

SCHOOL OF MEDIA, FILM & ENTERTAINMENT

Program and Course Structure

Bachelor's in Arts

(Journalism & Mass Communication)

Batch 2021-2025

Programme Code: SDM0101

General Guidelines
and
Terminology of Various Academic Programmes
Under
School of Media, Film & Entertainment

General Guidelines:

These guidelines are framed to enable the various departments in SMFE 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 SMFE. All departments have to follow these terminologies:

Department: Department in SMFE 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, SMFE has 02 operational departments. These two departments in SMFE 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, School of Media, Films and Entertainment is offering 05 programmes, i.e., BA (Journalism & Mass Communication), MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and PhD (J&MC).

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

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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 SMFE 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 SMFE is a subject run for the purpose of conducting of any programme.

Course Code: SMFE 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 SMFE intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

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

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- 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 SMFE 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 subjects/Studios/Projects/Dissertations	B3	C3	D: List of Project with description, studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

1.1 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

- Transformative educational experience
- Enrichment by educational initiatives that encourage global outlook
- Develop research, support disruptive innovations and accelerate entrepreneurship
- Seeking beyond boundaries

Core Values

- Integrity
- Leadership
- Diversity
- Community

1.2.1 Vision and Mission of the School of Media, Film & Entertainment / Department of Mass Communication

Vision of the School

To serve the society by being an internationally recognized school of higher learning in field of media, films and entertainment by means of academic excellence, innovation, outcome based learning and nurturing entrepreneurship.

Mission of the School

- To create 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 media, film and entertainment industry.
- To create competent professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.
- To Leverage research and innovation by forming strong industry-academia linkages.

Core Values

- Innovation
- Awareness
- Information
- Ethics

Programme Educational Objectives (PEO)

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

Graduates will –

- PEO1: Demonstrate Professional, Social and Entrepreneurial skills related to Journalism, Media and Entertainment industry.
- PEO2: Support the Communication & Entertainment industry as competent, trained and qualified workforce.
- PEO3: Prove themselves as competent, trained and qualified journalist in the Print, Broadcast & Digital Media Industry.
- PEO4: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication and related industries as competent, trained and qualified journalist.

Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	3	3	3	2
PEO2:	3	3	3	3
PEO3:	3	3	3	3
PEO4:	3	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: Modern Tool Usage: Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.

PO4: Problem Solving Skills: Show a sense of inquiry and investigation for raising relevant and contemporary problems, synthesizing and articulating them 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.

PO7: Innovation and Research Related Skills: Identify, formulate, research, and analyze the literature and problems and reach logical and innovative solutions and conclusions.

PO8: Lifelong Learning: Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.

PSO1: Expertise in the field of Broadcast, Print, Electronic and Digital Journalism

PSO2: Applied proficiency in the disciplines related to Mass Communication

Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4
PO1	2	2	2	2
PO2	1	3	3	3
PO3	2	3	3	1
PO4	3	2	2	3
PO5	2	1	2	2
PO6	3	1	3	3
PO7	2	2	2	2
PO8	2	2	2	2
PSO1	3	3	3	3
PSO2	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Program Outcome Vs Courses MappingTable1:

Program Outcome Vs Courses Mapping: BA(J&MC)											
Course Structure											
Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
Sem-1	Understanding Media	3	-	-	-	2	-	-	1	-	-
	Indian Cultural and Art Forms	3	-	-	2	2	-	-	1	-	-
	Communicative English-I	1	3	-	1	2	3	-	2	-	-
	Soft-Skill and Personality Development	2	3	1	1	-	3	-	2	-	1
	Computer and IT Skills	2	-	3	-	-	-	-	-	-	1
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-
	Vocational Minor – Script Writing	3	3	-	-	-	-	1	2	1	2
	Co- Curricular - Food, Nutrition & Hygiene	-	-	-	3	2	1	2	3	-	-
Sem-2	Media Law and Ethics	3	-	-	1	-	-	1	1	-	-
	Entrepreneurship	3	-	-	1	-	3	1	3	-	-
	Communication: Concepts & Principles	3	-	-	-	-	-	-	1	-	-
	Communicative English-II	1	3	-	1	2	3	-	2	-	-
	Sound and Image	3	-	3	-	-	1	2	2	2	3
	Writing for Media	3	3	-	1	1	-	2	2	2	2
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-
	Vocational Minor -Material Animation	3	1	3	-	-	-	3	2	-	2
	Co- Curricular – First Aid and Health	-	-	-	3	3	1	1	3	-	-
	Introduction to Print & Convergent Journalism	3	2	3	1	2	-	2	2	3	3
	Media & Gender Studies	3	-	-	2	3	-	2	1	-	-
	Contemporary, Socio-Economic & Political Issues	3	-	-	1	1	-	1	2	1	-
	Art of Writing & Editing	3	2	3	-	2	-	2	2	2	3

Sem-3	Designing & Layout	3	-	3	-	-	-	2	2	-	3
	Still Photography & Image Editing	3	-	3	-	-	2	2	2	-	2
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-
	Vocational Minor – Radio Jockeying & Programme Production	3	2	3	-	1	-	-	2	-	2
	Co-Curricular – Human Values & Environment Studies	-	-	-	3	3	2	2	3	-	-
Sem-4	Advertising: Concepts, Principles & Practices	3	-	1	-	2	1	2	2	-	2
	Public Relation & Corporate Communication	3	2	-	3	2	2	2	2	-	2
	International & Intercultural Communication	3	-	-	2	2	2	1	2	-	-
	Visual Design, Animation & Multimedia	3	-	3	-	-	2	3	2	-	3
	Radio Programme Production	3	2	3	2	2	3	2	1	-	3
	Community Connect	1	2	1	3	3	-	3	1	-	-
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-
	Vocational Minor – Smartphone Filmmaking	3	1	3	1	-	-	3	2	-	2
	Co-Curricular – Physical Education & Yoga	-	-	-	2	3	2	1	3	-	-
Sem-5	Mobile & Data Journalism	3	2	3	2	2	-	-	2	2	3
	Development Communication	3	1	1	3	3	-	2	2	-	1
	Global Media Management	3	-	-	-	-	3	2	2	-	-
	Electronic Cinematography	3	-	3	-	-	-	2	1	-	2
	Video Editing	3	-	3	-	-	-	1	1	-	3
	TV Programme Production	3	1	3	1	-	-	2	2	1	3
	Project on Mobile Journalism (MOJO)	3	1	3	2	2	-	2	2	1	3
	Co-Curricular -Analytic Ability and Digital Awareness	-	-	3	2	2	2	3	2	-	-
	Introduction to Film Studies	3	-	-	-	-	-	-	1	-	-

Sem-6	Applied Research in Film Production	3	-	2	2	2	-	3	1	-	1
	Writing for Visual Media	3	3	-	-	-	2	1	2	1	3
	Networking, Promotion & Marketing Techniques	3	2	2	1	-	1	2	2	-	-
	Direction & Production Methodology	3	-	3	-	-	-	2	2	-	1
	Multi Camera Set-up & Shoot	3	-	3	-	2	-	2	2	1	2
	Co-Curricular – Communication Skills & Personality Development	-	3	1	2	2	3	1	3	-	-
Sem-7	Media Research Methods & Tools	3	-	3	2	1	-	3	2	-	-
	Elementary Statistics for Research	3	1	3	2	1	-	3	2	-	-
	Qualitative Research - I	3	1	-	1	2	-	3	2	-	-
	Quantitative Research - I	3	1	2	1	2	-	3	2	-	-
	Project portfolio on constructing tools for Media & Communication	3	2	3	1	-	-	3	3	-	-
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-
Sem-8	Ethics in Media & Communication Research	3	-	3	2	3	1	3	2	-	-
	Academic Writing Techniques	3	3	2	1	2	1	3	2	-	-
	Qualitative Research - II	3	1	2	1	2	1	3	2	-	-
	Quantitative Research - II	3	1	2	1	2	1	3	2	-	-
	Dissertation	3	2	3	1	2	1	3	3	-	-
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-

1. Slight (Low)

2. Moderate (Medium)

3. Substantial(High)

Program Structure

**Name of School: School of Media, Film & Entertainment
 BA (Journalism and Mass Communication)**

Batch: 2021-2025

TERM: I

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								
1	BJN101	Understanding Media	4	0	0	4	Core	CC
2	BJN102	Indian Culture & Art Forms	4	0	0	4	Core	CC
JURY								
3	ARP101	Communicative English-I	1	0	2	2	Co-Requisite	AECC
4	BJN103	Soft-Skill & Personality Development	0	2	2	3	Core	AECC
5	BJN104	Computer & IT Skills	0	2	2	3	Core	AECC
6		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	AECC
7	BJN105	Script Writing -Vocational Minor	0	2	2	3	Co-Requisite	SEC
8	COC101	Food, Nutrition and Hygiene - Co-Curricular	2	0	0	2	Co-Requisite	AECC
TOTAL CREDITS						23		

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
BA (Journalism and Mass Communication)
Batch: 2021-2025

TERM: II

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								
1	BMC153	Media Laws & Ethics	3	0	0	3	Core	CC
2	BMC155	Entrepreneurship	3	0	0	3	Core	CC
3	BMC156	Communication: Concepts & Principles	3	0	0	3	Core	CC
JURY								
4	ARP102	Communicative English-II	1	0	2	2	Co-Requisite	AECC
5	BJN107	Sound & Image	0	2	2	3	Core	AECC
6	BJN108	Writing for Media	0	1	2	2	Core	CC
7		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	AECC
8	BJN109	Material Animation - Vocational Minor	0	2	2	3	Co-Requisite	SEC
9	COC201	First Aid and Health - Co-Curricular	2	0	0	2	Co-Requisite	AECC
TOTAL CREDITS						23		

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Program Structure

Name of School: School of Media, Film & Entertainment
BA (Journalism and Mass Communication)
Batch: 2021-2025
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								
1	BJN 201	Introduction to Print & Convergent Journalism	2	1	0	3	Core	CC
2	BJN202	Media & Gender Studies	2	0	0	2	Core	CC
3	BJN203	Contemporary, Socio-Economic & Political Issues	2	0	0	2	Core	CC
JURY								
4	BJN204	Art of Writing & Editing	0	1	4	3	Core	DSE
5	BJN205	Designing & Layout	0	2	2	3	Core	DSE
6	BJN206	Still Photography & Image Editing	0	1	4	3	Core	DSE
7		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	AECC
8	BJN207	Radio Jockeying & Program Production - Vocational Minor	0	2	2	3	Co-Requisite	SEC
9	COC301	Human Values and Environment Studies -Co-Curricular	2	0	0	2	Co-Requisite	AECC
TOTAL CREDITS						23		

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Program Structure

Name of School: School of Media, Film & Entertainment
BA (Journalism and Mass Communication)

Batch: 2021-2025

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								
1	BJN 209	Advertising: Concepts, Principles & Practices	2	1	0	3	Core	CC
2	BJN 210	Public Relation & Corporate Communication	2	1	0	3	Core	CC
3	BJN 211	International & Intercultural Communication	2	0	0	2	Core	CC
JURY								
4	BJN 212	Visual Design, Animation & Multimedia	0	2	2	3	Core	DSE
5	BJN 213	Radio Programme Production	0	1	4	3	Core	DSE
6	MCC 301	Community Connect	0	2	0	2	CO-Requisite	AECC
7		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	AECC
8	BJN 214	Smartphone Film Making - Vocational Minor	0	2	2	3	Co-Requisite	SEC
9	COC401	Physical Education & Yoga - Co-Curricular	2	0	0	2	Co-Requisite	AECC
TOTAL CREDITS						23		

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
BA (Journalism and Mass Communication)**

Batch: 2021-2025

TERM: V

S. No.	Subject Code	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								
1	BJN 301	Mobile & Data Journalism	3	0	0	3	Core	CC
2	BJN 302	Development Communication	3	0	0	3	Core	CC
3	BJN 303	Global Media Management	3	1	0	4	Core	CC
JURY								
4	BJN 304	Electronic Cinematography	0	2	2	3	Core	DSE
5	BJN 305	Video Editing	0	1	4	3	Core	DSE
6	BJN 306	TV Programme Production	0	3	2	4	Core	DSE
7	BJN 307	Project on Mobile Journalism (MOJO)	0	2	2	3	Core	SEC
8	COC501	Analytic Ability and Digital Awareness - Co-Curricular	2	0	0	2	Co-Requisite	AECC
TOTAL CREDITS						25		

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
BA (Journalism and Mass Communication)

Batch: 2021-2025

TERM: VI

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								
1	BJN 309	Introduction to Film Studies	3	1	0	4	Core	CC
2	BJN 310	Applied Research in Film Production	3	1	0	4	Core	CC
3	BJN 311	Writing for Visual Media	3	1	0	4	Core	CC
JURY								
4	BJN 312	Networking, Promotion & Marketing Techniques	0	3	2	4	Core	DSE
5	BJN 313	Direction & Production Methodology	1	2	2	4	Core	DSE
6	BJN 314	Multicam Setup Project	0	1	4	3	Core	DSE
7	COC601	Communication Skills & Personality Development - Co-Curricular	2	0	0	2	Co-Requisite	AECC
TOTAL CREDITS						25		

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
BA (Journalism and Mass Communication)
Batch: 2021-2025
TERM: VII

S. No.	Subject Code	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								
1	BJN 401	Media Research Methods & Tools	3	2	0	5	Core	CC
2	BJN 402	Elementary Statistics for Research	3	2	0	5	Core	CC
3	BJN 403	Qualitative Research - I	3	1	0	4	Core	CC
4	BJN 404	Quantitative Research - I	3	1	0	4	Core	CC
JURY								
5	BJN 405	Project portfolio on constructing tools for Media & Communication	0	4	4	6	Core	DSE
6		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	AECC
TOTAL CREDITS						26		

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
BA (Journalism and Mass Communication)**

Batch: 2021-2025

TERM: VIII

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								
1	BJN 406	Ethics in Media & Communication Research	3	2	0	5	Core	CC
2	BJN 407	Academic Writing Techniques	3	2	0	5	Core	AECC
3	BJN 408	Qualitative Research - II	3	1	0	4	Core	CC
4	BJN 409	Quantitative Research - II	3	1	0	4	Core	CC
JURY								
5	BJN 410	Dissertation	0	4	4	6	Core	DSE
6		Open Elective (To be Chosen by Student)	0	2	0	2	Co-Requisite	AECC
TOTAL CREDITS						26		

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

TERM 1

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	BJN101	
2	Course Title	Understanding Media Received	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	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	After completing the course, the student will be able to CO1: Define the basic concept of media CO2: Illustrate the nature, scope and types of media. CO3: Outline the development of folk/traditional media. CO4: Identify the milestones in the evolution of electronic media. CO5: Explain the journey of Cinema. CO6: Discuss the development of new/digital media.	
7	Course Description	The course 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	
	1	Definition and Concept of Media	CO1
	2	Functions and Characteristics of Media	CO1
	3	Nature, Scope and types of Media	CO2
	Unit 2	Evolution of Media – Folk/Tradition & Print	
	1	Traditional/Folk Media	CO3
	2	Print Media – Pre-Independence Era	CO3
	3	Print Media – Post-Independence Era	CO3
	Unit 3	Evolution of Media – Electronic (Radio & TV)	
	1	Radio	CO4
	2	Television	CO4
	3	Contemporary scenario of Radio & TV	CO4
	Unit 4	Evolution of Media – Cinema	
	1	Silent Era in Cinema	CO5
	2	Middle Era in Cinema	CO5
	3	Contemporary Cinema	CO5
	Unit 5	Evolution of Media – New/Online/Digital	
	1	History & Evolution	CO6
	2	ICT	CO6

