



DEPARTMENT OF MASS COMMUNICATION

School of Media, Film & Entertainment

**BA(Journalism &
Mass Communication)
Academic Year
2020-2023**

Programme Code: SDM0101

General Guidelines
and
Terminology of Various Academic Programmes
under
Department of Mass Communication

General Guidelines:

These guidelines are framed to enable the various departments in SCADMS of Sharda University to run academic programmes in a structured manner. The main aim of these guidelines is to bring about a certain degree of uniformity in the programs running in various departments of the school. This would ultimately help in improving the quality of academic structure and delivery within the school. The guidelines would help all those who teach courses under various programmes to meet the basic requirements to teach the course. The guidelines also list the various templates required for this purpose.

Definition of Terms:

The following terminology would be used for the purpose of academic delivery within SCADMS. All departments have to follow these terminologies:

Department: Department in SCADMS refers to the unit that confers the professional qualification e.g., Department of Mass Communication. It may have various departments under its umbrella. As of 2019, SCADMS has 02 operational departments. These two departments in SCADMS are units that refer to specific areas of knowledge that do not end up as a professional qualification.

Programme: An educational programme is an integrated, organized experience that culminates in the awarding of a degree. The programme will have programme educational objectives, student outcomes, a curriculum, faculty and facilities. For instance, Department of Mass Communication is offering 05 programmes, i.e., BA (Journalism & Mass Communication), MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and Ph.D (J&MC).

Prepared by: Department of Mass Communication

Programme Educational Objectives (PEOs): Every programme stipulates educational objectives along with the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also periodically reviewed to keep with changing trends. Objectives are focused on performances that all students are expected to demonstrate at the end of instruction. Objectives define the key elements that must be taught every time the course is delivered.

Programme Outcomes (POs): Programme outcomes of SCADMS provide general information about the focus of student learning and are broadly stated. Student Learning Outcomes are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a programme. PO's specify an action by the student that is observable, measurable and able to be demonstrated. These are also synonymous with student learning outcomes.

Courses: Courses in SCADMS is a subject run for the purpose of conducting of any programme.

Course Code: SCADMS course code provided to subjects as entered in PeopleSoft for the purpose of identification of the subject as well as for the purpose of examinations. It is a unique identifying code. It generally represented as a “XYZ123” wherein XYZ is related to the programme and 123 is the serial no based on the year. In case there is a change of 20% or more in the syllabus, a new code has to be assigned to the course through proper approvals.

Course Title: It is the expanded full form of a subject against a given course code. No short forms are permitted in the course title. E.g., in the Department of Mass Communication, the course tile, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55min-60mins for one lecture/studio hour.

Credit: It is the weightage offered against a course. The student will obtain the credit against the course when he successfully obtains the minimum passing marks. Further description may be obtained from Examinations cell, SHARDA UNIVERSITY.

Course Objectives: Course objectives are clear and concise statements that describe what SCADMS intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

Prepared by: Department of Mass Communication

Course Outcomes: It expresses a present and observed state (what our students will actually learn) through the course. These are synonymous with programme specific outcomes (PSOs), course outcomes and any other similar terms as desired for respective accreditation processes.

The purpose of Course Objectives and Learning Outcomes is to:

- Align objectives with course content and evaluation methods
- Clearly communicate our expectations of students
- Establish a logical sequence of learning milestones
- Provide an opportunity for students to make connections across courses and institutional goals

Unit: The syllabus is to be divided into five units 1,2,3,4 and 5 with each unit having 3 sub units-a, b and c. This is the method for recording attendance as well in v-Attendance app.

Structure:

There are three elements essential for running SCADMS programme:

1. Programme Structure (Required for the programme)
2. Course syllabus required for each course in one of the following formats:

Template A1– for Theory subjects

Template A2 – for Practical subjects

Template A3 – for Jury subjects/studios/projects/dissertations

3. Instructional Plan-

Template B1 -- for Theory subjects

Template B2 -- for Practical subjects

Template B3 -- for Jury subjects/studios/projects/dissertations

Template D provides additional in the case of Jury subjects/studios/projects/dissertations with a list of Project with description, studio work, and dissertation topic with scope of work and precise deliverables.

Accordingly, the following are formulated for each course:

Sr.No	Course	Syllabus Template	Instructional Plan template	Additional
1	Theory	B1	C1	PPTs, GDs, Seminars & Lecture series
2	Practical	B2	C2	Media Labs, Computer Labs & Assignments
3	Jury	B3	C3	D: List of Project with description,

Prepared by: Department of Mass Communication

	subjects/Studios/ Projects/Dissertati ons			studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)
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Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

- 1.Transformative educational experience**
- 2.Enrichment by educational initiatives that encourage global outlook**
- 3.Develop research, support disruptive innovations and accelerate entrepreneurship**
- 4.Seeking beyond boundaries**

Core Values

Integrity
Leadership
Diversity
Community

Vision and Mission of the School of Media, Film & Entertainment

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of art, design and media studies. Thus making it a truly world class center for producing industry ready professionals at par with the best universities of the world.

Mission of the School

Creating a stimulating, flexible and application based learning environment for students as well as faculty.

To provide the necessary platform to impart skills and knowledge related to journalism and mass communication.

Creating brilliant professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.

Leveraging research to form strong industry-academia linkages.

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Core Values

Innovation

Awareness

Information

Ethics

Vision and Mission of the Department of Mass Communication

Vision of the Department of Mass Communication

To build a department that goes beyond regional & cultural barriers with educational model that is sustainable, replicable & scalable, and empowers students with a future that is driven by knowledge, practice, entrepreneurial skills, socially responsible principles and moral values.

To provide intensive and integrated education in the field of communication, that is at par with best global communication schools and that nurtures individual aspirations to lead, innovate and collaborate to effectively apply conceptual understandings vis-a-vis practical and complex communication phenomenon and technologies.

Mission of the Department of Mass Communication

Provide journalism, communication and media-education platform to impart skills and knowledge with strong industry-academic linkages, consultancies and strong research base.

Create global media professionals & leaders by imparting a blend of theory and practical lessons through state-of-art infrastructure.

Create stimulating, flexible and application based learning environment for students & for the faculty.

Core Values

Innovation

Awareness

Information

Ethics

Programme Educational Objectives (PEO)

Writing Programme Educational Objectives (PEO) – BA (J&MC)

- PEO1: Creating Innovative resource pool and qualified professionals with Social and Entrepreneurial skills relating to Journalism, Media and Entertainment industry.
- PEO2: Serve as trained and qualified workforce in Broadcast Media (TV/Radio) industry.
- PEO3: Serve as trained and qualified journalist in Print Media/Online Media Industry.
- PEO4: Serve as trained and qualified workforce in Advertising, Events, Public Relations, Corporate Communication and related industries.
- PEO5: Serve as trained and qualified workforce in Multimedia and Audio-Visual Communication fields.
- PEO6: Serve as trained and qualified workforce in Development Communication, Media Education, Communication Research and related fields.

Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	2	3	3	-
PEO2:	2	3	2	1
PEO3:	2	3	2	1
PEO4:	2	3	2	1
PEO5:	2	3	2	1
PEO6:	2	3	3	3

Enter correlation levels 1, 2, or 3 as defined below:

1. Slight (Low) 2. Moderate (Medium)

3. Substantial (High)

If there is no correlation, put “-“

Program Outcomes (PO's)

- PO1 :Domain Knowledge in Mass Communication:** Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- PO2 :Communication Skills:** Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- PO3 :Innovation & Modern Tool Usage:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- PO4 :Problem Solving Skills:** Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
- PO5 : Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.
- PO6 :Leadership, Management and Entrepreneurial Traits:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.

Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	2	2	2	2	2	2
PO2	1	3	3	3	3	3
PO3	2	3	3	1	3	3
PO4	3	2	2	3	2	2
PO5	2	1	2	2	1	3
PO6	3	1	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Program Outcome Vs Courses Mapping Table¹:

Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
Sem-1	Communicative English-I	-	3	-	-	-	-
	Environmental Science	-	-	-	-	3	-
	Understanding Media	3	-	-	-	-	-
	Cultural and Art Forms	3	-	-	-	2	1
	Visual Communication	2	2	3	-	-	-
	Soft-Skill and Personality Development	-	3	-	-	2	-
	Computer and IT Skills	-	-	3	-	-	-
	Open Elective (To be Chosen by Student)	1	-	-	-	-	-
Sem-2	Communicative English-II	-	3	-	-	-	-
	Media Law and Ethics	3	1	1	3	3	1
	Development Communication	2	2	2	1	2	-
	Entrepreneurship	3	2	-	2	3	-
	Communication: Concepts & Principles	3	-	-	-	-	-
	Sound and Image	2	2	3	-	-	-
	Study Tour	2	-	-	-	-	-
	Open Elective (To be Chosen by Student)	1	-	-	-	-	-
Sem-3	News & Contemporary Issues	3	-	-	-	-	2
	Introduction to Print and convergent Journalism	3	3	2	-	-	2
	Event Management	3	-	-	-	3	-
	Contemporary socio economic and political issues	3	-	3	-	-	-
	Media and Gender Studies	3	-	3	-	-	-
	Art of writing and Editing	2	-	3	-	-	-
	Designing and Layout	2	2	3	-	-	-
	Still photography and image editing	2	2	3	-	-	-
Sem 4	Audio visual Media-conceptual Framework	3	1	--	-	-	-
	Advertising: Concepts, Principles & Practices	3	1	-	-	-	-
	Public relation and corporate communication	3	-	-	-	-	-
	International and intercultural communication	2	2	2	-	-	-
	Advertising and PR practical	1	2	-	-	-	2
	Writing and Anchoring for Radio TV and Digital Media	2	-	3	-	-	-
	Radio Programme production	2	-	3	-	-	-

¹Cel value will contain the correlation value of respective course with PO.

	Community Connect	-	-	1	3	3	1
Sem-5	Introduction to Film studies: Cinema appreciation and Analysis	3	3	2	-	-	2
	Mobile and data Journalism	3	2	-	2	2	-
	Media and communication Research	3	-	-	-	-	-
	Global Media Management	2	2	3	-	-	2
	Digital video programme production	3	2	3	-	-	-
	Television programme production	3	-	3	-	-	-
	Animation and Multimedia	3	-	3	-	-	-
	Summer Project / Internship Report	-	2	-	-	-	-
Sem-6	2 Months Specialization - a. Print/Convergent b. Events c. Ad, PR & CC d. Broadcast e. Photography/Cinematography	2	2	3	2	-	2
	On Job Training/Major Project	2	3	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Program Structure
Name of School: School of Media, Film &
Entertainment Program: BA (Journalism
and Mass Communication) Batch: 2020-2023
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ¹ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
1	ARP101	Communicative English-I	1	0	2	2	Co-Requisite	AECC
2	EVS106	Environmental Science	3	0	0	3	Co-Requisite	AECC
3	BMC152	Understanding Media	3	0	0	3	Core	CC
4	BMC148	Cultural and Art Forms	3	0	0	3	Core	CC
Practical/Viva-Voce/Jury								
5	BMC149	Visual Communication	0	2	2	3	Core	AECC
6	BMC150	Soft-Skill and Personality Development	0	1	4	3	Core	AECC
7	BMC151	Computer and IT Skills	0	1	4	3	Core	AECC
8		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	SEC
TOTAL CREDITS						22		

¹ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
Entertainment Program: BA(Journalism and
Mass Communication Batch: 2020-2023
TERM: II**



S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre- Requisite/ Co Requisite	Type of Course ² : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	ARP102	Communicative English-II	1	0	2	2	Co-Requisite	AECC
2	BMC153	Media Law and Ethics	3	0	0	3	Core	CC
3	BMC154	Development Communication	1	2	0	3	Core	CC
4	BMC155	Entrepreneurship	3	0	0	3	Core	CC
5	BMC156	Communication: Concepts & Principles	3	0	0	3	Core	CC
Practical/Viva-Voce/Jury								
6	BMC157	Sound and Image	0	0	6	3	Core	
7	BMC158	Study Tour	0	0	4	2	Core	DSE
8		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	SEC
TOTAL CREDITS						21		

Soon after the Second Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point

² CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Program Structure

**Name of School: School of Media, Film &
Entertainment Program: BA(Journalism and
Mass Communication) Batch: 2020-2023
TERM: III**

S. No.	Subject 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	BCJ208	Introduction to Print and Convergent Journalism	2	2	0	4	Core	CC
2	BCJ209	Event Management	0	2	2	3	Core	CC
3	BCJ210	Contemporary socio economic and political issues	2	1	0	3	Core	CC
4	BCJ211	Media and Gender Studies	2	0	0	2	Core	CC
Practical/Viva-Voce/Jury								
4	BCJ212	Art of writing and Editing	0	2	2	3	Core	AECC
5	BCJ213	Designing and Layout	0	2	4	4	Core	AECC
6	BCJ214	Still photography and image editing	0	1	4	3	Core	AECC
7	BCJ215	Term paper/ Summer internship	0	0	0	2	Core	DSE
TOTAL CREDITS						24		

³CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
 Entertainment Program: BA (Journalism
 and Mass Communication) Batch: 2020-2023
 TERM: IV**

S. No.	Subject 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	BCJ216	Audio visual Media- conceptual Framework	1	1	2	3	Core	CC
2	BCJ217	Advertising: Concepts, Principles & Practices	2	1	0	3	Core	CC
3	BCJ218	Public relation and corporate communication	2	1	0	3	Core	CC
4	BCJ219	International & Intercultural Communication	2	1	0	3	Core	CC
Practical/Viva-Voce/Jury								
5	BCJ220	Advertising and PR practical	0	1	2	3	Core	AECC
6	BCJ221	Writing and Anchoring for Radio TV and Digital Media	0	0	4	2	Core	AECC
7	BCJ222	Radio Programme Production	0	2	4	4	Core	AECC
8	CCU501	Community Connect	0	2	0	2	Co-Requisite	AECC
TOTAL CREDITS						23		

Soon after the Fourth Semester End-Term Examination, students will undergo Summer Training and submit a comprehensive Summer Training Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
 Entertainment Program: BA(Journalism and
 Mass Communication) Batch: 2020-2023
 TERM: V**

S. No.		Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ^o : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFM312	Introduction to Film Studies	2	1	0	3	Core	CC
2	BFM313	Mobile and data Journalism	3	1	0	4	Core	CC
3	BFM314	Media and Communication Research	2	1	0	3	Core	CC
4	BFM315	Global Media management	2	1	0	3	Core	CC
Practical/Viva-Voce/Jury								
4	BFM316	Digital Video Programme production	0	2	4	4	Core	AECC
5	BFM317	Television programme Production	0	2	4	4	Core	AECC
6	BFM318	Animation and Multimedia	0	2	4	4	Core	AECC
7	BFM319	Summer Project / Internship Report	0	0	4	2	Core	DSE
TOTAL CREDITS						27		

Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

**Name of School: School of Media, Film &
Entertainment Program: BA(Journalism and
Mass Communication Batch: 2020-2023
TERM: VI**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁷ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	BFM320 BFM321 BFM322 BFM323 BFM324	2 Month Specialization - a. Print/Convergent b. Events c. Ad, PR & CC d. Broadcast e. Photography/Cinematography	0	4	16	12	Elective	DSE
2	BFM325 BFM326	On Job Training/Internship or Research Based Project	0	4	16	12	Elective	DSE
TOTAL CREDITS						24		

Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TERM 1

School: SMFE		Batch : 2020-2023
Program: BA(JMC)		Current Academic Year: 2020-2021
Branch: NA		Semester: I
1	Course Code	ARP101
2	Course Title	Communicative English-I
3	Credits	3
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Co-Requisite/ Compulsory / Elective / Open Elective
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	<p>CO1: Learn to use correct sentence structure and punctuation as well as different parts of speech. Learning new words its application and usage in different contexts helpful in building meaning conversations and written drafts. Develop over all comprehension ability, interpret it and describe it in writing. Very useful in real life situations and scenarios.</p> <p>CO2: A recognition of one's self and abilities through language learning and personality development training leading up to greater employability chances. Learn to express oneself through writing while also developing positive perception of self. To be able to speak confidently in English</p> <p>CO3: To empower them to capitalize on strengths, overcome weaknesses, exploit opportunities, and counter threats. To ingrain the spirit of Positive attitude in students through a full length feature film followed by a storyboarding activity. Create a Self Brand, identity and self esteem through various interesting and engaging classroom activity</p> <p>CO4: Exposing students to simulations and situations wherein students learn to describe people and situations and handle such situations effectively and with ease. Teaching students how to engage in meaningful dialogues and active conversational abilities to navigate through challenging situations in life and make effective conversations. Learn how to transform adverse beginnings into positive endings – through writing activities like story completion.</p> <p>CO5: At this stage the Students will be exposed to take advantage of the digital literacy platforms and to use them to their merit. How to use effective social media and how to create and build successful and professional social media handles. Students will also be exposed to multiple Career Opportunities across different domains. How to engage in effective brainstorming to deduct meaningful solutions to problems, like Fishbone techniques etc</p> <p>CO6 :The students will also learn profusely about Social and</p>

		cultural etiquettes. Students will effectively learn the Art of Management & Leadership Skills. The students will also gradually start learning about the Entrepreneurial skills at this stage along with internal communication techniques	
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	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO1
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO1, CO1
	3	Conjunctions/Compound Sentences	CO1, 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, CO2, CO3/CO6
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO2, CO3, CO4
	Unit 4	Speaking Skill	
	1	Self-introduction/Greeting/Meeting people – Self branding	CO2, CO3
	2	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)	CO3, CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO2, CO4, CO4, CO5,CO6
	Unit 5	Exercises	N/A
	1	Exercises	N/A
	2	Exercises	N/A
	3	Exercises	N/A
	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. <i>How to Build Better Vocabulary</i> . London: Bloomsbury Publication	
	Other References	Comfort, Jeremy(et.al). <i>Speaking Effectively</i> . Cambridge University Press	

Course Articulation Matrix

POs COs	PO1	PO 2	PO3	PO 4	PO5	PO6
CO1	-	3	-	-	-	-
CO2	-	3	-	-	3	-
CO3	-	3	-	-	3	-
CO4	-	3	-	3	-	-
CO5	-	3	-	3	-	-
CO6	-	-	-	-	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch: 2020-2023	
Program: BA(JMC)			Current Academic Year: 2020-2021
Branch: NA		Semester: I	
1	Course Code	EVS106	
2	Course Title	Environmental Science	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Co-Requisite/ Compulsory /Elective/Open Elective	
5	Course Objective	<ol style="list-style-type: none"> 1. Enable students to learn the concepts, principles and importance of environmental science 2. Provide students an insight of various causes of natural resource depletion and its conservation 3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion. 4. Provide knowledge of different methods of water conservation 5. Provide and enrich the students about social issues such as R&R, population and sustainability. 	
6	Course Outcomes	CO1. Understand the principles and scope of environmental science CO2. Study about various pollution causes, effects and control and solid waste management. CO3. Effect of global warming and ozone layer depletion CO4. Knowledge about various types of natural resources and its conservation CO5. Understand about sustainable development, resettlement and rehabilitation, impact of population explosion on environment the methods of water conservation CO6. Overall understanding of various environmental components, its protection and management.	
7	Course Description	Environmental Science emphasizes on various factors as <ol style="list-style-type: none"> 1. Importance and scope of environmental science 2. Natural resource conservation 3. Pollution causes, effects and control methods 4. Social issues associated with environment 	
8	Outline syllabus		CO Mapping
	Unit 1	General Introduction	
	1	Definition, principles and scope of environmental science	CO1/CO6
	2	Land resources, Forest Resources	CO1/CO6
	3	Water Resources ,Energy Resources	CO1/CO6
	Unit 2	Environmental Pollution (Cause, effects and control measures) and solid waste management	
	1	Air pollution ,Water Pollution	CO2/CO6
	2	Soil and Noise pollution	CO2/CO6
	3	Solid wastes and its management	CO2/CO6/

					CO5
	Unit 3	Climate Change and its impact			
	1	Concept of Global Warming and greenhouse effect			CO3/CO6
	2	Ozone layer Depletion and its consequences			CO3/CO6
	3	Climate change and its effect on ecosystem, Kyoto protocol and IPCC concerns on changing climate			CO3/CO6
	Unit 4	Natural resource conservation			
	1	Hot spots, threats to biodiversity, endemic species			CO4/CO6
	2	Conservation of biodiversity, ex-situ, in-situ conservation, biodiversity services.			CO4/CO6
	3	Need of Water Conservation, Rain Water Harvesting Watershed management			CO4/CO6
	Unit 5	Social Issues and the Environment			
	1	Concept of sustainable development			CO4/CO6
	2	Resettlement and rehabilitation of people; its problems and concerns, Case studies			CO4/CO6
	3	Population explosion and its consequences			CO4/CO6
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*	1. Environmental Studies – Benny Joseph – Tata McgrawHill- 2005 2. Environmental studies – R. Rajagopalan – Oxford Publication – 2005			
	Other References	1. Miller, G.T., “Introduction to Environmental Science”, Cengage Learning. 2. Rao, P.V., “Principles of Environmental Science and Engineering”, Prentice Hall of India			

Course-Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	1	3	3	3	3	2
CO2	3	3	2	2	3	3
CO3	2	2	3	1	2	2
CO4	2	1	3	3	2	3
CO5	2	3	2	3	3	3
CO6	1	3	3	3	1	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch: 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: I	
1	Course Code	BMC152	
2	Course Title	Understanding Media	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
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	CO1:Understand the basic concept of media CO2: Evaluate the development of different types of media. CO3:Apply and evaluate the impact of media on people lives and choices CO4:Apply the knowledge of writing for different Media and incorporating the value of Media law and ethics CO5:Integrate journalistic reporting, writing and editing. Also learn to use current technologies to reach, communicate with and increase your audience.	
7	Course Description	The course focusses 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	CO1
	1	Definition and Concept of Media	
	2	Functions and Characteristics of Media	
	3	Nature, Scope and types of Media	
	Unit 2	Evolution of Media – Folk/Tradition & Print	CO2, CO3
	1	Traditional/Folk Media	
	2	Print Media – Pre-Independence Era	
	3	Print Media – Post-Independence Era	
	Unit 3	Evolution of Media – Electronic (Radio & TV)	CO2, CO3/CO5
	1	Radio	
	2	Television	
	3	Contemporary scenario of Radio & TV	
	Unit 4	Evolution of Media – Cinema	CO2, CO3/CO5
	1	Silent Era in Cinema	
	2	Middle Era in Cinema	
	3	Contemporary Cinema	
	Unit 5	Evolution of Media – New/Online/Digital	CO2, CO3,CO4

	1	History & Evolution			
	2	ICT			
	3	Contemporary Digital Media			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Mass Communication in India by Keval J Kumar			

Course-Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	1	2	3	3
CO2	3	3	1	2	2	2
CO3	3	3	3	1	2	2
CO4	3	3	1	1	3	2
CO5	3	3	2	1	3	2

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: I	
1	Course Code	BMC148	
2	Course Title	Cultural and Art Forms	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
5	Course Objective	The objective of pursuing this course is: <ul style="list-style-type: none"> <input type="checkbox"/> debate on various aspects of Indian history, art and culture <input type="checkbox"/> critically engage on various socio-economic and political issues in India <input type="checkbox"/> utilize knowledge gained to influence the social fabric of the country 	
6	Course Outcomes	CO1: Describe the various aspects of Indian history, art and culture CO2: Relate to the fundamentals of various socio-economic and political issues in India CO3: Apply and Demonstrate critical thinking abilities to analyse and suggest alternatives describe salient features of Indian culture CO4: Explain the concept of diversity and underlying unity in Indian culture CO5: Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.	
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
	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	CO2
	3	Indian Freedom Movement (1857-1947) Landmarks	CO1
	Unit 2	Indian Culture: An Introduction	
	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism	CO2/CO4
	2	Art and Culture: Contemporary Issues and Debates	CO3

	3	Scientific Temper: Concept, Relevance and Practice			CO3
	Unit 3	Indian Polity			
	1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles			CO2
	2	Presidential System and Parliamentary Democracy			CO4
	3	General Elections and Electoral Reforms			CO2
	Unit 4	Indian Art & Architecture:			
	1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture			CO1,CO4
	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition			CO1,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 4. Contemporary Indian Art and Artists			CO1,CO4/CO5
	Unit 5	Social Movements & Activism			
	1	Marginalisation, Socio-Economic Equality and Reservation			CO4
	2	Judicial Activism & Women Safety, Gender Equality and Activism			CO5
	3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press. 2. 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 Development. New Delhi: Sultan Chand & Sons.			

