



Program and Course Structure

Bachelor of Arts

(Film and Television Production)

Academic Years 2021-2025

Programme Code: SDM0113

School of Media, Film and Entertainment

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:

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

- 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 and Entertainment

Vision of the School

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

Mission of the School

- 1. To create a stimulating, flexible and application-based learning environment for students as well as faculty.**
- 2. To provide the necessary platform to impart skills and knowledge related to media, film and entertainment industry.**
- 3. To create competent professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.**
- 4. To Leverage research and innovation by forming strong industry-academia linkages.**

Core Values

- Innovation**
- Awareness**
- Information**
- Ethics**

Programme Educational Objectives (PEO) for BA(FTP) Program

Graduates will:

- PEO1: Demonstrate professional, social and entrepreneurial skills related to the media, film and entertainment industry.
- PEO2: Support the media, film and entertainment industry as the competent, trained and qualified workforce.
- PEO3: Prove themselves as competent, trained, qualified technicians and filmmakers in the field of media higher studies, academia, communication research, innovative solutions in the broadcast and digital media industry.
- PEO4: Make a difference in the advertising, corporate communication, film, television, OTT platforms, multimedia and audiovisual communication-related industries as competent, trained, qualified technicians and film-makers

PEOs mapping 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	2
PEO3:	3	3	3	3
PEO4:	3	3	3	2

Correlation levels 1, 2, or 3 as defined below:

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

Program Outcomes (POs) and Program Specific Outcomes (PSOs)

- PO1: Domain Knowledge in the field of Film Making, Television and OTT platforms:** Apply the knowledge to fiction and non-fiction filmmaking, advertising and other disciplines of cinema, digital release and telecast
- PO2: Communication Skills:** Exhibit high levels of verbal and non-verbal forms of contemporary communication skills.
- PO3: Modern Tool Usage:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with the target audience.
- PO4: Problem Solving Skills:** Identify, formulate, research, and analyze the problems and reach logical conclusions and solutions to solve real-life problems and challenges.
- PO5: Values, Ethics and Contribution to Society:** Understand the importance of Values and Ethics in the field of Film making and Television Production 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 Media, Film and Entertainment industry

PSO2: Applied proficiency in the different disciplines of Mass Communication

Mapping of Program Outcome (POs) and Program Specific Outcomes (PSOs) with Program Educational Objectives (PEOs)

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

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Program Outcome & Program Specific Outcome Vs Courses Mapping Table¹:

Program Outcome & Program Specific Outcome Vs Courses Mapping BA (Film & Television Production)											
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
Sem-3	Co-curricular- First Aid & Health	-	-	-	3	3	1	1	3	-	-
	Introduction to Film and Television	3	1	-	-	2	-	-	3	1	1
	History of Cinema and Film Theory	3	1	-	-	2	-	2	3	1	1
	Writing for Visual Media	3	3	2	-	1	-	-	3	1	1
	Introduction to Audiography	3	2	2	1	-	1	-	3	1	1
	Digital Photography and Basic Lighting Techniques	3	2	2	1	-	2	-	3	1	1
	Digital Video Editing I	3	2	2	1	-	1	-	3	1	1
	Open Elective (To be Chosen by Student)	-	-	-	-	-	-	-	-	-	-
Sem-3	Vocational (Minor) – Radio	3	2	3	-	1	-	-	2	-	2

	Jockeying & Programme Production										
	Co-curricular– Human Values & Environment Studies	-	-	-	3	3	2	2	3	-	-

Sem-4	Direction and Production Methodology	3	2	-	2	-	2	-	3	2	2
	Motion Picture Photography and Lighting	3	2	2	1	-	2	-	3	2	2
	Sound Design and Audiography	3	2	2	1	-	1	-	3	2	2
	Digital Video Editing II	3	2	2	1	-	1	-	3	2	2
	(Any one): Continuity Actuality Dialogue Exercise	3	3	2	3	2	3	-	3	2	2
	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	Film Appreciation & Analysis	3	1	-	-	2	-	2	3	2	2
	Networking, Promotion and Digital Marketing	3	2	2	2	-	3	1	3	3	3
	Advanced Studio and Location Lighting	3	2	3	1	-	2	-	3	3	3
	Playback/ Studio Sound Recording and Mixing	3	2	3	1	-	2	-	3	3	2
	Visual Design, Graphics, Animation & Compositing	3	2	3	3	-	-	-	3	3	3
	Project- Mise-en-scene	3	3	2	3	2	3	-	3	3	2
	Co-curricular- Analytic Ability and Digital Awareness	-	-	3	2	2	2	3	2	-	-

Sem-6	(Any ONE)	Applied Research in Film Making (Non-fiction)	3	2	2	2	2	-	2	3	3	3
		Idea to Screenplay (Fiction)										
	Multi-Camera Set-up & Shoot		3	2	3	1	-	2	-	3	3	3
	Based on a chosen specialization of Script Writing & Direction Motion Picture Photography Sound Design & Audiography Editing & Post- Production											
	Non-fiction Exercise		3	2	2	2	2	3	-	3	3	3
	Fiction Exercise		3	2	2	2	1	3	-	3	3	2
	Project (Any One): Fiction Non-fiction- Degree film		3	3	2	3	2	3	2	3	3	3
	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)

¹ A value will contain the correlation value of the respective course with PO and PSO

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2021-2022

TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course ¹ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BJN101	Understanding Media	4	0	0	4	Core	CC
2	BJN102	Indian Culture & Art Forms	4	0	0	4	Core	CC
JURY SUBJECTS								
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		

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

Program Structure Template
Name of School: School of Media, Film and Entertainment
BA (Film and Television Production)
Batch: 2021-2022
TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course ² : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	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 SUBJECTS								
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		

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

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2022-2023

TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFN 201	Introduction to Film and Television	2	0	0	2	Core	CC
2	BFN 202	History of Cinema and Film Theory	2	0	0	2	Core	CC
3	BFN 203	Writing for Visual Media	2	1	0	3	Core	CC
JURY SUBJECTS								
4	BFN204	Introduction to Audiography	1	1	2	3	Core	CC
5	BFN205	Digital Photography and Basic Lighting Techniques	1	1	2	3	Core	AECC
6	BFN206	Digital Video Editing I	1	1	2	3	Core	AECC
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		

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2022-2023

TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course3: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFN 207	Direction and Production Methodology	3	0	0	3	Core	CC
JURY SUBJECTS								
2	BFN 208	Motion Picture Photography and Lighting	1	1	2	3	Core	AECC
3	BFN 209	Sound Design and Audiography	1	1	2	3	Core	AECC
4	BFN 210	Digital Video Editing II	0	2	2	3	Core	AECC
5	BFN 211	Continuity Actuality Dialogue Exercise: (Any One)	0	1	2	2	Core	AECC
6	MCC301	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		

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

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2023-2024

TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course4: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFN 301	Film Appreciation and Analysis	3	1	0	4	Core	CC
2	BFN 302	Networking, Promotion and Digital Marketing	3	1	0	4	Core	CC
JURY SUBJECTS								
3	BFN303	Advanced Studio and Location Lighting	1	2	2	4	Core	AECC
4	BFN304	Playback/ Studio Sound Recording and Mixing	1	2	2	4	Core	AECC
5	BFN305	Visual Design, Graphics, Animation & Compositing	1	2	2	4	Core	AECC
6	BFN306	Project: Mise-en-scene	0	1	4	3	Core	DSE
7	COC501	Analytic Ability and Digital Awareness - Co-curricular	2	0	0	2	Co Requisite	AECC
TOTAL CREDITS						25		

4CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2023-2024

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 SUBJECTS										
1 (a)	BFN 307	(Any One)	Applied Research in Film Making (Non-fiction)	4	0	0	4	Core	CC	
1 (b)	BFN 308		Idea to Screenplay (Fiction)							
JURY SUBJECTS										
2	BFN 309	Multi Camera Set-up & Shoot			1	3	0	4	Core	CC
Based on a chosen specialization of Script Writing & Direction Motion Picture Photography Sound Design & Audiography Editing & Post Production										
3	BFN 310	Non-fiction Exercise			1	3	4	6	Core	AECC
4	BFN 311	Fiction Exercise			1	4	2	6	Core	AECC
5	BFN 312	Project- Fiction Non-fiction- Degree film: (Any One)			0	1	4	3	Core	DSE
6	COC601	Communication Skills & Personality Development - Co-Curricular			2	0	0	2	Co Requisite	AECC
TOTAL CREDITS								25		

5CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2024-2025

TERM: VII

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course ⁶ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
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 SUBJECTS								
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		

6CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template

Name of School: School of Media, Film and Entertainment

BA (Film and Television Production)

Batch: 2024-2025

TERM: VIII

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course ⁷ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
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 SUBJECTS								
5	BJN 410	Dissertation	0	4	4	6	Core	DSE
6		Open Elective (To be Chosen by Student)	0	2	0	2	Elective	AECC
TOTAL CREDITS						26		

⁷CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TERM 1

School: SMFE		Batch : 2021	
Program: BA(FTP)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	BJN101	
2	Course Title	Understanding Media	
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: <ol style="list-style-type: none"> To impart basic concepts meaning of media 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	PO1	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	
Program: BA(FTP)		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, differentiate 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
	Unit 3	Indian Polity	
	3	Scientific Temper: Concept, Relevance and Practice	CO3