	3	Contemporary Digital Media			CO6
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*	Mass Communication in India by Keval J Kumar			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	BJN 102	
2	Course Title	Indian Culture and Art Forms	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	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"> • debate on various aspects of Indian history, art and culture • critically engage on various socio-economic and political issues in India • utilize knowledge gained to influence the social fabric of the country 	
6	Course Outcomes	After completing this course, the student shall be able to CO1: List the various aspects of Indian history, art and culture CO2: Explain the concept of diversity and underlying unity in Indian culture CO3: Demonstrate critical thinking abilities to analyze and suggest alternatives describe salient features of Indian culture CO4: Apply knowledge in restructuring the system by developing positive, differentiative and analytical capabilities. CO5: Classify the Indian Art, Architecture and understand Classic Performing Arts. CO6: Examine various socio-economic and political issues in India.	
7	Course Description	The course is aimed to impart knowledge of Indian history, art and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.	
8	Outline syllabus		CO Mapping
	Unit 1	Indian History: An Introduction	
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,	CO1
	2	Religion and Philosophy in India: Ancient Period, Pre- Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy	CO1, 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
	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	CO4

	2	Presidential System and Parliamentary Democracy			CO4
	3	General Elections and Electoral Reforms			CO4
	Unit 4	Indian Art & Architecture:			
	1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture			CO1,CO5
	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition			CO1,CO5
	3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema. Contemporary Indian Art and Artists			CO1,CO5
	Unit 5	Social Movements & Activism			
	1	Marginalisation, Socio-Economic Equality and Reservation			CO4
	2	Judicial Activism & Women Safety, Gender Equality and Activism			CO6
	3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan			CO6
	Mode of examination		Theory		
	Weightage Distribution	CA	MTE	ETE	
		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. 4. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications. 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.			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	ARP 101	
2	Course Title	Communicative English-I	
3	Credits	2	
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	CO1 At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. CO2 At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. CO3 At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. CO4 At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. CO5 At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives CO6 At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	Outline syllabus		CO Mapping
	Unit 1	Sentence Structure	CO1
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	Vocabulary Building & Punctuation	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO1
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	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
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO2, CO3, CO4
	4	Digital Literacy Effective Use of Social Media	CO3
	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
	Unit 5	Professional Skills Career Skills	
	1	Exploring Career Opportunities	CO5
	2	Brainstroming Techniques & Models	CO5
	3	Social and Cultural Etiquettes	CO6
	4	Internal Communication	CO6
	Unit 6	Leadership and Management Skills	
	1	Managerial Skills	CO6
	2	Entrepreneurial Skills	CO6
	Evaluations	<i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE)</i>	N/A
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication	
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	BJN 103	
2	Course Title	Soft-Skill and Personality Development	
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 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	On completing the course, the student will be able to - CO1: Show confidence in terms of voice and speech. CO2: Demonstrate perfect body language at events and scenarios. CO3: Apply effective communication skills (spoken and written). CO4: Analyze inter-personal skills, team management skills, and leadership skills. CO5: Appraise and participate in group discussion / meetings / interviews and prepare & deliver presentations CO6: Organize and Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.	
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
	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, CO3

	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO2, CO3
	Unit 4	Management	
	1	Time and Stress management during presentation	CO2
	2	Tools and resources to upgrade skills	CO2
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust , courage and patience in speech and presentation.	CO1, CO2, CO3
	Unit 5	Exercise	
	1	Exercise	CO4, CO5, CO6
	2	Exercise	CO4, CO5, CO6
	3	Exercise	CO4, CO5, CO6
	Mode of examination	Jury/Practical/Viva	
	Weightage	CA	ETE
	Distribution	60%	40%
	Text book/s*	Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013	
	Other References	<ul style="list-style-type: none"> Kamin, Maxine. Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer & Company, 2013. Klaus, Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E-books, 2007. Petes S. J., Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education, 2011. Stein, Steven J. & Howard E. Book. The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons, 2006. 	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	BJN 104	
2	Course Title	Computer & IT Skills	
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 impart knowledge with the basic fundamentals of computer application. 2. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Identify the principal components of basic computer skills for professional industries CO2: Explain the usage of required software in the professional field CO3: Apply the ethical and societal concerns regarding computer technology CO4: Analyze the knowledge gained to work on presentation along with using related tables, graphs, and Pie charts. CO5: Evaluating the need of various different Computer and IT skills as per the need of the subject CO6: Create a promotional brochure using shapes, WordArt, Pictures, SmartArt and page backgrounds and borders	
7	Course Description	The course is designed to impart the basic fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.	
8	Outline syllabus		CO Mapping
	Unit 1	WINDOWS and APPLICATION OF MS OFFICE USING MS WORD	
	1	Knowing the MS Word Window, Working on Business letters, knowledge of different fonts, styles and formats of professional documents	CO1, CO2
		Saving the files in different formats and working with print & print preview	CO1, CO2
	2	FORMATTING THE TEXT Editing and Alignment of text, tabs, characters spacing, Paragraph Indenting & spacing, Bullet and numbering, Changing cases	CO1, CO2
	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	CO3, CO6
	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	CO1, 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, CO2
	3	WORKING WITH CHARTS Create Chart to compare data Working with chart tools, Edit chart data, Adding image to worksheet.	CO2, CO3, 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	CO1, CO2
	2	DESIGNING THE PRESENTATION Working on the aesthetics of slides, Making your own slide format Printing handouts, handout masters, slide footers, slideshow	CO2
	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, CO4, CO5
	Unit 4	USING MS PUBLISHER	
	1	INTRODUCING MS PUBLISHER Introducing MS Publisher Interface Navigation and selection, techniques, Multipage layouts and selection techniques.	CO1, CO2, CO3
	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	CO1, CO2, CO3
	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, CO5, CO6
	Unit 5	INTERNET and WEB BROWSERS	
	1	Basic HTML & Web designing (through programming languages & designing tools)	CO4
	2	Search Engine Optimization	CO4
	3	UNDERSTANDING 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	3	-	-	-	-	1	1	1
CO2	3	-	3	-	-	-	-	2	1	1
CO3	2	-	3	-	3	-	-	1	-	1
CO4	2	-	3	-	-	-	3	-	2	2
CO5	2	-	3	-	-	-	-	-	-	1
CO6	2	2	3	-	-	-	3	2	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	BJN 105	
2	Course Title	Script Writing (Vocational Minor)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
6	Course Outcomes	After completing the course, student will be able to CO1: Define the dramatic structure of a story CO2: List out different formats in script CO3: Explain a story with three act structure CO4: Outline the importance of characterization in script CO5: Create a scene with a sequence CO6: Elaborate visual storytelling	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8	Outline syllabus		CO Mapping
	Unit 1	The Principles of Dramatic Wring	CO1
	1	Introduction to Screenwriting	
	2	The Basics: Character, Story, Structure	
	3	The Premise: Story Spine	
	Unit 2	Finding the Story	CO2
	1	How to Format a Script	
	2	How to Write a Short Outline	
	Unit 3	Three Act Structure: Putting It All Together	CO3
	1	“The Godfather”: Beginnings, Middles, and Ends	
	2	Treatment: 5 Key Moments	
	Unit 4	Exploring Character	CO4
	1	Dramatizing Character	
	2	Proper Script Formatting	
	Unit 5	Scene	
	1	Scene defined.	CO5
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression	CO5
	3	Sequences, Making a step outline	CO5
	4	Visual Storytelling	CO6
	Evaluations	CA-60% MTE-0% ETE-40%	N/A
	Text book/s*	• The Art and Science of Digital Compositing, Second Edition:	

	Other References	• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	COC101	
2	Course Title	Food, Nutrition and Hygiene (Co- Curricular)	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory / Elective Open Elective	
5	Course Objective	To Spread food, nutrition & hygiene awareness among students	
6	Course Outcomes	After completing the course, student will be able to – CO1: To learn the basic concept of the Food and Nutrition CO2: To study the nutritive requirement during special conditions like pregnancy and lactation CO3: To learn meal planning CO4: To learn 100 days Nutrition Concept CO5: To study common health issues in the society CO6: To learn the special requirement of food during common illness	
7	Course Description	The course is designed to inculcate the understanding of food, nutrition & hygiene among the students for a healthy body.	
8	Outline syllabus		CO Mapping
	Unit 1	Concept of Food and Nutrition (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food	CO1, CO3
	Unit 2	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of (a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fibre	CO4
	Unit 3	1000 days Nutrition (a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)	CO2, CO4
	Unit 4	Community Health Concept	CO5, CO6

		(a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food	
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Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 2

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: II	
1	Course Code	BMC 153	
2	Course Title	Media Laws & Ethics	
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	Objective of this course is to: 1. A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. This class will deal with press laws and ethical issues and professional practices in media. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
6	Course Outcomes	The student will be able to CO1: Define the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global. CO2: Summarize the knowledge of media Laws and Ethics CO3: Apply knowledge gained in coverage related to media Profession. CO4: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity CO5: Evaluate the provisions of Constitution and IPC in their journalistic practice CO6: Evaluate the regulatory framework and its applicability in the field of media	
7	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and 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	C01
	3	Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)	C01,C02, CO5
	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	Sedition (section 124A IPC) Defamation (Section 499, 500 IPC), Obscenity (Section 294 IPC) Parliamentary Privileges - Article 361A, Article 105 (Parliament),	C01,C02, CO5
	Unit 3	Liberty and Restriction	
	1	Cinematography Act, Copyright Act 1957 , Intellectual Property Right	C03
	2	Prasar Bharati Working Journalists Act	C01,CO2
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)	C02,C01
	Unit 4	Regulatory Bodies	
	1	Advertising Council of India	C03, CO6
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning	C03, CO6
	3	Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code,	CO3, CO6
	Unit 5	Media Ethics: Social Responsibility of Press	
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism	CO4
	2	Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism,	CO4
	3	Cyber Laws and Ethics: IT Act 2000, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking	CO4, CO5
	Mode of examination		Theory
	Weightage Distribution	CA	MTE
		30%	20%
			ETE
			50%
	Text book/s*	Introduction to Media Laws and Ethics - Dr. Juhi P. Pathak, Shipra Publications, New Delhi.	
	Other References	1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Law and Ethics by M Neelamalar 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R. 6. Freedom and Fraud of the Press by Ghosh, Kekar 7. Press and Press Laws in India by Ghosh, Hemendra Prasad 8. Media Ethics and Laws by Jan R. Hakeculdar 9. The Media in your life by Jean Folkerts.	

Course Articulation Matrix

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

1-Slight (Low)

2- Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch:		Semester: II	
1	Course Code	BMC 155	
2	Course Title	Entrepreneurship	
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: Relate with basic business management and entrepreneurship knowledge to launch their ventures. CO2: Develop business plans and budgets to secure finances & seed funding. CO3: Plan and Execute branding and marketing strategies to boost business. CO4: Select and secure business interests as per law of the land. CO5: Discuss the stages of the entrepreneurial process. CO6: Develop an understanding of resources needed for the successful development of entrepreneurial ventures.	
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.	
8	Outline syllabus		CO Mapping
	Unit 1	Entrepreneurship Basics	
	A	Concept, Functions and Journey of being an Entrepreneur	CO1
	B	Innovation & Problem Solving as per Market Needs	CO1
	C	Teams & Resource Mobilization	CO1
	Unit 2	Basic Business Management	
	A	Types of Business organization	CO1
	B	Functional Areas of Management	CO1
	C	Client Servicing & Communication in Management	CO1, CO5, CO6
	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, CO5, CO6
	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
	C	Taxation			CO4
	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	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	3	2	2	-	-
CO2	3	1	-	-	-	3	2	1	-	2
CO3	3	1	-	2	-	3	2	1	-	2
CO4	3	-	-	-	-	3	-	-	-	-
CO5	3	-	-	-	-	3	-	2	-	-
CO6	3	-	-	1	-	3	2	2	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: II	
1	Course Code	BMC 156	
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: Understand concept and meaning of Communication CO2: Define various theories and models of Communication. CO3: Outline the effects of mass communication on society, audiences and people. CO4: Apply communication model and theories to critically analyze real- world issues and employ practical, innovative solutions. CO5: Perceive knowledge on emerging trends in Communication and Mass Communication CO6: Evaluate the process of Communication and Mass Communication	
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, CO5
	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, CO5
	2	Theodore Newcomb's model (1953)	CO3
	3	Osgood's model (1954)	CO3, CO5
	Unit 3	Theories of Communication	
	1	Communication theory: Need and importance -	CO2, CO3

		Hypodermic or bullet theory	
2		Individual differences theory, Cognitive Dissonance Theory	CO2, CO3
3		Personal Influence Theory	CO2,CO3
Unit 4		Sociological theories of Mass Communication	
1		Cultivation Theory, Agenda Setting Theory	CO2, CO3
2		Social Learning Theory, Spiral of Silence	CO2, CO4
3		Uses and Gratification Theory, Dependency Theory	CO2, CO3,CO4
Unit 5		Normative Theory of Communication	
1		Authoritarian Theory, Libertarian Theory	CO2,CO3
2		Social Responsibility Theory, Soviet Media Theory	CO4, CO5
3		Development Theory, Democratic-Participant Media Theory	CO3,CO4, CO6
	Mode of examination	Theory	
Weightage Distribution	CA	MTE	Weightage Distribution
	30%	20%	50%
Text book/s*	Mass Communication In India by Keval J Kumar		
Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis McQuail 5. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: II	
1	Course Code	ARP 102	
2	Course Title	Communicative English-II	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	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	<p>CO1: At the end of the course, a student will be able to create a larger goal and vision statement for goal setting.</p> <p>CO2: At the end of the course, a student will be able to adapt a positive attitude towards life.</p> <p>CO3: At the end of the course, a student will be able to apply advanced writing skills in English like full length essays, Precis, Executive Summary etc.</p> <p>CO4: At the end of the course, a student will be able to utilize the science of speech and correct pronunciation through the accent-neutralization program followed by reading sessions.</p> <p>CO5: At the end of the course, a student will be able to apply Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity</p> <p>CO6: At the end of the program, a student will be able to demonstrate Love, Compassion, Non-Violence, Truth, Righteousness, Peace, Service and Renunciation (Sacrifice).</p>	
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	CO1
	2	12 Angry Men / Ethics & Principles	CO1
	3	The King's Speech / Mission statement in life strategies & Action Plans in Life	CO1
	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	
	1	Precis	CO3
	2	Paraphrasing	
	3	Essays (Simple essays)	
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	CO4
	2	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds	
	3	Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress	
	Unit 5	Gauging MTI Reduction Effectiveness through Free Speech	
	1	Jam sessions	CO5
	2	Extempore	
	3	Situation-based Role Play	
	Unit 6	Leadership and Management Skills	
	1	Innovative Leadership and Design Thinking	CO5
	2	Ethics and Integrity	CO5
	Unit 7	Universal Human Values	
		Love & Compassion, Non-Violence & Truth	CO6
		Righteousness, Peace	CO6
		Service, Renunciation (Sacrifice)	CO6
	Unit 8	Introduction to Quantitative aptitude & Logical Reasoning	
		Analytical Reasoning & Puzzle Solving	CO6
		Number Systems and its Application in Solving Problems	CO6
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE	
	Text book/s*	<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 http://mistara.co.nf/files/sm_luncheon.pdf 	