		<p>4. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.</p> <p>5. Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.</p>	
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Course-Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	2	2	2	3	2
CO2	3	2	2	3	3	2
CO3	3	3	2	2	3	2
CO4	3	3	3	2	2	2
CO5	3	3	1	2	2	2

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(JMC)		Current Academic Year: 2020-2021	
Branch: NA		Semester: I	
1	Course Code	BMC149	
2	Course Title	Visual Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Make the learner understand various forms of effective visual communication designs. 2. Make the learner understand the semiotics, Design elements and non-verbal language that is used for narrative representation 3. Help learners apply their understanding of visual communication basics in designing minor student projects 	
6	Course Outcomes	CO1: Describe a design through visual communication CO2: Understand the semiotics, Design elements, and non-verbal language that is used for narrative representation. CO3: Apply conceptual and technical understanding of Graphics and Visual Design CO4: Analyze an effective transference of ideas. CO5: Create a Design based on principles of visual communication	
7	Course Description	The programme aims to develop mature understanding of visual communications, their importance, forms and their aesthetic aspects. In addition to finding solutions to Visual communication needs, it also tries to generate methodologies for solving fundamental visual designing problems.	
8	Outline syllabus		CO Mapping
	Unit 1	Intro to Visual Communication	
	1	Human and Visual Communication (physiology and psychology), Visual Communication - A expression, skill and process, The semiotic landscape: language and visual communication, narrative representation	CO1, CO2
	Unit 2	Fundamentals of Design	
	1	Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.), Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis,	CO2

		decision making, implementation.	
	Unit 3	Basics of Graphic Design	
	1	Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.	CO3
	Unit 4	Visual Designing	
	1	Understanding of the factors that influence the visual design problem. Study in the phases of process from analysis through synthesis and evaluation. Role of creativity, role playing brain storming, metamorphic thinking and other methods of idea generation. Visual Design methodology for various stages of design process – research, analysis, ideation, concepts, prototyping and evaluation. Presentation and documentation of the design task.	CO3/CO5
	Unit 5	Minor Design Project	
	1	Creating various projects involving the application of Visual Communication Modules Learnt so far. It can be anything from a business card, to a letterhead, a logo, or a stylesheet, or a website, mobile App, etc.	CO3,CO4
	Mode of examination	Jury/Practical/Viva	
	Weightage	CA	ETE
	Distribution	60%	40%
	Text book/s*	Visual Communication: Images with Messages by Paul Martin Lester	
	Other References	<ul style="list-style-type: none"> Visual Communication: From Theory to Practice by Jonathan Baldwin The Non-Designer's Design Book by Robin Williams. Essentials of Visual Communication by Bo Bergstrom 	

Course-Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	1	1	1
CO2	3	3	2	1	2	1
CO3	3	3	3	2	1	1

CO4	3	3	2	1	2	1
CO5	3	3	3	3	2	1

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: I	
1	Course Code	BMC 150	
2	Course Title	Soft-Skill and Personality Development	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. 2. To understand the importance of body language and right posture in terms of giving speech 	
6	Course Outcomes	The student will be able to: CO1:Gain confidence in terms of voice and speech. CO2: Practice perfect body language at events and scenarios. CO3:To understand voice analysis and improvement CO4:To understand the pronunciation and articulation CO5:To understand stress management and implement presentation skills.	
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Facial Expressions and Movements	
	1	Sense of pace and timing	CO1, CO2
	2	Expressions and Dressing style in different scenarios	CO1
	3	Controlling emotions and techniques to use stage or delivery platform	CO1
	Unit 2	Voice Analysis and Improvement	
	1	Importance of voice improvement	CO2
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO1, CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3/CO5
	Unit 3	Pronunciation and Articulation	
	1	Understanding different causes of mispronunciation.	CO1

	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO1
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO2
	Unit 4	Management	
	1	Time and Stress management during presentation	CO2
	2	Tools and resources to upgrade skills	CO2/CO5
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust , courage and patience in speech and presentation.	CO1,CO2
	Unit 5	Exercise	CO5
	1	Exercise	CO5
	2	Exercise	CO5
	3	Exercise	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		60%	40%
	Text book/s*		
	Other References	Online worksheets	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	1	3	-	-	2	2
CO2	1	3	-	-	2	2
CO3	-	2	3	-	-	1
CO4	-	2	2	1	3	1
CO5	2	-	-	2	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: I	
1	Course Code	BMC151	
2	Course Title	Computer & IT Skills	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 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	CO1: Identify the principal components of basic computer skills for professional industries CO2: Understanding of computer hardware and software 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: Create and design layouts using various Software's	
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	
	2	FORMATTING THE TEXT Editing and Alignment of text, tabs, characters spacing Paragraph Indenting & spacing, Bullet and numbering, Changing cases	CO1
	3	TABLE MANIPULATIONS and DRAWING TOOLS Drawing tables, changing cell height and width Deleting and Inserting rows and columns, merging cells Using different drawing tools, borders and shading	CO1
	Unit 2	MS EXCEL	

	1	INTRODUCING EXCEL WORKSHEET Entering data and completing cell entries Adjusting column width and row heights, Formatting cells, Borders and fills Perform Worksheet Calculation and Print Preview	CO2
	2	EDITING WORKSHEETS 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	CO1, CO3
	3	WORKING WITH CHARTS Create Chart to compare data Working with chart tools Edit chart data, Adding image to worksheet.	CO3/CO6/ CO4
	Unit 3	MS POWER POINT	
	1	CREATING and DELIVERING OF PRESENTATION Navigating a power point window Choosing a theme and creating presentation Adding slides, Choosing Layout and aligning text	CO3
	2	DESIGNING THE PRESENTATION Working on the aesthetics of slides Making your own slide format Printing handouts, handout masters, slide footers, slideshow	CO3
	3	ADDING GRAPHICS, ANIMATION and SOUND Inserting Pictures, cliparts, graphics and other file formats Adding effects/animations to text and images Adding sounds and Videos in the presentation	CO2,CO3
	Unit 4	USING MS PUBLISHER	
	1	INTRODUCING MS PUBLISHER Introducing MS Publisher Interface Navigation and selection techniques	CO3
		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 finalising publication	CO4
	3	PUBLISHING A TRIFOLD BROCHURE Choosing a layout theme and design Placement of information and the Images Finalising publication and taking the print out.	CO3,CO4
	Unit 5	INTERNET and WEB BROWSERS	
	1	Basic HTML & Web designing (through programming languages & designing tools)	CO2,CO4
	2	Search Engine Optimization	CO4/CO5

	3	UNDERSTADING URL and SURFING THE WEB	CO4,CO5
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		60%	40%
	Text book/s*	Beginning Microsoft Office by Gay Hart Davis Websites and Internet material	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	1	3	2	1	1
CO2	3	1	3	1	1	1
CO3	3	3	3	2	3	1
CO4	3	3	3	3	1	1
CO5	3	3	3	3	1	1

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

TERM 2

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: II	
1	Course Code	ARP102	
2	Course Title	Communicative English-II	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
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: Move from primary self-assessment to larger goal and vision statement realisation with the help of feature length films as enablers and multimedia as language facilitators. CO2: To develop a positive attitude through written expression of positive thought process and outlook with the help of writing activities like story completion et al. CO3: Learn advanced writing skills in English like full length essays et al. CO4: Master the science of speech and correct pronunciation through the accent-neutralisation program followed by reading sessions applying the lessons learnt. CO5: At this stage students will learn about Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity CO6: At this stage students will learn about Love & Compassion, Non-Violence & Truth, Righteousness, Peace, Service, Renunciation (Sacrifice) along with Introduction to Quant, Aptitude and Logical Reasoning	
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.	
8	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	
	2	12 Angry Men / Ethics & Principles	

	3	The King's Speech / Mission statement in life strategies & Action Plans in Life	
	Unit 2	Creative Writing	CO2
	1	Story Reconstruction - Positive Thinking	
	2	Theme based Story Writing - Positive attitude	
	3	Learning Diary Learning Log – Self-introspection	
	Unit 3	Writing Skills 1	CO3
	1	Precis	
	2	Paraphrasing	
	3	Essays (Simple essays)	
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	CO4
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	
	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	CO5/CO6
	1	Jam sessions	
	2	Extempore	
	3	Situation-based Role Play	
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE	N/A
	Text book/s*	<ul style="list-style-type: none"> 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. The Luncheon by W.Somerset Maugham	
	Other References	-http://mistara.co.nf/files/sm_luncheon.pdf	

Course Articulation Matrix

CO	P01	P02	P03	P04	P05	P06
CO1	-	3	1	2	3	2
CO2	2	3	1	2	3	2
CO3	2	3	1	2	3	2
CO4	-	3	1	2	3	2
CO5	-	3	3	3	-	3
CO6	-	3	-	-	3	-

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School: SMFE		Batch: 2020-2023	
Program: BA (J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: II	
1	Course Code	BMC153	
2	Course Title	<i>Media Laws & Ethics</i>	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The 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	CO1: Identify the moral dimensions of media ethics problems in various dilemmas faced by media. CO2: Interpret the Knowledge of media Laws and Ethics CO3: utilize 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: Apply the principles and understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	
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 analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication	
8	Outline syllabus		CO Mapping
	Unit 1		
	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	CO2
	2	Press Laws Before and After Independence; Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)	C01
	3	Bill to Act: Case Study of Lokpal	C01,C02
	Unit 2	Press Commissions and Committees	
	1	Press Commissions and Press Council of India	C02,C03

	2	Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee			C02, CO3
	3	The State: Sedition-incitement to violence (section 124A IPC) Defamation, Libel & Slander (Case studies) Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation),			C01,C02
	Unit 3	Liberty and Restriction			
	1	Press & Registration of Books Act 1867 and 1955, Copyright Act 1957, Intellectual Property Right			C03
	2	Prasar Bharati Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956 Act 1990 and Cinematograph Act 1952 WTO agreement and intellectual property right legislations,			C01,CO2
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies) Obscenity; Indecent Representation of Women (Prohibition) Act, 1986;			C02,C01
	Unit 4	Regulatory Bodies			
	1	Advertising Council of India			C03
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning			C03/CO4
	3	Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code,			CO3/CO4
	Unit 5	Media Ethics: Social Responsibility of Press			
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism			CO4/CO5
	2	Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism,			CO4/CO5
	3	Cyber Laws and Ethics: Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking			CO4/CO5
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	MEDIA LAW AND ETHICS - M. NEELAMALAR, PHI Learning Pvt. Ltd., 2009			
	Other References	Books Recommended : 1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Credibility by Aggarwal, S.K. 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 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	PO 3	PO 4	PO 5	PO6
CO1	3	2	2	1	2	3
CO2	3	3	2	2	3	3
CO3	3	3	2	3	3	3
CO4	3	2	2	1	3	3
CO5	3	2	2	2	1	2

1-Slight (Low)

2.Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(JMC)			Current Academic Year: 2020-2021
Branch: NA		Semester: II	
1	Course Code	BMC154	
2	Course Title	Development Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	1-2-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1.To impart basic concepts meaning and models of development 2.To make students aware about problems and issues of the development. 3. Inculcate knowledge of development communication and relations with media and society. 4. Know the functioning of media in development coverage.	
6	Course Outcomes	CO1:Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change CO2:Analyze the process of Development Communication CO3: Recognize and apply aesthetic principles use of different media in development communication CO4: The student would be to analyze and evaluate gender issues & advocacy CO5:Write and Design message for Development Communication	
7	Course Description	The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behavior change communication. The course orients and enhances the capacity of the students in participatory methodologies.	
8	Outline syllabus		CO Mapping
	Unit 1	Models and Paradigms of Development Communication	
	1	Linear Models: Rostow's Demographic (Stages of Growth), Transmission Non-Linear: World System Theory, Neo-Marxist Theory	CO1, CO2
	2	Changing Paradigms of Development and Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local	CO1, CO2
	3	Economic and social indicators of development: GDP/GNP ,Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an	CO1,CO2/CO5

		indicator, Social Relations [inequality] Happiness Index			
	Unit 2	Communication and Social Change	CO1		
	1	Gandhian Perspective: Panchayati Raj	CO1		
	2	Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy	CO1, CO2		
	3	Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM, The Millennium Development Goals (MDGs) and Sustainable Development Goals	CO3,C02		
	Unit 3	Media and Development			
	1	Role and performance of Mass Media in Development: Radio, Television, Cinema and Traditional media, Development of message design and communication	CO1		
	2	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting	CO1, CO3,C04		
	3	ICTs: scope in development communication (SITE Experiment, e chaupal, e governance,)	CO3,CO2,C03		
	Unit 4	Behaviour Change Communication: Concept & Approaches	CO3,C04		
	1	Processes of Behaviour Change Communication	CO3,C04		
	2	Strategic issues and BCC (Health/ Environment/ Consumption)	CO3,C04		
	3	Case study of BCC campaigns for social mobilization and policy change	CO3,C04		
	Unit 5	Gender and Advocacy	CO4		
	1	Women and Human Rights	CO4		
	2	Laws for protection of women’s rights	CO3, CO4		
	3	Media and gender mainstreaming	CO4,CO5		
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	Weightage Distribution	CA
		30%	20%	50%	30%
	Text book/s*				
	Other References	1. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi 2. Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu 3. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi 4. Todaro, Michael P Economic Development in the Third World, Longman, New York			

Course Articulation Matrix

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	2	2
CO2	3	3	1	2	2	2
CO3	3	3	2	2	2	3
CO4	3	3	2	2	3	2
CO5	3	3	2	2	3	3

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

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2020-2021	
Branch:		Semester: 2	
1	Course Code	BMC155	
2	Course Title	<i>Entrepreneurship</i>	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
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:Identify basic business management and entrepreneurship. CO2: Interpret business plans and budgets to secure finances & seed funding CO3: Apply and Execute branding and marketing strategies to boost business CO4: Analyse legal and related issues. CO5:Plan and execute strategies in order to move faster & operate more efficiently.	
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	CO1
	B	Functional Areas of Management	CO1
	C	Client Servicing & Communication in Management	CO1
	Unit 3	Budgeting and Finance	
	A	Creating Impactful Business Proposals	CO 2
	B	Budgeting for a startup idea	CO 2
	C	Financing Entrepreneurial Ventures	CO 2
	Unit 4	Branding & Marketing	
	A	4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting	CO3
	B	Branding	CO3