	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 4. 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 30%	MTE 20%	ETE 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	PSO2
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	
Program: BA(FTP)		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)

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	CO2, CO3

		practice sessions	
	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	
Program: BA(FTP)			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	CO1, CO2, CO3
		Multipage layouts and selection techniques.	
	2	CREATING A NEWSLETTER USING MS PUBLISHER Working on layout design and themes Inserting tables, graphs and images Conversion of file format and finalising publication	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)		CO2, 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	
Program: BA(FTP)		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% ETE-40%	MTE-0% 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	
Program: BA(FTP)		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 (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	CO5, CO6
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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	
Program: BA(FTP)		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	PrasarBharati 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	ETE	
	30%	20%	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	
Program: BA(FTP)		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	CO3

		Budgeting	
	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 30%	MTE 20% ETE 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	
Program: BA(FTP)			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 - Hypodermic or bullet theory			CO2, CO3
	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	CA
		30%	20%	50%	30%
	Text book/s*	Mass Communication In India by Keval J Kumar			
	Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis McQuail 5. 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	
Program: BA(FTP)			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	CO1: At the end of the course, a student will be able to create a larger goal and vision statement for goal setting. CO2: At the end of the course, a student will be able to adapt a positive attitude towards life. CO3: At the end of the course, a student will be able to apply advanced writing skills in English like full length essays, Precis, Executive Summary etc. CO4: At the end of the course, a student will be able to utilize the science of speech and correct pronunciation through the accent-neutralization program followed by reading sessions. CO5: At the end of the course, a student will be able to apply Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity CO6: At the end of the program, a student will be able to demonstrate Love, Compassion, Non-Violence, Truth, Righteousness, Peace, Service and Renunciation (Sacrifice).	
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
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	
	1	Story Reconstruction - Positive Thinking	CO2
	2	Theme based Story Writing - Positive attitude	
	3	Learning Diary Learning Log – Self-introspection	
	Unit 3	Writing Skills 1	
	1	Precis	CO3
	2	Paraphrasing	
	3	Essays (Simple essays)	
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, 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://mistera.co.nf/files/sm_luncheon.pdf 	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	1	-	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-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021	
Program: BA(FTP)		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 Distribution	CA	ETE
		60%	40%
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz	
	Other References	<ul style="list-style-type: none"> • Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann • The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox 	

Course Articulation Matrix

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

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

School: SMFE		Batch : 2021	
Program: BA(FTP)		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	CO1
	B	What Makes News, News Structure	CO1
	C	Principles of News Writing and Reporting:	CO1
	Unit 2	Understanding Radio	
	A	Radio News Writing Structure and Fundamentals of Writing	CO1, CO2, CO3
	B	Radio talks/commentaries/comments	CO3, CO4
	C	Radio features and documentaries	CO2, CO4
	Unit 3	Understanding TV	
	A	Define the concept of writing for Eye	CO1
	B	Formulated Television Bulletin Scripts	CO1, CO4
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)	CO3
	Unit 4	Understanding online Media	
	A	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz	CO1, CO5
	B	Newsroom for online journalism, Backpack journalism	CO1, CO5
	C	visual language, Narrative Journalism	CO2
	Unit 5	Special Project	
	A	Develop a Newspaper	CO6
	B	Make a Radio Programme/ TV Programme	CO6
	C	Develop a Blog/ e-paper	CO6
10	Mode of	JURY	

	examination			
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	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	
Program: BA(FTP)		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	• <i>Techniques for Visual Effects, Animation and Motion Graphics (The Morgan</i>	

	References	<i>Kaufmann Series in Computer Graphics</i> - Ron Brinkmann (Author)
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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)

Program: BA(FTP)			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 <ul style="list-style-type: none">• Basics of The skeleton, Joints and Muscles.• Fractures (injuries to bones). F. First aid related with Nervous system and Unconsciousness <ul style="list-style-type: none">• Basics of the nervous system. • Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. G. First aid related with Gastrointestinal Tract <ul style="list-style-type: none">• Basics of The gastrointestinal system.			CO1, CO2

	<ul style="list-style-type: none"> • Diarrhea, Food poisoning. • H. First aid related with Skin, Burns • 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	I. First aid related with Poisoning Poisoning by swallowing, Gases, Injection, Skin J. First aid related with Bites and Stings Animal bites, Snake bites, Insect stings and bites K. First aid related with Sense organs <ul style="list-style-type: none"> • Basic of Sense organ. • Foreign objects in the eye, ear, nose or skin. • Swallowed foreign objects. L. Specific emergency saturation and disaster management <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. M. Emergency Child birth	CO1, CO3
Unit 3	Basic Sex Education <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	Mental Health and Psychological First Aid <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 • 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 <ul style="list-style-type: none"> • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid 	CO1, CO3
	Suggested Readings: <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 <ul style="list-style-type: none"> • 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. • Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-called-before-they-turn-17.html • Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. • https://marshallmemo.com/marshall-publications.php#8
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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
Program:		BA (Film & Television Production)
Branch:		Semester: III
1	Course Code	BFN 201
2	Course Title	INTRODUCTION TO FILM & TELEVISION
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0 (L-T-P)
5	Course Type	Core Course
6	Course Objective	1. Familiarize the students with the origin and growth of television and films 2. Apprise students of the structure and composition of the Television Broadcasting Industry 3. Discuss the emergence & need of the film
7	Course Outcomes	The student will be able to : CO1: Identify the trajectory of the TV Industry CO2: Summarise the structure of the TV industry and describe the responsibilities of the editorial, marketing & production staffers CO3: Articulate the impact of TV & films on society and culture CO4: Analyze films in India, and different film movements across the world CO5: Appraise the history of TV CO6: Evaluate different stages of production.
8	Course Description	This course is designed to have an understanding of the world of Film and Television. The class deals with various aspects and elements required for television & film production. The stages of production from conceptualization to the editing and final product will be discussed during the sessions.
9	Outline syllabus	
	Unit 1	Television: History and its growth
	A	Origin and growth of Television in India
	B	Television from parallel experiments to way of life
	C	The age of Satellite channels and the news TV boom
	Unit 2	TV Structure & Current Scenario
	A	Advantages and disadvantages of television as Mass Media platform
	B	Structure and composition of TV channels
	C	Roles, responsibilities and hierarchy
	Unit 3	Films, culture and communication
	A	150 years of films in India
	B	Films as a tool of mass communication
	C	Cinema as a cultural platform in India
	Unit 4	Evolution of Films

	A	A brief: Early experiments in Indian and World Cinema			CO4
	B	Introduction to film movements in the world			CO4
	C	Contemporary Indian filmmakers			CO4
	Unit 5	Stages of Production			
	A	Pre-production process			CO6
	B	Production process			CO6
	C	Post-production Process			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	The Television history book(Television, media & Cultural studies: Michele Hilmes, Publisher: Palgrave Macmillan; 2003rd edition			
13	Other References	The Television production: Jim Owens.GeraldMillerson, Publisher: Palgrave Macmillan; 2003rd edition The Visual Story: Creating the Visual Structure of Film, TV & Digital Media by Bruce Block			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film & Television Production)	
Branch:		Semester: III	
1	Course Code	BFN 202	
2	Course Title	History of Cinema and Film Theory	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	1. To familiarize the student with the language and aesthetics of films 2. To help the students to develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinemas in India. 4. To enable the student to discuss International Cinema & their film making styles. 5. To help the student critically analyze films with the intent of writing film reviews / narratology	
7	Course Outcomes	The student will be able to: CO1: Identify the nuances of different film genres from the birth of Cinema technology to date. CO2: Summarize the films on basis of their arts, aesthetics and storytelling techniques CO3: Articulate contents and presentation of texts and subtexts in different genres of films CO4: Correlate the trends of Contemporary Indian and International Cinema CO5: Evaluate the major turning points and trends in other international films CO6: Construct an informed argument around the evolution of Indian and 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 analyze and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of the Film Industry.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Indian Cinema	
	A	Dada Saheb Phalke	CO1, CO6
	B	Bombay Talkies	CO1, CO3
	C	Mythological Films	CO1
	Unit 2	International Cinema	
	A	Japanese Cinema	CO1, CO4, CO5, CO6
	B	British Cinema	CO4, CO5, CO6
	C	Iranian Films	CO4, CO5, CO6
	Unit 3	Different film genres	