Course Articulation Matrix

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

1
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t (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: II	
1	Course Code	BJN 107	
2	Course Title	Sound and Image	
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: <ul style="list-style-type: none"> ● To explore basic principles relations to the (re) production of sound and image ● To understand the basic methods of audio recording and (re)generation ● To understand basic methods of image (re)generation and photographic capture ● To understand interactivity between sound, image and context 	
6	Course Outcomes	The student will be able to CO1: Define the basic principles related to production and editing of different kinds of Sounds. CO2: Summarize microphones and different audio accessories CO3: Explain the fundamentals of digital image production using different equipment. CO4: Apply the knowledge of sound and image to create basic audio-visuals. CO5: Examine basic methods of audio recording and re-generation CO6: Demonstrate projects using sound-recording technology	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.	
8	Outline syllabus		CO Mapping
	Unit 1	Principles of Sound	
	1	Nature of Sound, its Properties and Dimensions	CO1
	2	Microphones	CO1, CO2
	3	Audio Accessories for Sound Production	CO1, CO2
	Unit 2	Sound Recording & Mixing	
	1	Digital Audio Formats	CO1, CO2
	2	Sound Recording & Reproduction	CO1, CO3, CO4
	3	Audio Mixing and Editing	CO3, CO4
	Unit 3	Digital Imaging	
	1	Types of Graphics (Vector and Raster)	CO3
	2	Digital Imaging Formats	CO3
	3	Basic Software for Production of Vector & Raster Graphics	CO3
	Unit 4	Basic Image Editing	
	1	Practical Applications of Image Editing	CO3, CO4

	2	Mobile Applications for image editing	CO3, CO4
	3	Online Tools for Image Processing and Editing	CO3
	Unit 5	Audio Visual Production	
	1	Basics of Audio-Visual Mixing	CO5
	2	AV Creation using different Software	CO5, CO6
	3	Final AV production	CO6
	Mode of examination	Jury Examination	
	Weightage	CA	ETE
	Distribution	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
1 CO1	3	-	-	-	-	-	-	2	-	-
CO2	3	-	3	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	1
CO4	3	-	3	-	-	-	2	2	-	3
CO5	3	-	3	-	-	-	-	-	-	-
1 CO6	3	-	3	-	-	-	2	1	-	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025
Program: BA(J&MC)		Current Academic Year: 2021-2022
Branch: NA		Semester: II
1	Course Code	BJN 108
2	Course Title	Writing for Media
3	Credits	2
4	Contact Hours (L-T-P)	0-1-2
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	1. Familiarize with term NEWS 2 Create an understanding with different beat reporting 3To familiarize with different writing style and techniques of journalistic writing.
6	Course Outcomes	On completion of the course, the student will be able to - CO1: Show the knowledge of news writing & reporting CO2: Explain the various sources of newsgathering. CO3: Identify the different style of journalistic writing. CO4: Classify various beat reporting. CO5: Identify online media as a changing journalism more into conversational. CO6: Develop proficiency in writing in one or more professional media writing applications.
7	Course Description	The course is aimed to make students learn the skills and knowledge about basic of news writing.
8	Outline syllabus	CO Mapping
	Unit 1	Understanding Print Media
	A	Meaning, definition and its role, Inverted Pyramid
	B	What Makes News, News Structure
	C	Principles of News Writing and Reporting:
	Unit 2	Understanding Radio
	A	Radio News Writing Structure and Fundamentals of Writing
	B	Radio talks/commentaries/comments
	C	Radio features and documentaries
	Unit 3	Understanding TV
	A	Define the concept of writing for Eye
	B	Formulated Television Bulletin Scripts
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)
	Unit 4	Understanding online Media
	A	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz
	B	Newsroom for online journalism, Backpack journalism
	C	visual language, Narrative Journalism
	Unit 5	Special Project
	A	Develop a Newspaper
	B	Make a Radio Programme/ TV Programme
	C	Develop a Blog/ e-paper

10	Mode of examination		JURY		
11	Weightage Distribution	CA	ETE		
		60%	40%		
12	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York:OxfordUniversity Press.			
13	Other References	1. INDIA 2019: To know the year long event. 2.Baggini, Julian. Making Sense: Philosophy behind the headlines. Oxford University Press,Oxford,2002. 3.Feature writing for Journalists Sharon Wheeler London, Routledge; 2009. 4.Feature Writing for the newspapers and magazines Edward Jay Friedlander and John Lee New York Harper and Row; 1996.			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2025	
Program: BA(J&MC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: II	
1	Course Code	BJN 109	
2	Course Title	Material Animation(Vocational Minor)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	<ul style="list-style-type: none"> To introduce various techniques and styles of Animation. To provide the students hands on experience of simple ideas for Animation using the materials available in the immediate surroundings. 	
6	Course Outcomes	After completing the course, students will be able to – CO1: Define the significance of Material Animation. CO2: Explain technique available in Material Animation. CO3: Analyze the process and methods of Material Animation. CO4: Develop and understanding of the phases of Material Animation. CO5: Outline Storyboard & Layout Design CO6: Create of Material Animation film from preferred medium.	
7	Course Description	This subject gives opportunity to explore various possible materials to create animated storytelling. From exploring the material, it's potential use in animation, students learn how tell a story through a non- traditional medium.	
8	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Material Animation	
		Introduction to Material Animation. Different Styles in material animation. Popular material animation and other techniques.	CO1, CO2
	Unit 2	Different Techniques	
		Different Techniques Available for Material Animation.	CO2
	Unit 3	Process and methods of Material Animation	
		Visualization of Material Animation. Production process for Method.	CO3
	Unit 4	Material Animation in Action	
		Story and Preproduction for Material Animation Film Identification and Execution of Material Animation Film Post Production of Material Animation Film	CO4, CO5
	Unit 5	Material Animation in Action	
		Exercise	CO6
		Exercise	CO6
	Evaluations	CA-60% ETE-40%	MTE-0%
	Text book/s*	• <i>The Art and Science of Digital Compositing, Second Edition:</i>	

Other References	• <i>Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)</i>
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Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE			Batch : 2021-2025			
Program: BA(J&MC)			Current Academic Year: 2021-2022			
Branch: NA		Semester: II				
1	Course Code	BJN 110				
2	Course Title	First Aid and Health (Co- Curricular)				
3	Credits	2				
4	Contact Hours (L-T-P)	2-0-0				
	Course Type	Compulsory Elective /Open Elective				
5	Course Objective	Inform students about the basic first aid and health				
6	Course Outcomes	CO1: Learn the skill needed to assess the ill or injured person. CO2: Learn the skills to provide CPR to infants, children and adults. CO3: Learn the skill to identify Mental Health status and Psychological First Aid CO4: Learn the skills to handle emergency child birth CO5: Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence. CO6: Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive. CO7: Help to understand natural changes of adolescence				
7	Course Description	The course is designed to inculcate the basic understanding of first aid and health among the students.				
8	Outline syllabus			CO Mapping		
	Unit 1	A. Basic First Aid <ul style="list-style-type: none">• Aims of first aid & First aid and the law.• Dealing with an emergency, Resuscitation (basic CPR).• Recovery position, Initial top to toe assessment.• Hand washing and Hygiene• Types and Content of a First aid Kit B First AID Technique <ul style="list-style-type: none">• Dressings and Bandages.• Fast evacuation techniques (single rescuer).• Transport techniques. C. First aid related with respiratory system <ul style="list-style-type: none">• Basics of Respiration.• No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging,• Swelling within the throat, Suffocation by smoke or gases and Asthma. D. First aid related with Heart, Blood and Circulation <ul style="list-style-type: none">• Basics of The heart and the blood circulation.• Chest discomfort, bleeding. D. First aid related with Wounds and Injuries <ul style="list-style-type: none">• Type of wounds, Small cuts and abrasions• Head, Chest, Abdominal injuries• Amputation, Crush injuries, Shock E. First aid related with Bones, Joints Muscle related injuries			CO1, CO2	

	<ul style="list-style-type: none"> • Basics of The skeleton, Joints and Muscles. • Fractures (injuries to bones). <p>F. First aid related with Nervous system and Unconsciousness</p> <ul style="list-style-type: none"> • Basics of the nervous system. • Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. <p>G. First aid related with Gastrointestinal Tract</p> <ul style="list-style-type: none"> • Basics of The gastrointestinal system. • Diarrhea, Food poisoning. <p>H. First aid related with Skin, Burns</p> <ul style="list-style-type: none"> • Basics of The skin. • Burn wounds, Dry burns and scalds (burns from fire, heat and steam). • Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. • Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. 	
Unit 2	<p>I. First aid related with Poisoning Poisoning by swallowing, Gases, Injection, Skin</p> <p>J. First aid related with Bites and Stings Animal bites, Snake bites, Insect stings and bites</p> <p>K. First aid related with Sense organs</p> <ul style="list-style-type: none"> • Basic of Sense organ. • Foreign objects in the eye, ear, nose or skin. • Swallowed foreign objects. <p>L. Specific emergency saturation and disaster management</p> <ul style="list-style-type: none"> • Emergencies at educational institutes and work • Road and traffic accidents. • Emergencies in rural areas. • Disasters and multiple casualty accidents. • Triage. <p>M. Emergency Child birth</p>	CO1, CO3
Unit 3	<p>Basic Sex Education</p> <ul style="list-style-type: none"> • Overview, ground rules, and a pre-test • Basics of Urinary system and Reproductive system. • Prevention of sexually transmitted diseases. • Male puberty — physical and emotional changes • Female puberty — physical and emotional changes • Male-female similarities and differences • Sexual intercourse, pregnancy, and childbirth • Facts, attitudes, and myths about LGBTQ+ issues and identities • Birth control and abortion • Sex without love — harassment, sexual abuse, and rape 	CO5, CO6, CO7
Unit 4	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> • What is Mental Health First Aid? • Mental Health Problems in the India • The Mental Health First Aid Action Plan • Understanding Depression and Anxiety Disorders 	CO1, CO3

	<ul style="list-style-type: none"> • Crisis First Aid for Suicidal Behavior & Depressive symptoms • What is Non-Suicidal Self-Injury? • Non-crisis First Aid for Depression and Anxiety • Crisis First Aid for Panic Attacks, Traumatic events • Understanding Disorders in Which Psychosis may Occur • Crisis First Aid for Acute Psychosis • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid 	
	<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Indian First Aid Manual-https://www.indianredcross.org/publications/FA-manual.pdf • Red Cross First Aid/CPR/AED Instructor Manual • https://mhfa.com.au/courses/public/types/youthedition4 • Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192.pdf • Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250. • Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper. • Schwiengershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html • Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. • http://marshallmemo.com/marshall-publications.php#8 	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	2	2	-	-	-	-	-
CO2	-	-	-	2	2	-	-	-	-	-
CO3	-	-	-	2	2	-	-	-	-	-
CO4	-	-	-	2	2	-	-	-	-	-
CO5	-	-	-	2	2	-	-	-	-	-
CO6	-	-	-	2	2	-	-	-	-	-
CO7	-	-	-	2	2	-	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 3

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	BJN 201	
2	Course Title	Introduction to print and convergent Journalism	
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	The objective of this course is to: <ol style="list-style-type: none"> 1. To develop intellectual skills in order to evaluate and analyse 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	After completing the course, the student will be able to - CO1: Define print and convergent journalism. CO2: Explain the core concepts of journalism (Objectivity, Fairness, Balance and Accuracy) CO3: Apply habit of remaining informed and knowledgeable regarding the changing dynamics of the world of Journalism CO4: Analyse and comprehend the foundations, process, and practices of writing for and about the media. CO5: Appraise with various trends, laws and ethics in print media CO6: Develop an understanding of a skilled journalist who will be socially responsible and committed to human welfare and rights	
	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, CO2
	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, CO4,

	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
	C	Sidebars, profiles, updates, follow-ups, team reporting, investigative reporting	CO1, CO4,
	Unit 4	Specialized areas of Journalism	
	A	Human interest pieces, features, narrative non-fiction, interpretive reporting - Column writing, opinion pieces, editorials, advertorials	CO2, CO6
	B	Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema	CO2, CO6
	C	Evolution of Journalism with respect to Technology	CO2
	Unit 5	Convergent Journalism	
	A	Nature scope and Definition	CO2
	B	Working of a modern-day integrated newsroom - Writing and editing techniques for text, audio, video, multimedia	CO1, CO6
	C	Crowdsourcing, vlog, narrowcasting and web podcasting - Developing interactive maps and graphics	CO4, CO5, CO6
10	Mode of examination	Theory	
11	Weightage Distribution	C A	MTE ETE
		30	20 50
12	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	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(JMC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	BJN 202	
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	On completion of the course, the student will be able to - 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
	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, CO6
	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, CO5
	2	Media & Adolescent, media & women			CO4, CO5
	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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	1	-	-	-	-	-
CO2	3	-	-	-	2	-	-	2	-	-
CO3	3	-	-	-	-	-	-	1	-	-
CO4	3	-	1	-	2	-	-	-	-	-
CO5	3	-	-	-	-	-	-	1	-	-
CO6	3	-	2	-	-	-	2	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	BJN 203	
2	Course Title	Contemporary Socio-Economic and Political Issues	
3	Credits	2	
4	Contact Hours (L-T-P)	(2-0-0)	
5	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
6	Course Objective	1. To develop intellectual skills in order to evaluate and analyse 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	After completing the course, the student will be able to - CO1: Define contemporary issues (National/International) CO2: Show habit of remaining informed and knowledgeable about current and contemporary Issues. CO3: Explain the Indian and world political, social and economic systems. CO4: Identify the core concepts of journalism (Objectivity, Fairness, Balance and Accuracy) CO5: Study the debates on nationalism, language and culture CO6: Develop critical thinking abilities to analyze and suggest alternatives	
	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, CO5
	Unit 2	India's Foreign Relations	
	A	Indian Foreign policy since independence	CO2, CO3, CO6
	B	Politics in South Asia	CO3, CO4, CO5
	C	India and the world	CO3, CO4, CO5
	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, CO5
	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, CO6
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 Prakash Chander International Politics			
13	Other References	INDIA 2019: To know the year-long event.			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: III	
1	Course Code	BJN 204	
2	Course Title	Art of Writing and 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	1.To develop the practical aspects of journalistic writings 2. To impart knowledge of the art of editing news reports 3. To study the applications of professional journalism in news editing 4.To understand the working of news room	
7	Course Outcomes	After completing the course, students will be able to – CO1: Define and write reports as per news industry requirements CO2: Explain the technical aspects of news editing CO3: Create content for various segments of media industry 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 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	
	A	Definition and Types of News	CO1, CO2
	B	Formats and Principles of News Writing	CO1
	C	News Values and Worthiness	CO1
	Unit 2	Editing	CO2
	A	Definition and principles	CO2
	B	Tools and Technique of Editing	CO2
	C	Rewriting and Proof Reading	CO2, CO3
	Unit 3	News room	CO2
	A	Structure and function of newsroom	CO5
	B	Fundamentals of good writing: Revise, rewrite and checklist	CO5
	C	Headline: Types, principles and writing techniques	CO3
	Unit 4	Editorial Department	CO3
	A	Mapping editorial department and editorial board	CO5, CO4

