance the narrative by a Mise-en-scene	CO1, CO2, CO5
	Unit 3	**The Project**	
	A	Submission of Idea of final project	CO3
	B	Production meet and finalizing workability of the project	CO3
	C	Shooting recce and testing of equipment	CO4
	Unit 4	**The Project**	
	A	Finalizing logistics of the project and crew development	CO4
	B	Production of a Mise-en-scene	CO3, CO5
	C	Production of a Mise-en-scene	CO4, CO5
	Unit 5	**The Project**	
	A	Post-production of the shot Mise-en-scene	CO4, CO5
	B	Post-production of the shot Mise-en-scene	CO4, CO5
	C	Post-production and submission of final Mise-en-scene	CO4, CO5
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	

12	Text book/s*	● Editing Digital Video By Robert M.Goodman, Patrick J.McGrath ● Video Editing and Post-Production: A Professional Guide By Gary H. Anderson ● Digital Video For Dummies By KeithUnderdahl
13	References	● The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger ● Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne ● Film Art By David and Thompson Bordwell (Publisher: McGraw-Hill Education; 10th edition)

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	1	1	-	3	3	3
CO2	3	1	3	3	1	1	1	3	3	3
CO3	3	3	3	3	1	1	1	3	3	3
CO4	3	2	3	2	1	2	2	3	3	3
CO5	3	3	3	3	2	3	1	3	3	3
CO6	3	3	2	2	-	2	1	3	3	3
Average	2.66	2.5	2.83	2.33	1	1.66	1	2.83	2.83	2.66

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication	Semester: V		
1	Course Code	**RBL003**	
2	Course Title	**Research Based Learning III**	
3	Credits	**1**	
4	Contact Hours (L-T-P)	**0-0-2**	
	Course Type	**Co-Requisite**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	

	Outline Syllabus		**CO Mapping**
Unit 1	● Dissertation/ Project Implementation Stage		CO1, CO2
Unit 2	● First Review (R1)		CO3, CO4, CO5, CO6
Unit 3	● Second Review (R2)		CO3, CO4, CO5, CO6
Unit 4	● Review (R3) by internal committee		CO3, CO4, CO5, CO6
Mode of examination	Jury/Viva/Practical		
Weightage Distribution	CA	CA (RBL1+ RBL 2)	ETE
	70%	30%	00

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Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3
Average	2.5	2.83	2.83	2.16	2.16	2.6	2.83	2.83	2.16	2.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023-2027	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: V	
1	Course Code	**INC001**	
2	Course Title	**Industry Connect**	
3	Credits	2	
4	Contact Hours (L-T-P)		0-2-0
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is: ● To give real-time exposure of the industry environment to students ● To familiarize the faculty and students with the media and communication industry ● To acquaint Student and Faculties with the latest demands of Industry ● To create a platform to enhance the industry-academia interaction. ● To give industry exposure to our faculty and students	
7	Course Outcomes	The student and faculty will be able to: **CO1:** Relate with industry and its demand. **CO2:** Develop case studies, articles, projects, and various knowledge related contents. **CO3:** Determine and bridge the gap between industry and academia. **CO4:** Explain the enhanced role of the industry with the university in the form of mentoring, live projects, placements, internships **CO5:** Develop Leadership, Business Etiquettes, Analytical Skills, Critical Thinking Skills, Creativity and Innovation skills. **CO6:** Create and present reports based on the industry visit	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	

	Outline Syllabus		CO Mapping
	Unit 1	**Understanding Target Industry**	
	A	Print Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Production	CO1
	B	Electronic Media, Origin, Organisational Structure, Basic/Advance level Technology used for Broadcast	CO1

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	C	Digital Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Publish content online	CO2
	Unit 2	**Recent Trends in Industry**	CO4
	A	Invited lecture from domain experts	
	B	Group / Panel discussion	
	C	Collaborative learning	
	Unit 3	**Hands on Training for Skill Development**	CO5
	A	Print Media: Quark Express, InDesign	
	B	Video Production any one software i.e Premier	
	C	Digital Media, PR tools training	
	Unit 4	**Industry Connect**	CO3
	A	Identify the input and output for different processes of target Industry	
	B	Understanding background of field visit industry	
	C	Industry etiquettes skills	
	Unit 5	**Industry Visit Reports**	CO6
	A	Pre Field Visit and Post Field Visit preparation	
	B	Field Visit Report preparation process	
	C	Field visit report presentation	
	Mode of examination		Practical / Audit / Qualifying Course	

	Weightage Distribution	CA	Industry Visit Report	ETE
		80%	10%	10%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	1	3	2	3	1	1	2	2
CO2	2	2	3	3	2	3	1	2	1	1
CO3	2	3	3	2	3	3	1	1	1	2
CO4	2	3	2	3	2	2	1	2	1	1
CO5	3	2	3	3	2	3	2	2	2	2
CO6	1	3	1	1	2	2	1	1	1	2
Average	2.33	2.66	2.16	2.5	2.16	2.66	1.16	1.5	1.33	1.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023- 2027	
Programme: BA(FT&OP)	Current Academic Year: 2025-2026	
Branch: Mass Communication	Semester: VI	
1	Course Code	**BTP 326**
2	Course Title	**Idea to Screenplay – Fiction**
3	Credits	3
4	Contact Hours	3-0-0 (L-T-P)
5	Course Type	**Compulsory**
6	Course Objective	● To understand various Forms of storytelling, narratives, and styles ● To understand the importance of culture and societal change brought about by cinema. ● To master the art of screenplay writing for fiction films
7	Course Outcomes	The student will be able to: CO1: Illustrate proficiency in reading, writing, and speaking about fiction films. CO2: Interpret fiction film in a variety of formal and informal formats using textual evidence to support. CO3: Articulate proficiency in developing an idea to screenplay. CO4: Illustrate proficiency to adhere to team spirit and budgetary constraints. CO5: Write an idea to a full-fledged screenplay. CO6: Demonstrate the techniques of Screenplay review.
8	Course Description	The course is designed to make students skilled and expert in film and TV production

	Outline Syllabus		CO Mapping
	Unit 1	**Structure of a screenplay**	
	A	Narrative structures - participant or close observation, oral history, field and archival research and literary interpretation of fiction subjects	CO1
	B	Exposition	CO1
	C	Narrator and narration writing techniques	CO1
	Unit 2	**Idea to Treatment**	
	A	Theme and Arc	CO3
	B	Plot and character, Dramatic or fiction storytelling	CO2, CO3
	C	Active versus Passive, Difficulty and Tangibility, Emotional impact and audience participation, Satisfactory ending	CO3
	Unit 3	**Synopsis & Story**	
	A	Writing a synopsis of the story	CO1, CO2
	B	Art of storytelling.	CO2