	C	Traditional and Digital Marketing for SMEs			CO3
	Unit 5	Business, IPR and Taxation Laws			
	A	Overview of Company Laws in India			CO4
	B	IPR and Copyrights			CO4/CO5
	C	Taxation			CO4/CO5
	Mode of examination	Theory/ Jury /Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	The Essence of Business & Management by Motilal Oswal			
	Other References	<ul style="list-style-type: none"> 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
CO1	2	3	3	3	3	3
CO2	3	3	3	3	3	2
CO3	3	3	3	-	3	2
CO4	3	2	2	2	3	3
CO5	2	3	2	3	3	2

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: II	
1	Course Code	BMC156	
2	Course Title	Communications: Concepts & Principles	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 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: Develop a practical understanding of the various theories and models of communication CO2: Understand the effects of mass communication on society, audiences and people CO3: Apply Communication model and theories to critically analyze real-world issues CO4: Illustrate and correlate models and theories of mass communication CO5: Utilize knowledge to evaluate the effects of communication theory on society	
7	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching a number of 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, CO2
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO1
	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
	2	Theodore Newcomb's model (1953)	CO1, CO3
	3	Osgood's model (1954)	CO3
	Unit 3	Theories of Communication	

	1	Communication theory: Need and importance - Hypodermic or bullet theory			CO3
	2	Individual differences theory, Cognitive Dissonance Theory			CO3, CO5
	3	Personal Influence Theory			CO2,CO3
	Unit 4	Sociological theories of Mass Communication			
	1	Cultivation Theory, Agenda Setting Theory			CO3, CO5
	2	Social Learning Theory, Spiral of Silence			CO4, CO5
	3	Uses and Gratification Theory, Dependency Theory			CO3,CO4
	Unit 5	Normative Theory of Communication			
	1	Authoritarian Theory, Libertarian Theory			CO2,CO3
	2	Social Responsibility Theory, Soviet Media Theory			CO4
	3	Development Theory, Democratic-Participant Media Theory			CO3,CO3
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	Weightage Distribution	CA
		30%	20%	50%	30%
	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. Perspectives in Mass Communication : Agee, Ault, Emery 6. Mass Communication: Whitney, Wartella and Windohl 7. Issues in Mass Communication: JS Yadav and Pradeep Mathur 8. Reading in Mass Communication: Emery Smithe 9. Mass Media Today: Subir Ghosh 10. Introduction to Mass Communication: William Francois 11. Studies in Communication: Asher Cashden and Martin Jordin 12. Mass Communication and Development Dr. BaldevRaj . 13. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	2	2	1
CO2	3	3	2	1	2	2
CO3	3	3	2	1	2	2
CO4	3	3	3	1	2	2
CO5	3	3	3	2	2	3

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

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2020-2021	
Branch:		Semester: 2	
1	Course Code	BMC 157	
2	Course Title	Sound and Image	
3	Credits	3	
4	Contact Hours (L-T-P)	0-0-6	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 4. To explore basic principles relations to the (re) production of sound and image 5. To understand the basic methods of audio recording and (re)generation 6. To understand basic methods of image (re)generation and photographic capture 7. To understand interactivity between sound, image and context 	
6	Course Outcomes	The student will be able to CO1: Define the basic principles relating to production and editing of different kinds of Sounds & images CO2: Characterize fundamentals relating to digital image & sound production using various kind of equipment. CO3: Apply their understanding of sound and imaging to create basic audio-visuals. CO4: Compare, Contrast and Co-Relate the basic methods of audio recording and regeneration. CO5: Generate Audio visual content independently	
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
	3	Audio Accessories for Sound Production	CO1
	Unit 2	Sound Recording & Mixing	
	1	Digital Audio Formats	CO1
	2	Sound Recording & Reproduction	CO1, CO3
	3	Audio Mixing and Editing	CO3
	Unit 3	Digital Imaging	

	1	Types of Graphics (Vector and Raster)		CO2
	2	Digital Imaging Formats		CO2
	3	Basic Software for Production of Vector & Raster Graphics		CO2/CO5
	Unit 4	Basic Image Editing		
	1	Practical Applications of Image Editing		CO2
	2	Mobile Applications for image editing		CO2
	3	Online Tools for Image Processing and Editing		CO2/CO4
	Unit 5	Audio Visual Production		CO2
	1	Basics of Audio-Visual Mixing		CO3
	2	AV Creation using different Software		CO3/CO4/CO5
	3	Final AV production		CO3/CO5
	Mode of examination	Jury Examination		
	Weightage Distribution	CA	ETE	
		60%	40%	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz		
	Other References	<ul style="list-style-type: none"> 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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	1	1	1
CO2	3	3	3	1	1	1
CO3	3	3	3	2	1	1
CO4	3	3	3	2	1	1
CO5	3	3	3	3	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2020-2021
Branch: NA		Semester: II	
1	Course Code	<i>BMC 158</i>	
2	Course Title	<i>Study Tour</i>	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	1. To provide students the opportunity to have hands-on industry experience/ interaction. 2. To provide students with an opportunity to assess their classroom knowledge vis-a-vis industry. 3. Development of film making skills in students, in the context of real world. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.	
6	Course Outcomes	CO1: Define the working style of the industry CO2: Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4 :Structuring a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production	
7	Course Description	1. Students will spend their allocated time in motion picture industry. 2. Students will have to write report to accomplish following tasks: <ul style="list-style-type: none"> ● Share their experience in industry ● Share their learning outcome ● Discuss problems faced by them ● Students will write a final report/ portfolio for the jury submission ● Oral presentation/ viva-voce will be conducted based on the project report 	
8	Outline syllabus		CO Mapping
	Unit 1 -5	Report on the tour conducted by the department	
Mode of examination		Jury/Practical/Viva	
Weightage Distribution		CA	MTE
		30%	20%

Text book/s*	NA	
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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	1
CO2	3	3	1	3	1	1
CO3	3	3	1	3	1	1
CO4	3	3	2	2	1	1
CO5	3	2	1	2	1	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 3

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: III	
1	Course Code	BCJ208	
2	Course Title	Introduction to print and convergent Journalism	
3	Credits	4	
4	Contact Hours (L-T-P)	(2-2-0)	
5	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
6	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. To develop intellectual skills in order to evaluate and analyze the meanings of news and information. 2. To develop the basic understanding of the print and convergent Journalism. 3. To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world with advancement in Journalism practices. 	
7	Course Outcomes	CO1: Understand Print and convergent Journalism CO2: Inculcate the habit of remaining informed and knowledgeable regarding the changing dynamics of the world of Journalism. CO3: Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy) CO4: Collaborate with teams of editors to create a quality publication. CO5: Apply knowledge gained in writing accurately and creatively for mass media CO6: Compile knowledge gained in editing to be used creatively for mass media	
	Course Description	The course is designed to inculcate the knowledge of the contemporary issues among the students. As prospect media persons this subject will help them to develop the habit of reading newspaper and getting themselves updated.	
9	Outline syllabus	CO Mapping	
	Unit 1	Newsroom structure and Contemporary Journalism News Values	
	A	Structure of a newspaper, magazine, or news website	CO1, CO2
	B	Recent history of journalism, Understanding news and news values	CO1
	C	Specialization and understanding beats	CO1
	Unit 2	Unit II News Gathering Techniques	
	A	Developing a journalist's toolbox, Parsimony and avoiding clichés	CO2, CO5
	B	News gathering techniques- Developing reporting skills - Researching stories	CO1, CO3
	C	How to get story ideas - Story mapping - Pitching stories and working with editors - Triangulating and cross-checking information	CO3/CO6

	Unit 3	Unit III Story Types	
	A	Developing Story Ideas into Printable Stories , Writing news reports within basic news structures	CO1
	B	structuring stories logically and conventionally , Styles of intros , Copyediting and revising stories , Evaluating and reworking news from wire services and other media institutions	CO1/CO5
	C	Sidebars, profiles, updates, follow-ups, team reporting, investigative reporting	CO2
	Unit 4	Specialized areas of Journalism	
	A	Human interest pieces, features, narrative non-fiction, interpretive reporting - Column writing, opinion pieces, editorials, advertorials	CO2
	B	Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema	CO2/CO6/CO5
	C	Evolution of Journalism with respect to Technology	CO1,CO2
	Unit 5	Convergent Journalism	
	A	Nature scope and Definition	CO4
	B	Working of a modern-day integrated newsroom - Writing and editing techniques for text, audio, video, multimedia	CO2,CO3
	C	Crowdsourcing, vlog, narrowcasting and web podcasting - Developing interactive maps and graphics	CO2/CO6
10	Mode of examination	Theory	
11	Weightage Distribution	C A	MTE ETE
		30	20 50
12	Text book/s*		
13	Other References	1. Modern Newspaper Reporting by F W Hodgson. 2. Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992) 3. Editing for Print by Geoffrey Rogers (MacDonald Book 1993) 4. Art and Production by N.N. Sarkar 5. Writing Feature Articles by Brendan Hennessy (Focal Press) 6. Headlines Writing by Sunil Saxena (Sage)	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	2	3	-
CO 2	3	3	2	2	3	-
CO 3	3	3	2	2	3	-

CO 4	3	2	2	3	3	-
CO 5	3	2	2	2	3	-
CO 6	3	2	2	3	1	-

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

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: IV	
1	Course Code	BCJ 209	
2	Course Title	Event Management	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1. To give formal instructions and training to students to be future managers of the Event Industry. 2. To develop technical proficiency to effectively adjust, grow and excel in the field of Event Management. 3. To make student proficiency in planning, concept, designing and lay out of an Event	
6	Course Outcomes	CO1: Define the working style of the industry CO2; Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4: Structuring a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production CO6: Plan and organize events.	
7	Course Description	The course aims to inculcate the basics of event management. The students will be exposed to the hand-on experience of organizing events of various types.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction and Principles of Event Management	
	1	Definition and Historical Perspective of Event Management.	CO1, CO2
	2	Principles of event Management, concept and designing.	CO1
	3	Feasibility, Keys to success, SWOT Analysis.	CO1/CO5
	Unit 2	Event Planning and Team Management	
	1	Aim of event, develop a mission, Establish Objectives.	CO2
	2	Preparing event proposal, Use of planning tools.	CO1, CO2
	3	Leadership, Traits and characteristics.	CO3
	Unit 3	Event Marketing And Advertising	
	1	Process of marketing, Marketing mix, Sponsorship.	CO1
	2	Image, Branding, Advertising.	CO1
	3	Brief Understanding of Publicity and Public relations.	CO3
	Unit 4	Event Leadership and Communication	
	1	Leadership skills, Managing team .	CO2
	2	Group development, Managing meetings.	CO2
	3	Written communications, (Official, semi-official, Invoice).	CO3,CO2/CO5
	Unit 5	Event Safety And Security and Accounting	CO2/CO6
	1	Crowd management.	CO2
	2	Major risks and emergency planning.	CO3,CO2

	3	Budget and Balance sheet.	CO3/CO4/CO5		
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	00	40%	
	Text book/s*	Event Management By Lynn Van Der Wagen and Brenda R Carlos.			
	Other References	<ol style="list-style-type: none"> 1. Successful Event Management By Anton Shone and Bryn Parry . 2. Event Management for Dummies by Laura Capell. 3. Marketing Your Event Planning Business: A Creative Approach To Gaining The Competitive Edge by Judy Allen. 4. The Accidental Creative: How To Be Brilliant At A Moment's Notice by Todd Henry 5. Planning and Management of Meetings, Expositions, Events and Conventions (Hardcover) . 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	2	3
CO2	3	3	1	2	2	2
CO3	2	3	1	2	2	2
CO4	2	3	2	1	2	2
CO5	3	3	2	2	1	2
CO6	3	3	2	1	2	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: III	
1	Course Code	BCJ210	
2	Course Title	Contemporary Socio-Economic and Political Issues	
3	Credits	3	
4	Contact Hours (L-T-P)	(2-1-0)	
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. To develop intellectual skills in order to evaluate and analyze the meanings of news and information. 2. To develop the basic understanding of the Contemporary Issues. 3. To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world. 	
7	Course Outcomes	CO1:Understand contemporary issues (National/International) CO2: Inculcate the habit of remaining informed and knowledgeable about current and contemporary Issues. CO3: To understand the Indian and world political, social and economic systems CO4:Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy CO5: To understand the impact of political issues on society	
	Course Description	This class will be focused on inculcating the knowledge of contemporary issues. It will also help students to understand the contemporary social, political and economic aspects of the country. This class will help students learn and understand the contemporary issues required to excel in the field of Journalism and media studies.	
9	Outline syllabus		CO Mapping
	Unit 1	Indian political systems	
	A	Indian Political system- Party systems- Political ideologies- Right wing- leftists- centrist-socialists- Democrats	CO1
	B	Marxism-Anarchism-Communism-capitalism-Democracy- Identity Politics	CO1
	C	Socialism- Liberalism- Fascism- Authoritarianism	CO1, CO6
	Unit 2	India's Foreign Relations	
	A	Indian Foreign policy since independence	CO2, CO3
	B	Politics in South Asia	CO3, CO4
	C	India and the world	CO3, CO4
	Unit 3	Major world organizations	