	B	Role, function and qualities of editor			CO5, CO4	
	C	Writing the copy of mofussil correspondence			CO1, CO6	
	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, CO6	
	C	Exaggeration, sensationalism and plagiarism			CO5, CO6	
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	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	-	2	3	3
CO2	3	-	-	-	-	-	-	2	2	2
CO3	3	3	-	-	-	-	-	2	3	3
CO4	3	-	-	-	-	2	-	-	-	-
CO5	3	3	-	-	-	-	-	2	1	1
CO6	3	1	-	-	-	2	-	2	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	BJN 205	
2	Course Title	Designing & Layout	
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. 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	On completion of the course, the student will be able to CO1: Define the basics of layout, design and production of newspaper/magazine. CO2: Understand and demonstrate skills in using software for print layout, design and production. CO3: Apply proficiency in using different tools of print production. CO4: Analyse the knowledge gained to design and develop high quality of layout and graphic design features. CO5: Evaluate best practices and management in the design profession work environment. CO6: Develop proficiency of skills in designing and creating layouts using page layout software's for print media	
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
	Unit 2	Aesthetic Aspects of Print Layout Design	
	1	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing	CO2, CO3

	2	Visual Aesthetics Balance, Contrast, Rhythm, Unity	CO2, CO3
	3	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border	CO2, CO3
	Unit 3	Software and Tools for Layout Design	
	1	PageMaker, Quark Express, Coral Draw	CO2, CO3
	2	Photoshop, In-design	CO2, CO3
	3	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools	CO2, CO3

	Unit 4	Printing Technology	
	1	Desk Top Publishing	CO2, CO3
	2	Offset Printing, Digital Printing	CO2, CO3
	3	Colour Printing: Techniques, Colour composition, Colour Separation and correction	CO2, CO3
	Unit 5	Portfolio Preparation	
	1	Front Page Design /Functional Design /Horizontal design/Advertisement Design	CO4,CO5,CO6
	2	Newspaper Design and Printing	CO4,CO5,CO6
	3	Magazine Design and Printing	CO4,CO5,CO6
	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	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	BJN 206	
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	After completing this course, students shall be able to CO 1: Enlist Image Editing Software for PCs and Mobile. CO 2: Articulate the digital photo-editing concepts on Adobe Lightroom. CO 3: Manipulate and edit digital images on Adobe Photoshop. CO 4: Distinguish and choose between best image editing tools of various software / app to achieve desired result. CO 5: 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, CO5
		<ul style="list-style-type: none"> Overview of various Photo Editing Software for PCs and Mobile Digital Image Formats – Vector and Raster Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc. Histogram & its importance 	
	Unit 2	Basic Image Editing on Adobe Photoshop – I	CO3, CO4, CO6
		<ul style="list-style-type: none"> Understanding Photoshop Interface Photoshop Toolbox & Shortcut Keys Creating Selection Collage and Poster Making 	
	Unit 3	Basic Image Editing on Adobe Photoshop – II	CO3, CO4, CO6
		<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. 	
		Advanced Photoshop Practice	CO3, CO4, CO6

	Unit 4	<ul style="list-style-type: none">• Camera RAW• Using Image adjustment options• Levels,Curves• Brightness and Contrast• Vibrancy• Saturation,Hue• Selective Colouring• Posterizing• Photo Filter									
		<ul style="list-style-type: none">- Gradient Mapping• Converting color Photo in to Black & White and Vice Versa• Digital Photo Restoration• Photo Stitching Digital Panoramas• Creating High Dynamic Range Images on Photoshop									
	Unit 5	Lightroom Basics <ul style="list-style-type: none">•Lightroom keyboard shortcuts, Importing and Organizing Photos, Library & Develop Modules, Photo Fixing & Adjustment Tools, Selective Adjustments and Special Effects, Lightroom brushes, Exporting and Saving, Additional effects, Real Time Workflow, Colour correction	CO2, CO4, CO5, CO6								
10	Mode of examination		Practical/Jury								
11	Weightage Distribution	<table><tr><td></td><td>CA</td><td>MTE</td><td>ETE</td></tr><tr><td></td><td>60%</td><td>00%</td><td>40%</td></tr></table>		CA	MTE	ETE		60%	00%	40%	
	CA	MTE	ETE								
	60%	00%	40%								
12	Text book/s*	Adobe Lightroom CC and Photoshop CC for PhotographersClassroom 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• Lightroom CC Complete Training by Serge Ramelli & Dare Stevens									

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	BJN 207	
2	Course Title	Radio Jockeying and Programme Production (Vocational)	
3	Credits	2	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the students with different aspects of Radio Programming & Radio Production 2. Understand how to conceptualize and deliver radio programmes. 3. To understand the importance of Voice, punctuation & vocabulary in Radio Programming 4. Understand the difference between outdoor and studio-based Radio production. 	
6	Course Outcomes	The student will be able to CO1: Define Radio as a medium, its working & the audio equipment involved in programming. CO2: Explain sound and its importance in radio programming CO3: Outline and develop different kinds of radio programmes CO4: Demonstrate the basic techniques of presenting the radio programs in an effective manner CO5: Develop an understanding of creativity in audio medium and learn different techniques of audio recording and editing CO6: Elaborate their practical knowledge & produce their own projects.	
7	Course Description	This course is specially designed to deal with various elements of radio production process. Beginning with conceptualization of the radio programme, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with.	
8	Outline syllabus		CO Mapping
	Unit 1	Radio: An Introduction	
	A	Introduction to radio, its development as a medium of mass communication.	CO1
	B	Functions, Characteristics & limitations of Radio. Different types of Radio: Commercial Radio, Community Radio, Satellite Radio & Internet Radio	CO1
	C	Introduction to Sound, Importance of Sound in Producing Radio Programmes, Doppler Effect	CO1, CO2, CO3
	Unit 2	Radio Format & different stages	
	A	Stages of Radio Production <ol style="list-style-type: none"> a. Pre-Production – (Idea, research, script) b. Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Post Production	CO 2, CO3

	B	Different formats of radio programmes	CO 2,CO3
	C	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc.	CO1, CO 2, CO3
	Unit 3	Radio Jockeying	
	A	Voice Modulation Pitch, Tempo, Phonetics, the art of proper articulation and pronunciation, voice projecting.	CO 4 CO3
	B	Use of microphones & Console handling	CO1 CO3 CO 4 CO6
	C	OB recordings & Live shows.	CO1 CO3 CO 4 CO6
	Unit 4	Radio: Writing & Editing	
	A	Writing for Radio- Styles & Structure	CO 3 CO4
	B	Art of taking Interview for Radio	CO 3 CO4
	C	Radio Editing: Tools & Techniques	CO 3 CO4 CO5 CO6
	Unit 5	Radio Programmes Production	
	A	Producing Radio Interviews, Talks, Magazine Show, Phonos	CO3 CO4 CO5 CO6
	B	Producing Public Service Announcement, Promo and Jingles	CO3 CO4 CO5 CO6
	C	Final Project Submission and Presentation	CO3 CO4 CO5 CO6
	Mode of examination	Jury	
	Weightage	CA	ETE
	Distribution	60%	40%
	Text book/s*	Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station”.	
	Other References	<ul style="list-style-type: none"> • Aspinall, R. (1971) Radio Production, Paris: UNESCO. • Flemming, C. (2002) The Radio Handbook, London: Routledge. Keith, M. (1990) • Radio Production, Art & Science, London: Focal Press McLeish, R. (1988) • Techniques of Radio Production, London: Focal Press • Chatterji, P.C. (1993) — “Indian Broadcasting”. 	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	COC301	
2	Course Title	Human Values and Environmental Studies (Co-Curricular)	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity.	
6	Course Outcomes	This course works towards CO1: Building fundamental knowledge of the interplay of markets, ethics, and law, CO2: Look at various challenges faced by individual to counter unethical issues CO3: Look at core concepts for business ethics CO4: Look at core concepts of anti-corruption CO5: Look at core concepts for a morally articulate solution evolver to management issues in general, CO6: Issues of sustainable development for a better environment. CO7: To know how environmental degradation has taken place. CO8: Be aware of negotiations and international efforts to save environment. CO9: How to develop sustainably? CO10: Efforts taken up by UN in Sustainable Development.	
7	Course Description	The course is designed to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values.	
8	Outline syllabus		CO Mapping
	Unit 1	Human Values – • Introduction - Values, Characteristics, Types, Developing Value system in Indian Organisation, Values in Business Management, value based Organisation , Trans –cultural Human values in Management. • Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers. • Human Values and Present Practices – Issues: Corruption and Bribe, Privacy, Policy in Web and Social Media, Cyber threats, Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy. • Principles of Ethics Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features, Levels of value Implementation. Features of spiritual Values, Corporate Social Responsibility- Nature, Levels, Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji	CO1, CO2, CO3

	and Bill Gates.	
Unit 2	Holistic Approach in Decision making- • Decision making, the decision making process , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management. Discussion through Dilemmas – • Dilemmas in Marketing and Pharma Organisations, moving from Public to Private – monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security , Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards. • Case Studies	CO3, CO4, CO5, CO6
Unit 3	Ecosystem: Concept, structure & functions of ecosystem: producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity Role of individual in Pollution control Human Population & Environment Sustainable Development India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship	CO5, CO7, CO10
Unit 4	Environmental Laws? International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index	CO8 CO9, CO10
	Suggested Readings: 1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al 2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel. 3. Human Values by A. N. Tripathi New Age International 4. Environmental Management by N.K. Uberoi	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	1	2	-	1	-	-	-
CO2	-	-	-	1	2	-	1	-	-	-
CO3	-	-	-	1	2	-	1	-	-	-
CO4	-	-	-	1	2	-	1	-	-	-
CO5	-	-	-	1	2	-	1	-	-	-
CO6	-	-	-	1	2	-	1	-	-	-
CO7	-	-	-	1	2	-	1	-	-	-
CO8	-	-	-	1	2	-	1	-	-	-
CO9	-	-	-	1	2	-	1	-	-	-
CO10	-	-	-	1	2	-	1	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 4

School: SMFE		Batch : 2021 - 2025	
Program: BA(JMC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	BJN 209	
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: <ul style="list-style-type: none"> ● Familiarize with psychological and cultural approach of advertisement for different media ● Understanding of different segment and categories of advertisement ● Understanding of means; methods to achieve desired creativity in an advertisement ● Familiarize with various aspects of advertising 	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define Advertising and its need, nature, scope and functions CO2: Summarize the concepts that are able to address the desires as well as aspirations of the consumer base behaviour brand promotion etc. CO3: Explain how different media including new media responsible for an advertising behaviour. CO4: Analyze the functions and types of advertising agency CO5: Evaluate and compare advertising agency practices, media organizations, the production of advertising campaigns CO6: Create, 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	3.1 Types and Classification of Advertising	CO1

Beyond Boundaries

	2	3.2Factors determining advertising opportunity of a product/service/idea.	CO4		
	3	3.3Types of Appeals and Advertising Messages	CO1, CO5		
	Unit 4	Structure, Role and Function of Advertising Agency			
	1	Advertising Agency: Evolution, Types, Structure	CO4		
	2	Functions of Various Departments and their Roles	CO4		
	3	Agency – Client Relations and Pitching Process	CO4, CO6		
	Unit 5	Advertising Objectives; Execution			
	1	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO5, CO6		
	2	Marketing Strategy	CO3, CO5		
	3	Research and Branding Advertising department vs. Agency-Structure	CO3, CO5		
	Mode of examination		Theory		
Weightage Distribution		CA	MTE	ETE	
		30%	20%	50%	
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. 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	PO 7	PO 8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	1
CO2	3	-	-	-	-	-	-	-	-	-
CO3	3	-	-	-	-	-	-	-	-	1
CO4	3	-	-	-	-	-	-	-	-	1
CO5	3	-	-	-	-	-	2	1	-	-
CO6	3	3	-	2	-	3	2	1	-	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	BJN 210	
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	After completing the course, the student will be able to - CO1: Define the concept of Public Relations and Corporate Communication CO2: Demonstrate the writing and editing skills in Public Relations. CO3: Explain the functions and Principles and tools of PR and Corporate communication. CO4: Analyze the concepts like Lobbying, CSR, corporate image management in public relation and corporate communication. CO5: Examine the role and importance of Public Relations and the functions of PR agency CO6: Create, plan and design a public relations campaign	
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
	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,	CO1, CO2, CO3
	3	Bulletin Board, Backgrounders	CO2, CO3
	Unit 3	Public Relation Campaign	

C o u r s e	1	Essentials of PR Campaign	CO1
	2	Preparing a PR Campaign	CO1
	3	Media Tracking and Content Analysis	CO4
A r t i c l e	Unit 4	Strategic Public Relation	
	1	Political and Civic Communication	CO2
	2	Internal and External Communication	CO2
A r t i c l e	3	Propaganda and Publicity	CO4, CO6
	Unit 5	Applied Public Relation	
	1	Image and Reputation Managements	CO3
M a t r i x	2	Brand building Management	CO4, CO5
	3	Social Marketing and Event Management	CO6
	Mode of examination	Theory	
M a t r i x	Weightage Distribution	CA	MTE ETE
		30%	20% 50%
	Text book/s*	Public Relation By J. Jethawaney, N.D. Phinix, New Delhi	
M a t r i x	Other References	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	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	-	-
CO2	3	3	-	-	-	-	-	-	-	2
CO3	3	-	-	-	-	-	-	1	-	2
CO4	3	-	-	1	2	1	2	1	-	2
CO5	3	-	-	2	-	2	-	-	-	-
CO6	3	3	-	2	-	2	-	2	-	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	BJN 211	
2	Course Title	International and Intercultural Communication	
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: 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	After completing the course, the student will be able to CO1: Tell the History of world media. CO2: Explain the meaning of international relationship. CO3: Analyze the diplomatic relationship of countries across the world. CO4: Build and in-depth understanding Intercultural Communication. CO5: Categorize different communication theories related to international communication CO6: Evaluate and discuss the concept of diversity and underlying unity in Indian culture	
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, CO5
	2	Structural imperialism, Cultural imperialism	CO3, CO5
	3	Hegemony, Propaganda, Globalization, Global Village	CO3, CO5
	Unit 3	International/Transnational Organizations	
	1	News Agencies – Evolution and Functions	CO3
	2	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.	CO3

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	3	New International Information and Economic order Demand for NWICO.			CO3
	Unit 4	Key Concepts in Intercultural Communication			
	1	Key Concepts – Communication, Culture, Cross-Cultural and Inter-Cultural Communication.			CO4, CO6
	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, CO6
	2	Cultural translation, Intercultural Conflict, Intercultural Relationships and cultural adaptation.			CO4, CO6
	3	Development model of Intercultural Sensitivity by MJ Bennet.			CO4
	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	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-	-	-	-
CO3	3	-	-	2	-	-	2	-	2	-
CO4	3	-	-	2	2	-	-	2	-	-
CO5	3	-	-	-	-	-	-	-	-	-
CO6	3	-	-	-	2	-	-	2	1	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	BJN 212	
2	Course Title	Visual Design, Animation and Multimedia	
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. 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	On completion of the course, the student will be able to CO1: Define the basic concepts of graphics CO2: Outline multimedia packages CO3: Apply different tools to produce interactive content CO4: Explain the backend functioning of multimedia content creation CO5: Prescribe best practices for elements of design, virtual reality and gaming CO6: Design graphics and/or animations using multimedia tools.	
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, CO6
	3	Photoshop basics	CO1, CO6
	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, CO5, CO6
	Unit 3	Multimedia Technologies Application	
	1	Multimedia Programming	CO2, CO3
	2	Multimedia content strategies	CO2, CO3
	3	Virtual Reality	CO2, CO3, CO5
	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	CO4, CO5