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	C	Different forms and genre of storytelling	CO2
	Unit 4	**Script and Screenplay**	
	A	Developing a script to a full-fledged screenplay	CO2, CO4, CO5
	B	Dialogue writing	CO4, CO5
	C	Containing screenplay within budget	CO4
	Unit 5	**Preparation for the final project**	
	A	Brainstorming with others handling different disciplines of the project	CO4, CO1
	B	Balance in the screenplay	CO4
	C	Screenplay review techniques	CO5, CO6, CO6
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	MTE	ETE	
		25%	25%	25%	

12	Text book/s*	The Spiral Strategy and much more byJuan A. Flores Sanchez	
13	Other References	Mackendrick, A. On filmmaking: an introduction to the craft of a director, London: Faber and Faber, 2004	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	1	1	1	1	2	1	2
CO2	3	3	1	2	1	1	2	2	1	2
CO3	3	3	3	2	1	2	1	2	1	2
CO4	3	1	1	3	1	2	1	2	1	2
CO5	3	3	3	3	2	3	2	2	1	3
CO6	3	3	3	1	2	1	3	2	1	3
Average	2.5	2.5	2	2	1.33	1.66	1.66	2.16	1	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023- 2027	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication		Semester: VI	
1	Course Code	**BTP 327**	
2	Course Title	**Understanding Multi Camera Set-up, & Shoot**	
3	Credits	5	
4	Contact Hours	1-3-2 (L-T-P)	
5	Course Type	**Compulsory**	
6	Course Objective	1. Make the learner understand the aesthetics and techniques of multi-camera shooting. 2. Provide the students with a thorough understanding and application of different types of professional industry-standard video cameras used in multi-camera set-ups. 3. Introduce the learner to the coordination between floor management and Production Control Room (PCR) 4. Introduce the students to lighting technique used in Multi-Camera Setup, switching and streaming live	
7	Course Outcomes	The student will be able to : CO1: Identify and blend different types of shots in a multi-cam setup CO2: Summarise camera and light equipment used in Multi-Cam shooting CO3: Sketch the techniques used in the multi-cam shooting CO4: Categorize various job responsibilities, online switching and live streaming CO5: Plan set-up for the multi-cam shoot CO6: Film the exercise for submission to the jury and viva voce	
8	Course Description	The course is designed to make students conversant with industry standard professional practices of the multi-cam shoot, online switching and live streaming	
	Outline Syllabus		**CO Mapping**
	Unit 1	**Multi-cam Set up**	
	A	Assessing the sensitivity of different cameras and calibration	CO2, CO3
	B	Cables, Connectors, Patch Bays and Gen Lock	CO3
	C	Introduction to Industry-standard Lighting and Grip gear and safety procedures while handling those.	CO1, CO3, CO2
	Unit 2	**Multi-cam Essentials**	
	A	Industry-standard video cameras and CCUs	CO3, CO2
	B	Waveform monitor and vector scope	CO2

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	C	Floor plans and Lighting for Multi-cam setup	CO1, CO2, CO4
	Unit 3	**Floor co-ordination and PCR**	
	A	Job responsibilities of those on the studio floor	CO5
	B	Job responsibilities of those in PCR	CO5
	C	Coordination between Studio Floor and PCR, cues & commands	CO5
	Unit 4	**Multi-cam setup - outdoors**	
	A	Logistics of Multi-Cam set up on location	CO1, CO2
	B	Operation and coordination for Swirching	CO2
	C	Broadcast technology and live transmission	CO1, CO2, CO4
	Unit 5	**Final Production**	
	A	Assist in events coverage in the University	CO4, CO2
	B	Final group exercises: 1. Simulating Chat shows or	CO6
	C	2 Panel discussion with multi camera shoot	CO6
10	Mode of examination	Jury	
11	Weightage Distribution		
12	Text book/s*	Video Production Handbook, Jim Owens, Gelard Millerson, Focal Press	
13	Other References	Video Production, Oxford Press, Vasuki Belavadi	

CA	Internal Viva Voce	ETE
25%	25%.	50%

Course Articulation Matrix

POs\ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	2	1	1	1	3	3	1
CO2	3	3	3	3	1	2	1	3	3	3
CO3	3	3	3	3	1	2	1	3	3	3
CO4	3	3	3	3	1	2	1	3	3	3
CO5	3	3	3	3	2	3	1	3	3	3
CO6	3	3	3	2	-	2	2	3	3	3
Average	2.66	2.83	2.83	2.66	1	2	1.16	2.83	2.83	2.66

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023– 2027	
Programme: BA(FT&OP)	Current Academic Year: 2025-2026	
Branch: Mass Communication	Semester: VI	
1	Course Code	**BTP 328**
2	Course Title	**Fiction I | Non-fiction - Degree Film: Project (Any One)***
3	Credits	5
4	Contact Hours	1-3-2 (L-T-P)
5	Course Type	**Compulsory**
6	Course Objective	1. To work on a final fiction or non-fiction degree film as per the area of interest. 2. Hands-on working experience on the final project
7	Course Outcomes	The student will be able to: CO1: Recapitulate inputs received in the preceding five semesters. CO2: Summarize and overcome the problems encountered in a planned shoot. CO3: Complete the task under pressure and with strict deadlines. CO4: Device understanding of teamwork, working as a team CO5: Deduce the problems encountered during the planning. CO6: Collaborate and complete a degree film for submission to jury and viva voce. Final film to be included in the showreel
8	Course Description	Students will undertake production of a final degree film either fiction or non-fiction in the individual areas of preference in a minimum group of four.

Outline Syllabus		CO Mapping
Unit 1	**Scripting and crew formation**	
	Submission of ideas	CO1
	Finalizations of scrips	CO1
	Assignments of Crew roles and formation of the units	CO1, CO2, CO5
Unit 2	**Locations scouting and Pre-Production**	
	WeeklyWork in progress reports	CO2, CO3, CO4, CO6, CO5
Unit 3	**Production**	
	Weekly Work in progress reports	CO 2, CO3, CO4, CO6, CO5
Unit 4	**Production and Post-Production**	
	Weekly Work in progress reports	CO 2, CO3, CO4, CO6,

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							CO5
Unit 5		**Post-Production and Submission of the project**					
		Work in progress reports and Final delivery of the Degree Film					CO4, CO6, CO3
Mode of examination		Jury					Jury
Weightage Distribution		CA	Internal Viva Voce		ETE		
		25%	25%.		50%		
Text book/s*		NA					
Other References		NA					