	A	Major Turning Points and trends in Indian cinema			CO1, CO6
	B	Parallel Cinema in India			CO2, CO6
	C	Cinema and literature			CO2, CO6
	Unit 4	Regional and Offbeat Indian Cinema			
	A	Regional Indian Cinema			CO2, CO6
	B	English Bollywood movies			CO2, CO6
	C	Impact of the multiplex system			CO4, CO6
	Unit 5	Overview of International Cinema			
	A	European Cinema (UK, Germany, France etc.)			CO2, CO5, CO6
	B	Cinema in Asian Countries (like Japan and China)			CO2, CO5, CO6
	C	Major turning points and trends in other international films			CO3, CO5, CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*				
13	Other Reference	Our Films: their films by Satyajit Ray, Publisher: Orient BlackSwan, Film Art -David Bordwell, Publisher: McGraw-Hill Education; 10th edition (1 August 2012), How to Read a Film: Movies, Media, and Beyond-James Monaco, Publisher: Oxford University Press; 30th edition (15 July 2009) Film Art, Film History by David Bordwell & Kristin Thomson			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	2	-
CO2	3	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	
Program:		BA (Film & Television Production)	
Branch:		Semester: III	
1	Course Code	BFN 203	
2	Course Title	WRITING FOR VISUAL MEDIA	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	1. To make the learner understand the basic structure of screenplay 2. To impart the learner with basic skills for screenwriting	
7	Course Outcomes	The student will be able to : CO1: Recognize the visual language and write visual stories. CO2: Characterize various nuances of story-telling. CO3: Sketch characters and write for screen dialogues. CO4: Analyze the intricacies of screenwriting and the use of software. CO5: Critique a script and a screenplay. CO6: Develop fiction and non-fiction scripts	
8	Course Description	This course is designed to enhance the creative writing skills for Film and Television. This class will develop an understanding of writing for the audiovisuals media	
9	Outline syllabus		CO Mapping
	Unit 1	Visual Language	
	A	Images for communication, Power of Image	CO1
	B	Research and reconnaissance.	CO1
	C	Storyboarding	CO1
	Unit 2	Structure of a Story	
	A	Beginning –introducing characters and subject	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	Scriptwriting software	
	A	learning to use scriptwriting software	CO4
	B	Making shooting schedules using software	CO4
	C	Managing logistics and manpower using software	CO4
	Unit 5	Fiction Script Writing	
	A	Planning the 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 SydField 			
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 LauraSchellhardt Screenwriting: The Sequence Approach By Paul Joseph Gulino The Tools of Screenwriting By David Howard, Edward Mabley The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard Writing the Character-Centered Screenplay By Andrew Horton 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	2	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	
Program:		BA (Film and Television Production)	
Branch:		Semester: III	
1	Course Code	BFN204	
2	Course Title	Introduction to Audiography	
3	Credits	3	
4	Contact Hours	1-1-2 (L-T-P)	
5	Course Type	Core (CC)	
6	Course Objective	1. Familiarize the student with basic concepts of sound 2. Students learn about different devices used in audio productions 3. To learn Indoor & outdoor recording 4. Audio programme production	
7	Course Outcomes	The student will be able to: CO1: Identify the basic concept of sound for cinema CO2: Compare voice modulation and quality of voice CO3: Summarize Microphone and different audio accessories CO4: Analyze the principles of audio programme production CO5: Prepare a script for an audio programme CO6: Record a basic sound project	
8	Course Description	The course covers all the pre-production, production and post related to Audio programming	
9	Outline syllabus		CO Mapping
	Unit 1	Principles of Sound	
	A	Importance of Sound in Cinema	CO1
	B	Understanding different kinds and quality of Sound	CO1
	C	Understanding digital audio workstation	CO1, CO2
	Unit 2	Types of microphones	
	A	How microphone works and their polar patterns	CO1, CO2, CO3
	B	Unidirectional, bi-directional and omnidirectional microphones. Condenser microphones, lapel microphones, Boom mike, gun mike, etc.	CO2, CO3
	C	Placement of microphones and recording	CO2, CO3,
	Unit 3	Audio Connectors, Cables and Controls	
	A	Audio cables and connector	CO3
	B	Built-in and external microphones	CO3
	C	Direct in-camera and through Digital Audio Tape Recorder (DAT)	CO3
	Unit 4	Introduction to Recording different types of sound	
	A	Narration (voice-over), dialogues and speech	CO2, CO4, CO5
	B	Sound effects	CO4, CO5
	C	Music	CO2, CO4
	Unit 5	Sound project	
	A	Scripting a basic audio programme	CO5, CO6

	B	Online and offline sound			CO4, CO5, CO6
	C	Creating a programme mixing three tracks using a basic mixer			CO5, CO6
10	Mode of examination	Jury			Jury
	Weightage	CA	MTE	ETE	
11	Distribution	60	N.A.	40	
12	Textbook/s	Sound for Film and Television By Tomlinson Holman			
13	Other References	<ul style="list-style-type: none"> ● Sound For Digital Video By Tomlinson Holman ● Producing for TV And Video: A Real-world Approach By Cathrine Kellison ● Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, Terri Stone ● Audio in Media By Stanley R. Alten ☐ Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth, 1994.			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE
Program:		BA (Film and Television Production)
Branch:		Semester: III
1	Course Code	BFN205
2	Course Title	Digital Photography and Basic Lighting Techniques
3	Credits	4
4	Contact Hours	1-2-2 (L-T-P)
5	Course Type	Core (CC)
6	Course Objective	<ol style="list-style-type: none"> 1. Make the learner understand aesthetics and techniques of Visual Communication 2. Provide the students with a thorough understanding and application of achieving the right exposure with DSLRs and Digital Cameras 3. Introduce the learner to different types of photography accessories and their uses. 4. Introduce the student to different commercial and non-commercial beats in photography
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: Define aesthetics of photographs shot in different environments and situations.</p> <p>CO2: Comprehend the requirements of various beats of photography and aesthetics of shooting for these beats</p> <p>CO3: Discover basic lighting techniques</p> <p>CO4: Illustrate understanding of basic colour techniques</p> <p>CO5: Grade skills to edit pictures using digital editing softwares.</p> <p>CO6: Create a project demonstrating understanding of digital photography and basic lighting techniques</p>
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students will also learn to use different types of DSLR cameras and editing tools used in photography.
9	Outline syllabus	
	Unit 1	Intro to Visual Communication and Photography
	A	Types and Genres of Photography
	B	Essence and Aesthetics of Photography
	C	Evolution and development of Photography as an art form
	Unit 2	Cameras, Lenses and Accessories
	A	Cameras, Their Types and their working
	B	Lenses, Types and their uses in Photography
	C	Accessories used in Photography
	Unit 3	Exposure Control & Composition
	A	Exposure control with Aperture, Shutter and ISO, Metering and White Balance
	B	Exposure Triangle, Correct Exposure and EV
	C	Composition essentials, Rule of 1/3
	Unit 4	Sensors of Digital Cameras and Lighting

	A	Sensor size, Pixels, Crop factors and Aspect ratios			CO1
	B	Latitude and Dynamic range			CO1
	C	3-point Lighting and handling background			CO3
	Unit 5	Applied Basics			
	A	Colour Wheel and Colour temperatures			CO4, CO5
	B	Lighting contrast and lighting ratio			CO4
	C	Project- Demonstrating digital photography and basic lighting techniques			CO6
10	Mode of examination	Jury			Jury
11	Weightage	CA	MTE	ETE	
	Distribution	60	N.A.	40	
12	Text book/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsanlearning 3. Lee Frost Photography, HodderHeadline 4. On Photography by Susan Sontag			
13	Other References	1. Mallard, D. (2012). Converging Media Trends. Retrieved in 2018, from http://iml.jou.ufl.edu/projects/Spring03/Mallard/ 2. Lords Select Committee. (2016). Report: Media Convergence. Retrieved in 2018, from https://www.parliament.uk/media-convergence-report 3. Ishii, A. (2014, March 31). Fernando Guerra on Photography In The Internet Age. Retrieved 2018, from https://www.archdaily.com/488918/fernando-guerra-onphotography-in-the-internet-age 4. Castella, T. D. (2012, February 28). Five ways the digital camera changed us. Retrieved 2018, from https://www.bbc.com/news/magazine-16483509			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: III	
1	Course Code	BFN206	
2	Course Title	Digital Video Editing I	
3	Credits	4	
4	Contact Hours	1-1-4 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	1. To understand aesthetics and techniques of editing 2. Introduction to different types of editing techniques 3. To understand non-linear video editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.	
7	Course Outcomes	The student will be able to: CO1: Identify the aesthetical element of editing CO2: Define the basic principle of sound editing CO3: Summarize different types of editing CO4: Use various editing styles and patterns CO5: Categorize special effects in editing CO6: Edit a basic video project	
8	Course Description	The course is designed to learn different types of editing techniques used in the video. The students will also learn to use different types of editing tools.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Editing	
	A	The necessity of Editing and Manipulation of time	CO1
	B	Rhythm & Pace and Dramatic Continuity	CO1
	C	Difference between Linear and Non-Linear editing	CO4
	Unit 2	Principle of editing	
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot	CO3
	B	Principles & Grammar of Editing	CO1
	C	Different stages of editing	CO1, CO3, CO4
	Unit 3	Editing Aesthetics	
	A	Language of Editing, Editing aesthetics	CO2, CO3
	B	Use of Sound & Sound Editing, synchronization	CO2, CO3
	C	Final Cut Pro: An Introduction, FCP, Transfer of Footage, assembling shots	CO3, CO4
	Unit 4	Editing Effects	
	A	Various effects & editing techniques, Color Correction, titling	CO4, CO5
	B	Concept of Online editing	CO4
	C	Editing of Non-Fiction and Fiction programmes	CO4
	Unit 5	Editing different types of programmes	
	A	Editing of programmes of different genres	CO4, CO6