2	Multimedia Content Marketing Strategies				CO4
3	Multimedia Marketing Strategy Evaluation				CO4, CO5
Mode of examination		Jury/Practical/Viva			
Weightage Distribution		CA	MTE	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	PO7	PO8	PSO 1	PSO 2
CO1	2	2	-	-	-	-	-	-	-	-
CO2	2	2	-	-	-	-	-	-	-	-
CO3	3	3	3	-	-	-	-	-	-	-
CO4	2	3	-	-	-	-	-	-	-	-
CO5	2	3	-	2	-	-	-	-	-	-
CO6	2	3	3	-	-	-	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	BJN 213	
2	Course Title	Radio Programme Production	
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. Familiarize the students with the production of radio programmes 2. Inculcate the basic concepts of audio production 	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Describe the basic concept of radio production. CO2: Explain the technical process involved in Radio Broadcasting CO3: Demonstrate the process of radio news production & other formats of Radio Programmes CO4: Modify articulation and modulation of voice for best way of sound recordings CO5: Apply the theoretical knowledge to produce audio programmes CO6: Evaluate the process of radio programme production	
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, CO2
	2	Digital Studio Mixer. Portable Audio Mixers.	CO1, CO2
	3	Understanding sound recording / Perspective of sound	CO1, CO2
	Unit 2	Broadcast News	
	1	Newsroom organization and structure and functions	CO2, CO 3
	2	News Bulletin - 15-minute bulletin, 5 minute, news-on-phone, headlines	CO3, CO4, CO5
	3	Radio News Magazine	CO3, CO4, CO5
	Unit 3	Radio Programmes	
	1	Radio features/documentaries	CO3, CO4, CO5
	2	Radio commentaries, Radio Drama	CO3, CO4, CO5
	3	Spotlight/Talks, etc	CO3, CO4, CO5
	Unit 4	Voice for radio programmes	
	1	Voice exercise	CO4, CO5
	2	Practice for Hindi/English/Urdu programme	CO4, CO5
	3	Sound recording and best ways to use music in radio	CO4, CO5
	Unit 5	Practical Projects	
	1	Preparing a Music clock for FM channels	CO5, CO6
	2	Drawing up fixed point chart for community radios	CO5, CO6

	3	Production of Studio based Radio programmes in different formats			CO5, CO6	
	Mode of examination		Jury			
	Weightage Distribution		CA 60%	MTE 00%	ETE 40%	
	Text book/s*	Handbook of Radio Production, Herbert Zettl, Cengage Learning				
	Other References	<ul style="list-style-type: none"> Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Focal Press Essential Radio Journalism: How to Produce and Present Radio News (Professional Media Practice), Paul Chantler & Peter Stewart, Methuen Drama Publication Radio Production, Robert McLeish, Focal Press 				

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025
Program: BA (J&MC)		Current Academic Year: 2022-2023
Branch: NA	Semester: IV	
1	Course Code	MCC 301
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	On completion of the course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7	Theme	Major Sub-themes for research: <ul style="list-style-type: none"> • Major developmental issue (Socio-Economic, gender, environmental etc.) • Media habits/ Media usage/Audience profiling • 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 in the assigned time frame. • The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	<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> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> • 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) <p>Reference list:</p> <ul style="list-style-type: none"> • 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)
8.5	Format:	<p>The report should be Spiral/ hardbound</p> <ul style="list-style-type: none"> ● The Design of the Cover page to report will be given by the Coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices ● Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	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.
8.8	Method of Evaluation	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	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	-	-	2	3	-	-	-	2	-
CO3	3	-	-	3	3	-	-	-	2	-
CO4	3	-	-	-	2	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-
CO6	3	3	2	-	-	-	3	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)			Current Academic Year: 2022-2023
Branch: NA		Semester: IV	
1	Course Code	BJN 214	
2	Course Title	Smartphone Film Making - Vocational	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to smartphone techniques for filmmaking CO2: Explain the basic methods of audio-visual storytelling, developing idea, scriptwriting, casting and shooting (using a smartphone) CO3: Apply basic methods of capturing cinematic images, audio and image (re)generation CO4: Analyse interactivity between sound, image and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using Smartphone	
7	Course Description	This course provides an introduction to smartphone filmmaking and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	Unit 1	Smartphone Film Making	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Film analysis and appreciation	CO1
	Unit 2	Introduction to Smartphone as a tool for Film Making	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2

	C	The Audio: ➤ Sound Perception and its use for different situation ➤ Importance of sound in films and introduction to sound recording ➤ Microphones and their pickup patterns ➤ Microphone placement and usage ➤ Sound perspective and practical application ➤ Recording of sound in noisy locations	CO3, CO4
	Unit 3	Basic Smartphone Film Techniques	
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4
	B	Video: ➤ Significance of different camera angles ➤ Selection of viewpoint to heighten the drama ➤ Characteristics and impact of various dimensions of Shots, White balance ➤ Colour wheel and colour temperatures ➤ Gimbals and aesthetics of camera operation ➤ Time-lapse cinematography	CO3, CO4
	C	Audio: audio editing using apps	CO3, CO4, CO5
	Unit 4	Idea to Screen	
	A	Story Idea and basics of screenwriting	CO2, CO6
	B	Characterization and shooting on location	CO2
	C	Lighting: ➤ Shooting indoor/outdoor (understanding the importance of light) ➤ Continuity of lighting, How to use ambient light? ➤ Supplementary lighting for a lit location with ambient light ➤ Mixing a different kind of lights and colour temperatures	CO3, CO4
	Unit 5	Editing Essentials	
	A	Imaginary line: 30 & 180-degree rule and placement of the camera	CO4
	B	Visualisation: Capture a scene in 5 shot	CO4, CO6
	C	Introduction to Video Editing using mobile apps like Kine Master	CO5, CO6

	Mode of examination	Jury		
	Weightage	CA	ETE	
	Distribution	60%	40%	
	Text book/s*	The Digital Filmmaking Handbook. Mark Brindle		
	Other References	Smartphone Movie Maker by Stoller Bryan		
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	COC401	
2	Course Title	Physical Education and Yoga - Co-Curricular	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	Learn fitness and wellness to become healthy.	
6	Course Outcomes	Course outcomes: CO1: Students will learn the introduction of Physical Education, Concept of fitness and wellness, CO2: Weight management and lifestyle of an individual. CO3: The student will also learn about the relation of Yoga with mental health and value Education. CO4: In this course student will also learn about the aspects of the Traditional games of India	
7	Course Description	The course is designed to inculcate the understanding of wellness, fitness and yoga among students.	
8	Outline syllabus		CO Mapping
	Unit 1	Physical Education: <ul style="list-style-type: none"> • Meaning, Definition, Aim and Objective. • Misconception About Physical Education. • Need, Importance & Scope of Physical Education in Modern Society. • Physical Education Relationship with General Education. • Physical Education in India before Independence. Physical Education in India after Independence. 	CO1
	Unit 2	Concept of Fitness and Wellness: <ul style="list-style-type: none"> • Meaning, Definition and Importance of Fitness and Wellness. • Components of Fitness. • Factor Affecting Fitness and Wellness. Weight Management: <ul style="list-style-type: none"> • Meaning and Definition of Obesity. • Causes of Obesity. • Management of Obesity. • Health problems due to Obesity. Lifestyle: <ul style="list-style-type: none"> • Meaning, Definition, Importance of Lifestyle. • Factor affecting Lifestyle. • Role of Physical activity in the maintains of Healthy Lifestyle. 	CO1, CO2
	Unit 3	Yoga and Meditation: <ul style="list-style-type: none"> • Historical aspect of yoga. • Definition, types scopes & importance of yoga. • Yoga relation with mental health and value education. 	CO3

		<ul style="list-style-type: none"> Yoga relation with Physical Education and sports. Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deepbreathing. Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, TadAsana Pranayam: Anulom, Vilom. 	
Unit 4	Traditional Games of India: <ul style="list-style-type: none"> Meaning. Types of Traditional Games – Gilli Danda, Kanche, Stapu, Gutte etc. Importance/Benefits of Traditional Games. How to Design Traditional Games. Recreation in Physical Education: <ul style="list-style-type: none"> Meaning, Definition of Recreation. Scope and Importance of Recreation. General Principles of Recreation. Types of Recreational Activities. Aerobics and Zumba. (Fit India Movement) 	CO4	
Suggested Readings	<ul style="list-style-type: none"> Singh, Ajmer, Physical Education and Olympic Abhiyan, “Kalayani Publishers”, New Delhi, Revised Addition, 2006 Patel, Shri Krishna, Physical Education, “Agrawal Publishers”, Agra, 2014-15 Panday, Preeti, Sharirik Shiksha Sankalan, “ Khel Sanskriti Prakashan, Kanpur Kamlesh M.L., “Physical Education, Facts and foundations”, Faridabad P.B. Publications. Braj Bilari Nigam, Yoga Power The Kpath of Personal achievement, Domes and Publishers, New Delhi, 2001. नारंग, प्रियंका, परम्परागत भारतीय खेल, " स्पोर्ट्स पब्लिकेशन", नई दिल्ली, 2007 		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 5

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: V	
1	Course Code	BJN 301	
2	Course Title	Mobile and Data Journalism	
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.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	After completing the course, the student will be able to CO1: Define the concepts of Mobile and Data Journalism CO2: Explain different features and forms of mobile and data journalism CO3: Demonstrate the conceptual understanding of mobile tools. CO4: Analyze new media and alternate media content in contemporary society CO5: Competent in cross cutting issues of human values, professional ethics and sustainability. CO6: Evaluate and develop social media accounts, blogs and discussion forums online	
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, CO2
	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	CO1, CO2
	Unit 2	Data Journalism	
	1	Data Journalism- concept	CO1
	2	Cybercrime- Computer assisted reporting- infographics- Data Visualization- Interactive Visualization	CO2, CO3

	3	Data base Journalism	CO1, CO2, 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, CO4		
	3	Ethical practices involving the Internet and mobile Journalism	CO4, CO5		
	Unit 4	Mobile journalism			
	1	Newsroom for online journalism	CO4, CO5		
	2	Backpack journalism- Citizen Journalism	CO4, CO5		
	3	Non-linear story telling	CO6		
	Unit 5	New styles of writing			
	1	visual language	CO5, CO6		
	2	Micro-content	CO4, CO6		
	3	Narrative journalism	CO3, CO6		
	Mode of examination		Theory		
	Weightage Distribution		CA	MTE	ETE
			30%	20%	50%
Text book/s*		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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	3	3
CO2	3	-	1	-	-	-	-	-	3	3
CO3	3	-	3	-	-	-	-	-	1	1
CO4	3	-	-	-	-	-	2	-	-	-
CO5	3	-	-	2	3	-	-	2	-	-
CO6	3	2	2	-	-	-	2	1	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: V	
1	Course Code	BJN 302	
2	Course Title	Development Communication	
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	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> 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	<p>On completing the course, the graduate will be able to:</p> <p>CO1: Define contemporary development concerns, advocacy and communication for sustainable social change</p> <p>CO2: Identify various dimensions of development and communication for social change.</p> <p>CO3: Apply the use of different media in development communication</p> <p>CO4: Analyse the role of development in behaviour and social change</p> <p>CO5: Design and create message for Development Communication</p> <p>CO6 : Appraise ICT and development Journalistic reporting</p>	
7	Course Description	<p>The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behaviour change communication. The course orients and enhances the capacity of the students in participatory methodologies.</p>	
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 indicator, Social Relations [inequality] Happiness Index	CO2
	Unit 2	Communication and Social Change	
	1	Gandhian Perspective: Panchayati Raj	CO1, CO2
	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	CO2, CO4, CO5
	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	CO3, CO6
	2	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting	CO4, CO6
	3	ICTs: scope in development communication (SITE Experiment, e chaupal, e governance,)	CO6
	Unit 4	Behaviour Change Communication: Concept & Approaches	
	1	Processes of Behaviour Change Communication	CO3, CO4
	2	Strategic issues and BCC (Health/ Environment/ Consumption)	CO3, CO4
	3	Case study of BCC campaigns for social mobilization and policy change	CO3, CO4
	Unit 5	Gender and Advocacy	
	1	Women and Human Rights	CO4
	2	Laws for protection of women's rights	CO4
	3	Media and gender mainstreaming	CO4, CO5
	Mode of examination		Theory
	Weightage Distribution		CA 30% MTE 20% ETE 50%
Text book/s*	1.Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi		
Other References	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		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate(Medium) 3-Substantial (High)

School: SMFE			Batch : 2021 - 2025
Program: BA(J&MC)			Current Academic Year: 2023-2024
Branch: NA		Semester: V	
1	Course Code	BJN 303	
2	Course Title	Global Media Management	
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: <ol style="list-style-type: none"> 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	After completing the course, the student will be able to CO1: Define the concepts of media organizational setup and management. CO2: Explain functions of various media outlets CO3: Analyze the economics of media organizations CO4: Identify and analyze strategic and operational opportunities and problems within the media organizations. CO5: Evaluate the management technique and research CO6: Explain and elaborate the various audience measurement	
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 behaviour	CO1
	Unit 2	UNIT-II [Introduction to media houses]	
	1	Introduction to media Houses and Organization (Times group etc.)	CO1
	2	Ownership patterns in media	CO1, CO4
	3	Inflow of capital in India (Heads of Income)	CO1
	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	CO2, CO4			
	2	Advertisement collection (Print and Electronic)	CO2			
	3	Corporate Space and time selling (Print and Electronic)	CO2			
	Unit 5	UNIT-V [Management Research]				
	1	Use of research in media management	CO4, CO5			
	2	Readership Management System	CO4, CO5, CO6			
	3	ABC, NRS, INS, RNI	CO3, CO6			
	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		1. Dr. Sakthivel Murughan M Management Principles and Practices, New Age International Publishers, New Delhi 2. Redmond, J, Trager R Media Organisation Management, Biztantra New Delhi			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE			Batch : 2021 - 2025
Program: BA(J&MC)			Current Academic Year: 2023-2024
Branch: NA		Semester: V	
1	Course Code	BJN 304	
2	Course Title	Electronic Cinematography	
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.Explain the principles and functions of cinematography 2. Describe different lenses 3. Describe the camera movement 4. Explain the importance of light and filters	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the concepts of electronic cinematography. CO2: Explain functions of assorted lenses. CO3: Demonstrate various camera angles and camera movement. CO4: Develop an in-depth understanding of lights used in electronic cinematography. CO5: Perceive the concept of filters in electronic cinematography. CO6: Create a project demonstrating understanding of electronic cinematography	
7	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the film industry. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know the technological aspects of cinematography.	
8	Outline syllabus		CO Mapping
	Unit 1	CINEMATOGRAPHIC LENS AND IMAGES(P)	CO1
	1	Prism and Light Spectrum – VIBGYOR – Speed of Light – Reflection – Refraction	
	2	Human Eye and Camera Lens – Comparisons and differences – Work of Muybridge and Edison – Eastman –Bioscope	
	3	Lens Aberrations – Spherical, Optical, Astigmatism Inner reflection – Chromatic aberrations – Corrections – Lens elements and Lens barrel.	
	Unit 2	LENS AND APERTURES	CO2
	1	Image qualities	
	2	Use of Filters – Black and white and colour filters Light Measuring equipment – Uses	
	3	Lens and Movements - Camera Movements, Optical Movements – Dynamisation of Images	
	Unit 3	ANGLES, LENSES & CAMERA MOVEMENT	CO3
	1	Angle and Lenses – Eye Level, High Angle, Low Angle, Bird’s Eye	