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O1	PSO2
CO1	3	3	1	1	1	1	1	3	3	3
CO2	3	3	2	3	1	1	1	3	3	3
CO3	3	3	1	3	1	2	2	3	3	3
CO4	3	3	1	3	2	3	2	3	3	3
CO5	3	3	3	3	2	3	2	3	3	3
CO6	3	3	3	3	2	2	3	3	3	3
Average	2.66	2.83	1.83	2.66	1.5	2	1.83	2.83	2.83	2.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027			
Programme: BA(FT&OP)	Current Academic Year: 2025-2026			
Branch: Mass Communication	Semester: VI			
1	Course Code	**BTP 329**		
2	Course Title	**Fiction Exercise Project**		
3	Credits	1		
4	Contact Hours	0-0-2 (L-T-P)		
5	Course Type	**Discipline Elective**		
6	Course Objective	1. To work on a fiction group exercise as per the area of interest. 2. Hands-on working experience on an in-house project		
7	Course Outcomes	The student will be able to: CO1: Recapitulate inputs received in the preceding five semesters. CO2: Understand crew roles and formation of a shooting unit. CO3: Solve and overcome the issues and problems encountered during the exercise of a planned shoot including handling actors. CO4: Devise understanding of teamwork when working in a team. CO5: Deduce the problems encountered during the exercise. CO6: Collaborate to complete the exercise to be used in the showreel		
8	Course Description	Students will undertake a final exercise of fiction filmmaking in individual areas of preference in a minimum group of four. The students will submit a detailed final report along with the Powerpoint Presentation containing the experience of learning while working on the project.		
		Outline Syllabus		**CO Mapping**
	Unit 1	**Script and crew formation**		
		Submission of ideas		CO1
		Crew roles and formation of the shooting unit		CO2, CO3
		Finalizations of script		CO2
	Unit 2	**Bi-Weekly Report**		
		Work in progress report		CO1, CO3
	Unit 3	**Bi-Weekly Report**		
		Work in progress report		CO3
	Unit 4	**Bi-Weekly Report**		
		Work in progress report		CO4
	Unit 5	**Final Report and Submission of the project**		
		Final delivery of the project with PPT presentation		CO5, CO6
10	Mode of examination	Jury		Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%.	50%

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

1 2	Text book/s*	NA	
1 3	Other References	NA	

Course Articulation Matrix

POs COs	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O1	PSO2
CO1	3	1	1	1	1	1	1	3	3	3
CO2	3	3	1	2	1	1	2	3	3	3
CO3	3	2	1	3	1	1	2	3	3	3
CO4	3	2	1	2	1	2	2	3	3	3
CO5	3	3	3	3	2	3	2	3	3	3
CO6	3	3	3	2	2	-	3	3	3	3
Average	2.66	2.33	1.66	2.16	1.33	1.33	2	2.83	2.83	2.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 – 2027			
Programme: BA(FTP)	**Current Academic Year: 2025-2026**			
Branch: Mass Communication	**Semester: VI**			
1	Course Code	**BTP 330**		
2	Course Title	**Non- Fiction Exercise Project**		
3	Credits	1		
4	Contact Hours	0-0-2 (L-T-P)		
5	Course Type	**Discipline Elective**		
6	Course Objective	1. To work on the exercise as per the area of interest. 2. Hands-on working experience on an in-house project		
7	Course Outcomes	The student will be able to: CO1: Recapitulate inputs received in the preceding five semesters. CO2: Understand the role of crew and formation of Unit CO3: Relate and solve the issues and problems encountered during the exercise of a planned shoot including handling non-actors. CO4: Devise understanding of teamwork, working as a team CO5: Deduce the problems encountered during the exercise. CO6: Collaborate to complete the exercise to be used in the showreel		
8	Course Description	The student will undergo an exercise related to their chosen area of interest in a minimum group of four. The students will submit a detailed final report along with a PowerPoint Presentation containing the experience of learning while working on the exercise.		
		Outline Syllabus		**CO Mapping**
	Unit 1	**Script and crew formation**		
		Submission of ideas		CO1
		Crew roles and formation of the shooting unit		CO 2, CO3
		Finalizations of script		CO2
	Unit 2	**Bi-Weekly Report**		
		Work in progress report		CO1, CO3
	Unit 3	**Bi-Weekly Report**		
		Work in progress report		CO3
	Unit 4	**Bi-Weekly Report**		
		Work in progress report		CO4
	Unit 5	**Final Report and Submission of the project**		
		Final delivery of project with PPT presentation		CO5, CO6
10	Mode of examination	Jury		Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%.	50%
12	Text book/s*	NA		

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

| | 13 | Other References | NA | | | | | | | | | |

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	1	1	1	1	2	3	3
CO2	3	3	3	2	2	2	1	3	3	3
CO3	3	3	1	3	2	2	1	3	3	3
CO4	3	2	1	3	2	2	2	3	3	3
CO5	3	3	2	3	2	3	2	3	3	3
CO6	3	3	2	2	2	-	2	3	3	3
Average	2.66	2.83	1.66	2.33	1.83	1.66	1.5	2.83	2.66	2.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication	Semester: VI		
1	Course Code	**RBL004**	
2	Course Title	**Research Based Learning IV**	
3	Credits	**1**	
4	Contact Hours (L-T-P)	**0-0-2**	
	Course Type	**Co-Requisite**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	Project/ Dissertation Verification and Validation Stage ● First Review (R1)	**CO1, CO2, CO3, CO4, CO5**
	Unit 2	● Second Review (R1)	**CO2, CO3, CO4, CO5,**
	Unit 3	● Third Review (R3)	**CO2, CO3, CO4, CO5,**
	Unit 4	● Review (R4) by External expert	**CO2, CO3, CO4, CO5, CO6**
	Unit 5	● Submission	**CO6**
	Mode of examination	Jury/Viva/Practical	
	Weightage Distribution	CA	MTE	ETE	
		60%	00	40%	

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3
Average	2.66	2.83	2.83	2.16	2.16	2.5	2.83	2.83	2.16	2.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SMFE	Batch : 2023-27	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026
Branch: Mass Communication	Semester: VI	
1	Course Code	**OPE**
2	Course Title	**Smartphone Mobile Film making**
3	Credits	3
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	Minor Elective
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of film making using a mobile for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to techniques for Mobile filmmaking CO2: Explain the basic methods of audio-visual storytelling, developing idea, script writing, casting and shooting (using a mobile) CO3: Apply basic methods of capturing cinematic images, audio and image (re) generation CO4: Analyse interactivity between sound, image and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using mobile
7	Course Description	This course provides an introduction to mobile film making and the use of audio integrated with visuals

8	Outline Syllabus	CO Mapping
Unit 1	**Mobile Film Making**	
A	Introduction to the basic concepts of mobile film making	CO1
B	Why mobile film making is an important and versatile option?	CO1
C	Film analysis and appreciation	CO1
Unit 2	**Introduction to Smartphone as a tool for Mobile Film Making**	
A	The Equipment- Android and iPhone	CO2
B	Important Apps and Platforms	CO2
C	The Audio: ● Importance of sound, introduction to sound recording. ● Microphones and polar patterns ● Microphone placement and usage (selection) ● Sound perspective and practical application	CO3, CO4
Unit 3	**Film Techniques**	
A	Photos: ➢ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4