	B	Editing of short documentary			CO4, CO6
	C	Editing of Montage			CO4, CO6
10	Mode of examination	Jury			
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*				
13	Other References	The technique of film editing by Karel Reisz and Gavin Millar, Publisher: Routledge; 2nd edition (29 September 2009) The Technique of Film and Video Editing: History, Theory and Practice by Ken Dancyger, Publisher: Routledge; 6th edition (21 November 2018) In the blink of an eye: Walter Murch, Publisher: Silman-James Press, U.S.; Revised edition			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Program: BA(FTP)		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	CO1, CO 2, CO3

		documentary, features etc.	
	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	
Program: BA(FTP)		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 SocialMedia, 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 and Bill Gates.	CO1, CO2, CO3
	Unit 2	Holistic Approach in Decision making- • Decision making, the decision making process, The Bhagavad Gita: Techniques in Management, Dharma and Holistic Management.	CO3, CO4, CO5, CO6

	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	
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	
Program:		BA (Film and Television Production)	
Branch:		Semester: IV	
1	CourseCode	BFN 207	
2	CourseTitle	Direction and Production Methodology	
3	Credits	3	
4	Contact Hours	3-0-0 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	1. To understand the basics of film direction 2. To learn different pre-production technique involved in filmmaking 3. To understand the process of film production 4. To learn post-production skills of film production	
7	Course Outcomes	The student will be able to : CO1: Define the basic concept of film and television production CO2: Interpret script writing for film and television CO3: Use the cinematic language and production skills CO4: Articulate the sense of background music CO5: Plan different stages of production CO6: Collaborate for a directorial exercise	
8	Course Description	The course intends to train students in film making both fiction and non-fiction.	
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	Light, 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	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	<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 			
13	Other References	1. Speaking of Films by Satyajit Ray 2. Film: A World History by Daniel Borden and Florian Duysens			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: IV	
1	Course Code	BFN 208	
2	Course Title	Motion Picture Photography and Lighting	
3	Credits	4	
4	Contact Hours	1-2-2 (L-T-P)	
5	Course Type	Core (CC)	
6	Course Objective	<ol style="list-style-type: none"> 1. Make the learner understand aesthetics and techniques of motion picture shooting 2. Provide the students with a thorough understanding and application of different parts of the motion picture camera 3. Introduce the learner to different types of shots and their uses 4. Introduce the students to basic lighting technique used in motion picture photography 	
7	Course Outcomes	The student will be able to : CO1: Identify to blend different types of shots in motion CO2: Summarise different parts of video cameras and their uses CO3: Experiment to shoot the video under different lighting condition CO4: Correlate the technique used in video shooting CO5: Film with different Camera angles and design dynamic shots CO6: Create a project displaying skills of Motion Picture Photography and Lighting	
8	Course Description	The course is designed to make students aware of the magic of moving images, visual language and lighting. The students also learn to use different types of motion picture cameras.	
9	Outline syllabus		CO Mapping
	Unit 1	Basics of Motion Picture Photography	
	A	Overview of Cinematic Processes	CO1
	B	Depth of Field and the factors influencing DoF	CO1
	C	How to manipulate the background, Focus, Depth of field	CO2
	Unit 2	Different video cameras and their uses	
	A	White balance and Manual focus, Camera Filters and types.	CO3
	B	Aperture, Shutter and its uses in motion picture camera	CO3
	C	• ISO • Focus Pulling • AEshift	CO2, CO3
	Unit 3	Lighting Technique for Cinematography	
	A	Basic lighting technique used in Cinematography	CO4
	B	Different types of lights used in cinematography	CO4
	C	Lighting up different situations, locations and subjects in motion	CO1, CO2, CO4
	Unit 4	Principles of Cinematography	
	A	180 degree Axis/ imaginary line and importance of continuity in shooting	CO1, CO2, CO5

	B	Calibration of monitors and colour bars			CO3, CO4
	C	Role of DoP and Hierarchy in Camera Dept.			CO3
	Unit 5	Takes			
	A	Eye Level, High Angle, Low Angle, Bird's Eye and Worm's Eye View – Image Dynamisation.			CO1, CO2, CO5
	B	Selection of a viewpoint to heighten the drama			CO2
	C	Project- Display aesthetics of camera operation and shoot a scene with shot breakdown from a Director's POV			CO1, CO2, CO5, CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	The Five C's of Cinematography: Motion Picture Filming Techniques by Joseph V. Mascelli			
13	Other References	Cinematography: Theory and Practice By Blain Brown (Publisher: Routledge; 3rd edition) Cinematography Handbook for Professional Filmmakers: Step by Step guide to become a Master of Director of Photography (Publisher: King Life Publishing). Digital Cinematography: Fundamentals, Tools, Techniques & Workflows by David Stump, ASC, Publisher M.M. Mukhi & Sons Advanced Photography bMJ Langford Ways of Seeing by John Berger Camera Lucida by Roland Barthes			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE
Program:		BA (Film and Television Production)
Branch:		Semester: IV
1	Course Code	BFN 209
2	Course Title	SOUND DESIGN & AUDIOGRAPHY
3	Credits	3
4	Contact Hours	1-1-2 (L-T-P)
5	Course Type	Core (CC)
6	Course Objective	1. To learn about the basic features of sound design 2. To understand the nature of sound and recording devices 3. To make students understand the basic elements of sound recording 4. To learn Sound perception and reproduction
7	Course Outcomes	The student will be able to: CO1: Explain the basic concept of sound design CO2: Differentiate in Voice Modulation and the Quality of Sound CO3: Use appropriate microphones for recording different kinds of sound CO4: Illustrate inputs received for Audio Scripting CO5: Prioritise methods of audio (re)generation CO6: Design and Create an audio programme
8	Course Description	The course is designed to train the students in using different types of sounds and music in television and film production
9	Outline syllabus	
	Unit 1	Sound Design
	A	Aesthetics of sound
	B	Nature of acoustical waves; concepts of amplitude and frequency - wavelength and harmonics. Psycho-acoustics: echo and reverb.
	C	Concepts of pitch, loudness and timbre; the precedence effect; localization in rooms; equal loudness contours; and other mysteries of hearing.
	Unit 2	Recording Sound
	A	Recording synch sound in noisy locations
	B	Sound perspective and practical applications
	C	Signal quality (SN ratio) and sound continuity
	Unit 3	Scripting for Audio
	A	Scripting for Audio
	B	Indoor sound recording
	C	Outdoor sound recording
	Unit 4	Sound Editing Software
	A	Understanding of sound editing software and how it works to enhance sound

	B	Voice quality & Modulation: Resonance V/s thinness, Breathing, Nasality, Huskiness			CO5
	C	Analysing speech; Voice: Pitch, Volume, Tempo, Vitality			CO2
	Unit 5	Audio Programming			
	A	Audio Productions-Jingles Spots, Commentaries, Announcements etc.			CO4, CO5, CO6
	B	News, Drama, Talks/Interviews			CO4, CO5, CO6
	C	Radio Features, PSAs etc.			CO4, CO5, CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	<ul style="list-style-type: none">● Pro Tools 9: Music Production, Recording, Editing and Mixing By MikeCollins● Pro Tools All-in-One Desk Reference For Dummies By JeffStrong● Sound for Film and Television ByTomlinson Holman			
13	Other References	<ul style="list-style-type: none">● Sound For Digital Video By Tomlinson Holman● Producing for TV And Video: A Real-world Approach By CathrineKellison● Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, TerriStone● Audio in Media By Stanley R.Alten● Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth,1994.			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: IV	
1	Course Code	BFN 210	
2	Course Title	Digital Video Editing II	
3	Credits	3	
4	Contact Hours	0-2-2 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	1. To understand the aesthetics and techniques of advanced editing 2. To introduction student to different types of advanced editing techniques 3. To learn advanced features of editing software 4. To learn different genres of programmes	
7	Course Outcomes	The student will be able to: CO1: Define aesthetics of advanced editing CO2: Interpret the different types of editing CO3: Execute skills of advanced sound editing CO4: Examine various principle of editing technique CO5: Devise different ways of editing a fiction programme CO6: Edit programme of different genres	
8	Course Description	The course is designed to learn different types of editing techniques used in the video. The students will also learn to use different types of editing tools.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Editing Software	
	A	Arranging the Interface. Learning Custom Layout. Customizing the keyboard Layout	CO1
	B	Bin management, Saving Projects and Accessing the Autosave Vault	CO1
	C	Organizing Video Footage and Management	CO2
	Unit 2	Principle of editing techniques	
	A	Insert and Overwriting Editing	CO1, CO4
	B	Three-point Editing, Split Edit	CO1, CO2, CO4
	C	Working with Multi Layers. Keyframing Image,	CO1, CO2
	Unit 3	Editing Audio	
	A	Syncing. Adjusting Audio Levels	CO1, CO3, CO4, CO6
	B	Track laying (Effects, Music and Narration) and Mixing of Audio tracks	CO3, CO4
	C	FCP and Adobe Compatible and Supporting Softwares.	CO4