		View and Worms Eye View – Image Dynamisation.	
2		Use of Camera Movements - Trolley Dolly, Crane, Boom Steady Cam, Jib etc.	
3		Remote operation – Light weight digital cameras.	
Unit 4	LIGHT		CO4
1		Measurement of Light – Colour Temperature – Tungsten Light Incandescent Light – Fluorescent Light - LED	
2		Various Types of Lights – Light controlling devices – HMI light/Par Lights etc – Merits & Demerits of various models of lights	
3		Lighting equipment – Study of various diffusion materials – LED	
Unit 5	FILTERS		CO5
1		Use of Filters – Correction filters – Effect filters	
2		Use of colour Filters and the effects – Colour conversion and colour temperatures – White balancing in digital movie images	
3		Light controlling filters ND's, Polarising filter, UV filters, effect generating filters, grad filters etc	
4		Project Work	CO6
Mode of examination		JURY/PRACTICAL	
	Weightage Distribution	CA 60%	MTE ETE 40%
	Text book/s*	Photographic Optics : Arthur Cox. TV Production : Barrows Wood	
	Other References	Lessons with Eisenstein : Vladimir Nizhny The Liveliest Art : Arthur Knigh Notes of a Film Director : Sergei Eisenstein	

Course Articulation Matrix

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

1.Slight (Low)

2.Moderate (Medium)

3.Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: V	
1	Course Code	BJN 305	
2	Course Title	Video Editing	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Core Course	
6	Course Objective	1. To understand aesthetics and techniques of editing 2. Introduction to different types of editing techniques 3. To understand non-linear video editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.	
7	Course Outcomes	On completion of the course, the student will be able to - CO1: Define aesthetical element of editing CO2: Explain principles of editing CO3: Apply editing aesthetics CO4: Use various Sound Editing technique CO5: Demonstrate various edit effect, styles and patterns CO6: Adapt editing of different types of programme	
8	Course Description	The course is designed to learn different types of editing techniques used in video. The students will also learn to use different types of editing tools.	
9	Outline syllabus		COMapping
	Unit 1	Introduction to Editing	
	A	Necessity of Editing and Manipulation of time	CO1
	B	Rhythm & Pace and Dramatic Continuity	CO1
	C	Difference between Linear and Non-Linear editing	CO3
	Unit 2	Principle of editing	
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot	CO2
	B	Principles & Grammar of Editing	CO1
	C	Different stages of editing	CO1, CO2
	Unit 3	Editing Aesthetics	
	A	Language of Editing, Editing aesthetics	CO3, CO4
	B	Use of Sound & Sound Editing, synchronization	CO3, CO4
	C	Final Cut Pro: An Introduction, FCP: logging video, capturing/ batch capturing , assembling shots	CO3
	Unit 4	Editing Effects	
	A	Various effects & editing techniques, Color Correction Use of Graphics, titling ,	CO5

	B	Concept of Online editing , Difference between online & offline editing,			CO5
	C	Editing of Non Fiction and Fiction programmes			CO4, CO5
	Unit 5	Editing different types of programmes			
	A	Editing of programmes of different genres			CO5, CO6
	B	Editing of short documentary			CO4, CO5, CO6
	C	Editing of Montage			CO5, CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: V	
1	Course Code	BJN 306	
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: <ol style="list-style-type: none"> 1. Familiarize the students with the various aspects of Television production. 2. Inculcate the skills of writing and equipment handling 	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define various aspects of TV production. CO2: Explain the techniques and grammar of fiction and non-fiction programmes. CO3: Illustrate camera dynamics, techniques and creativity in lighting, sets and props etc. CO4: Conceptualize the ideas & produce various formats of Television programs CO5: Demonstrate & explain the concept of Newsroom Production, Studio & Field Production (ENG) CO6: Plan & explain multi-camera recording techniques in coordination with PCR	
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	CO5 CO6
	Unit 3	Television News flow management	

	1	News room software - ENPS, I news, Diang, Octopus and others	CO3, CO5	
	2	Script automation, Ingesting & preview	CO2, CO5	
	3	Scheduling	CO2, CO5	
	Unit 4	TV Programme Production		
	1	Field production - Basic shots, camera angles, Ideas, visualizations & production scripts, Pre production and post production activities	CO1, CO2, CO3, CO4, CO5	
	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, CO3, CO5	
	3	Post-Production - Editing	CO1, CO3	
	Unit 5	Practical Exercise		
	1	TV Studio discussion with live OB inputs	CO3, CO5 CO6	
	2	Talk shows with audience participation, PTC, News story	CO2, CO3, CO4, CO5 CO6	
	3	TV Commercial, Documentary	CO2, CO3, CO4	
	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	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	2	3	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	3
CO4	3	-	-	-	-	-	2	-	-	3
CO5	3	-	3	-	-	-	-	-	2	3
CO6	3	-	3	-	-	-	-	-	-	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)			Current Academic Year: 2023-2024
Branch: NA		Semester: V	
1	Course Code	BJN 307	
2	Course Title	Major Project on Mobile Journalism	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	The course is designed in a way that students can learn and practice MoJo.	
6	Course Outcomes	After Completing the course, student will be able to CO1: Define Mobile Journalism and Storytelling CO2: Explain the usage of smartphone for journalism purpose CO3: Demonstrate and use smartphone to shoot videos CO4: Build the proficiency in editing through smartphone. CO5: Develop an expressive videos using mobile phone. CO6: Plan and create audio-visual projects on smartphone.	
7	Course Description	Mobile Journalism is a very recent phenomenon. It is a new workflow for media storytelling where media persons are trained and equipped for being fully mobile and fully independent. A Mobile Journalist or MoJo is a freelance or staff reporter that normally uses portable devices such as smartphones, tablets, digital cameras or laptops for gathering, shooting, live broadcasting, editing or sharing news. News can be sent to the newsroom or can be shared directly on social media by the MoJo.	
8	Outline syllabus		CO Mapping
	Unit 1 -5		
	1	Story telling through Mobile	CO1
	2	Shooting on and for Mobiles phones	CO2, CO3, CO5
	3	Overcome limitations of mobile phones	CO1
	4	Editing on Mobile	CO4
	5	Ethics and best practices in Mobile Journalism	CO1
	6	Digital Video Broadcasting	CO3
	7	Citizens Journalists	CO1
	8	MoJo and Social Media	CO1
	9	Impact of MoJo on mainstream media	CO2
	10	Uses of Apps	CO6
	11	Streaming Live Videos with mobile phones	CO2, CO5
	12 -15	Exercise and Project	CO5, CO6

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: V	
1	Course Code	COC501	
2	Course Title	Analytic Ability and Digital Awareness - Co-Curricular	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	Learn analogy, syllogism etc.	
6	Course Outcomes	CO 1: Familiarize with analogy, number system, set theory and its applications, number system and puzzles. CO 2: To understand the basics of Syllogism, figure problems, critical and analytical reasoning. CO 3: Familiarize with word processing application and worksheet. CO 4: To understand the basics of web surfing and cyber security.	
7	Course Description	The course is designed to enhance the analytics ability and digital awareness.	
8	Outline syllabus		CO Mapping
	Unit 1	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers	CO1
	Unit 2	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making	CO2
	Unit 3	Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software) MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document. MS-Excel Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts	CO3

		Introduction of Open-Source Applications: LibreOffice, OpenOffice and Google Docs etc	
	Unit 4	Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines like Google, DuckDuckGo etc, Visiting web sites: Downloading. Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security	CO4
Suggested Readings	1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481 2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516 3. Madan, Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed.. 4. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012 5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	1	-	-
CO4	-	-	3	-	-	-	-	1	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 6

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	BJN 309	
2	Course Title	Introduction to Film Studies	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	The objective of this course is to: <div><div>1.</div><div>Familiarize the student with language and aesthetics of films</div></div> <div><div>2.</div><div>Help the learner develop the understanding of basic techniques used in story telling in cinema.</div></div> <div><div>3.</div><div>Offer a varied perspective of Mainstream, Parallel and regional cinema in India</div></div> <div><div>4.</div><div>Open the doors to international cinema by showcasing the best work of acclaimed film makers from US, Europe, and Asia.</div></div> <div><div>5.</div><div>Help the student critically analyse films with an intent of writing film reviews</div></div>	
7	Course Outcomes	After completing the course, the student will be able to - CO1: Define the nuances of different film genres from birth to contemporary Cinema. CO2: Explain the films on basis of their aesthetics and storytelling techniques CO3: Determine the cinematic techniques used in film making CO4: Analyze the mainstream and parallel cinema CO5: Evaluate the trends in regional & offbeat Indian Cinema CO6: Develop an understanding of the international cinema	
8	Course Description	This course is designed to enhance the students’ understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.	
9	Outline syllabus		
	Unit 1	Introduction to Language of Cinema	
	A	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1
	B	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO1
	C	Semiotics in Cinema	CO2, CO4
	Unit 2	Basic Film Techniques	

	A	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO2, CO3, CO4
	B	Cinematography	CO2, CO3, CO4
	C	Editing	CO2, CO3, CO4
	Unit 3	Mainstream and Parallel Indian Cinema	
	A	Introduction to Indian Cinema and its development	CO1
	B	Important films and film makers of mainstream Indian Cinema	CO4
	C	Parallel Indian Cinema	CO4
	Unit 4	Regional and Offbeat Indian Cinema	
	A	Regional Indian Cinema	CO5
	B	English Bollywood movies	CO5
	C	Impact of the multiplex system	CO5
	Unit 5	Overview of International Cinema	
	A	European Cinema (UK, Germany, France etc.)	CO6
	B	Cinema in Asian Countries (like Japan and China)	CO6
	C	Major turning points and trends in other international films	CO6
10	Mode of examination		Theory
	Weightage	CA	MTE
11	Distribution	30	20
			ETE
			50
12	Text book/s*	Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education	
13	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	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	2	-	-	-	-	-	-	-	-
CO3	3	-	-	-	-	-	-	-	-	-
CO4	3	-	-	-	-	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-
CO6	3	-	-	-	-	-	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	BJN 310	
2	Course Title	Applied Research in Film Production	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in documentary film making 5. understand the steps involve in communication research	
7	Course Outcomes	After completing the course, the student will be able to - CO1: Explain the demands in this highly professional driven media industry CO2: Apply various research steps for non-fiction study CO3: Analyze various methods in communication research CO4: Distinguish communication research from ordinary research CO5: Develop the excellence in documentary research CO6: Articulate Statistical analysis of data	
8	Course Description	This course is introducing the elements of research and its application on communication research. This will honk and develop skills of different kinds of research methodologies and to make the students conversant with the tools and techniques of research	
9	Outline syllabus		
	Unit 1	Introduction to Communication Research	
	A	Definition and Types of scientific research	CO3
	B	Distinguish between ordinary and scientific research	CO3
	C	Types of media research	CO1, CO5
	Unit 2	Steps involve in communication research	
	A	Choosing research topic	CO1,CO2
	B	Review of Literature	CO4, CO2
	C	Research objectives, problem and questions	CO4, CO1
	Unit 3	Research Methodology	
	A	Qualitative and quantitative methods	CO3
	B	Quantitative: Survey method and Content Analysis	CO3
	C	Qualitative: Case studies, Interviews and discourse analysis	CO3

Beyond Boundaries

	Unit 4	Edit Script			
	A	How to work on an edit script, and to modify/reject it if new insights occur. The value of abandoning pre-conceived ideas			CO2, CO3
	B	Study of critical ethical and aesthetic concepts related to documentary			CO1, CO4
	C	Screening award winning documentary films			CO5
	Unit 5	Analysis, Interpretation and Final Draft			
	A	Test of significance, Chi square and student t test			CO3, CO4
	B	Statistical analysis and interpretation of data			CO3, CO6
	C	Language and relevance of documentary film			CO1, CO4
10	Mode of examination	Theory			Theory
11	WeightageDistribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	1. Arthur Asa Berger, Media Research Techniques. Sage.(1998) 2. Arthur Asa Berger, Media Analysis Techniques. Sage.(1998) 3. Klaus Krippendorff, Content Analysis,Sage.(1980) 4. Klaus Bruhn Jensen, A Handbook of Media and CommunicationResearch.Routledge.(2002) 5. Robert K. Yin, Applications of Case Study Research.Sage.(2012) 6. Anders Hansen, Mass Communication Research Methods.Sage.(2009) 7. Jonathan Bignell, Media Semotics-An Inroduction.Manchester University Press.(2002) 8. Thomas R Lindlof, Qualitative Communication Research Methods, Sage.(1995)			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	BJN 311	
2	Course Title	WRITING FOR VISUAL MEDIA	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	1. To understand the basic structure off screenplay 2. To introduce to the basic skills for screenwriting	
7	Course Outcomes	The student will be able to : CO1: Recognize the visual language and write visual stories. CO2: Characterize various nuances of story-telling. CO3: Sketch characters and write for screen dialogues. CO4: Analyze the intricacies of screenwriting and the use of software. CO5: Critique a script and a screenplay. CO6: Develop fiction and non-fiction scripts	
8	Course Description	This course is designed to enhance the creative writing skills for Film and Television. This class will develop an understanding of writing for the visuals.	
9	Outline syllabus		CO Mapping
	Unit 1	Visual Language	
	A	Images for communication, Power of Image	CO1
	B	Research and reconnaissance.	CO1
	C	Storyboarding	CO1
	Unit 2	Structure of a Story	
	A	Beginning –introducing characters and subject	CO3, CO5
	B	Middle- growth of the plot	CO4, CO5
	C	Climax and ending	CO3, CO5
	Unit 3	Non Fiction Script Writing	
	A	Writing for TV news	CO1, CO6
	B	Writing a short story	CO1, CO6
	C	Writing long format feature stories	CO1, CO6
	Unit 4	Script writing software	
	A	learning to use script writing software	CO4
	B	Making shooting schedules using software	CO4
	C	Managing logistics and manpower using software	CO4
	Unit 5	Fiction Script Writing	
	A	Planning first draft	CO3, CO4, CO6
	B	Revising/Polishing	CO3, CO4,
	C	Final Draft	CO4, CO6

10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA 30	MTE 20	ETE 50	
12	Text book/s*	<ul style="list-style-type: none"> How not to write a screenplay: 101 common mistakes most screenwriters make by Denny Martin Flinn 			
		<ul style="list-style-type: none"> Screen Adaptation: A Scriptwriting Handbook by Kenneth Portnoy Screenplay: The Foundations Of Screenwriting By Syd Field 			
13	Other References	<ul style="list-style-type: none"> The Screenwriter's Bible By David Trottier The Bare Bones Book of Screenwriting: The Definitive Beginner's Guide to ... By J. T. Clark Screenwriting for a Global Market: Selling Your Scripts from Hollywood to ... By Andrew Horton Screenwriting For Dummies By Laura Schellhardt Screenwriting: The Sequence Approach By Paul Joseph Gulino The Tools of Screenwriting By David Howard, Edward Mabley The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard Writing the Character-Centered Screenplay By Andrew Horton 			

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	-	2	2
CO2	3	2	-	-	-	-	-	-	2	2
CO3	3	3	-	-	-	-	-	-	2	2
CO4	3	3	3	-	-	-	-	-	2	2
CO5	3	3	-	-	-	-	-	-	2	2
CO6	3	3	-	-	-	-	-	-	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	BJN 312	
2	Course Title	Networking, Promotion & Marketing Techniques	
3	Credits	4	
4	Contact Hours (L-T-P)	0-3-2	
5	Course Type	Core Course	
6	Course Objective	The objective of this course is to: 1.To educate about the basics involved in a media project management. 2. To introduce the basics of film marketing. 3. To help understand the various tools needed for marketing	
7	Course Outcomes	After completing the course, the student will be able to CO1. Explain concepts and sources of Film Funding. CO2. Discuss digital marketing dynamics involved in films. CO3. Handle packaging & promotion for film and television. CO4: Design a marketing-mix for film promotion CO5: Critique and contrast between various film marketing strategies. CO6: Plan to organizing film festival	
8	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the film industry. This course has been made specifically to cater the requirement of funding, networking and marketing of films.	
9	Outline syllabus		CO Mapping
	Unit 1	Film Funding	
	A	Meaning & concept of film funding	CO1
	B	Revenue sharing model, Minimum guarantee model, Share in profits model	CO1
	C	Negotiations and Bargaining : Role Play Exercise, Research Methodology for Business Planning	CO1
	Unit 2	Scouting for Business Opportunities	
	A	Investor Pitch Exercises	CO1
	B	Business Plan Formulation and Redesign	CO1
	C	Financial Projections for Businesses	CO1
	Unit 3	Introduction to Marketing for Films	
	A	Importance, definition, functions and scope of marketing for films. Key marketing terms	CO2
	B	Marketing Mix, 4Ps, 7Ps and 4Cs	CO2. CO3
	C	Designing film marketing strategy	CO2, CO3, CO5
	Unit 4	Film Festivals, Marketing and PR	
	A	Importance of film festivals to the industry	CO4, CO6