	A	UNO - WHO, UNICEF, UNESCO and ILO WTO, UNDP, World Bank and IMF			CO3
	B	SAARC, BRICS, NAM, OIC			CO3
	C	OECD-ITU-WTO-UNIDO-UNESCAP etc.			CO4
	Unit 4	Social Systems			
	A	Casteism- varna system Racial Diversity- Regionalism- Communalism- Tribalism			CO3
	B	Ethnocentrism- Traditions- Untouchability-slavery- need for feminism			CO3
	C	Family- Marriage-Women issues-Dowry- Equality			CO3/CO5
	Unit 5	Economics in India			
	A	Indian economy overview			CO1, CO4
	B	Indian economic systems			CO4
	C	Role of globalization in economy.			CO4/CO5
10	Mode of examination	Theory			
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	1. Tapan Biswal Human Rights Gender and Environment, Vina Books 2. Prof. S.D. Muni Indian and Nepal, Konark Publisher 3. Madan Gopal India through the Ages, Publication Division 4. Muchkund Dubey Political Issues 5. Prakash Chander International Politics			
13	Other References	INDIA 2019: To know the year-long event.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	2	1
CO2	3	3	1	1	2	2
CO3	3	3	2	1	2	2
CO4	2	2	3	2	2	1
CO5	2	3	1	-	-	2

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(JMC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: III	
1	Course Code	BCJ211	
2	Course Title	Media and Gender Studies	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the student with the sociology and psychology of media and gender. 2. Demonstrate how theories from gender and media apply to modern media systems. 	
6	Course Outcomes	CO1: Describe the relation between media, society and gender. CO2: Explain issues like gender sensitization and representation. CO3: Describe various facets of media and society with reference to gender. CO4: Identify how media technologies can be used to promote positive change and to study the agencies working on this. CO5: Explain the psychology of media & its audiences CO6: Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.	
7	Course Description	The course is designed to inculcate the understanding of the sociology and psychology of media. This course will help the students to understand the interrelation of media and the society and media and the audiences.	
8	Outline syllabus		CO Mapping
	Unit 1	Theorizing Gender and Media	
	1	Concepts and Constructs- Agency and women in third world	CO1
	2	Social Structure, Indian Social System	CO1
	3	Media & Its Audiences – Media & Individual Citizens	CO1
	Unit 2	Content, Image & Representations in the News Media	
	1	Representations of Femininities	CO3/CO6
	2	Masculinities in the News Media	CO3
	3	Gendered Violence and Transgression- Feminist Activism coverage	CO4/CO6
	Unit 3	Media content and different genres	
	1	Society & Religion – Basic understanding of various religious values.	CO2
	2	Role of media in gender sensitization	CO2, CO4

	3	Media & Content – Gender, Race and Class, Global Media Content.	CO2, CO4
	Unit 4	Gender & Advertising	
	1	Constructing “Beauty” - Masculinities in Advertising	CO1
	2	Mediated Body Images	CO1
	3	Feminism and Consumption	CO1
	Unit 5	Psychology of media audiences	
	1	Gender disparity in media careers	CO4/CO6
	2	Media & Adolescent, media & women	CO4/CO6
	3	Gender Movements and agencies around the world	CO4/CO5
	Mode of examination		Theory
	Weightage Distribution		CA MTE ETE
			30% 20% 50%
	Text book/s*	<ul style="list-style-type: none"> Media/Society: Industry, Images & Audience by David Croteau Media Psychology by David Giles Bohner, G. (2001). Writing about rape: use of the passive voice and other distancing text features as an expression of perceived responsibility of the victim. British Journal of Social Psychology, 40(4): 515–529. Chatterjee, P. (1989). Colonialism, nationalism, and colonized women: The contest in India. American Ethnologist, 16(4), 622-633. Chaudhuri, M. (2000). 'Feminism' in Print Media. Indian Journal of Gender Studies, 7(2), 263- 288. Cohan. S. &Hark, I.R. (eds) (1993). Screening the Male: Exploring Masculinities in Hollywood Cinema, (chapters by Neale, Wiegman, Fuchs) Routledge. Gajjala, R. & Oh, Y. J. (2012) (eds.). Cyberfeminism 2.0 (Digital Formations). Peter Lang Publishing 	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	-	-	-	1	-
CO2	3	-	-	-	2	-
CO3	3	-	-	-	-	-
CO4	3	-	1	-	2	-
CO5	3	-	-	-	-	-
CO6	3	-	2	-	-	-

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: III	
1	Course Code	BCJ212	
2	Course Title	Art of Writing and Editing	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
5	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
6	Course Objective	CO 1. Understand the types and formats of news CO 2. Write reports as per news industry requirements CO3. Apply the technical aspects of news editing CO4. Develop content for various segments of media industry CO5. Create dummy newspapers for understanding purpose.	
7	Course Outcomes	1. Write reports as per news industry requirements 2. Apply the technical aspects of news editing 3. Develop content for various segments of media industry	
	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, CO2
	A	Definition and Types of News	CO1
	B	Formats and Principles of News Writing	CO1
	C	News Values and Worthiness	CO2
	Unit 2	Editing	CO2
	A	Definition and principles	CO2
	B	Tools and Technique of Editing	CO2
	C	Rewriting and Proof Reading	CO2
	Unit 3	News room	CO4
	A	Structure and function of newsroom	CO4
	B	Fundamentals of good writing: Revise, rewrite and checklist	CO3
	C	Headline: Types, principles and writing techniques	CO3/CO5
	Unit 4	Editorial Department	CO4
	A	Mapping editorial department and editorial board	CO4/CO5

	B	Role, function and qualities of editor			CO4	
	C	Writing the copy of mofussil correspondence			CO1	
	Unit 5	Application of journalistic writing and ethical issues			CO2, CO3	
	A	The significance of journalistic writing			CO1	
	B	Photo editing, caption writing and photo features			CO2	
	C	Exaggeration, sensationalism and plagiarism			CO4/CO5	
10	Mode of examination		Jury/Practical			
11	Weightage Distribution		CA	MTE	ETE	
			60%	00	40%	
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworksand Models to Achieve Growth bySimon Hall				
13	Other References	Digital + Marketing & Vice Versa: Featuring Digital Strategieslike the I-Journey, the I-Relevant content, the Spiral Strategy andmuch more byJuan A. Flores Sanchez				

Course Articulation Matrix

POs COs	PO1	PO 2	PO3	PO 4	PO5	PO6
CO1	3	1	2	1	2	1
CO2	3	1	2	1	2	1
CO3	3	1	2	1	2	1
CO4	3	1	2	1	2	1
CO5	3	1	2	1	2	1

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: III	
1	Course Code	BCJ213	
2	Course Title	Designing & Layout	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Introduce the basics of layout, design and production of newspaper/magazine. 2. Impart knowledge on conducting various types of print productions. 3. Familiarize with the types of software and tools used for newspaper layout, design and production. 4. Study the applications of different tools and software in creating print productions. 5. Understand the steps involve in layout design and publication of a newspaper/magazine 	
6	Course Outcomes	The student will be able to CO1: Define the working style of the industry CO2: Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4: Structuring a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production	
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.	
8	Outline syllabus		CO Mapping
	Unit 1	Print Layout Design- An Introduction	
	1	Principles and Process Lay-out and Graphic Design	CO1, CO2
	2	Newspaper format: Full format, Tabloid and Magazine	CO2
	3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;	CO2, CO3
	4	Aesthetic Aspects of Print Layout Design	
	5	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing	CO2, CO3
	Unit 2	Visual Aesthetics Balance, Contrast, Rhythm, Unity	CO2, CO3
	1	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border	CO2, CO3

	2	Software and Tools for Layout Design	
	3	PageMaker, Quark Express, Coral Draw	CO2, CO3
	4	Photoshop, In-design	CO2, CO3
	5	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools	CO2, CO3
	Unit 3	Printing Technology	
	1	Desk Top Publishing	CO2, CO3
	2	Offset Printing, Digital Printing	CO2, CO3, CO5
	3	Colour Printing: Techniques, Colour composition, Colour Separation and correction	CO2, CO3

	4	Portfolio Preparation			
	Unit 4	Front Page Design /Functional Design /Horizontal design/Advertisement Design			CO2, CO3
	1	Newspaper Design and Printing			CO2, CO3
	2	Magazine Design and Printing			CO2, CO3, CO5
	3	Print Layout Design- An Introduction			
	4	Principles and Process Lay-out and Graphic Design			CO3, CO4
	Unit 5	Newspaper format: Full format, Tabloid and Magazine			CO3, CO4,CO5
	1	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;			CO3, CO4
	2	Aesthetic Aspects of Print Layout Design			CO2, CO3, CO4
	3	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing			CO2, CO3, CO4
	Mode of examination		Jury/Practical/Viva		
	Weightage Distribution		CA	MTE	ETE
			60%	00%	40%
	Text book/s*	1. N. N Sarkar, Art and Print Production. Oxford University Press (2013) 2. Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) 3. Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE			
	Other References	Online tutorials available on Google			

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	1	2	3	2	1	2
CO2	1	3	3	1	1	1
CO3	2	1	3	1	1	1
CO4	3	1	3	1	1	1
CO5	3	1	3	1	1	1

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: III	
1	Course Code	BCJ214	
2	Course Title	Still Photography & Image Editing	
3	Credits	3	

4	Contact Hours (L-T-P)	(0-1-4)	
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> To build skills in creatively using various Image Editing Software for PCs and Mobile. To develop ability of editing digital photos fluently on Adobe Photoshop. 	
7	Course Outcomes	CO1:Explain Image Editing Software for PCs and Mobile. CO2:Examine the digital photo-editing concepts on Adobe Lightroom. CO3: Make us of Adobe Photoshop for image editing and manipulation CO4: Distinguish and choose between best image editing tools of various software / app to achieve desired result. CO5:Assess the best digital format for saving a digital image file. CO6: Enhance the quality of a photograph on a digital image editing software.	
	Course Description	The course is designed to equip the students with the knowledge and skills of still photography and the basics of image editing. Students will learn a number of tools and software to edit images.	
9	Outline syllabus		CO Mapping
	Unit 1	Digital Imaging Workflow	CO1
		<input type="checkbox"/> Overview of various Photo Editing Software for PCs and Mobile <input type="checkbox"/> Digital Image Formats – Vector and Raster <input type="checkbox"/> Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc. <input type="checkbox"/> Histogram & its importance	
		Basic Image Editing on Adobe Photoshop – I	CO3
		<input type="checkbox"/> Understanding Photoshop Interface <input type="checkbox"/> Photoshop Toolbox & Shortcut Keys <input type="checkbox"/> Creating Selection <input type="checkbox"/> Collage and Poster Making	
		Basic Image Editing on Adobe Photoshop – II	CO3/CO4/C O5

	Unit 3	<ul style="list-style-type: none"> Understanding Layers, Masking & Colour Channels, Blending Options etc. Adding and subtracting of digital picture elements (like clouds, hair, makeup, tattoos etc) Skin tone correction Using Digital Filters and scripts.	
	Unit 4	Advanced Photoshop Practice	CO3/CO5/CO6
		<input type="checkbox"/> Camera RAW <input type="checkbox"/> Using Image adjustment options <ul style="list-style-type: none"> Levels Curves Brightness and Contrast Vibrancy Saturation Hue Selective Colouring Posterizing Photo Filter 	

		<ul style="list-style-type: none"> Gradient Mapping <input type="checkbox"/> Converting color Photo in to Black & White and Vice Versa <input type="checkbox"/> Digital Photo Restoration <input type="checkbox"/> Photo Stitching Digital Panoramas <input type="checkbox"/> Creating High Dynamic Range Images on Photoshop 	
	Unit 5	Lightroom Basics	CO2/CO4/CO5/CO6
		<input type="checkbox"/> Lightroom keyboard shortcuts <input type="checkbox"/> Importing and Organizing Photos <input type="checkbox"/> Library & Develop Modules <input type="checkbox"/> Photo Fixing & Adjustment Tools <input type="checkbox"/> Selective Adjustments and Special Effects <input type="checkbox"/> Lightroom brushes <input type="checkbox"/> Exporting and Saving <input type="checkbox"/> Additional effects <input type="checkbox"/> Real Time Workflow <input type="checkbox"/> Colour correction	
10	Mode of examination	Practical/Jury	
11	Weightage Distribution	CA 60%	MTE 00%
			ETE 40%
12	Text book/s*	Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book by by Lesa Snider	
13	Other References	<ul style="list-style-type: none"> The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby Teach Yourself Lightroom by Rod Lawton (Editor) - Future Publishing Limited 	

		<ul style="list-style-type: none"> Lightroom CC Complete Training by Serge Ramelli& Dare Stevens
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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	3	-	-	-
CO2	2	3	3	-	-	-
CO3	2	-	3	-	-	-
CO4	2	-	3	-	-	-
CO5	2	-	3	-	-	-
CO6	2	-	3	-	-	-