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	B	Video: ● Significance of different camera angles ● Characteristics and impact of various dimensions of Shots ● White balance ● Colour wheel and colour temperatures ● Gimbals and aesthetics of camera operation	CO3, CO4
	C	Editing using apps on mobile	CO3, CO4, CO5
Unit 4		**Idea to Screen**	
	A	Story idea and basics of screenwriting	CO2, CO6
	B	Characterization and shooting on location	CO2
	C	Continuity of Lighting/ Sound/ Action/ Props/ Emotions, etc	CO3, CO4
Unit 5		**Editing Essentials**	
	A	Imaginary line: 30 & 180-degree rule and placement of the camera	CO4
	B	Introduction to Video Editing using Apps on mobile	CO4, CO6
	C	Visualisation: Capture a scene in 7-10 shots	CO5, CO6
	Mode of examination	Jury	

	Weightage Distribution	CA	Internal Viva Voce	ETE
		25 %	25 %	50%
	Text book/s*	The Digital Filmmaking Handbook. Mark Brindle		
	Other References	mobile Movie Maker by Stoller Bryan		
		The mobile Filmmaking Handbook by Neil Philip Sheppard		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	1	1	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	-
CO4	3	-	3	-	-	-	-	-	-	-
CO5	3	-	3	-	-	-	-	-	-	-
CO6	3	2	3	-	-	-	2	-	-	2
Average	2.66	0.5	2.16	-	-	-	0.33	-	-	0.33

1-Slight (Low)　　　　　**2-Moderate (Medium)**　　**3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE		Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2025-2026	
Branch: Mass Communication	Semester: VI		
1	Course Code	**CCU**	
2	Course Title	**Community Connect**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-2-0**	
	Course Type	**Co-Requisite**	
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.	
6	Course Outcomes	On completion of the course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.	
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.	
7.1	Theme	**Major Sub-themes for research:** ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions	
8.1	Guidelines for Faculty Members	● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). ● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions).	

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		● The topic of the research should be related to social, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. ● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	Abstract(250 words) a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report h. Methodology i. Results, finding, conclusion j. Recommendation/plan of action k. References l. Appendices Note: Research report should base on primary data.
8.4	Guideline for Report Writing	**Title Page: The following elements must be included:** Title of the article; Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); Name of the faculty guide and Co-guide Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper. **Text: Manuscripts should be submitted in Word.** ● Use a normal, plain font (e.g., 12-point Times Roman) for text. ● Use italics for emphasis. ● Use the automatic page numbering function to number the pages. Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) **Reference list:** ● The list of references should only include works that are cited in the text and that have been published or accepted for publication.

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		● The entries in the list should be in alphabetical order. Journal article ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992) ● Book chapter ● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002) ● Online document ● Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 ● Always use the standard abbreviation of a journal's name according to the ISSN List of Title Word Abbreviations, see ● www.issn.org/2-22661-LTWA-online.php ● For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. ● End Note style (zip, 2 kB)
8.5	Format:	**The report should be Spiral/ hardbound** ● The Design of the Cover page to report will be given by the Coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	**I**mportant Dates:	1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. The final jury examinations will be held as per the date sheet, announced by

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8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

The table continues from above — the top cell reads:

| | | the Dy. COE of the school. |

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	-	-	2	3	-	-	-	2	-
CO3	3	-	-	3	3	-	-	-	2	-
CO4	3	-	-	-	2	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-
CO6	3	3	2	-	-	-	3	-	-	-
Average	2.66	0.5	0.33	0.83	1.33	-	0.5	-	0.66	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 - 2027
Programme: BA(FT&OP)	Current Academic Year: 2026-2027
Branch: Mass Communication	Semester: VII

1	Course Code	BCJ 412
2	Course Title	Qualitative Research Methods
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
5	Course Type	Compulsory
6	Course Objective	● To impart in-depth knowledge of qualitative research. ● To provide good understanding of methods for qualitative research. ● To develop critical and analytical thinking on ethical issues in qualitative research.
7	Course Outcomes	After completing the course, students will be able to – CO1: Define the basics of qualitative research. CO2: Explain the basic application of qualitative methods in social sciences. CO3: Define appropriate research problems and parameters. CO4: Develop an understanding of different methods of qualitative research. CO5: Apply various methods for qualitative research. CO6: Evaluate and utilize the knowledge acquired
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of various methods of qualitative research.

		Outline Syllabus	CO Mapping
	Unit 1	Introduction to Qualitative Research Methods	
	A	Understanding qualitative research	CO1
	B	Historical development of qualitative research	CO1, CO3
	C	Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation	CO1, CO3
	Unit 2	Applications of Qualitative Methods to Social Research	
	A	Theoretical and applied research	CO2, CO3
	B	Ethnographic and Phenomenological Approaches	CO2
	C	Combining qualitative and quantitative methods	CO2
	Unit 3	Qualitative Research Methods - I	
	A	Introduction, Techniques and Applications of Focus Group Discussions	CO4, CO3
	B	Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions	CO4
	C	Implementation and Evaluation Challenges of Focus Group	CO4, CO3

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			Discussions	
	Unit 4		**Qualitative Research Methods - II**	
	A		Introduction, Techniques and Applications of Interview method	CO5, CO6
	B		Report writing on Conduction, Execution and Conclusions obtained by interview	CO5, CO6
	C		Implementation and Evaluation Challenges of interview	CO5, CO6
	Unit 5		**Qualitative Research Methods - III**	CO5, CO6
	A		Introduction, Techniques and Applications of observation	CO5, CO6
	B		Report writing on Conduction, Execution and Conclusions obtained by observation	CO5, CO6
	C		Implementation and Evaluation Challenges of observation	CO5, CO6
10	Mode of examination		Theory	Theory
11	Weightage Distribution	CA	MTE	ETE
		15%	10%.	75%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer Creswell, J. W., Qualitative inquiry and research design, 2rd edition. Sage Publications. 2013.		
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen Berg, B. L. & Lune, H. Qualitative Research Methods for the Social Sciences, 8th edition, Boston: Pearson, Allyn & Bacon. 2012 Seidman, I. E. Interviewing as Qualitative Research, Teachers College Press, 4rd edition. Miles, M.B., Huberman, A.M. & Saldana, J. 2014. Qualitative data analysis: A methods sourcebook – Third edition. Thousand Oaks, CA: Sage.		