Beyond Boundaries

	B	Marketing and public relations strategy at a festival.			CO4, CO5, CO6
	C	Designing a dummy plan			CO6
	Unit 5	Packaging for Film & Television			
	A	Art of Writing Copy, Designing for various mediums			CO2
	B	Managing the internet and social Media. Vendor selection and management, Media Planning & Buying			CO2, CO5
	C	Role of distributor in marketing films			CO3
10	Mode of examination	Jury			Theory
	Weightage	CA	MTE	ETE	
11	Distribution	60		40	
12	Text book/s*	● Film Production Management 101 Management and Coordination by Deborah S Patz			
13	Other References	● Film Production Management by Bastian Cleve ● Production Management for Film and Video By Richard Gates ● The Independent Film Producer's Survival Guide: A Business and Legal Sourcebook By Gunnar Erickson, Harris Tulchin, Mark Halloran ● Film production: the complete uncensored guide to independent filmmaking By Greg Merritt			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	BJN 313	
2	Course Title	Direction & Production Methodology	
3	Credits	4	
4	Contact Hours (L-T-P)	1-2-2	
5	Course Type	Core Course	
6	Course Objective	1. To understand the basics of film direction 2. To learn different pre-production technique involved in filmmaking 3. To understand the process of film production 4. To learn post-production skills of film production	
7	Course Outcomes	The student will be able to : CO1: Define the basic concept of film and television production CO2: Interpret script writing for film and television CO3: Implement the cinematic language and production skills CO4: Articulating the sense of background music CO5: Correlate different stages of production CO6: Collaborate for a film project	
8	Course Description	The course intends to train students in film making both fiction and non-fiction.	
9	Outline syllabus		CO Mapping
	Unit 1	How to read a film	
	A	Film plot and visual treatment	CO1
	B	Narrative structure – Alternatives to narrative	CO2
	C	Sense of background music	CO4
	Unit 2	Different Stages of Pre Production	
	A	Film Idea generation	CO1, CO2, CO5
	B	How to make act-1, act-2 and act-3	CO1, CO2, CO5
	C	Screenplay writing and breakdowns	CO1, CO2, CO5
	Unit 3	Production	
	A	Idea to screen	CO2, CO3, CO5, CO4
	B	Sound, camera and action	CO4, CO3, CO5
	C	Handling of actors and non-actors	CO2, CO3, CO5
	Unit 4	Post Production	
	A	Aesthetics of Editing	CO4, CO5
	B	Dubbing and Mixing	CO4, CO5
	C	Digital Intermediate/ Basics of Visual effects	CO4, CO5
	Unit 5	Making Crew and Budgeting	

	A	Assembling crew for production with their defined roles			CO1, CO5
	B	Budgeting for film and television production			CO1, CO5
	C	Tools to evaluate the reach, efficacy, TRP etc.			CO1, CO5
10	Mode of examination	Jury			Jury
11	Weightage	CA	MTE	ETE	
	Distribution	60		40	
12	Text book/s*	<ul style="list-style-type: none"> Film Production Management 101 Management and Coordination by Deborah S Patz 			
13	Other References	<ul style="list-style-type: none"> Film Direction by J.Thomson, Film Directing Shot by Shot (Visualising from concept to Screen) by Steve D Katz Screenplay: The Foundation of screenwriting by Syd Field Directing: Film Techniques and Aesthetics by Michael Rabiger and Mick Hurbis - Cherrier The Language of the lens by Gustavo Mercado Documentary Storytelling by Sheila Curran Bernard 			

Course Articulation Matrix

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	2	-	-	-	-	-	-	-	-
CO3	3	2	-	-	-	-	-	-	-	2
CO4	3	-	-	-	-	-	-	-	-	-
CO5	3	-	2	-	-	-	-	-	-	-
CO6	3	-	2	-	-	-	1	1	-	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	BJN 314	
2	Course Title	Multi Camera Setup Project	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Core Course	
6	Course Objective	Make the learner understand aesthetics and techniques of multi camera shooting Provide the students with a thorough understanding and application of different parts of professional industry standard video cameras Introduce the learner to different types of takes and production methodology Introduce the students to lighting technique used in Multi Camera Setup	
7	Course Outcomes	The student will be able to : CO1: Recognize and blend different types of shots in a multi-cam setup CO2: Summarizing camera and Lighting equipment used in Multi-Cam shooting CO3: Categorise the techniques used in the multi-cam shooting CO4: Discover various job responsibilities, online switching and live streaming CO5: Organise set-up for the multi-cam shoot CO6: Film the project for submission to the jury	
8	Course Description	The course is designed to make students conversant with industry standard professional practices	
9	Outline syllabus		CO Mapping
	Unit 1	Multi cam Set up	
	A	Assessing sensitivity of different cameras and calibration	CO2, CO3
	B	Cables, Connectors, Patch Bays and Gen Lock	CO3
	C	Introduction to Industry standard Lighting and Grip gear and safety procedures while handling those.	CO1, CO2, CO3
	Unit 2	Multi cam Essentials	
	A	Industry standard video cameras and CCUs	CO2, CO3
	B	Wave form monitor and vector scope	CO2
	C	Floor plans and Lighting for Multi cam	CO1, CO2, CO4
	Unit 3	Floor co-ordination and PCR	
	A	Job responsibilities of those on floor	CO5
	B	Job responsibilities of those in PCR	CO5
	C	Co-ordination between Studio and PCR, cues & commands	CO5
	Unit 4	Multi cam setup - outdoors	
	A	Logistics of Multi Cam setup on location, ENG and EFP	CO1, CO2
	B	Operation and co-ordination with OB van	CO2
	C	Broadcast technology and live transmission	CO1, CO2, CO4
	Unit 5	Final Production	

	A	To tie-up with acting students to shoot their live performances			CO1, CO2. CO4
	B	Simulating Chat shows, panel discussion and recording with invited audience			CO6
	C	Final project			CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	MTE	ETE	
		60		40	
12	Text book/s*				
13	Other References	Video Production, Oxford Press, Vasuki Belavadi			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA(J&MC)		Current Academic Year: 2023-2024	
Branch: NA		Semester: VI	
1	Course Code	COC601	
2	Course Title	Communication Skills and Personality Development (Co-Curricular)	
3	Credits	2	
4	Contact Hours	(L-T-P)	2-0-0
	Course Type	Compulsory / Elective / Open Elective	
5	Course Objective	Learn personality development	
6	Course Outcomes	After completion of the course students will be able to: CO1: To understand the concept of Personality. CO2: To learn what personal grooming pertains. CO3: To learn to make good resume and prepare effectively for interview. CO4: To learn to perform effectively in group discussions. CO5: To explore communication beyond language. CO6: To learn to manage oneself while communicating. CO7: To acquire good communication skills and develop confidence	
7	Course Description	The course is designed to train students for a better personality.	
8	Outline syllabus		CO Mapping
Unit 1	Unit 1	<i>PERSONALITY AND PERSONAL GROOMING</i> Understanding Personality <ul style="list-style-type: none"> • Definition and Meaning of Personality • Types of Personality • Components of Personality • Determinants of Personality • Assessment of Personality Grooming Self • Dress for success • Makeup & skin care • Hair care & styles for formal look • Art of accessorizing Oral Hygiene 	CO1, CO2
	Unit 2	<i>INTERVIEW PREPARATION AND GROUP DISCUSSION</i> <ul style="list-style-type: none"> • Meaning and Types of Interview [Face to Face, Telephonic, Video] • Interview procedure [Opening, Listening, Closure] • Preparation for Interview • Resume Writing 	CO3, CO4

	<ul style="list-style-type: none"> • LinkedInEtiquette • Meaningandmethodsof GroupDiscussion • Procedureof GroupDiscussion. • GroupDiscussionsimulation • Groupdiscussioncommonerror 	
Unit 3	<p><i>BODYLANGUAGEANDBEHAVIOUR</i></p> <ul style="list-style-type: none"> • Conceptof humanbehavior • Individualandgroup behavior • DevelopingSelf-Awareness • Behaviourand bodylanguage • Dimensions of body language: Proxemics • Haptics • Oculesics • Paralanguage • Kinesics, Sign Language • Chromatics • Chronemics • Olfactics • CulturaldifferencesinBodyLanguage • Business Etiquette&Bodylanguage • BodyLanguage in the PostCorona Era • VirtualMeetingEtiquetteSocialMediaEtiquette 	CO5
Unit 4	<p><i>ARTOFGOODCOMMUNICATION</i></p> <ul style="list-style-type: none"> • CommunicationProcess • Verbaland Non-verbalcommunication • 7C’sofeffectivecommunication • Barrierstocommunication • Paralinguistics <ul style="list-style-type: none"> Pitch Tone Volume Vocabulary Word stress Pause • Types of communication Assertive <ul style="list-style-type: none"> Aggressive Passive Aggressive • Listening Skills 	CO6

		<ul style="list-style-type: none"> • Questioning Skills • Art of Small Talk • Email Writing 	
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Suggested Readings:

1. Cloninger, S.C., "Theories of Personality: Understanding Person", Pearson, New York, 2008, 5th edition.
2. Luthans F., "Organizational Behaviour", McGraw Hill, New York, 2005, 12th edition.
3. Barron, R.A. & Brian D., "Social Psychology", Prentice Hall of India, 1998, 8th edition.
4. Adler R.B., Rodman G. & Hutchinson C.C., "Understanding Human Communication", Oxford University Press : New York, 2011.

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-
CO3	-	1	-	-	-	-	-	-	-	-
CO4	-	2	-	-	-	2	-	-	-	-
CO5	-	2	-	-	-	2	-	-	-	-
CO6	-	1	-	-	-	2	-	-	-	-
CO7	-	2	-	-	-	2	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM 7

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VII	
1	Course Code	BJN 401	
2	Course Title	Media Research Methods & Tools	
3	Credits	5	
4	Contact Hours (L-T-P)	3-2-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> • To develop an understanding of core concepts of Research and design. • To orient students in understanding the designing aspects of research • To critically analyze the issues of modern concepts of Research design. • To identify the paths and cognition of modern designs of scientific inquiry. • To develop research experts. 	
7	Course Outcomes	After completing the course, students will be able to – CO1: Relate the received knowledge & in-depth understanding of research. CO2: Explain the trends in media and communication research CO3: Outline research problems and objective CO4: Choose hypothesis, constructs and variables in research. CO5: Apply research process in media and communication research CO6: Develop research design.	
8	Course Description	The course is designed to inculcate the deep insights of research methodology in media and communication. After completing the basic introduction of research in the previous semester of the programme, students will get in-depth knowledge of the research methodology in this course.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Media Research	
	A	Meaning, Definition, Origin, Characteristics and Importance of Research	CO1
	B	Areas of Media & Communication Research (Source analysis, Channel analysis, Message analysis, Audience analysis).	CO1
	C	Trends in Communication Research, Status of Communication Research in India.	CO2, CO3
	Unit 2	Research Structure - I	
	A	Overview of Research Problem and Objectives; Deduction and Induction.	CO3
	B	Steps in Research Process; Characteristics and Requirements,	CO1, CO2, CO5

		Operational Steps for Carrying out Research			
	C	Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks, Searching for Existing Literature			CO1, CO3
	Unit 3	Research Structure - II			
	A	Hypothesis: Concept, Function of Hypothesis and Types, Hypothesis Formulation, Logic of Hypothesis Testing			CO4
	B	Concepts, Constructs and Variables: Independent vs Dependent variables, Extraneous variables, Intervening variables; discrete variables and continuous variables.			CO4
	C	Scales and measurement; Nominal, Ordinal, Interval and Ratio; Attitude measurement, Likert, Semantic differential scales.			CO4
	Unit 4	Research Structure - III			
	A	Meaning of Research Design, Purpose of Research Design, Criteria of Good Research Design, Parts and Features of Research Design,			CO5, CO6
	B	Research Design: Concept and definition, types of research design - descriptive, exploratory, experiment, Quasi Experimental Design			CO5, CO6
	C	Cross-Sectional and Longitudinal research design, Cohort Designs			CO5, CO6
	Unit 5	Research Structure - IV			
	A	Time-Series Design, Equivalent Time-Samples Design, Non-Equivalent Control Group Design, Counterbalanced Design, Patched-up Design			CO6
	B	Ex-Post Facto Design, Correlation Design, Criterion-Group Design			CO6
	C	Introduction to Factorial Design and its Types, Fixed Model, Random Model, Mixed Model, Advantages and Limitations of Factorial Design			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C01	3	-	-	-	-	-	3	3	-	-
C02	3	-	-	-	-	-	3	-	-	-
C03	3	-	-	2	-	-	3	-	-	-
C04	3	-	-	2	-	-	3	-	-	-
C05	3	-	-	2	-	-	3	-	-	-
C06	3	-	-	-	-	-	3	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 -2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VII	
1	Course Code	BJN 402	
2	Course Title	Elementary Statistics for Research	
3	Credits	5	
4	Contact Hours (L-T-P)	3-2-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> ● Develop an understanding of the concept of Statistics. ● Explain the role and methods of SPSS. ● To be acquainted with quantitative elements of Statistics. ● Explain the different functions and practical application of SPSS. ● Refine the need for research practitioners' development through class activities and assignments. 	
7	Course Outcomes	On completing the course, students will be able to – CO1: Define basics of Statistics in research. CO2: Explain practical knowledge and understanding of SPSS CO3: Analyze statistical data using frequency distributions and measures of central tendency CO4: Apply the accumulated knowledge of stats. CO5: Demonstrate descriptive stats through SPSS CO6: Discuss quantitative analysis.	
8	Course Description	The course is designed to inculcate the proper understanding of statistics in research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Nature, Importance and Limitations of Statistics	CO1
	C	Importance of Statistics in Media Research	CO1
	Unit 2	Descriptive Statistics	
	A	Statistical Series: Importance and Limitations	CO4
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO3
	C	Range and Mean Deviation, Quartile Deviation and Standard Deviation	CO1, CO3
	Unit 3	Introduction to SPSS	
	A	An Overview and Major features of SPSS	CO5, CO2
	B	Nature and Concept of SPSS, Basic Features of SPSS: Menu and Options	CO5, CO2
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO4

