Study & Evaluation Scheme of

BACHELOR OF JOURNALISM & MASS COMMUNICATION
[Applicable for Batch 2018-21]

[As per CBCS guidelines given by UGC]

Approved in BOS	Approved in BOF	Approved in Academic Council
3/1/2018	6/7/2018	6/11/2018 Vide Agenda No.1.7.3

Quantum University, Roorkee
22 KM Milestone, Dehradun-Roorkee Highway, Roorkee (Uttarakhand)
Website: www.quantumuniversity.edu.in

Study & Evaluation Scheme
Study Summary

Name of the Faculty	Faculty of Media Studies & Design
Name of the School	Quantum School of Media Studies & Design
Name of the Department	Department of Media Studies and Designs
Program Name	Bachelor Of Journalism & Mass Communication (Hons)
Duration	3 Years
Medium	English

Evaluation Scheme

Type of Papers	Internal Evaluation (%)	End Semester Evaluation (%)	Total (%)
Theory	40	60	100
Practical/ Dissertations/Project Report/ Viva-Voce	40	60	100
Internal Evaluation Components (Theory Papers)			
Sessional Examination I	50 Marks		
Sessional Examination II	50 Marks		
Assignment –I	25 Marks		
Assignment-II	25 Marks		
Attendance	50 Marks		
Internal Evaluation Components (Practical Papers)			
Quiz One	25 Marks		
Quiz Two	25 Marks		
Quiz Three	25 Marks		
Lab Records/ Mini Project	75 Marks		
Attendance	50 Marks		
End Semester Evaluation (Practical Papers)			
ESE Quiz	30 Marks		
ESE Practical Examination	50 Marks		
Viva- Voce	20 Marks		

Structure of Question Paper (ESE Theory Paper)

The question paper will consist of 5 questions, one from each unit. Student has to Attempt all questions. All questions carry 20 marks each. Parts a) and b) of question Q1 to Q5 will be compulsory and each part carries 2 marks. Parts c), d) and e) of Q1 to Q5 Carry 8 marks each and the student may attempt any 2 parts.

Important Note:

1. The purpose of examination should be to assess the Course Outcomes (CO) that will ultimately lead to attainment of Programme Outcomes (PO). A question paper must assess the following aspects of learning as planned for a specific course i.e Remember, Understand, Apply, Analyze, Evaluate & Create (reference to Bloom's Taxonomy). The standard of question paper will be based on mapped BL level complexity of the unit of the syllabus, which is the basis of CO attainment model adopted in the university.

2. Case Study / Caselet is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.

3. There shall be continuous evaluation of the student and there will be a provision of real time reporting on QUMS. All the assignments will be evaluated through module available on ERP for time and access management of the class.

Program Structure Bachelor of Arts (H) Journalism and mass communication

(Mass Media & Design)

Introduction

Bachelor of Arts (H) Journalism and mass communicationsyllabus is broad and multidisciplinary consists of various subjects, it focuses on language & communication, development communication, radio production, television production, distinctive features of new media, experimental printing & many more.

Bachelor of Arts (H) Journalism and mass communicationsubjects are designed in such a way that students grasp all the knowledge related to traditional journalism & modern journalism.Towards enhancing employability and entrepreneurial ability of the graduates the Quantum University increase the practical content in the courses wherever necessary. The total number of credit hours in 6 semesters including Student programme will range from 150 to 160 for all the programmes.

The students would be required to record their observations in field and agro-industries on daily basis and will prepare their project report based on these observations.

Experiential Learning Programme (ELP)/ Hands On Training (HOT)

This program will be undertaken by the students preferably during the sixth semester for a total duration of 24 weeks with a weightage of 0+20 credit hours. The students will register for any of two modules, listed below, of 0+10 credit hours each.