Course Articulation Matrix

POs\COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	3	-	-
CO2	3	-	-	-	-	-	3	-	-	-
CO3	3	-	-	-	-	-	3	-	-	-
CO4	3	-	-	-	-	-	3	-	-	-
CO5	3	-	-	-	-	-	3	-	-	-
CO6	3	-	-	-	-	-	3	-	-	-
Average	2.66	-	-	-	-	-	2.83	0.5	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	**Batch : 2023-2027**	
Programme: BA(FT&OP)	**Current Academic Year: 2026-2027**	
Branch: Mass Communication	**Semester: VII**	
1	Course Code	**BCJ 413**
2	Course Title	Quantitative Research Methods
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
5	Course Type	**Compulsory**
6	Course Objective	● To impart in-depth knowledge of quantitative research. ● To provide good understanding of methods for quantitative research. ● To develop critical and analytical thinking on ethical issues in quantitative research.
7	Course Outcomes	After completing the course students will be able to - CO1: Define various research techniques employed in the social sciences. CO2: Outline opportunities and challenges faced by social scientists in their attempts to understand human behavior CO3: Illustrate the basic research writing, analytical, and critical thinking skills CO4: Apply the basic data analysis CO5: Analyze various regression techniques CO6: Compare ANOVA's Null and Alternative Hypotheses
8	Course Description	The course is designed primarily for the students to anticipate future applications of quantitative methods in media and communication research.

	Outline Syllabus		**CO Mapping**
	Unit 1	**Introduction to Quantitative Research Methods - I**	
	A	Understanding nature of quantitative research	CO1
	B	Historical development of quantitative research	CO1
	C	Quantitative research in Media & Communication	CO1
	Unit 2	**Introduction to Qualitative Research Methods - II**	
	A	Research Question and Scientific Approach to Social Science	CO1
	B	Research Design; Causality vs. Correlation	CO1
	C	Reliability and Validity.	CO1
	Unit 3	**Quantitative Research Methods**	
	A	Introduction to various quantitative research methods	CO2
	B	Survey method	CO2
	C	Developing questionnaire and schedule for survey	CO2

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	Unit 4	Basic data analysis - I	
	A	Statistical significance	CO4
	B	Measurement, validity, reliability	CO4
	C	Cross-tabulation and Correlation.	CO4
	Unit 5	Basic data analysis - I	
	A	Simple regression, Multiple regression.	CO5
	B	Hypothesis testing, ANOVA, The One-Way ANOVA's Null and Alternative Hypotheses	CO5, CO6
	C	Factor Analysis	CO5
10	Mode of examination	Theory	Theory

11	Weightage Distribution	CA	MTE		ETE	
		15%	10%.		75%	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer				
13	Other References	1. Media and communication research methods by Arthur Berger				
		Mass Communication Research Methods by Anders Hansen				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	3	-	-
CO2	3	-	-	3	-	-	3	-	-	-
CO3	3	2	-	-	-	-	3	-	-	-
CO4	3	-	-	-	-	-	3	-	-	-
CO5	3	-	3	-	-	-	3	-	-	-
CO6	3	-	3	-	-	-	3	-	-	-
Average	2.66	0.33	1	0.5	-	-	2.83	0.5	-	

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)	Current Academic Year: 2026-2027	
Branch: Mass Communication	Semester: VII	
1	Course Code	**BCJ 414**
2	Course Title	Communication Research Methods & Tools
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
5	Course Type	**Compulsory**
6	Course Objective	● To impart in-depth knowledge of nature of research methods used in communication research. ● To provide theoretical knowledge of Communication Research Methods and Tools. ● To develop critical and analytical thinking on of Communication Research Methods and Tools.
7	Course Outcomes	After completing the course students will be able to - CO1: Describe various research methods employed in communication research. CO2: Outline opportunities and challenges in descriptive research methods. CO3: Illustrate and construct various descriptive research tools. CO4: Apply the measurement scales. CO5: Analyze various sampling techniques. CO6: Evaluate the sampling problems, bias and errors
8	Course Description	The course is designed primarily for the students to get an in-depth knowledge of communication research methods and tools.

	Outline Syllabus		CO Mapping
Unit 1		**Introduction to Research Methods**	
A		Research Method: Nature and Concept	CO1
B		Communication Research Approaches	CO1
C		Research Tools: Nature and Concept	CO1
Unit 2		**Descriptive Research Methods**	
A		Longitudinal, Cross Sectional	CO2
B		Census and Survey	CO2
C		Panel Studies, Trend Studies, Time series Studies	CO2
Unit 3		**Descriptive Research Tools**	
A		Schedule, Questionnaire	CO3
B		Interview and Observation	CO3
C		Pre-testing of Questionnaire, Pilot Study	CO3

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

	Unit 4	**Measurement Scales and Distributions**				
	A	Levels of Measurement NOIR				CO4
	B	Likert Scale: Nature and Background				CO4
	C	Attitude Scales, Thurston Scales, Guttmann Scale, Ranking Scales				CO4
	Unit 5	**Sampling Techniques**				
	A	Population, Sample, Sampling Frame				CO5
	B	Types of Sampling, Sampling Matrix				CO5
	C	Sampling Problems, Bias and Errors				CO6
10	Mode of examination	Theory				Theory
11	Weightage Distribution	CA	MTE	ETE		
		15%	10%.	75%		
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer				
13	Other References	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	3	-	-
CO2	3	2	-	3	-	-	3	-	-	-
CO3	3	2	2	-	-	-	3	-	-	-
CO4	3	-	-	-	-	-	3	-	-	-
CO5	3	-	2	-	-	-	3	-	-	-
CO6	3	-	2	-	-	-	3	-	-	-
Average	2.66	0.66	1	0.5	-	-	2.83	0.5	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 - 2027	
Programme: BA(FT&OP)	Current Academic Year: 2026-2027	
Branch: Mass Communication	Semester: VII	
1	Course Code	**BCJ 415**
2	Course Title	**Statistics for Research**
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
5	Course Type	**Compulsory**
6	Course Objective	● To impart basic knowledge of statistics for social science research. ● To develop critical and analytical thinking on statistics required for social sciences research.
7	Course Outcomes	After completing the course students will be able to - CO1: Develop an understanding of the concept of Statistics. CO2: Define descriptive statistics. CO3: Acquaint with SPSS. CO4: Apply the basic data analysis through SPSS. CO5: Analyze various descriptive stats through SPSS. CO6: Explain the ethical consideration in using statistics in media & communication research.
8	Course Description	The course is designed primarily for the students to develop an understanding of the concept of statistics in media and communication research.