	Unit 4	Descriptive Statistics through SPSS			
	A	Calculation of Frequency analysis			CO3
	B	Calculation of Mean, Median and Mode			CO3, CO4
	C	Graphical Representation, Transformation and Saving of Data			CO4
	Unit 5	Quantitative Analysis			
	A	Reliability, Consistency and Normality Analysis			CO6, CO5
	B	T-Test: Uses and Interpretation			CO6, CO5
	C	Correlation Analysis			CO6, CO5
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VII	
1	Course Code	BJN 403	
2	Course Title	Qualitative Research - I	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> • To impart in-depth knowledge of qualitative research. • To provide good understanding of methods for qualitative research. • To develop critical and analytical thinking on ethical issues in qualitative research. 	
7	Course Outcomes	After completing the course, students will be able to – CO1: Tell the basics of qualitative research. CO2: Explain the basic application of qualitative methods in social sciences. CO3: Define appropriate research problems and parameters. CO4: Develop an understanding of different methods of qualitative research. CO5: Apply various methods for qualitative research. CO6: Evaluate and utilize the knowledge acquired	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of various methods of qualitative research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Qualitative Research Methods	
	A	Understanding qualitative research	CO1
	B	Historical development of qualitative research	CO1, CO3
	C	Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation	CO1, CO3
	Unit 2	Applications of Qualitative Methods to Social Research	
	A	Theoretical and applied research	CO2, CO3
	B	Ethnographic and Phenomenological Approaches	CO2
	C	Combining qualitative and quantitative methods	CO2
	Unit 3	Qualitative Research Methods - I	
	A	Introduction, Techniques and Applications of Focus Group Discussions	CO4, CO3
	B	Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions	CO4
	C	Implementation and Evaluation Challenges of Focus Group Discussions	CO4, CO3
	Unit 4	Qualitative Research Methods - II	
	A	Introduction, Techniques and Applications of Interview method	CO5, CO6

	B	Report writing on Conduction, Execution and Conclusions obtained by interview			CO5, CO6
	C	Implementation and Evaluation Challenges of interview			CO5, CO6
	Unit 5	Qualitative Research Methods - II			CO5, CO6
	A	Introduction, Techniques and Applications of observation			CO5, CO6
	B	Report writing on Conduction, Execution and Conclusions obtained by observation			CO5, CO6
	C	Implementation and Evaluation Challenges of observation			CO5, CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer Creswell, J. W., Qualitative inquiry and research design, 2nd edition. Sage Publications. 2013.			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen Berg, B. L. & Lune, H. Qualitative Research Methods for the Social Sciences, 8th edition, Boston: Pearson, Allyn & Bacon. 2012 Seidman, I. E. Interviewing as Qualitative Research, Teachers College Press, 4rd edition. Miles, M.B., Huberman, A.M. & Saldana, J. 2014. Qualitative data analysis: A methods sourcebook – Third edition. Thousand Oaks, CA: Sage.			

Course Articulation Matrix

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

Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

1-

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VII	
1	Course Code	BJN 404	
2	Course Title	Quantitative Research - I	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> • To impart in-depth knowledge of quantitative research. • To provide good understanding of methods for quantitative research. • To develop critical and analytical thinking on ethical issues in quantitative research. 	
7	Course Outcomes	After completing the course students will be able to - CO1: Define various research techniques employed in the social sciences. CO2: Outline opportunities and challenges faced by social scientists in their attempts to understand human behavior CO3: Illustrate the basic research writing, analytical, and critical thinking skills CO4: Apply the basic data analysis CO5: Analyze various regression techniques CO6: Compare ANOVA's Null and Alternative Hypotheses	
8	Course Description	The course is designed primarily for the students to anticipate future applications of quantitative methods in media and communication research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Quantitative Research Methods - I	
	A	Understanding nature of quantitative research	CO1
	B	Historical development of quantitative research	CO1
	C	Quantitative research in Media & Communication	CO1
	Unit 2	Introduction to Qualitative Research Methods - II	
	A	Research Question and Scientific Approach to Social Science	CO1
	B	Research Design; Causality vs. Correlation	CO1
	C	Reliability and Validity.	CO1
	Unit 3	Quantitative Research Methods	
	A	Introduction to various quantitative research methods	CO2
	B	Survey method	CO2
	C	Developing questionnaire and schedule for survey	CO2
	Unit 4	Basic data analysis - I	
	A	Statistical significance	CO4
	B	Measurement, validity, reliability	CO4

	C	Cross-tabulation and Correlation.			CO4
	Unit 5	Basic data analysis - I			
	A	Simple regression, Multiple regression.			CO5
	B	Hypothesis testing, ANOVA, The One-Way ANOVA's Null and Alternative Hypotheses			CO5, CO6
	C	Factor Analysis			CO5
10	Mode of examination	Theory			Theory
	Weightage	CA	MTE	ETE	
11	Distribution	30	20	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	4. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025			
Program: BA (J&MC)		Current Academic Year: 2024-2025			
Branch: NA		Semester: VII			
1	Course Code	BJN 405			
2	Course Title	Project portfolio on constructing tools for Media & Communication			
3	Credits	6			
4	Contact Hours (L-T-P)	0-4-4			
5	Course Type	Core Course			
6	Course Objective	<ul style="list-style-type: none">● To develop research skills● To develop various tools for different research methods.			
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of brief received. CO2: Build research tools. CO3: Develop a portfolio based on first-hand study and research. CO4: Organize the portfolio in order. CO5: Justify and present portfolio and their work. CO6: Construct a project report for the problem and the solution.			
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.			
9	Outline syllabus				
	Unit 1-5	Portfolio on different research tools		CO1, CO2, CO3, CO4, CO5, CO6	
10	Mode of examination		Jury		Jury
	Weightage	CA	MTE	ETE	
11	Distribution	60		40	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

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

1-Slight (Low)

2- Moderate (Medium)

3-Substantial(High)

TERM 8

School: SMFE		Batch : 2021 -2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VIII	
1	Course Code	BJN 406	
2	Course Title	Ethics in Media & Communication Research	
3	Credits	5	
4	Contact Hours (L-T-P)	3-2-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> ● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report. ● Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics. ● Hands-on sessions are designed to identify research misconduct and predatory publications. 	
7	Course Outcomes	After completing the course students will be able to CO1: Define various philosophies related to research ethics. CO2: Demonstrate scientific ethical conduct CO3: Build of the publication ethics CO4: Examine the open access publication CO5: Apply the publication ethics CO6: Evaluate the publication misconduct	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	
9	Outline syllabus		CO Mapping
	Unit 1	Philosophy and Research	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	Unit 2	Scientific Conduct	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	Unit 3	Publication Ethics	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3
	Unit 4	Open Access Publication	

	A	Open access publication & initiatives			CO4, CO5	
	B	Software tools to identify predatory journals			CO4, CO5	
	C	Online resources to check publisher copyright & Self-archiving policies			CO4, CO5	
	Unit 5	Publication Misconducts				
	A	Subject specific ethical issues			CO6	
	B	Case studies			CO6	
	C	Complaints and appeals			CO6	
10	Mode of examination		Theory			Theory
11	Weightage		CA	MTE	ETE	
	Distribution		30	20	50	
12	Text book/s*		Bird, A. (2006). Philosophy of Science. Routledge			
13	Other References		Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance (2019)			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VIII	
1	Course Code	BJN 407	
2	Course Title	Academic Writing Techniques	
3	Credits	5	
4	Contact Hours (L-T-P)	3-2-0	
5	Course Type	Core Course	
6	Course Objective	Students to <ul style="list-style-type: none"> ● Become familiar with the process of organizing and drafting a report that poses a significant problem and offers a convincing solution; ● learn how to identify, track down, and use a wide variety of sources in the service of responsible research and scholarship; ● produce a paper using APA documentation and manuscript form ● polished enough to be publishable ● and to become familiar with other formal (APA, Chicago style) documentation and manuscript styles; ● examine some of the best past and current writing by scholars; ● review the mechanics of writing and hone editorial and proof-reading skills; ● develop evaluative strategies and vocabulary to best serve other writers in a workshop setting. 	
7	Course Outcomes	After studying this course, students will be able to – CO1: Define the craft of drafting a proper research report. CO2: Explain the technicalities of academic writing CO3: Apply and define appropriate research problem and parameters Outline a research report. CO4: Analyse, organize and conduct research in a more appropriate manner CO5: Evaluate, interpret and explain information sources. CO6: Develop a project proposal /Thesis	
8	Course Description	This course is designed to familiarize students with the basic methods and techniques of research writing. The course will focus on such issues as developing a thesis statement, writing a prospectus, finding source material (books, articles, internet resources, etc.), generating an argument, writing and revising a rough draft, and APA documentation of sources.	
9	Outline syllabus		CO Mapping
	Unit 1	Research Writing Skills - I	
	A	Planning and Preparation	CO1
	B	Language of Research	CO1

Beyond Boundaries

	C	Drafting, Proof-reading, Editing and Evaluation of Research papers			CO1, CO2
	Unit 2	Analyzing Research Papers			
	A	The rhetorical patterning of a passage;			CO2
	B	The introductory and closing paragraphs of samples of research papers			CO2, CO3
	C	Linguistic aspects of sample research papers			CO2, CO3
	Unit 3	Report Writing - I			
	A	Meaning and Objective of Research Report, Report the findings, Chapterisation,			CO3
	B	Types of Research Report,			CO3
	C	Quotation, Footnotes, Endnotes, Referencing Style: APA, MLA Chicago, Harvard			CO3
	Unit 4	Report Writing - II			
	A	Research Database			CO4, CO5
	B	Writing abstract, Introduction, literature review			CO4, CO5, CO6
	C	Writing conclusion & Results			CO4, CO6
	Unit 5	Report Writing - III			
	A	Skills of writing the Results			CO5
	B	Discussion and skills are needed when writing the Conclusions			CO5, CO6
	C	Plagiarism, similarity checker, Turnitin			CO5
10	Mode of examination		Theory		Theory
11	Weightage	CA	MTE	ETE	
	Distribution	30	20	50	
12	Text book/s*	Abdul Rahim, F. Thesis Writing: A Manual for Researchers. New Delhi: New Age International, 2005			
13	Other References	<ul style="list-style-type: none"> Adam Sirjohn. Research Methodology: Methods & Techniques. Delhi: New Age International Ltd, 2004. Barker, Nancy and Nancy Hulig. A Research Guide for Under Graduate Students: English and American Literature. New York : MLA of America, 2000 			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VIII	
1	Course Code	BJN 408	
2	Course Title	Qualitative Research - II	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> • To impart in-depth knowledge of qualitative research. • To provide good understanding of methods for qualitative research. • To develop critical and analytical thinking on ethical issues in qualitative research. 	
7	Course Outcomes	After completing the course, students will be able to – CO1: Define the in-depth concepts of qualitative research. CO2: Understanding various qualitative methods of social sciences in action. CO3: Identify different methods of qualitative research data collection. CO4: Develop tools for qualitative research. CO5: Design and present qualitative research CO6: Examine and utilize the knowledge acquired	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of analysis of various methods of qualitative research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Qualitative Research Methods	
	A	Understanding qualitative research	CO1
	B	Historical development of qualitative research	CO1
	C	Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation	CO1
	Unit 2	Applications of Qualitative Methods to Social Research	
	A	Theoretical and applied research	CO2
	B	Ethnographic and Phenomenological Approaches	CO2
	C	Combining qualitative and quantitative methods	CO2
	Unit 3	Qualitative Research Methods - I	
	A	Introduction, Techniques and Applications of Focus Group Discussions	CO3
	B	Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions	CO3
	C	Implementation and Evaluation Challenges of Focus Group Discussions	CO3
	Unit 4	Qualitative Research Methods - II	
	A	Introduction, Techniques and Applications of Interview	CO2, CO3

		method	
	B	Report writing on Conduction, Execution and Conclusions obtained by interview	CO2, CO3
	C	Implementation and Evaluation Challenges of interview	CO2, CO3
	Unit 5	Qualitative Research Methods - II	
	A	Introduction, Techniques and Applications of observation	CO5, CO6
	B	Report writing on Conduction, Execution and Conclusions obtained by observation	CO5, CO6
	C	Implementation and Evaluation Challenges of observation	CO5, CO6
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA	MTE
		30	20
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025	
Program: BA (J&MC)		Current Academic Year: 2024-2025	
Branch: NA		Semester: VIII	
1	Course Code	BJN 409	
2	Course Title	Quantitative Research - II	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> ● To understand the process of content analysis method. ● To understand tools and techniques of content analysis method. ● To learn the essence of analysing textual, audio and video contents. ● To provide theoretical knowledge and applied know how of Content Analysis method. ● To orient students in depth towards the concepts Content Analysis method. 	
7	Course Outcomes	After completing the course students will be able to - CO1: Define content analysis CO2: Explain different types of content analysis CO3: Develop understanding of sampling, variables and analytic techniques CO4: Demonstrate media content analysis CO5: Create code book and develop tabulation CO6: Build code book for a dowry based documentary film	
8	Course Description	The course is designed primarily for the students to anticipate future applications of content analysis in media and communication research.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction	
	A	Meaning and Definition, Scope of content analysis	CO1
	B	Process of Content Analysis	CO1
	C	Limitations of content analysis	CO1
	Unit 2	Types of Content Analysis	
	A	Qualitative Content Analysis	CO2
	B	Quantitative content analysis	CO2
	C	Unit of Analysis, Types, Coding	CO2
	Unit 3	Sampling	
	A	Sampling, Types of Sampling, Sample Size	CO3
	B	Variables	CO3
	C	Analytical Techniques : Text driven , Problem driven Method driven	CO3
	Unit 4	Media Content Analysis	
	A	Content Analysis in Print Media , audio Video	CO4

	B	Coding, Data Sheet Tabulation, Graphical presentation of data			CO4
	C	Interpretation and Report Writing			CO4
	Unit 5	Code Book and Tabulation			
	A	Exercise of Print Content Analysis			CO5, CO6
	B	Exercise of Audio Video Content Analysis			CO5, CO6
	C	Exercise of Social Network Analysis			CO5
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021 - 2025			
Program: BA (J&MC)		Current Academic Year: 2024-2025			
Branch: NA		Semester: VIII			
1	Course Code	BJN 410			
2	Course Title	Dissertation			
3	Credits	6			
4	Contact Hours (L-T-P)	0-4-4			
5	Course Type	Core Course			
6	Course Objective	The objective of this course is to: <ul style="list-style-type: none">Strengthen the academic research ability of the students.Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.Enhance the problem solving skills of the students.			
7	Course Outcomes	The student will be able to CO1: Relate the theoretical knowledge of research. CO2: Demonstrate their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO3: Identify research problem and specific research objectives CO4: Outline the research process. CO5: Develop report on the research problem and the proposed solution CO6: Present their research work with proper ethics of research.			
8	Course Description	The course is designed to inculcate the research value and skills among the students.			
9	Outline syllabus				
	Unit 1-5	Complete the master’s thesis/dissertation under the supervision of the assigned faculty in given time		CO1, CO2, CO3, CO4, CO5, CO6	
10	Guidelines for the students	<ul style="list-style-type: none">Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the faculty supervisor for her/his dissertation.The final dissertation report duly signed by the supervisor and head of the centre has to be submitted to the centre before the summative examination of the last semester. Students will apply similarity checker before submitting final copy of dissertation and submit self-declaration that similarity in dissertation content, excluding review of literature, is not more than 15 percent.			
11	Mode of examination		Jury		Jury
12	Weightage	CA	MTE	ETE	
	Distribution	60		40	

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2
CO1	3	-	-	-	-	-	3	-	-	-
CO2	3	-	-	-	3	-	3	-	-	-
CO3	3	-	-	3	-	-	3	-	-	-
CO4	3	-	-	2	-	-	3	-	-	-
CO5	3	2	-	2	2	-	3	-	-	-
CO6	3	2	-	-	3	-	3	-	-	-

1-Slight (Low)

2. Moderate (Medium)

3-Substantial(High)