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE			Batch :2020-2023		
Program: BA(J&MC)			Current Academic Year: 2021-2022		
Branch: NA		Semester: III			
1	Course Code	BCJ215			
2	Course Title	Term paper/Summer Internship Report			
3	Credits	2			
4	Contact Hours (L-T-P)	0-0-0			
	Course Type	Compulsory/Co-Requisite/Pre-Prerequisite/Elective/Open Elective			
5	Course Objective	The objective of this course is to: 1. Provide students the opportunity to experience hands-on industry experience. 2. To provide students with an opportunity to implement their classroom knowledge in the industry/field. 3. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.			
6	Course Outcomes	CO1: Define the working style of the industry CO2: Understanding of problem dealing by the professional. CO3: Apply how to work under pressure and strict deadlines CO4: a project report and present it to a group of experts or faculty. CO5: Evaluating the management during the Film & Tv production			
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.			
8	Outline syllabus			CO Mapping	
	Unit 1	Completing the proper report in prescribed format and getting approved by the assigned faculty .			CO1, CO2, CO3
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	1	2	1
CO2	3	3	3	2	2	3
CO3	2	3	3	2	2	3
CO4	3	3	3	2	2	3
CO5	2	3	3	1	1	2

1- Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

TERM 4

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: IV	
1	Course Code	BCJ216	
2	Course Title	Audio Visual Media- conceptual Framework	
3	Credits	3	
4	Contact Hours (L-T-P)	1-1-2	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to familiarize the students with the world of radio and television journalism	
6	Course Outcomes	The student will be able to CO1. Understand the basic concept of Television. CO2. Know the evolution and growth of TV Industry. CO3. Know the business model of Television and radio News industry. CO4. Understand the basic concept of Radio industry. CO5. Apply the theoretical knowledge to practical.	
7	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different programmes for radio.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding Television	
	1	Television broadcasting	CO1
	2	SITE experiment, growth and expansion of Terrestrial network, introduction of Colour TV, advent of Cable and Satellite TV and DTH services	CO1,CO2
	3	TV on Mobile	CO1
	Unit 2	Television Industry	
	1	Indian TV Industry: features, trends and issues	CO2, CO3
	2	Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and future	CO1,CO2
	3	Commercial TV broadcasting: News and Non-News sectors	CO3,CO4
	Unit 3	Television and Radio News Industry	
	1	News Television industry: features, trends and challenges	CO4.
	2	Economics of TV/ Radio broadcasting: Ownership Patterns, Business Model and its impact on content	CO4
	3	National and International TV news agencies, Public sector vs Private broadcast	CO4,CO3

	Unit 4	Organizational Structure of TV and Radio channels			
	1	Modern TV newsroom: Input/output and Assignment Desks			CO5,CO4
	2	TV/ Radio news production desk			CO3
	3	Visual/ Audio sources: servers, graphics, archives, MSR and OB			CO3
	Unit 5	Understanding Radio			
	1	Radio as medium of mass communication, strength and shortcomings of radio			CO5,CO2
	2	Tiers of radio: PSB, Commercial broadcasting, Community Radio, Ham Radio			CO5, CO2
	3	Broadcast Policy & Guidelines			CO5
Mode of examination		Jury/Practical			
Weightage Distribution		CA	MTE	ETE	
		60%	00%	40%	
Text book/s*		India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008			
Other References		<ul style="list-style-type: none"> ●Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010 ●Style Book AIR ●Broadcasting in India, GC Awasthy, Allied, Bombay, 1965 ●Basic Radio Journalism, Paul Chantler& Peter Stewart, Oxford, 2003 Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997 			

Course Articulation Matrix

Pos Cos	PO 1	PO 2	PO 3	P O4	P O5	P O6
CO1	2	1	2	1	2	1
CO2	3	3	1	1	2	2
CO3	2	1	2	1	2	1
CO4	2	1	2	1	2	3
CO5	2	1	2	1	2	1

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2020-2023	
Program: BA(JMC)			Current Academic Year: 2021-2022
Branch: NA		Semester: IV	
1	Course Code	BCJ217	
2	Course Title	Advertising: Concepts, Principles & Practices	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising	
6	Course Outcomes	The student will be able to CO1: Understand the Meaning and Definition of Advertising :Its need, nature and scope, functions CO2: Develop concepts that are able to address the desires as well as Aspirations of the consumer base behaviour brand promotion etc. CO3: Understand how different media including new media responsible for an advertising behaviour. CO4: Mind- mapping of market strategy of Ad agencies. CO5: Plan and Execute an Ad Campaign.	
7	Course Description	The course is aimed to make students learn the skills and knowledge about the basic of advertising and its basic principles and practices.	
8	Outline syllabus		CO Mapping
	Unit 1	Advertising	
	1	Meaning, definition and its role	CO1
	2	Growth and development of India and world	CO1
	3	Advertising as a communication tool	CO1
	Unit 2	Unit II: Advertising process	
	1	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2
	2	Types of advertising and its characteristics,	CO2
	3	Classification of advertising on basis of PA target audience, area, medium, purpose.	CO2, CO3
	Unit 3	Classification of Advertising	

	1	3.1Types and Classification of Advertising	CO1
	2	3.2Factors determining advertising opportunity of a product/service/idea.	CO2
	3	3.3Types of Appeals and Advertising Messages	CO1, CO4
	Unit 4	Structure, Role and Function of Advertising Agency	
	1	Advertising Agency: Evolution, Types, Structure	CO3
	2	Functions of Various Departments and their Roles	CO1, CO4
	3	Agency – Client Relations and Pitching Process	CO4
	Unit 5	Advertising Objectives; Execution	
	1	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO5
	2	Marketing Strategy	CO3, CO5
	3	Research and Branding Advertising department vs. Agency-Structure	CO3, CO5
Mode of examination		Theory	

	Weightage Distribution	CA	MT E	ETE	
		30%	20%	50%	
	Text book/s*	<ol style="list-style-type: none"> 1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. 2. Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. 3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. 4. Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008. 5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 6. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers 			
	Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	1	2	2
CO2	3	2	3	2	2	2
CO3	3	3	2	2	2	2
CO4	2	2	3	3	3	1
CO5	3	3	3	2	3	2

1- Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: IV	
1	Course Code	BCJ218	
2	Course Title	Public Relation & Corporate Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. In depth understanding of various theories and principles of public relations 2. To familiarize with PR in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills for public relations officer 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR. 	
6	Course Outcomes	The student will be able to CO1: Understand the Meaning and Definition of Public Relations and Corporate Communication - Its need, nature and scope, functions CO2: Know how the functions Principles of PR and Corporate communication. CO3: Distinguish various PR tools CO3: Know the Concept of Lobbying in public, relation Employee public relationship; Media relationship; CSR; Corporate image management. CO5: Conceptualize the brand image through Social marketing and Event management.	
7	Course Description	This class will deal with an in depth understanding of the concepts and principles related to Public Relations and Corporate Communication. This class will further deal not only with the evolution and various theories related to PR but also with the various writing skills needed in the field, making the students aware of laws and ethics in it. This will also make the students aware of the existence of PR in various sectors along with the knowledge of strategic PR management and handling crisis communication through it.	
8	Outline syllabus		CO Mapping
	Unit 1	Public Relation: An Introduction	
	1	PR: Concept and Principles	CO1, CO2
	2	Origin and Development of PR	CO1
	3	PR in Public Sector and PR in Private Sector	CO1
	Unit 2	Writing and Editing Skills in Public Relation	
	1	Multi News Release, press Release	CO2

	2	House Journal,	CO2, CO3
	3	Bulletin Board, Backgrounders	CO2
	Unit 3	Public Relation Campaign	
	1	Essentials of PR Campaign	CO3
	2	Preparing a PR Campaign	CO2
	3	Media Tracking and Content Analysis	CO3
	Unit 4	Strategic Public Relation	
	1	Political and Civic Communication	CO3
	2	Internal and External Communication	CO2
	3	Propaganda and Publicity	CO4,CO5
	Unit 5	Applied Public Relation	CO4
	1	Image and Reputation Managements	CO3
	2	Brand building Management	CO4,CO5

	3	Social Marketing and Event Management			CO5
	Mode of examination		Theory		
	Weightage Distribution		CA	MTE	ETE
			30 %	20%	50%
	Text book/s*	Public Relation By J. Jethawaney, N.D. Phinix, New Delhi			
	Other References	<ol style="list-style-type: none"> 1. The Public Relation Handbook, Alison Theaker, Routeledge 2. Sage Handbook of Public Relations, Robert L. Heath 3. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 4. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	3	2	2
CO2	3	3	3	2	2	2
CO3	2	3	3	1	1	2
CO4	3	3	3	3	2	2
CO5	1	1	2	2	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: IV	
1	Course Code	BCJ219	
2	Course Title	International and Intercultural Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1.Expose students to the role of mass media in a global context 2.Introduce international/transnational media organizations 3.Understand the debate on new world information and communication order 4. Look at globalization and its outcomes in developing nations. 5. Understand the basic concept of intercultural communication.	
6	Course Outcomes	The student will be able to CO1:Describe the History of word. CO2: Define the meaning of international relationship. CO3:Define the diplomatic relationship across the world. CO4:Understanding Intercultural Communication. CO5: Develop the idea of intercultural communication on global contemporary issues.	
7	Course Description	The course is designed to impart knowledge about basic understanding of journalism, Media and function of organization. The course will help student to get information about tool techniques and impact of media.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding International Communication	
	1	Meaning and historical overview of International Communication	CO1
	2	Political, Economic and Cultural Dimensions of International Communication	CO1
	3	Imbalance in International flow of news and McBride Commission's Report.	CO2
	Unit 2	Theorizing International Communication	
	1	Modernization theory, Dependency theory	CO3, CO2
	2	Structural imperialism, Cultural imperialism	CO3
	3	Hegemony, Propaganda, Globalization, Global Village	CO3,CO4
	Unit 3	International/Transnational Organizations	

	1	News Agencies – Evolution and Functions	CO3
	2	Non-Aligned News Agencies Pool (NANAP) - operations, success and failure.	CO4
	3	New International Information and Economic order Demand for NWICO.	CO4
	Unit 4	Key Concepts in Intercultural Communication	
	1	Key Concepts – Communication, Culture, Cross-Cultural and Inter-Cultural Communication.	CO3, CO5
	2	Culture- Definition, Components of Culture.	CO4
	3	Barriers to Intercultural Communication.	CO4
	Unit 5	Variables of Intercultural Communication	
	1	Ethnocentric Impulse and Cultural Shock.	CO3
	2	Cultural translation, Intercultural Conflict, Intercultural Relationships and cultural adaptation.	CO4, CO5
	3	Development model of Intercultural Sensitivity by MJ Bennet.	CO5
	Mode of examination		Theory
	Weightage Distribution		CA MTE ETE
			30% 20% 50%
	Text book/s*	An Introduction to Intercultural Communication: Identities in a Global Community by Fred E. Jandt	
	Other References	1.Intercultural Communication: The Indian Context by Ramesh N Rao 2.Intercultural Communication in Context by Judith Martin and Thomas Nakayama	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	3	2	2
CO2	3	2	1	3	2	2
CO3	3	2	1	3	2	2
CO4	3	2	1	3	2	2
CO5	1	1	1	2	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2024	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch:		Semester: IV	
1	Course Code	BCJ220	
2	Course Title	Advertising and PR practical	
3	Credits	3	
4	Contact Hours (L-T-P)	(0-1-2)	
5	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
6	Course Objective	Students will 1. Understanding of visualization and ideation in advertisement 2. Understanding of means & methods to achieve desired creativity in an 3. advertisement 4. Concept of Advertising strategies and production planning	
7	Course Outcomes	The student will be able to : CO1 : Production of advertisement creative plans CO2 : Plan and Execute an Ad Campaign. CO3 : Planning of creative strategies for an ad campaign CO4 : Time management planning for all steps involved CO5: Formulation of strategy and execution of campaign.	
	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process.. The curriculum lays stress on both theoretical and applications. The Theoretical portion indicates the students to know how the technological aspects of Advertising.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Creativity	
	A	Concept and Definition	CO1
	B	Advertising and Creativity	CO1
	C	Creative Thinking	CO2
	Unit 2	Creative Roles	
	A	Words and Picture	CO1,CO2
	B	Art Direction	CO1,CO2
	C	Copywriting	CO2
	Unit 3	Creative Process	
	A	Creative Thinking and Ideation	CO2
	B	Brainstorming, Lateral Thinking and Various Creative Thinking	CO3

	C	Hats” and Others Steps and Stages	CO2,CO3
	Unit 4	Creative Strategies	
	A	Concept and Definition	CO2, CO4
	B	Various Steps and Stages	CO4
	C	Planning Cycle	CO3
	Unit 5	Campaign Planning	
	A	Creative Strategy Formulations and Execution	CO5
	B	Product Category Strategies	CO4,CO5
	C	The Creative Brief Message Execution	CO5
10	Mode of examination	Jury/Practical/Viva	
11	Weightage Distribution	CA 60	MTE NA ETE 40