- Tv Production
- Newspaper Production
- Radio Production
- Making of Short Film/Documentary
- Science of Video Editing
- Digital Media
- Content Development
- Public Relations
- Voice over production
- Anchoring(Tv/radio/Digital)
- Still Photography
- Graphics Designing
- Visual effects

Curriculum (18-22) Version 2018.01

Quantum School of Mass Media & Design
BJMC

PC: 05-3-01

BREAKUP OF COURSE

Sr. No	CATEGORY	CREDITS
1	Foundation Core (FC)	8
2	Program Core (PC)	82
3	Program Electives (PE)	15
4	Open Electives (OE)	9
5	Project	12
6	Internship	-
7	Value Added Programs (VP)	10
8	General Proficiency (GP)	5
9	Passion Programs (PROPs)*	-
10	Disaster Management*	2*
	TOTAL NO. OF CREDITS (Without Minor)	141
	TOTAL NO. OF CREDITS (With Minor)	150

*Non-CGPA Audit Course

SEMESTER-WISE BREAKUP OF CREDITS

Sr.No	CATEGORY	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6	TOTAL
1	Foundation Core	4	4	-	-	-	-	8
2	Program Core	14	12	17	20	9	10	82
3	Program Electives					9	6	15
4	Open Electives		3	3	3			9
5	Projects	-	-	-	-	4	8	12
6	Internships	-	-	-	-	-		
5	VPs	2	2	2	2	2	-	10
6	GP	1	1	1	1	1	-	5
7	PROPs*		4*	4*				
10	Disaster Management*		2*					2*
	TOTAL CREDITS	**21**	**22**	**23**	**26**	**25**	**24**	**141**

* Non-CGP Audit Course

Minimum Credit Requirements:

B.A. (Hons) J&M: 143 credits

SEMESTER 1

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
JM3101	FC	Language & Communication Skills Hindi/ English 1	2	0	0	2	1.0	Nil
JM3102	FC	General Studies & Current Affairs	2	0	0	2	1.1	Nil
JM3103	PC	Principles of Print Journalism	3	0	2	4	1.1	Nil
JM3104	PC	Principles of Mass Communication	3	0	2	4	1.1	Nil
JM3105	PC	Basics of Design & Graphic	2	0	4	4	1.0	Nil
VP3101	VP	Communication and Professional Skills – I	0	0	4	2	1.0	Nil
GP3101	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	**12**	**0**	**12**	**19**		

SEMESTER 2

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
JM3201	FC	Language & Communication Skills Hindi/ English 2	2	0	0	2	1.0	Nil
CY3205	FC	Environmental Studies	2	0	0	2	1.0	Nil
JM3202	PC	Reporting and Editing (Print Journalism)	3	0	2	4	1.1	Nil
JM3203	PC	Political Scenario in India	4	0	0	4	1.1	Nil
JM3204	PC	Design & Graphics	2	0	4	4	1.1	Nil
CE3101	FC	Disaster Management*	2*	0	0	2*	1.0	Nil
	OE	Open Elective-1	3	0	0	3	1.0	Nil
VP3202	VP	Audio Editing	0	0	4	2	1.0	Nil
GP3201	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	**16**	**0**	**10**	**22**		

SEMESTER 3

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
JM3301	PC	Media Laws	4	0	0	4	1.0	Nil
JM3303	PC	Development Communication	3	0	2	4	1.0	Nil
JM3304	PC	Radio Production	2	0	4	4	1.0	Nil
JM3302	PC	Photo Journalism	0	0	4	2	1.0	Nil
	OE	Open Elective II	3	0	0	3	1.0	Nil
VP3311	VP	Video Editing	0	0	4	2	1.0	Nil
GP3301	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	**12**	**0**	**14**	**20**		

Contact Hrs = 20

SEMESTER 4

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
JM3401	PC	Cinema Studies	2	0	4	4	1.0	Nil
JM3402	PC	Broadcast Media (T.V.)	2	0	4	4	1.0	Nil
JM3403	PC	New Media	2	0	4	4	1.0	Nil
JM3404	PC	Public Relations & Advertisement	3	0	2	4	1.0	Nil
JM3405	PC	Art of News Gathering	3	0	2	4	1.0	Nil
	OE	Open Elective III	3	0	0	3	1.0	Nil
VP3412	VP	Writing for Visual	0	0	4	2	1.0	Nil
GP3401	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	**15**	**0**	**20**	**26**		

SEMESTER 5

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
JM3570	PT	Summer Project (4 Credit)	0	0	8	4	1.0	Nil
JM3502	PC	Event Management	3	0	0	3	1.0	Nil
JM3504	PC	Media & Market Research and Data Analytics	1	0	4	3	1.0	Nil
JM3503	PC	Social Media and Online Publishing	1	0	4	3	1.0	Nil
RT3502	PC	Television Programming and Production and lab	1	0	4	3	1.0	Nil
VP3515	VP	Creative Writing	0	0	4	2	1.0	Nil
	PE	Program Elective I	3	0	0	3	1.0	Nil
	PE	Program Elective II	3	0	0	3	1.0	Nil
	PE	Program Elective III	3	0	0	3	1.0	Nil
GP3501	GP	General Proficiency	0	0	0	1	1.0	Nil
		TOTAL	**15**	**0**	**24**	**28**		