	Outline Syllabus		CO Mapping
	Unit 1	**Introduction**	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	CO1
	C	Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	CO1
	Unit 2	**Descriptive Statistics**	
	A	Statistical Series: Importance and Limitations	CO1
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO1
	C	Measures of Variability	CO1
	Unit 3	**Introduction to SPSS**	
	A	An Overview and Major features of SPSS	CO2
	B	Basic Features of SPSS: Menu and Options	CO2
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO2
	Unit 4	**Descriptive Statistics through SPSS**	

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	A	Calculation of Frequency analysis	CO4
	B	Graphical Representation of Data	CO4
	C	Calculation of Mean, Median and Mode	CO4
Unit 5		**Quantitative Analysis**	
	A	Reliability and Consistency Analysis: Uses and Interpretation	CO5
	B	Normality Analysis: Uses and Interpretation, T-Test: Uses and Interpretation	CO5
	C	Ethical consideration for using statistics in media and communication research	CO6

	Mode of examination	Theory		Theory
	Weightage Distribution	CA	MTE	ETE
		15%	10%.	75%
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
	Other References	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	3	-	-
CO2	3	-	-	3	-	-	3	-	-	-
CO3	3	2	-	-	-	-	3	-	-	-
CO4	3	-	-	-	-	-	3	-	-	-
CO5	3	-	3	-	-	-	3	-	-	-
CO6	3	-	3	-	-	-	3	-	-	-
Average	2.66	0.33	1	0.6	-	-	2.83	0.6	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 - 2027
Programme: BA(FT&OP)	Current Academic Year: 2026-2027
Branch: Mass Communication	Semester: VII

1	Course Code	**BCJ 416**	
2	Course Title	**Qualitative Research Lab**	
3	Credits	2	
4	Contact Hours (L-T-P)		0-1-2
5	Course Type	**Compulsory**	
6	Course Objective	● To impart in-depth knowledge of qualitative research. ● To provide good understanding of methods for qualitative research. ● To develop critical and analytical thinking on ethical issues in qualitative research.	
7	Course Outcomes	After completing the course, students will be able to – CO1: Define the in-depth concepts of qualitative research. CO2: Understanding various qualitative methods of social sciences in action. CO3: Identify different methods of qualitative research data collection. CO4: Develop and understanding of various software's used in qualitative research. CO5: Design, report and present qualitative research CO6: Examine the ethical consideration while conducting qualitative study.	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of analysis of various methods of qualitative research.	

		Outline Syllabus	CO Mapping
	Unit 1	**Understanding Qualitative Research Methods**	
	A	Understanding qualitative research	CO1
	B	Identifying Subjectivity, Reflexivity and Power	CO1
	C	Understanding Validity and Triangulation	CO1
	Unit 2	**Identifying Qualitative Methods**	
	A	Understanding theoretical and applied research	CO2
	B	Identifying Ethnographic and Phenomenological Approaches	CO2
	C	Exercise on Combining qualitative and quantitative methods	CO2
	Unit 3	**Application on Qualitative Research Methods**	
	A	Exercise on Focus Group Discussions	CO3
	B	Exercise on Interview method	CO3
	C	Exercise on observation	CO3

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	Unit 4	**Data Analysis and Software's for Qualitative Research Methods**	
	A	Different techniques of qualitative data analysis	CO4
	B	Software's used for content analysis, transcription, discourse analysis, coding etc.	CO4
	C	Software's used for qualitative analysis – Nvivo, ATLAS etc.	CO4
	Unit 5	**Reporting and Writing Qualitative Research Methods**	
	A	Reporting and compiling data in qualitative research	CO5
	B	Writing qualitative research report	CO5, CO6
	C	Ethical consideration in qualitative research	CO6

	Mode of examination	Theory		Theory
	Weightage Distribution	CA	CE (Viva)	ETE
		25 %	25%	50%
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
	Other References	Media and communication research methods by Arthur Berger		
		Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	3	-	-
CO2	3	-	-	-	-	-	3	-	-	-
CO3	3	-	-	-	-	-	3	-	-	-
CO4	3	-	3	-	-	-	3	-	-	-
CO5	3	-	-	-	-	-	3	-	-	-
CO6	3	-	-	-	-	-	3	-	-	-
Average	2.66	-	0.5	-	-	-	2.83	0.5	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 - 2027
Programme: BA(FT&OP)	Current Academic Year: 2026-2027
Branch: Mass Communication	Semester: VII

1	Course Code	**BCJ 417**	
2	Course Title	Quantitative Research Lab	
3	Credits	2	
4	Contact Hours (L-T-P)		0-1-2
5	Course Type	**Compulsory**	
6	Course Objective	● To understand the process of content analysis method. ● To understand tools and techniques of content analysis method. ● To learn the essence of analyzing textual, audio and video contents. ● To provide theoretical knowledge and applied know how of Content Analysis method. ● To orient students in depth towards the concepts Content Analysis method.	
7	Course Outcomes	After completing the course students will be able to - CO1: Define various quantitative research methods. CO2: Explain different types of sampling used in quantitative studies. CO3: Develop understanding of content analysis. CO4: Demonstrate survey method. CO5: Create code book for case study. CO6: Examine the ethical consideration while conducting quantitative study	
8	Course Description	The course is designed primarily for the students to anticipate future applications of content analysis in media and communication research.	

		Outline Syllabus	CO Mapping
	Unit 1	**Quantitative Research Methods**	
	A	Longitudinal, Cross-Sectional & trend studies	CO1
	B	Experimental and Quasi-experimental studies	CO1
	C	Constructing tools for quantitative studies	CO1
	Unit 2	**Sampling in Quantitative Studies**	
	A	Types of sampling	CO2
	B	Techniques of sampling for quantitative studies	CO2
	C	Exercise on sampling	CO2
	Unit 3	**Content Analysis**	
	A	Qualitative and Quantitative Content Analysis	CO3
	B	Coding, Data Sheet Tabulation, Graphical presentation of data	CO3

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	C	Interpretation and Report Writing			CO3
	Unit 4	**Survey**			
	A	Understanding survey methods			CO4
	B	Conducting survey			CO4
	C	Interpretation and Report Writing			CO4
	Unit 5	**Case Study and Ethical consideration in Quantitative studies**			
	A	Understanding case study			CO5
	B	Conducting case study, data analysis and writing			CO5
	C	Ethical consideration of Qualitative studies			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%.	50%	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	-	-	-
CO2	3	-	-	-	-	-	3	-	-	-
CO3	3	-	2	-	-	-	3	-	-	-
CO4	3	-	-	2	-	-	3	-	-	-
CO4	3	-	-	-	-	-	3	-	-	-
CO5	3	2	2	-	-	-	3	-	-	-
CO6	3	-	1	-	-	-	3	-	-	-
Average	3.16	0.33	0.83	0.33	-	-	2.83	-	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027
Programme: BA(FT&OP)	Current Academic Year: 2026-2027
Branch: Mass Communication	Semester: VII