12	Text book/s*	1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. 2. Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. 3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996
13	Other References	1. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers 3. Lewis HerschellGordionThe Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	3	2	2
CO2	3	3	3	2	2	2
CO3	3	3	3	3	2	2
CO4	3	3	3	3	3	2
CO5	1	2	2	3	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2024	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: IV	
1	Course Code	BCJ221	
2	Course Title	Writing and Anchoring for Radio, TV and Digital Media	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 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	The student will be able to CO1. Develop essential writing and speaking skills of a news reader /presenter CO2. Understand diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Understand different kind of desk & live reporting style CO4. Describe on-air essentials CO5: Understand different kind of reporting style	
7	Course Description	This course is designed to produce professional news readers and presenters. This course will help the student to face the camera and understand the responsibility, do's and don't for the news reader/presenter.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Anchoring & News Presentation	
	1	Practical Anchoring and writing techniques for electronic media and events.	CO1
	2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO1,CO2
	3	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO1
	Unit 2	Voice Analysis and Improvement	
	1	Importance of voice improvement-	CO2
	2	Analyzing student's speech and Voice : Pitch, Volume, Tempo, Vitality	CO2, CO3

	3	Voice quality : Resonance V/s thinness, Breathing, Nasality and Huskiness	CO2
	Unit 3	Pronunciation and Articulation	
	1	Understanding different causes of mispronunciation.	CO2

	2	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO1, CO3		
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.	CO3		
	Unit 4	Facing Camera and Writing Anchor Links			
	1	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO3, CO4		
	2	Writing for Anchor Links & Headlines	CO4		
	3	Techniques and detailed understanding of how to develop stories for News and Anchoring scripts	CO4		
	Unit 5	Hosting & Reporting			
	1	Understanding different kind of reporting style	CO4, CO5		
	2	Interviewing and hosting a talk show/ Transcription skills	CO5		
	3	Hosting a Panel discussions/ Writing the ques for a panel discussion	CO4, CO5		
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	
	Text book/s*	<input type="checkbox"/> Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah <input type="checkbox"/> 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
CO1	2	3	3	2	2	2
CO2	3	2	3	3	2	3
CO3	3	2	2	2	3	2
CO4	2	3	2	1	2	2
CO5	1	3	2	2	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: IV	
1	Course Code	BCJ222	
2	Course Title	Radio Programme Production	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the students with the production of radio programmes 2. Inculcate the basic concepts of audio production 	
6	Course Outcomes	The student will be able to CO1. Understand the basic concept of radio production. CO2. Know technical aspects of radio news. CO3. Categorizing different programmes CO4. Know the process of Sound recording and best ways to use music in radio CO5. Apply the theoretical knowledge to practical.	
7	Course Description	After understanding the basics of writing for radio, this course is designed to give hand-on practical experience to students. The course will help the students to sharpen their skills by producing different programmes for radio.	
8	Outline syllabus		CO Mapping
	Unit 1	Basic concepts of Audio production	
	1	Microphones – Designs, Categories and Applications.	CO1
	2	Digital Studio Mixer. Portable Audio Mixers.	CO2
	3	Understanding sound recording / Perspective of sound	CO1
	Unit 2	Broadcast News	
	1	Newsroom organization and structure and functions	CO2
	2	News Bulletin - 15-minute bulletin, 5 minute, news-on- phone, headlines	CO2
	3	Radio News Magazine	CO2
	Unit 3	Radio Programmes	
	1	Radio features/documentaries	CO2, CO3
	2	Radio commentaries, Radio Drama	CO2, CO3
	3	Spotlight/Talks, etc	CO2, CO3
	Unit 4	Voice for radio programmes	
	1	Voice exercise	CO4
	2	Practice for Hindi/English/Urdu programme	CO4
	3	Sound recording and best ways to use music in radio	CO4
	Unit 5	Practical Projects	
	1	Preparing a Music clock for FM channels	CO5

	2	Drawing up fixed point chart for community radios	CO5		
	3	Production of Studio based Radio programmes in different formats	CO5		
	Mode of examination		Theory		
	Weightage Distribution		C A 60 %	M TE 00 %	E T E 40 %
	Text book/s*	Handbook of Radio Production, Herbert Zettl, Cengage Learning			

	Other References	<input type="checkbox"/> Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Focal Press <input type="checkbox"/> Essential Radio Journalism: How to Produce and Present Radio News (Professional Media Practice), Paul Chantler & Peter Stewart, Methuen Drama Publication <input type="checkbox"/> Radio Production, Robert McLeish, Focal Press
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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	1	3	3
CO2	3	3	3	2	3	3
CO3	3	3	3	2	3	3
CO4	2	2	2	3	3	3
CO5	2	2	3	2	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2020-2023
Program: BA (J&MC)		Current Academic Year: 2021-2022
Branch: NA	Semester: IV	
1	Course Code	CCU501
2	Course Title	Community Connect
3	Credits	2
4	Contact Hours (L-T-P)	0-2-0
	Course Type	Compulsory /Co-Requisite/ Pre-Prerequisite /Elective/ Open Elective
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	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: Develop the concepts of usage of media to bring the change in the behavior of the community towards the issues. CO4 : Student will be more vigilant and aware about the issues in the community/society, one of the basic quality of a media person. CO5 : With activities done in the course, student will develop sense of belonging, sympathy and responsibility towards 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 .
	Theme	Major Sub-themes for research: <input type="checkbox"/> Major developmental issue (Socio-Economic, gender, environmental etc.) <input type="checkbox"/> Media habits/ Media usage/Audience profiling <input type="checkbox"/> Media perceptions

8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> 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). 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.
		<ul style="list-style-type: none"> The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2020. 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	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
8.3	Layout of the Report	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> Front Page (sample design will be provided by Community Connect Coordinator/Mentor) Certificate of originality duly signed by the faculty supervisor Acknowledgement Content Page Abstract Introduction Objective of the report Methodology Results, finding, conclusion Recommendation/plan of action References Appendices <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p>Title Page: The following elements must be included:</p> <p>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</p> <p>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.</p>

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.
- The entries in the list should be in alphabetical order.
- Journal article

		<ul style="list-style-type: none"> ● 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)
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8.5	Format:	The report should be Spiral/ hardbound <ul style="list-style-type: none"> <input type="checkbox"/> The Design of the Cover page to report will be given by the Coordinator- CCC <input type="checkbox"/> Cover page <input type="checkbox"/> Acknowledgement <input type="checkbox"/> Content <input type="checkbox"/> Project report <input type="checkbox"/> Appendices <input type="checkbox"/> 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	Important Dates:	<ol style="list-style-type: none"> 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. 3. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.

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. CO1/CO2/CO3/CO4/CO5
8.8	Method of	Interpretative evaluation by Internal / external expert(s)
9	Course Evaluation	
9.01	Continuous Assessment	60%
	Questionnaire design	20 Marks
	Report Writing	40 Marks
9.02	ETE(PPT presentation)	40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	1	-	3	2
CO2	2	-	2	-	3	1
CO3	1	1	1	-	3	1
CO4	-	-	-	-	3	1
Co5	2	2	1	-	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

TERM 5

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: V	
1	Course Code	BFM312	
2	Course Title	Introduction to Film studies: Cinema Appreciation & Analysis	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Familiarize the student with language and aesthetics of films 2. Help the learner develop the understanding of basic techniques used in story telling 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 film makers from US, Europe, and Asia. 5. Help the student critically analyse films with an intent of writing film reviews 	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1: Appreciate the nuances of different film genres from birth to contemporary Cinema.</p> <p>CO2: Critically analyse the films on basis of their aesthetics and storytelling techniques</p> <p>CO3: Study of contents and presentation of texts and subtexts in different genres of films</p> <p>CO4: Study the impact of multiplex system</p> <p>CO5: Discuss the trends of Indian and International Cinema.</p>	
7	Course Description	<p>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.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Language of Cinema	
	1	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1
	2	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO1
	3	Semiotics in Cinema- Basic Film Theories	CO2, CO3
	Unit 2	Basic Film Techniques	
	1	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO2, CO3
	2	Cinematography	CO2, CO3
	3	Editing	CO2, CO3
	Unit 3	Mainstream and Parallel Indian Cinema	

	1	Introduction to Indian Cinema and its development	CO1
	2	Important films and film makers of mainstream Indian Cinema	CO4
	3	Parallel Indian Cinema	CO4
	Unit 4	Regional and Offbeat Indian Cinema	
	1	Regional Indian Cinema	CO4
	2	English Bollywood movies	CO4
	3	Impact of the multiplex system	CO4
	Unit 5	Overview of International Cinema	
	1	European Cinema (UK, Germany, France etc.)	CO5
	2	Cinema in Asian Countries (like Japan and China)	CO5
	3	Major turning points and trends in other international films	CO5
	Mode of examination		Theory
	Weightage Distribution		C A
			MTE
			ETE
		30%	20%
			50%
	Text book/s*	Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education	
	Other References	1. Anatomy of Film by Bernard F. Dick 2. Art of Watching Films by Joseph M. Boggs, Dennis W. Petrie	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	2	-	3	-
CO2	3	-	3	-	3	-
CO3	3	1	3	-	2	-
CO4	3	1	2	-	3	1
CO5	3	1	1	1	2	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: V	
1	Course Code	BFM313	
2	Course Title	Mobile and Data Journalism	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1.To familiarize the students about the use of mobile in journalism 2.Role and Impact of mobile technology in news 3.To familiarize the different aspects of mobile and data journalism 4.To familiarize about the evolution of mobile Journalism and challenges it faces.	
6	Course Outcomes	The student will be able to CO1. Understand concepts of Mobile and data Journalism CO2. Explain different features and forms of mobile and data journalism CO3: Know the concept of marketing for the web CO4. Study the conceptual understanding of mobile and data Journalism CO5: Develop the new style of writing.	
7	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the convergent Journalism. This course has been made specifically to cater the requirement of students interested in making their career in Journalism and New Media.	
8	Outline syllabus		CO Mapping
	Unit 1	Internet and Mobile Journalism	
	1	Network Society	CO1
	2	1.2Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond	CO1
	3	Fundamentals concepts and applications - Multimodality, Hyper textuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts	CO2
	Unit 2	Data Journalism	
	1	Data Journalism- concept	CO2,CO3
	2	Cybercrime- Computer assisted reporting- infographics- Data Visualization- Interactive Visualization	CO1
	3	Data base Journalism	CO3

	Unit 3	Marketing for the web	
	1	SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques	CO3,CO4
	2	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO3,CO2
	3	Ethical practices involving the Internet and mobile Journalism	CO3
	Unit 4	Mobile journalism	
	1	Newsroom for online journalism	CO3
	2	Backpack journalism- Citizen Journalism	CO4
	3	Non-linear story telling	CO4
	Unit 5	New styles of writing	
	1	visual language	CO5
	2	Micro-content	CO5
	3	Narrative journalism	CO5
	Mode of examination		Jury/Practical
	Weightage Distribution		CA MTE ETE
			60 % 00% 40%
	Text book/s*	<ul style="list-style-type: none"> 1. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk. 2. Web Journalism: Practice and Promise of a New Medium by James Glen. 3. Online Journalism: Principles and Practices of News for the Web by James C. Frost. 4. Digitizing the News: Innovation in Online Newspapers. 5. Online News: Journalism and Internet by Stuart Allen. 6. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt. 	