	Unit 4	Editing Effects			
	A	Applying Transitions, Motion Tab. Render Setting, Various effects techniques			CO4, CO5
	B	Difference between offline & online editing,			CO3
	C	Editing of Fiction programmes			CO5, CO6
	Unit 5	Editing different types of programmes			
	A	Editing programmes of different genres			CO6
	B	Editing a short documentary			CO6
	C	Editing of Promos			CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	<ul style="list-style-type: none"> Editing Digital Video By Robert M.Goodman, Patrick J.McGrath Video Editing and Post-Production: A Professional Guide By Gary H.Anderson Digital Video For Dummies By KeithUnderdahl 			
13	References	<ul style="list-style-type: none"> The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne 			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: IV	
1	Course Code	BFN 211	
2	Course Title	Continuity Actuality Dialogue Exercise- (Any One)	
3	Credits	2	
4	Contact Hours	0-1-2 (L-T-P)	
5	Course Type	Core (AECC)	
6	Course Objective	1. Provide students with the opportunity to experience hands-on with different genres of filmmaking 2. To provide students with an opportunity to implement their classroom knowledge in the field. 3. Development of Media and Communication skills in students, in the context of real shooting situations. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.	
7	Course Outcomes	The student will be able to : CO1: Define the media and communication skills used in the industry. CO2: Explain the concept of continuity in Films CO3: Summarize skills to edit a dialogue sequence in fiction film making CO4: Execute the task withstanding pressure and adhere to strict deadlines. CO5: Illustrate the concept of building up an edited exercise CO6: Develop final exercise film to present to the jury with viva voce	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations.	
9	Outline syllabus		CO Mapping
	Unit 1	Continuity and Actuality	
	A	Concept and importance of Continuity in Film	CO2
	B	Different types of continuity and why is maintaining continuity important?	CO2
	C	Different between Actuality and Documentary	CO2
	Unit 2	Dialogue Exercise	
	A	Concept of dialogue editing in fiction film making	CO1, CO5
	B	How to edit Dialogue Sequences, different types of cuts	CO5
	C	How to Enhance the Scene by dialogue editing	CO1, CO3
	Unit 3	Project	
	A	Submission of Idea of final exercise	CO3, CO4
	B	Production meet and finalizing workability of exercise film	CO3, CO4
	C	Shooting recce and testing of equipment	CO4
	Unit 4	Project	
	A	Finalizing logistics of exercise and crew development	CO4
	B	Production of exercise Film	CO3
	C	Production of exercise Film	CO4

	Unit 5	Project			
	A	Post-production of shot film			CO5
	B	Post-production of shot film			CO5
	C	Post-production and submission of the final film			CO6
10	Mode of examination	Jury			Jury
11	Weightage	CA	MTE	ETE	
	Distribution	60	N.A.	40	
12	Text book/s*	<ul style="list-style-type: none"> Editing Digital Video By Robert M.Goodman, Patrick J.McGrath Video Editing and Post-Production: A Professional Guide By Gary H.Anderson Digital Video For Dummies By KeithUnderdahl 			
13	References	<ul style="list-style-type: none"> The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne 			

Course Articulation Matrix

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

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

School: SMFE		Batch : 2021	
Program: BA(FTP)		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 Physics Web. 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	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	
Program: BA(FTP)		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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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	
Program: BA(FTP)		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. • 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 deep breathing. 	CO3

		<ul style="list-style-type: none"> • 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 Edition, 2006 • Patel, Shrikrishna, 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 Path 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	
Program:		BA (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	BFN 301	
2	Course Title	Film Appreciation and Analysis	
3	Credits	3	
4	Contact Hours	3-0-0 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	1. Familiarize the student with the language and aesthetics of films 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Open the doors to international cinema by showcasing the best work of acclaimed filmmakers from the US, Europe, and Asia. 5. Help the student critically analyse films with the intent of writing film reviews	
7	Course Outcomes	The student will be able to : CO1: Identify and recall the nuances of cinematic terms CO2: Classify films into genres and sub-themes CO3: Determine the semiotics used in films. CO4: Group the films that belong to a specific cinema movement CO5: Rate the films on basis on basis of various cinematic criteria CO6: Write reviews of Indian and International movies made under various genres	
8	Course Description	This course is designed to enhance the students’ understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.	
9	Outline syllabus		CO Mapping
	Unit 1	Intro to Language of Cinema	
	A	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1, CO5
	B	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO2
	C	Semiotics in Cinema	CO1, CO3, CO5
	Unit 2	Basic Film Techniques	
	A	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplayand Story-Boarding)	CO1, CO5
	B	Cinematography	CO1, CO5
	C	Editing	CO1, CO5

	Unit 3	Mainstream and Parallel Indian Cinema			
	A	Introduction to Indian Cinema and its development			CO4, CO6
	B	Important films and filmmakers of mainstream Indian Cinema			CO4, CO6
	C	Parallel Indian Cinema			CO4, CO6
	Unit 4	Regional and Offbeat Indian Cinema			
	A	Regional Indian Cinema			CO4, CO6
	B	English Bollywood movies			CO4, CO6
	C	Impact of the multiplex system			CO4, CO6
	Unit 5	Overview of International Cinema			
	A	European Cinema (UK, Germany, France etc.)			CO4, CO6
	B	Cinema in Asian Countries (like Japan and China)			CO4, CO6
	C	Major turning points and trends in other international films			CO4, CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education			
13	Other References	Anatomy of Film by Bernard F.Dick Art of Watching Films by Joseph M. Boggs,DennisW. Petrie, How to read a film by James Monaco			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	BFN 302	
2	Course Title	Networking, Promotion & Digital Marketing	
3	Credits	4	
4	Contact Hours	3-1-0 (L-T-P)	
5	Course Type	Core (CC)	
6	Course Objective	The objective of this course is to: 1.To educate students about the basics involved in media project management. 2. To introduce the basics of film and television marketing. 3. To help understand the various tool available for digital marketing	
7	Course Outcomes	The student will be able to CO1. Explain concepts and sources of Film Funding. CO2. Discuss digital marketing dynamics involved in films. CO3. Handle packaging & promotion for film and television. CO4: Design a marketing-mix for film promotion CO5: Critique and contrast between various film marketing strategies. CO6: Plan to organizing film festival	
8	Course Description	The course aims to equip students with the skills and capacity to meet the challenges and demands of the film industry. This course has been made specifically to cater to the requirement of funding, networking and marketing of films.	
9	Outline syllabus		CO Mapping
	Unit 1	Film Funding	CO1
	A	Meaning & concept of film funding	CO1
	B	Revenue sharing model, Minimum guarantee model, Share in profits model	CO1
	C	Negotiations and Bargaining: Role Play Exercise, Research Methodology for Business Planning	CO1
	Unit 2	Scouting for Business Opportunities	
	A	Pitching & Crowdfunding	CO1
	B	Business Plan Formulation	CO1
	C	Financial Projections for Businesses	CO1
	Unit 3	Introduction to Marketing of 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	Overview of Digital Marketing for Films and Television	CO2, CO3, CO5

	Unit 4	Film Festivals, Marketing and PR			
	A	Importance of film festivals to the industry			CO4, CO6
	B	Marketing and public relations strategy at a festival.			CO4, CO5, CO6
	C	Designing a dummy plan			CO6
	Unit 5	Packaging for Film & Television			
	A	Art of Writing Copy, Designing for various mediums			CO2
	B	Managing the internet and social media marketing			CO2, CO5
	C	Role of distributor in marketing films			CO3
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
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 Production Management by Bastian Cleve Production Management for Film and Video By Richard Gates The Independent Film Producer's Survival Guide: A Business and Legal Sourcebook By Gunnar Erickson, Harris Tulchin, Mark Halloran Film production: the complete uncensored guide to independent filmmaking By Greg Merritt 			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	BFN303	
2	Course Title	ADVANCED STUDIO AND LOCATION LIGHTING	
3	Credits	4	
4	Contact Hours	1-2-2(L-T-P)	
5	Course Type	Core(CC)	
6	Course Objective	1. The students will be able to learn about the aesthetics of studio and location lighting 2. The students will be able to differentiate between different types of lights and their usage 3. The students will learn the use of light in different types of shooting situations and locations. 4. The students will be able to use different types of lighting and backgrounds for special effects.	
7	Course Outcomes	The student will be able to: CO1: Recognise different kinds of motion picture cameras CO2: Classify different types of cine lighting equipment CO3: Application of different types of lights in studio CO4: Devise location lighting plan CO5: Plan outdoor lighting with emphasis on lighting continuity. CO6: Device a project to demonstrate advance studio and location lighting skills	
8	Course Description	The course introduces students to techniques of lighting used in film and television production. Apart from this, the students also get to learn how to use different lighting equipment in shooting film and television programmes.	
9	Outline syllabus		CO Mapping
	Unit 1	Understanding Motion Picture Camera	
	A	F and T stops, Exposure for Motion Picture Camera	CO1
	B	Digital Camera (I) Lowlight, auto/manual Iris, auto/manual Focus, Zebra, ISO setting	CO1
	C	Digital Camera (II) Gain, Shutter, Pedestal, Details, Gamma, BlackStretch, DCC, etc	CO1
	Unit 2	Lighting Essentials	
	A	Lighting exercises for different situations with professional lighting equipment eg. Babies, Multies (open face), Soft Boxes Porta Lights, ARRIs, LEDs, Dedos, KINO FLOs, etc	CO2
	B	Source Lighting, Continuity of Lighting	CO2
	C	High-key and Low key Lighting	CO2, CO3
	Unit 3	Lighting Different Situations in Studio	
	A	Lighting in a Controlled Environment, Glamour and mood Lighting for dramatic situations	CO3
	B	Lighting Characters in complex movements	CO3