1	Course Code	**BCJ 418**		
2	Course Title	Project on constructing tools for Media & Communication Research		
3	Credits	3		
4	Contact Hours (L-T-P)		0-2-2	
5	Course Type	**Compulsory**		
6	Course Objective	● To develop research skills ● To develop various tools for different research methods.		
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of brief received. CO2: Build research tools. CO3: Develop a portfolio based on first-hand study and research. CO4: Organize the portfolio in order. CO5: Justify and present portfolio and their work. CO6: Construct a project report for the problem and the solution.		
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.		
	Outline Syllabus			
	Unit 1-5	**Portfolio on different research tools**	CO1, CO2, CO3, CO4, CO5, CO6	
10	Mode of examination		Jury	Jury
11	Weightage Distribution	CA	CE (Viva)	ETE
		25 %	25%	50%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	3	-	-	3	-	-	-
CO2	3	-	2	2	-	-	3	-	-	-
CO3	3	3	-	2	-	-	3	-	-	-
CO4	3	-	-	3	-	-	3	-	-	-
CO5	3	3	-	3	-	-	3	-	-	-
CO6	3	3	-	3	-	2	3	3	-	-

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

| Average | 2.66 | 1.5 | 0.33 | 2.66 | - | 0.33 | 2.83 | 0.5 | - | - |

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

School: SSMFE	Batch : 2023-2027	
Programme: BA(FT&OP)	Current Academic Year: 2026-2027	
Branch: Mass Communication	Semester: VII	
1	Course Code	**OPE**
2	Course Title	**Anchoring for Different Media**
3	Credits	4
4	Contact Hours (L-T-P)	**0-3-2**
	Course Type	**Co-Requisite**
5	Course Objective	The objective of this course is to: 1. Familiarize the students with different aspects of anchoring & news presentation 2. To develop an understanding how to handle different situation during Live News Presentation 3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter
6	Course Outcomes	After completing the course, students will be able to – CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter. CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Analyse different kind of desk & live reporting style CO4. Evaluate on-air essentials. CO5: Write for various news / anchoring platform. CO6: Create own programmes based on any issue
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don'ts for the newsreader/presenter.

	Outline Syllabus	CO Mapping
Unit 1	**Introduction to Anchoring & News Presentation**	
	Practical Anchoring and writing techniques for electronic media and events.	CO1
Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO1,CO2
	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO1
Unit 3	**Voice Analysis and Improvement**	
	Importance of voice improvement-	CO2

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Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO1, CO3
	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.	CO3
Unit 5	**Facing Camera and Writing Anchor Links**	
	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO3, CO4
	Writing for Anchor Links & Headlines	CO4
Mode of examination	Jury/Viva/Practical	
Evaluations		

Weightage Distribution	CA	CE(Viva)	ETE
	25%	25%	50%

Text book/s*	☐ Radio Jockeying and News Anchoring Hardcover – 2009 by Aruna Zachariah
	☐ The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	2	2	2	-	-	2	2
CO2	3	2	3	3	2	3	-	3	2	3
CO3	3	2	2	2	3	2	-	-	3	2
CO4	2	3	2	1	2	2	-	-	2	2
CO5	1	3	2	2	3	3	-	-	3	3
CO6	1	1	2	2	3	3	-	-	3	3
Average	2	2.33	2.33	2	2.5	2.5	-	0.5	2.5	2.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023-2027
Programme: BA(FT&OP)	Current Academic Year: 2026-2027
Branch: Mass Communication	Semester: VIII

1	Course Code	**BCJ 419**	
2	Course Title	**Ethical Perspective of Media & Communication Research**	
3	Credits	3	
4	Contact Hours (L-T-P)		3-0-0
5	Course Type	**Compulsory**	
6	Course Objective	● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report. ● 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.	
7	Course Outcomes	After completing the course students will be able to CO1: Define various philosophies related to research ethics. CO2: Demonstrate scientific ethical conduct. CO3: Build of the publication ethics. CO4: Examine the open access publication. CO5: Apply the publication ethics. CO6: Evaluate the publication misconduct	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	

	Outline Syllabus		CO Mapping
	Unit 1	**Philosophy and Research**	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	Unit 2	**Scientific Conduct**	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	Unit 3	**Publication Ethics**	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3

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	Unit 4	**Open Access Publication**	
	A	Open access publication & initiatives	CO4, CO5
	B	Software tools to identify predatory journals	CO4, CO5
	C	Online resources to check publisher copyright & Self-archiving policies	CO4, CO5
	Unit 5	**Publication Misconducts**	
	A	Subject specific ethical issues	CO6
	B	Case studies	CO6
	C	Complaints and appeals	CO6
10	Mode of examination	Theory	Theory

11	Weightage Distribution	CA	MTE	ETE	
		15 %	10 %	75 %	

12	Text book/s*	Bird, A. (2006). Philosophy of Science. Routledge	
13	Other References	Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance (2019)	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	2	-	3	1	-	-
CO2	3	-	-	-	3	-	3	-	-	-
CO3	3	-	-	-	3	-	3	-	-	-
CO4	2	-	-	-	-	-	3	-	-	-
CO5	2	-	-	-	3	-	3	1	-	-
CO6	2	-	3	-	3	-	3	-	-	-
Average	2.5	-	0.5	-	2.33	-	2.83	0.16	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE			Batch : 2023-2027		
Programme: BA(J&MC)			Current Academic Year: 2026-2027		
Branch: Mass Communication			Semester: VIII		
1	Course Code		**BCJ 420**		
2	Course Title		Research Writing Techniques		
3	Credits		1		
4	Contact Hours (L-T-P)			0-0-2		
5	Course Type		**Compulsory**		
6	Course Objective		Students to ● Become familiar with the process of organizing and drafting a report that poses a significant problem and offers a convincing solution. ● learn how to identify, track down, and use a wide variety of sources in the service of responsible research and scholarship. ● produce a paper using APA documentation and manuscript form. ● polished enough to be publishable. ● and to become familiar with other formal (APA, Chicago style) documentation and manuscript styles. ● examine some of the best past and current writing by scholars. ● review the mechanics of writing and hone editorial and proof-reading skills. ● develop evaluative strategies and vocabulary to best serve other writers in a workshop setting		
7	Course Outcomes		After studying this course, students will be able to – CO1: Define the craft of drafting a proper research report. CO2: Explain the technicalities of academic writing. CO3: Apply and define appropriate research problem and parameters. Outline a research report. CO4: Analyse, organize and conduct research in a more appropriate manner. CO5: Evaluate, interpret and explain information sources. CO6: Develop a project proposal /Thesis		
8	Course Description		This course is designed to familiarize students with the basic methods and techniques of research writing. The course will focus on such issues as developing a thesis statement, writing a prospectus, finding source material (books, articles, internet resources, etc.), generating an argument, writing and revising a rough draft, and APA documentation of sources.		
	Outline Syllabus				**CO Mapping**
	Unit 1	**Research Writing Skills - I**			
	A	Planning and Preparation			CO1
	B	Language of Research			CO1
	C	Drafting, Proof-reading, Editing and Evaluation of Research papers			CO1, CO2