Course Articulation Matrix

POs COs	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6
CO1	3	1	3	1	2	2
CO2	3	2	3	2	2	2
CO3	3	2	3	2	2	2
CO4	3	2	2	1	1	1
CO5	1	1	2	2	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE			Batch : 2020-2023
Program: BA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: V	
1	Course Code	BFM314	
2	Course Title	Media & Communication Research	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Understand basic concepts of research 2. Impart the knowledge of conducting various types of media and communication research. 3. Design & research studies and conduct sampling 4. Employ scaling techniques 	
6	Course Outcomes	The student will be able to CO1. Familiarize with the concept of academic research in media and communication. CO2. Apply the knowledge for conducting media & communication research CO3. Demonstrate the competence in media & communication research. CO4. Know Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule. CO5. Structure the research with data sampling.	
7	Course Description	The course aims to develop the aptitude, which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.	
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, CO4
	2	Research questions, Hypothesis and Research Design	CO3, CO4
	3	Sampling, Types of Sampling.	CO3, CO5
	Unit 4	Data in Research	
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO4
	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
	3	Ethical perspectives of media & communication research, plagiarism.	CO2, CO5
	Mode of examination	Theory	
	Weightage Distribution	C A 30 %	M TE 20 % E T E 50 %
	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
CO1	3	2	2	3	2	3
CO2	3	2	2	3	2	3
CO3	3	2	2	3	2	3
CO4	3	3	1	1	2	2
CO5	1	1	2	2	3	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: V	
1	Course Code	BFM315	
2	Course Title	Global Media Management	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1.Explain the principles and functions of management 2. Describe different leadership styles and behavioural patterns 3. Describe the structure and functions of media organizations 4. Explain the importance of revenue generation for print, radio, TV and web.	
6	Course Outcomes	The student will be able to CO1. Understand concepts of media organizational setup and management. CO2. Explain functions of various media outlets CO3. Understand the economics of media organizations CO4. Know Management technique and research. CO5. Develop the use of research in media management.	
7	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the media management. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know the technological aspects of management.	
8	Outline syllabus		CO Mapping
	Unit 1	Unit-I [Introduction to Management]	
	1	Definition Management, role and Importance of management in media	CO1
	2	Function of Management, Need and Scope of media management.	CO1
	3	Organizational behavior	CO2
	Unit 2	UNIT-II [Introduction to media houses]	
	1	Introduction to media Houses and Organization (Times group etc.)	CO2
	2	Ownership patterns in media	CO2
	3	Inflow of capital in India (Heads of Income)	CO3
	Unit 3	UNIT-III [Function of Print & Electronic Media]	
	1	Structure and functioning of Print, radio and television channel	CO2
	2	Role of editorial, technical, marketing	CO2
	3	HR sections, Recruitment, hiring, training of staff.	CO2
	Unit 4	UNIT-IV [Management Techniques]	
	1	Media marketing techniques	CO4
	2	Advertisement collection (Print and Electronic)	CO4
	3	Corporate Space and time selling (Print and Electronic)	CO3, CO4
	Unit 5	UNIT-V [Management Research]	
	1	Use of research in media management	CO4,CO5
	2	Readership management system	Co5
	3	ABC, NRS, INS, RNI	CO5

	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India			
	Other References	Dr. Sakthivel Murughan M Management Principles and Practices, New Age International Publishers, New Delhi			
		Redmond, J, Trager R Media Organisation Management, Biztantra New Delhi			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	3	1	2	3
CO2	3	2	3	2	2	3
CO3	3	2	3	2	2	3
CO4	3	2	3	2	3	3
CO5	1	2	2	2	3	3

1-Slight (Low)

2. Moderate(Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: V	
1	Course Code	BFM316	
2	Course Title	Digital Video Production Methodologies	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory / Co-Requisite / Pre-Prerequisite / Elective / Open Elective	
5	Course Objective	The objective of this course is to: 1. Make students learn the basic concept of Film Production 2. Inculcate the process of script to screen, planning to. 3. Teach students the cinematic language and production skills through a variety of projects such as public service announcements, video commercials, film trailers and narrative short films. 4. Help students in learning the skills of writing, editing and production of Film.	
6	Course Outcomes	The student will be able to CO1: The students will be able to learn the basic concept of film. CO2: The students will be able to learn the process of script writing for film. CO3:The students will be able to learn cinematic language and production skills CO4:They will also learn writing , editing and production films CO5: Execution of theory into practical	
7	Course Description	The course intends to train students in the film making both fiction and non-fiction.	
8	Outline syllabus		CO Mapping
	Unit 1	Film Language	
	1	Defining narrative- diegetic and non-diegetic elements –	CO1
	2	Narrative structure – Alternatives to narrative	CO2
	3	Fiction film- documentary, ethnographic and experimental (avant- garde) films – Ethics and ethnography	CO2
	Unit 2	States and elements of film production	
	1	Pre-Production	CO2
	2	Production	CO2

	3	Post Production	CO2,CO 3
	Unit 3	Writing for films	
	1	Basic concept involved in writing for cinema	CO2
	2	Script writing for different format: Fiction/documentary	CO3
	3	Screenplay writing Technique for fiction films	CO3, CO4
	Unit 4	Camera Language	
	1	Basics types of Shots	CO4
	2	Camera Movements	CO4
	3	Scene, Sequence and lighting Technique	CO4
	Unit 5	Making Crew and Budgeting	
	1	Assembling crew for production with their defined roles	CO5
	2	Budgeting for film, Tools to evaluate efficacy.	CO5
	3	Final Project – Short film/Documentry	CO5

	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Film Direction by J. Thomson Rabiger, M. Directing : Film Techniques and Aesthetics, PP: 385*-400, 3rd edition, Boston:			

Course Articulation Matrix

POs COs	P O 1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	-	2	2
CO2	3	1	3	1	2	2
CO3	3	3	3	2	2	2
CO4	3	2	3	2	2	2
CO5	2	2	1	1	3	3

1-Slight (Low)

2. Moderate(Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA (J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: V	
1	Course Code	BFM317	
2	Course Title	Television Programme Production	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: Familiarize the students with the various aspects of Television production. Inculcate the skills of writing and equipment handling	
6	Course Outcomes	The student will be able to CO1. Familiarize with the various aspects of TV production. CO2. Understand the techniques and grammar of fiction and non-fiction programmes. CO3. Familiarize with camera dynamics, techniques and creativity in lighting, sets and props etc. CO4. Understand studio recording and coordination with PCR CO5. Familiarize with multi-camera recording techniques.	
7	Course Description	The course is designed to provide different aspects of writing skills for Audio- Visual media to the students. The course will help to understand the varied and diverse writing for Audio - Visual medium. Students will be able to understand different approaches to meet goal through creative and objective writing.	
8	Outline syllabus		CO Mapping
	Unit 1	The process of Television production	
	1	Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras	CO1
	2	Audio and Video Switchers, Video Transmission and Production Servers	CO1
	3	Different types of Video Recorders – Taped/Tapeless Video recording formats	CO1
	Unit 2	Lighting techniques for programme production	
	1	Studio floor plan and signal chain	CO2
	2	Three-point lighting technique. Cool and warm lights. DMX control, Field lighting, HMI and understanding colour temperature	CO3
	3	Single Camera/Multi Camera Production	CO3
	Unit 3	Television News flow management	

	1	News room software - ENPS, I news, Diang, Octopus and others	CO3		
	2	Script automation, Ingesting & preview	CO2		
	3	Scheduling	CO2		
	Unit 4	TV Programme Production			
	1	Field production - Basic shots, camera angles, Ideas, visualizations & production scripts, Pre production and post production activities	CO4		
	2	Studio production - Floor plans, pre-production planning, Dry runs & walk through, Time line& production schedules, Working out schedules, Cues and commands, PCR production	CO1, CO4		
	3	Post-Production – Editing	CO3, CO4		
	Unit 5	Practical Exercise			
	1	TV Studio discussion with live OB inputs	CO3, CO5		
	2	Talk shows with audience participation, PTC, News story	CO5		
	3	TV Commercial, Documentary	CO5		
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	
	Text book/s*	Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010			
	Other References	An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	1	2	2
CO2	3	3	3	2	2	2
CO3	3	3	3	2	2	2
CO4	3	3	3	2	3	2
CO5	3	3	3	2	2	2

1-Slight (Low)

2. Moderate(Medium)

3-Substantial (High)

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: V	
1	Course Code	BFM318	
2	Course Title	Animation and Multimedia	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1. Enable students to learn more about the multimedia technologies 2. Empower them to use these techniques for better planning 3. Unleash their creativity for creating multimedia packages	
6	Course Outcomes	The student will be able to CO1: Understand basic concepts of graphics CO2 : Create multimedia packages CO3: Use different tools to produce interactive content CO4: Understand backend functioning of multimedia content creation CO5: Execution of multimedia marketing strategy.	
7	Course Description	This studio is designed to introduce to students the art of giving life to objects through motion and storytelling. The course emphasizes foundational principles of motion, visual storytelling, non-linear forms of motion, interactive visualizing, and diverse approaches to motion graphics.	
8	Outline syllabus		CO Mapping
	Unit 1	Basics Graphics	
	1	Introduction to graphic designing	CO1
	2	Design elements	CO1
	3	Photoshop basics	CO1
	Unit 2	Multimedia Technologies Concept	
	1	Understanding Multimedia Technology	CO2
	2	Fundamentals of Creative Multimedia	CO2
	3	Audio Visual, Graphic & Animation content for multimedia platforms	CO2
	Unit 3	Multimedia Technologies Application	
	1	Multimedia Programming	CO2, CO3
	2	Multimedia content strategies	CO2, CO3
	3	Virtual Reality	CO2, CO3
	Unit 4	Multimedia Security	
	1	Multimedia Security-An introduction	CO4
	2	Multimedia Database	CO4
	3	Multimedia security algorithms & case studies	CO4
	Unit 5	Multimedia Marketing	
	1	Multimedia Content Creation	CO5

	2	Multimedia Content Marketing Strategies	CO5
	3	Multimedia Marketing Strategy Evaluation	CO5
	Mode of examination		Jury/Practical/Viva

	Weightage Distribution		CA	MT E	ETE	
			60 %	00	40%	
	Text book/s*	Ze-Nian Li, Skeleton Creek, Fundamentals of Multimedia				
	Other References		Epic Content Marketing – Joe Pulizzi			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	2
CO2	3	2	3	2	2	2
CO3	3	2	3	2	2	2
CO4	3	3	3	2	2	2
CO5	3	2	2	1	1	3

1-Slight (Low)

2. Moderate (Medium)

3-Substantial (High)

School: SMFE			Batch :2020-2023		
Program: BA (J&MC)			Current Academic Year: 2022-2023		
Branch: NA		Semester: V			
1	Course Code	BFM319			
2	Course Title	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective			
3	Credits	2			
4	Contact Hours (L-T-P)	0-0-4			
	Course Type	Compulsory /Elective/Open Elective			
5	Course Objective	The objective of this course is to: <div>1. Provide students the opportunity to experience hands-on industry experience.</div> <div>2. To provide students with an opportunity to implement their classroom knowledge in the industry/field.</div> <div>3. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.</div>			
6	Course Outcomes	The student will be able to CO1: Understand the functioning of the media and related industry. CO2 : Apply theoretical knowledge to solve practical problems in real time. CO3: To work under pressure. CO4: Learn to work with strict deadlines CO5: Manage the adverse situation with limited resources.			
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.			
8	Outline syllabus			CO Mapping	
	Unit 1	Completing the proper report in prescribed format and getting approved by the assigned faculty.			CO1, CO2, CO3
	Mode of examination	Jury/Viva/Practical			
	Weightage	CA	MTE	ETE	
	Distribution	60%	00	40%	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	1	2	1
CO2	3	3	3	2	2	1
CO3	3	3	3	2	2	1
CO4	3	3	2	2	3	1
CO5	3	2	2	3	3	1

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

School: SMFE		Batch : 2020-2023	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: VI	
1	Course Code	BFM320, BFM321,BFM322,BFM323,BFM324	
2	Course Title	2 Month Specialization – a) Print/Convergent Media b) Events c) Ad, PR & CC d) Broadcast Media e) Photography/Cinematography	
3	Credits	12	
4	Contact Hours (L-T-P)	0-4-16	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1. Provide a one month specialization to student in any one field of her/his choice. 2. Make student competent and confident to produce proper portfolio/project in the specialized field	
6	Course Outcomes	The student will be able to CO1. Use the previous knowledge in the various fields of media CO2. Plan the project in proper and technical manner CO3. Show skills to produce a specialized portfolio.. CO4: Plan the strategy of execution of various programs. CO5. Develop the sense of responsibility towards community.	
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to produce their individual portfolio in any of the specialized media field of their choice.	
8	Outline syllabus	CO Mapping	
	Unit 1-5	Planning and producing programme in any specialized media field of students choice	CO1, CO2, CO3,CO4,CO5
	Mode of examination	Jury/Viva/Practical	
	Weightage	CA	MTE ETE
	Distribution	60%	00 40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	3
CO2	3	3	3	2	2	3
CO3	3	3	3	2	2	3
Co4	3	2	2	3	3	3
CO5	2	2	3	3	3	3

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

School: SMFE			Batch: 2020-2023		
Program: BA(J&MC)			Current Academic Year: 2022-2023		
Branch: NA		Semester: VI			
1	Course Code	BFM325/BFM326			
2	Course Title	On Job Training/ Major Project(RESEARCH BASED PROJECT)			
3	Credits	12			
4	Contact Hours (L-T-P)	0-4-16			
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective			
5	Course Objective	The objective of this course is to: 1. Provide On job training/internship to student in media related field. 2. Or help the student to make a research-based project.			
6	Course Outcomes	The student will be able to CO1. Use the previous knowledge in the various fields of media CO2. Show professional competency at work place or plan the research based project in proper and technical manner CO3. Show skills in the industry or project. CO4. Develop the knowledge, and competencies in the field. CO5. Acquaint the students formally to a real life work place environment.			
7	Course Description	The course is designed for the students to use their theoretical and practical knowledge acquired during the programme to work in the industry or produce a research based project.			
8	Outline syllabus			CO Mapping	
	Unit 1-5	Working in the industry or Planning and producing a research based project			CO1, CO2, CO3,CO4,CO5
	Mode of examination		Jury/Viva/Practical		
	Weightage Distribution		CA	MTE	ETE
			60%	00	40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	3
CO2	3	3	3	2	2	3
CO3	3	3	3	2	2	3
CO4	2	2	3	3	2	2
CO5	3	3	2	2	2	2

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