	C	Chroma key Lighting			CO3	
	Unit 4	Location Lighting				
	A	Time-lapse Cinematography			CO2, CO3, CO5	
	B	Supplementary Lighting in a lit location with Ambient Light.Mixing of different kinds of Lights and Colour Temperatures			CO2, CO5	
	C	To balance Indoor & Outdoor Light			CO2, CO5	
	Unit 5	Outdoor lighting				
	A	Outdoor lighting with Reflectors,Jokers, HMIs &Scrimmer			CO4	
	B	Day for Night Cinematography and to maintain Lighting Continuity outdoors			CO4, CO5	
	C	Project to demonstrate advance studion and location lighting skills			CO6	
10	Mode ofexamination		Jury			Jury
11	Weightage	CA	MTE	ETE		
	Distribution	60	N.A.	40		
12	Text book/s*					
13	Other References	Bresson, R. Notes on the cinematographer, London: Quarter, 1986 Light: Science & Magic, Focal Press Light for the Artist by Ted Seth Jacobs Lighting for Television & Film By Gerald Milerson, Focal Press Painting with Light by John Alton Pictorial Composition: An introduction by Henry Rankin Poore NOTAN: The Dark-Light Principle of Design by Dorr Bothwell & Marlys Mayfield				

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	BFN304	
2	Course Title	Playback/ Studio Sound Recording and Mixing	
3	Credits	4	
4	Contact Hours	1-2-2 (L-T-P)	
5	Course Type	Core(CC)	
6	Course Objective	1. Familiarise students with the origin and use of sound in cinema 2. Playback sound and lip-synch. 3. Apprise students with recording techniques and track laying. 4. Introduce Mixing console and Production process.	
7	Course Outcomes	The student will be able to: CO1: Define the evolution of recorded sound in film production CO2: Classify studio Microphones and their usage to record studio sound CO3: Demonstrate the recording of different sounds and track laying CO4: Explore the Mixing console and Digital Audio CO5: Explain different track of sound CO6: Create an audio program/or film a playback exercise with a pre-recorded soundtrack	
8	Course Description	The course is designed to make students learn skills of studio sound recording, editing and mixing	
9	Outline syllabus		CO Mapping
	Unit 1	Sound in Cinema- a historical perspective	
	A	History of sound in Cinema	CO1
	B	Evolution of songs and music in Indian cinema	CO2
	C	Types of Music, Concepts of Melody, Harmony and Rhythm etc.	CO3
	Unit 2	Studio Microphones & Recording Techniques	
	A	Applications, Proximity effects etc. Studio Microphones and placement techniques for mono and stereo recording. Studio acoustics	CO2, CO3
	B	Online and offline recording, Monitoring System	CO3
	C	Domestic and professional listening environment, Stereo and surround sound monitoring	CO2
	Unit 3	Track Laying	
	A	Voice, speech, and narration track	CO2, CO5
	B	Sound effects, creating and recording different sound Effects	CO3
	C	Choice of music and transition of music	CO3
	Unit 4	Mixing Console	
	A	Signal flow and various auxiliary systems. Digital Audio: Analog to Digital to Analog conversion.	CO4

	B	Sampling Frequency, Bit Rates in digital audio. Different digital media, Standard digital recording			CO4
	C	Audio file formats, storage mediums – optical, magnetic,etc.			CO4
	Unit 5	Production Process			
	A	Sync sound, dubbing, playback, folly, ambience sound, background score, using DAT			CO3, CO5
	B	Optical (negative and positive) and Magnetic Sound, Track Laying, and Sound Editing			CO4, CO5, CO6
	C	Balancing of sound while Pre-mixing and Mixing, Mastering. Create a sound program			CO4, CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*				
13	Other References	Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth, 1994. Modern Recording By Robert E.Runstein,7th Edition By Focal Press. The Sound Studio By Alec Nisbett (Pub: Focal Press)			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE
Program:		BA (Film and Television Production)
Branch:		Semester: V
1	Course Code	BFN305
2	Course Title	Visual Design, Graphics, Animation & Compositing
3	Credits	4
4	Contact Hours	1-2-2 (L-T-P)
5	Course Type	Core Courses
6	Course Objective	<ol style="list-style-type: none"> 1. Introduce the fundamental elements of Animation. 2. Introduce Software for AV Editing. 3. Introduce the Fundamental Elements of Multimedia. 4. Emphasis on learning the representations, perceptions and applications of animation and multimedia.
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Define the Key Fundamentals of Audio-Video & Graphic Art.</p> <p>CO2: Describe the Current multimedia technology to create quality multimedia. Apply basics of Typography, Multimedia & Infographic concepts.</p> <p>CO3: Relate Design Theory with Multimedia Technology to create Visual Graphics.</p> <p>CO4: Use the Traditional Art skills of Creating and editing 2D/3D Animation.</p> <p>CO5:- Illustrate the art of creating 2D/3D FX.</p> <p>CO6:- Create Sound Design & Post Production Compositing</p>
8	Course Description	<p>With more and more use of digital audio-video content and graphics in almost all forms of media understanding the basics of graphics and animation is vital. Further, if anyone wishes to start a digital venture or wants to make a career in graphics and/or animation he/she should be tough with using the tools of animation and their application. This course is aimed to make students learn these skills and knowledge About animation and graphics.</p>
9	Outline syllabus	
	Unit 1	Audio Visual fundamentals and representations
	A	Concept of Graphic Art. Subtractive Color Concept. Color Science, Color, Color Models, Color palettes, Dithering, 2D Graphics.
	B	Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Introduction to Image editing software & Tools
	C	Adding sound to your multimedia project, Audio software and hardware.
	Unit 2	Multimedia Skills
		CO Mapping
		CO1 CO1 CO1
		CO1, CO2
		CO1, CO2 CO 6

	A	Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, The transition from conventional media to digital media?	CO2 CO2 CO2		
	B	Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts. International character sets and hypertext, Digital font's techniques.	CO2 CO2		
	C	Multimedia Authoring Basics, Some Authoring Tools,	CO2		
	Unit 3	Basics of Animation and Graphics			
	A	<ul style="list-style-type: none">● Drawing Foundation (Shapes, Forms & Volume, Ratio-Proportion & Measurement, Values, Tones & Contrast)● Design Basics (Gestalt Theory, Visual Composition)● Computer Graphics (Raster v/s Vector, Image Manipulation, Web graphics)	CO3, CO4 CO3, CO4 CO2		
	B	<ul style="list-style-type: none">● Animation: origin and growth.● The basic principle of animation.● Storyboard.	CO4 CO4 CO4		
	C	<ul style="list-style-type: none">● Layout and Designing.● Role of computers in animation.	CO4 CO4		
	Unit 4	Basics of 2D Animation			
	A	<ul style="list-style-type: none">● Understanding the concept of 2 D Animation,● Tweening& Motion Graph.● 2d animation using symbols & Rigging● Edit and working with Animation Timeline.● Incorporating sound into 2D animation,	CO4 CO4 CO4 CO4 CO6		
	B	Introduction of 2D FX creation Tweening& Key Framing.	CO5 CO4		
	C	Material Behavior.	CO4, CO5		
	Unit 5	Basics of 3D Animation			
	A	Understanding tools of 3 D Animation	CO4		
	B	<ul style="list-style-type: none">● Modeling & Texturing● Rigging & Animation	CO4 CO4		
	C	<ul style="list-style-type: none">● Lighting & Rendering● Dynamics.● Adding Sound.● Final Output	CO4 CO5 CO6 CO6		
10	Mode of examination	Jury	Jury		
	Weightage	CA	MTE	ETE	
11	Distribution	60	N.A.	40	
12	Textbook/s*	<ul style="list-style-type: none">● The Complete Animation course by Chris Patmore, By – Barons Educational Series NewYork● Parekh Ranjan, “Principles of Multimedia”, Tata McGraw-Hill, 2007● Cartoon Animation by Preston Blair.			

		<ul style="list-style-type: none"> ● Getting Started in 3D with Maya: Create a Project from Start to Finish-Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins (Author) 	
13	Other References	<ul style="list-style-type: none"> ● Autodesk 3Ds Max 2014 by Randi L. Derakhshani and DariushDerakhshaniSybex ● Flash CS4 Professional Bible Published by Wiley Publishing (Robert R and SnowD.) ● Li and Drew, “Fundamentals of Multimedia”, Pearson Education, 2009. 	