SEMESTER 6

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
JM3601	PC	Digital Media and Writing content	3	0	0	3	1.0	Nil
JM3602	PC	Advertisement and Design	2	0	2	3	1.0	Nil
JM3603	PC	Writing & Editing Skills	2	0	4	4	1.0	Nil
VP3614	VP	Experimental Printing	0	0	4	2	1.0	Nil
	PE	Advertising in brand building and positioning	2	0	4	2	1.0	Nil
JM3670	PT	Major Project	0	0	16	8	1.0	Nil
	PE	Program Elective IV	2	0	2	3	1.0	Nil
	PE	Program Elective V	2	0	2	3	1.0	Nil
JM3670		Major Project				8		
		TOTAL	**13**	**0**	**34**	**36**		

Choice **B**ased **C**redit **S**ystem **(CBCS)**

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our university.

The following is the course module designed for the B..Com program with specialization Honors and Banking and Insurance.

Core competency: Students will acquire core competency in Commerce and Finance and its allied areas.

Program/Discipline Specific Elective Course (DSEC):

Skilled communicator: The course curriculum incorporates basics and advanced training in order to make a graduate student capable of expressing the subject through technical writing as well as through oral presentation.

Critical thinker and problem solver: The course curriculum also includes components that can be helpful to graduate students to develop critical thinking ability by way of solving problems/numerical using basic & advance knowledge and concepts of Commerce and Finance

Sense of inquiry: It is expected that the course curriculum will develop an inquisitive characteristic among the students through appropriate questions, planning and reporting experimental investigation.

Skilled project manager: The course curriculum has been designed in such a manner as to enabling a graduate student to become a skilled project manager by acquiring knowledge about mathematical project management, writing, planning, study of ethical standards and rules and regulations pertaining to business and trade related projects operation.

Ethical awareness/reasoning: A graduate student requires understanding and developing ethical awareness/reasoning which the course curriculums adequately provide.

Lifelong learner: The course curriculum is designed to inculcate a habit of learning continuously through use of advanced ICT technique and other available techniques/books/journals for personal academic growth as well as for increasing employability opportunity.

Value Added Course (VAC): A value added audit course is a non-credit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be four courses of Aptitude in Semester I, II, III & IV semesters and two courses of Soft Skills in III & IV Semesters and will carry no credit, however, it will be compulsory for every student to pass these courses with minimum 50% marks to be eligible for the certificate. These marks will not be included in the calculation of CGPI. Students have to specifically be registered in the specific course of the respective semesters.

Skill Enhancement Course: This course may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

Generic/Open Elective Course (OE): Open Elective is an interdisciplinary additional subject that is compulsory in a program. The score of Open Elective is counted in the overall aggregate marks under Choice Based Credit System (CBCS). Each Open Elective paper will be of 3 Credits in II, III and IV semesters. Each student has to take Open/Generic Electives from department other than the parent department. Core / Discipline Specific Electives will not be offered as Open Electives.

Non-Credit CGPA : This is a compulsory non credit CGPA course hat does not have any choice and will be of 3 credits. Each student of B.Com Program has to compulsorily pass the Environmental Studies and Disaster Management.

C. Program Outcomesof BA(H) JMC program:

PO-01	Will be able to create various formats of TV programs, print content, advertising content and website content for any of the media organizations.
PO-02	Will be able to evaluate the gravity of news, political narratives, social issues and any current affairs.
PO-03	Will be able to apply for his thought and point of view for various local National and international issues.
PO-04	Will be able to implement various media's laws and ethics in professional practices.
PO-05	Will be able to analyze and criticize the social and political agendas
PO-06	Will be able to analyze the various types of data for developing the any investigating stories.
PO-07	Will be able to define the political and social scenario of the country and also understand the formation, execution and the power of the Indian government and the functioning of the parliament.
PO-08	Will be able to understand the impact of news and different media on the society.
PO-09	Will be able to execute the operation of media for the welfare of the society and in favor of the human interest.
PO-10	Will acquire the primary research skills and understand the importance of innovation Entrepreneurship and the incubation abilities.