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Unit 2		**Analyzing Research Papers**			
A		The rhetorical patterning of a passage;			CO2
B		The introductory and closing paragraphs of samples of research papers			CO2, CO3
C		Linguistic aspects of sample research papers			CO2, CO3
Unit 3		**Report Writing - I**			
A		Meaning and Objective of Research Report, Report the findings, Chapterisation,			CO3
B		Types of Research Report,			CO3
C		Quotation, Footnotes, Endnotes, Referencing Style: APA, MLA Chicago, Harvard			CO3
Unit 4		**Report Writing - II**			
A		Research Database			CO4, CO5
B		Writing abstract, Introduction, literature review			CO4, CO5, CO6
C		Writing conclusion & Results			CO4, CO6
Unit 5		**Report Writing - III**			
A		Skills of writing the Results			CO5
B		Discussion and skills are needed when writing the Conclusions			CO5, CO6
C		Plagiarism, similarity checker, Turnitin			CO5

10	Mode of examination		Theory			Theory
11	Weightage Distribution	CA		MTE	ETE	
		25 %		25 %	50 %	
12	Text book/s*	Abdul Rahim, F. Thesis Writing: A Manual for Researchers. New Delhi: New Age International, 2005				
13	Other References	● Adam Sirjohn. Research Methodology: Methods & Techniques. Delhi: New Age International Ltd, 2004. ● Barker, Nancy and Nancy Hulig. A Research Guide for Undergraduate Students: English and American Literature. New York: MLA of America, 2000				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	-	-	-	-	3	-	-	-
CO2	3	-	-	-	-	-	3	-	-	-
CO3	3	2	-	-	-	-	3	-	-	-
CO4	3	-	1	-	-	-	3	-	-	-
CO5	3	1	-	-	-	-	3	-	-	-
CO6	3	3	3	-	-	-	3	2	-	-
Average	2.5	1.16	0.66	-	-	-	2.83	0.33	-	-

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

Prepared by: Sharda School of Media, Film & Entertainment (SSMFE)

School: SSMFE	Batch : 2023 - 2027	
Programme: BA(FT&OP)		Current Academic Year: 2026-2027
Branch: Mass Communication	Semester: VIII	

1	Course Code	**OPE**		
2	Course Title	**Digital Media Marketing**		
3	Credits	4		
4	Contact Hours (L-T-P)		0-3-2	
5	Course Type	**Compulsory**		
6	Course Objective	The main objective of the course is to impart skills of creating digital marketing content. This course will help the students to use digital media to amplify messages. The students will be able to make content discoverable in search, run ad campaigns and advertise it on various social media handles.		
7	Course Outcomes	After completing the course, students will be able to: CO1: Explain basics of digital media marketing CO2: Develop a perspective to use content strategy in digital media marketing CO3: Evaluate the social media presence and its importance in digital media marketing CO4: Outline the social media advertising in digital media marketing. CO5: Explain the concepts of SEO & SEM CO6: Create contents and creatives for digital media marketing		
8	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of digital media marketing among the students. The course will help the students to understand and apply the concepts, tools of digital media marketing.		
		Outline Syllabus		**CO Mapping**
	Unit 1	**Marketing Fundamentals**		
	A	Introduction to Digital Marketing and Digital Marketing Framework		CO1
	B	Identifying Customers (Who & where)		CO1
	C	Marketing Channels and Marketing Objectives		CO1
	Unit 2	**Content Strategy**		
	A	Plan and create marketing content		CO2
	B	Distribute and Promote content		CO2
	C	Optimize websites & Landing Pages		CO2
	Unit 3	**Social Media Presence**		
	A	Social Media Landscape		CO3
	B	Social Media Channels& content		CO3
	C	Implement and monitoring campaigns		CO3
	Unit 4	**Social Media Advertising**		
	A	Introduction to social media advertising		CO4
	B	Platforms for Social Ads		CO4
	C	Hand-on exercise		CO6
	Unit 5	**SEO & SEM**		

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	A	Search Engine Optimization (SEO)			CO5
	B	Search Engine Marketing with AdWords (SEM)			CO5
	C	Hand-on Exercise			CO6
	Mode of examination	Jury/Practical			
	Weightage Distribution	CA	CE (Viva)	ETE	
		25%	25%	50%	
	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth by Simon Hall			
	Other References	Digital + Marketing & Vice Versa: Featuring Digital Strategies like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	2	-	-
CO2	3	-	-	-	-	-	-	2	-	-
CO3	3	-	-	-	-	-	-	2	-	3
CO4	3	-	3	-	-	-	2	2	-	3
CO5	3	-	3	-	-	-	-	2	2	3
CO6	3	-	3	-	-	-	-	2	-	3
Average	2.66	-	1.5	-	-	-	0.33	2.16	0.33	2

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

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School: SSMFE		Batch : 2023-2027		
Programme: BA(FT&OP)		Current Academic Year: 2026-2027		
Branch: Mass Communication		Semester: VIII		
1	Course Code	**BCJ 421**		
2	Course Title	**Media & Communication Dissertation: Project**		
3	Credits	9		
4	Contact Hours (L-T-P)	0-3-12		
5	Course Type	**Compulsory**		
6	Course Objective	The objective of this course is to: ● Strengthen the academic research ability of the students. ● Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. ● Enhance the problem-solving skills of the students.		
7	Course Outcomes	The student will be able to CO1: Relate the theoretical knowledge of research. CO2: Demonstrate their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO3: Identify research problem and specific research objectives. CO4: Outline the research process. CO5: Develop report on the research problem and the proposed solution. CO6: Present their research work with proper ethics of research.		
8	Course Description	The course is designed to inculcate the research value and skills among the students.		
		Outline Syllabus		
	Unit 1-5	Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time	CO1, CO2, CO3, CO4, CO5, CO6	
10	**Guidelines for the students**	● Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the faculty supervisor for her/his dissertation. ● The final dissertation report duly signed by the supervisor and head of the centre has to be submitted to the center before the summative examination of the last semester. ● Students will apply similarity checker before submitting final copy of dissertation and submit self-declaration that similarity in dissertation content, excluding review of literature, is not more than 15 percent.		
11	Mode of examination		Jury	
12	Weightage Distribution	CA	CE (Viva)	ETE
		25 %	25%	50%

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Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	-	-	-
CO2	3	-	-	-	3	-	3	-	-	-
CO3	3	-	-	3	-	-	3	-	-	-
CO4	3	-	-	2	-	-	3	-	-	-
CO5	3	2	-	2	2	-	3	-	-	-
CO6	3	2	-	-	3	-	3	-	-	-
Average	2.83	0.66	-	1.16	1.33	-	2.83	-	-	-

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

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