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	BFN306	
2	Course Title	Project: Mise-en-scene	
3	Credits	3	
4	Contact Hours	0-1-4 (L-T-P)	
5	Course Type	Core (DSE)	
6	Course Objective	1. Provide students with the opportunity to experience hands-on on different genres. 2. To provide students with an opportunity to implement their classroom knowledge in the field. 3. Development of Media and Communication skills in students, in the context of real shooting situations. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.	
7	Course Outcomes	The student will be able to: CO1: Recognise the importance of a mise-en-scene. CO2: Relate theoretical knowledge to solve practical problems in real-time. CO3: Complete the task under pressure and adhere to strict deadlines. CO4: Test equipment for shoot and correlate with recce. CO5: Evaluate the concept and importance of a mise-en-scene in cinema. CO6: Collaborate on final project for submission to jury with viva voce	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations.	
9	Outline syllabus		CO Mapping
	Unit 1	Mise-en-scene Essentials	
	A	Concept and importance of Mise-en-scene in cinema	CO1, CO5
	B	Difference between Mise-en-scene in theatre and films	CO1, CO5
	C	Relationship between audio-visual tools and Mise-en-scene	CO2, CO5
	Unit 2	Mise-en-scene	
	A	Study of classic mise-en-scenes executed by the masters of cinema	CO1, CO5
	B	How to conceive a Mise-en-scene	CO2, CO5
	C	How to Enhance the narrative by a Mise-en-scene	CO1, CO2, CO5
	Unit 3	The Project	
	A	Submission of Idea of final project	CO3
	B	Production meet and finalizing workability of the project	CO3
	C	Shooting recce and testing of equipment	CO4
	Unit 4	The Project	
	A	Finalizing logistics of the project and crew development	CO4
	B	Production of a Mise-en-scene	CO3, CO5

	C	Production of a Mise-en-scene			CO4, CO5
	Unit 5	The Project			
	A	Post-production of the shot Mise-en-scene			CO4, CO5
	B	Post-production of the shot Mise-en-scene			CO4, CO5
	C	Post-production and submission of final Mise-en-scene			CO4, CO5
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
1 2	Text book/s*	<ul style="list-style-type: none">● Editing Digital Video By Robert M.Goodman, Patrick J.McGrath● Video Editing and Post-Production: A Professional Guide By Gary H.Anderson● Digital Video For Dummies By KeithUnderdahl			
1 3	References	<ul style="list-style-type: none">● The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger● Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne● Film Art By David and Thompson Bordwell (Publisher: McGraw-Hill Education; 10th edition)			

Course Articulation Matrix

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

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

School: SMFE		Batch : 2021	
Program: BA(FTP)		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 Introduction of Open-Source Applications: LibreOffice, OpenOffice and Google Docs etc	CO3
	Unit 4	Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book,	CO4

		<p>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.</p> <p>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</p>	
Suggested Readings	<ol style="list-style-type: none"> 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
Program:		B.A (Film and Television Production)
Branch:		Semester: VI
1	Course Code	BFN 307
2	Course Title	Applied Research in Film Making (Non-fiction)
	Credits	4
4	Contact Hours	4-0-0 (L-T-P)
5	Course Type	Core (CC)
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 involved 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 excellence in documentary research CO6: Articulate Statistical analysis of data
8	Course Description	This course is introducing the elements of research and its application to communication research. This will honk and develop skills of different kinds of research methodologies and make the students conversant with the tools and techniques of research
9	Outline syllabus	CO Mapping
	Unit 1	Unit 1: Introduction to communication research
	A	Definition and Types of scientific research
	B	Distinguish between ordinary and scientific research
	C	Types of media research
	Unit 2	Unit 2: Steps involved in communication research
	A	Choosing research topic
	B	Review of literature
	C	Research objectives, problem and questions
	Unit 3	Unit 3: Research methodology
	A	Qualitative and quantitative methods
	B	Quantitative: Survey method and Content Analysis
	C	Qualitative: Case studies, interviews and discourse analysis
	Unit 4	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	Unit 5: Analysis, Interpretation and Final Draft			
	A	Test of significance, Chi-square and studenttest			CO3, CO4, CO6
	B	Statistical analysis and interpretation of data			CO3, CO6
	C	Language and relevance of the documentary film			CO1, CO4
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		20	30	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)			
13	Other References	1. Klaus Bruhn Jensen, A Handbook of Media and Communication Research.Routledge. (2002) 2. Robert K.Yin, Applications of Case Study Research.Sage. (2012) 3. Anders Hansen, Mass Communication Research Methods.Sage.(2009) 4. Jonathan Bignell, Media Semiotics-An Introduction.Manchester University Press. (2002) 5. 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	1	1	1	1	2	1	2	1	2
CO2	3	2	1	2	2	2	3	2	2	1
CO3	3	2	2	2	1	2	3	2	1	2
CO4	3	2	1	1	2	2	3	2	1	1
CO5	3	2	3	3	2	2	3	2	3	3
CO6	3	1	3	3	1	1	3	2	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: VI	
1	Course Code	BFN 308	
2	Course Title	Idea to Screenplay (Fiction)	
3	Credits	4	
4	Contact Hours	4-0-0 (L-T-P)	
5	Course Type	Core Course	
6	Course Objective	<ul style="list-style-type: none"> ● To understand various Forms of storytelling, narratives and styles ● To understand the importance of culture and societal change brought about by cinema ● To master the art of screenplay writing for fiction films 	
7	Course Outcomes	The student will be able to: CO1: Illustrate proficiency in reading, writing, and speaking about fiction films CO2: Interpret fiction film in a variety of formal and informal formats using textual evidence to support CO3: Articulate proficiency in developing an idea to screenplay CO4: Illustrate proficiency to adhere to team spirit and budgetary constraints. CO5: Write an idea to a full-fledged screenplay CO6: Demonstrate the techniques of Screenplay review.	
8	Course Description	The course is designed to make students skilled and expert in film and TV production	
9	Outline syllabus		CO Mapping
	Unit 1	Structure of a screenplay	
	A	Narrative structures - participant or close observation, oral history, field and archival research and literary interpretation of fiction subjects	CO1
	B	Exposition	CO1
	C	Narrator and narration writing techniques	CO1
	Unit 2	Idea to Treatment	
	A	Theme and Arc	CO3
	B	Plot and character, Dramatic or fiction storytelling	CO2, CO3
	C	Active versus Passive, Difficulty and Tangibility, Emotional impact and audience participation, Satisfactory ending	CO3
	Unit 3	Synopsis & Story	
	A	Writing a synopsis of the story	CO1, CO2
	B	Art of storytelling.	CO2
	C	Different forms and genre of storytelling	CO2
	Unit 4	Script and Screenplay	
	A	Developing a script to a full-fledged screenplay	CO2, CO4, CO5

	B	Dialogue writing	CO4, CO5		
	C	Containing screenplay within budget	CO4		
	Unit 5	Preparation for the final project			
	A	Brainstorming with others handling different disciplines of the project	CO4, CO1		
	B	Balance in the screenplay	CO4		
	C	Screenplay review techniques	CO2, CO4, CO6		
10	Mode of examination	Jury	Jury		
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*				
13	Other References	Mackendrick, A. On film-making: an introduction to the craft of a director, London: Faber and Faber, 2004			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial(High)

School:		SMFE	
Program:		BA (Film and Television Production)	
Branch:		Semester: VI	
1	Course Code	BFN 309	
2	Course Title	Multi Camera Set-up and Shoot	
3	Credits	4	
4	Contact Hours	1-3-0 (L-T-P)	
5	Course Type	Core (CC)	
6	Course Objective	<ol style="list-style-type: none"> 1. Make the learner understand the aesthetics and techniques of multi-camera shooting 2. Provide the students with a thorough understanding and application of different types of professional industry-standard video cameras used in multi-camera set-ups 3. Introduce the learner to the coordination between floor management and Production Control Room (PCR) 4. Introduce the students to lighting technique used in Multi-Camera Setup, switching and streaming live 	
7	Course Outcomes	The student will be able to : CO1: Identify and blend different types of shots in a multi-cam setup CO2: Summarise camera and light equipment used in Multi-Cam shooting CO3: Sketch the techniques used in the multi-cam shooting CO4: Categorize various job responsibilities, online switching and live streaming CO5: Plan set-up for the multi-cam shoot CO6: Film the exercise for submission to the jury and viva voce	
8	Course Description	The course is designed to make students conversant with industry standard professional practices of the multi-cam shoot, online switching and live streaming	
9	Outline syllabus		CO Mapping
	Unit 1	Multi-cam Set up	
	A	Assessing the sensitivity of different cameras and calibration	CO2, CO3
	B	Cables, Connectors, Patch Bays and Gen Lock	CO3
	C	Introduction to Industry-standard Lighting and Grip gear and safety procedures while handling those.	CO1, CO3, CO2
	Unit 2	Multi-cam Essentials	
	A	Industry-standard video cameras and CCUs	CO3, CO2
	B	Waveform monitor and vectorscope	CO2
	C	Floor plans and Lighting for Multi-cam setup	CO1, CO2, CO4
	Unit 3	Floor co-ordination and PCR	
	A	Job responsibilities of those on the studio floor	CO5
	B	Job responsibilities of those in PCR	CO5
	C	Coordination between Studio Floor and PCR, cues & commands	CO5
	Unit 4	Multi-cam setup - outdoors	

	A	Logistics of Multi-Cam set up on location, ENG and EFP			CO1, CO2
	B	Operation and coordination with OB van			CO2
	C	Broadcast technology and live transmission			CO1, CO2, CO4
	Unit 5	Final Production			
	A	To tie-up with students of other streams to shoot their live performances/ productions			CO1, CO4, CO2
	B	Simulating Chat shows, panel discussion and recording with an invited audience			CO6
	C	To shoot a final group exercise			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	2	2	2	1	1	1	3	3	1
CO2	3	3	3	3	1	2	1	3	3	3
CO3	3	3	3	3	1	2	1	3	3	3
CO4	3	3	3	3	1	2	1	3	3	3
CO5	3	3	3	3	2	3	1	3	3	3
CO6	3	3	3	2	-	2	2	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial(High)

School:		SMFE			
Program:		BA (Film and Television Production)			
Branch:		Semester: VI			
1	Course Code	BFN 310			
2	Course Title	Non- Fiction Exercise based on the chosen specialisation: Script Writing and Direction Motion Picture Photography Sound Design and Audiography Editing and Post-Production			
3	Credits	6			
4	Contact Hours	1-3-4 (L-T-P)			
5	Course Type	Discipline Specific Course			
6	Course Objective	1. To work on the exercise as per the area of interest. 2. Hands-on working experience on an in-house project			
7	Course Outcomes	The student will be able to: CO1: Recapitulate inputs received in the preceding five semesters. CO2: Understand the role of crew and formation of Unit CO3: Relate and solve the issues and problems encountered during the exercise of a planned shoot including handling non-actors. CO4: Devise understanding of teamwork, working as a team CO5: Deduce the problems encountered during the exercise. CO6: Collaborate to complete the exercise to be used in the showreel			
8	Course Description	The student will undergo an exercise related to their chosen area of interest in a minimum group of four. The students will submit a detailed final report along with a PowerPoint Presentation containing the experience of learning while working on the exercise.			
9	Outline syllabus	CO Mapping			
	Unit 1	Script and crew formation			
		Submission of ideas		CO1	
		Crew roles and formation of the shooting unit		CO 2, CO3	
		Finalizations of script		CO2	
	Unit 2	Bi-Weekly Report			
		Work in progress report		CO1, CO3	
	Unit 3	Bi-Weekly Report			
		Work in progress report		CO3	
	Unit 4	Bi-Weekly Report			
		Work in progress report		CO4	
	Unit 5	Final Report and Submission of the project			
		Final delivery of project with PPT presentation		CO5, CO6	
10	Mode of examination	Jury			Jury
11	Weightage	CA	MTE	ETE	
	Distribution	60	N.A.	40	
12	Text book/s*	NA			
13	Other References	NA			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		SMFE		
Program:		BA(Film and Television Production)		
Branch:		Semester: VI		
1	Course Code	BFN 311		
2	Course Title	Fiction Exercise based on the chosen specialisation: Script Writing & Direction Motion Picture Photography Sound Design& Audiography Editing& Post- Production		
3	Credits	6		
4	Contact Hours	1-4-2(L-T-P)		
5	Course Type	Core (CC)		
6	Course Objective	1. To work on a fiction group exercise as per the area of interest. 2. Hands-on working experience on an in-house project		
7	Course Outcomes	The student will be able to: CO1: Recapitulate inputs received in the preceding five semesters. CO2: Understand crew roles and formation of a shooting unit. CO3: Solve and overcome the issues and problems encountered during the exercise of a planned shoot including handling actors. CO4: Devise understanding of teamwork when working in a team. CO5: Deduce the problems encountered during the exercise. CO6: Collaborate to complete the exercise to be used in the showreel		
8	Course Description	Students will undertake a final exercise of fiction filmmaking in individual areas of preference in a minimum group of four. The students will submit a detailed final report along with the Powerpoint Presentation containing the experience of learning while working on the project.		
9	Outline syllabus			CO Mapping
	Unit 1	Script and crew formation		
		Submission of ideas		CO1
		Crew roles and formation of the shooting unit		CO2, CO3
		Finalizations of script		CO2
	Unit 2	Bi-Weekly Report		
		Work in progress report		CO1, CO3
	Unit 3	Bi-Weekly Report		
		Work in progress report		CO3
	Unit 4	Bi-Weekly Report		
		Work in progress report		CO4
	Unit 5	Final Report and Submission of the project		
		Final delivery of the project with PPT presentation		CO5, CO6
10	Mode of examination	Jury		Jury
11	Weightage Distribution	CA	MTE	ETE
		60	N.A.	40
12	Text book/s*	NA		
13	Other References	NA		

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial(High)

School:		SMFE	
Program:		BA(Film and Television Production)	
Branch:		Semester: VI	
1	Course Code	BFN 312	
2	Course Title	Project: Fiction Non-fiction- Degree film (Any One)	
3	Credits	3	
4	Contact Hours	0-1-4 (L-T-P)	
5	Course Type	Core (DSC)	
6	Course Objective	1. To work on a final fiction or non-fiction degree film as per the area of interest. 2. Hands-on working experience on the final project	
7	Course Outcomes	The student will be able to: CO1: Recaptulate inputs received in the preceding five semesters. CO2: Summarise and overcome the problems encountered in a planned shoot. CO3: Complete the task under pressure and with strict deadlines. CO4: Device understanding of teamwork, working as a team CO5: Deduce the problems encountered during the planning. CO6: Collaborate and complete a degree film for submission to jury and viva voce. Final film to be included in the showreel	
8	Course Description	Students will undertake production of a final degree film either fiction or non-fiction in the individual areas of preference in a minimum group of four.	
9	Outline syllabus		CO Mapping
	Unit 1	Scripting and crew formation	
		Submission of ideas	CO1
		Finalizations of scripts	CO1
		Assignments of Crew roles and formation of the units	CO1, CO2, CO5
	Unit 2	Locations scouting and Pre-Production	
		Weekly Work in progress reports	CO2, CO3, CO4, CO6, CO5
	Unit 3	Production	
		Weekly Work in progress reports	CO 2, CO3, CO4, CO6, CO5
	Unit 4	Production and Post-Production	
		Weekly Work in progress reports	CO 2, CO3, CO4, CO6, CO5
	Unit 5	Post-Production and Submission of the project	
		Work in progress reports and Final delivery of the Degree Film	CO4, CO6, CO3
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	NA			
13	Other References	NA			

Course Articulation Matrix

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial(High)

School: SMFE		Batch : 2021	
Program: BA(FTP)		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 <ul style="list-style-type: none"> • 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 • LinkedIn Etiquette • Meaning and methods of Group Discussion • Procedure of Group Discussion. • Group Discussions simulation • Group discussion common error 	CO3, CO4

Unit 3	<p align="center">BODY LANGUAGE AND BEHAVIOUR</p> <p align="center">R</p> <ul style="list-style-type: none"> • Concept of human behavior • Individual and group behavior • Developing Self-Awareness • Behaviour and body language • Dimensions of body language: Proxemics • Haptics • Oculistics • Paralanguage • Kinesics • Sign Language • Chromatics • Chronemics • Olfactics • Cultural differences in Body Language • Business Etiquette & Body language • Body Language in the Post Corona Era • Virtual Meeting Etiquette <p>Social Media Etiquette</p>	CO5
Unit 4	<p align="center">ART OF GOOD COMMUNICATION</p> <p align="center">N</p> <ul style="list-style-type: none"> • Communication Process • Verbal and Non-verbal communication • 7C's of effective communication • Barriers to communication • Paralinguistics <ul style="list-style-type: none"> Pitch Tone Volume Vocabulary Word stress Pause • Types of communication <ul style="list-style-type: none"> Assertive Aggressive Passive Aggressive • Listening Skills • Questioning Skills • Art of Small Talk <p>• Email Writing</p>	CO6
	<p>Suggested Readings:</p> <ol style="list-style-type: none"> 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. 	

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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	
Program: BA(FTP)		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	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

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

1.Slight (Low)

2.Moderate (Medium)

3-Substantial(High)

School: SMFE		Batch : 2021	
Program: BA(FTP)		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	
Program: BA(FTP)		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	-	-	-

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

School: SMFE		Batch : 2021	
Program: BA(FTP)		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	
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	2. 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	
Program: BA(FTP)		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 skillsTo 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
11	Weightage Distribution	CA	MTE
		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
Program: BA(FTP)		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
	B	Ethics: definition, moral philosophy
	C	Nature of moral judgement and reaction
	Unit 2	Scientific Conduct
	A	Ethics with respect to science and research
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)
	C	Selective reporting and misrepresentation of data
	Unit 3	Publication Ethics
	A	Introduction, definition and importance of publication ethics
	B	Conflicts of interest
	C	Predatory Journals
	Unit 4	Open Access Publication
	A	Open access publication & initiatives
	B	Software tools to identify predatory journals
	C	Online resources to check publisher copyright & Self-archiving policies

	Unit 5	Publication Misconducts			
	A	Subject specific ethical issues			CO6
	B	Case studies			CO6
	C	Complaints and appeals			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		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	
Program: BA(FTP)		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
	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 Distribution	CA	MTE	ETE	
		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 Hulgig. 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	
Program: BA(FTP)		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 method	CO2, CO3

	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 30	MTE 20
		ETE 50	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	3	3	-	-
CO2	3	-	-	-	-	-	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	
Program: BA(FTP)		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			
Program: BA(FTP)		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 Distribution	CA	MTE	ETE	
		60		40	

Course Articulation Matrix

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

1-Slight (Low)

2. Moderate (Medium)

3-Substantial(High)