D. Program Specific Outcomes:

PSO-1	Will acquire a functional knowledge of the underlying principles of Indian polity system and importance of democratic structure and institutions.
PSO-2	Will able to inculcate the importance/role and impact of media on the society.
PSO-3	Will acquire skills to develop the content for the TV, print and web media.
PSO-4	Will demonstrate the ability to disseminate his point of views and opinions in the society.
PSO-5	Will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

E. Program Educational Objectives (PEO's)

PEO-1	Will acquire the knowledge and essential skills required for working in various media organizations.
PEO-2	Will demonstrate the sharpen written and spoken communication skills essential for various media platforms
PEO-3	Will acquire critical thinking, research aptitude, ethics and social responsibility skills related to media industry.

F. Pedagogy & Unique practices adopted:

"Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept". In addition to conventional time-tested lecture method, the institute will emphasize on experiential learning:

Role Play & Simulation: Role- play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play& simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical-based experiential learning of our students.

Video Based Learning (VBL)&Learning through Movies (LTM): These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL& LTM, wherever possible.

Field/Live Projects: The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.

Industrial Visits: Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.

MOOCs: Students may earn credits by passing MOOCs as decided by the college. Graduate level programs may award Honors degree provided students earn pre-requisite credits through MOOCs. University allows students to undertake additional subjects/course(s) (In-house offered by the university through collaborative efforts or courses in the open domain by various internationally recognized universities) and to earn additional credits on successful completion of the same. Each course will be approved in advance by the University following the standard procedure of approval and will be granted credits as per the approval. Keeping this in mind, University proposed and allowed a maximum of two credits to be allocated for each MOOC courses. In the pilot phase it

is proposed that a student undertaking and successfully completing a MOOC course through only NPTEL could be given 2 credits for each MOOC course.

For smooth functioning and monitoring of the scheme the following shall be the guidelines forMOOC courses, Add-on courses carried out by the College from time to time.

a)   It will necessary for every student to take at least one MOOC Course throughout the programme.

b)   There shall be a MOOC co-ordination committee in the College with a faculty at the level ofProfessor heading the committee and all Heads of the Department being members of theCommittee.

c)   The Committee will list out courses to be offered during the semester, which could be requested by the department or the students and after deliberating on all courses finalize a list of courses to be offered with 2 creditsdefined for each course and the mode of credit consideration of the student. The complete process shall be obtained by the College before end of June and end of December for Odd and Even semester respectively of the year in which the course is being offered. In case of MOOC course, the approval will be valid only for the semester on offer.

d)   Students will register for the course and the details of the students enrolling under the coursealong with the approval of the Vice Chancellor will be forwarded to the Examination department within fifteen days of start of the semester by the Coordinator MOOC through the Principal of the College.

e)   After completion of MOOC course, Student will submit the photo copy of Completioncertificate of MOOC Course to the Examination cell as proof.

f)   Marks will be considered which is mentioned on Completion certificate of MOOC Course.

g)   College will consider the credits only in case a student fails to secure minimum required credits then the additional subject(s) shall be counted for calculating the minimum credits required for the award of degree.

Special Guest Lectures (SGL) &Extra Mural Lectures (EML): Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or requires experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and insights.

Student Development Programs (SDP): Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training programs) relating to soft skills, interview skills, SAP, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted across the whole program. Participation in such programs is solicited through volunteering and consensus.

Industry Focused programmes: Establishing collaborations with various industry partners to deliver the programme on sharing basis. The specific courses are to be delivered by industry experts to provide practice-based insight to the students.

Special assistance program for slow learners & fast learners: write the note how would you identify slow learners, develop the mechanism to correcting knowledge gap. Terms of advance topics what learning challenging it will be provided to the fast learners.

Induction program: Every year 3 weeks induction program is organized for 1st year students and senior students to make them familiarize with the entire academic environment of university including Curriculum, Classrooms, Labs, Faculty/ Staff members, Academic calendar and various activities.

Mentoring scheme: There is Mentor-Mentee system. One mentor lecture is provided per week in a class. Students can discuss their problems with mentor who is necessarily a teaching faculty. In this way, student's problems or issues can be identified and resolved.

Competitive exam preparation: Students are provided with one class in every week for GATE/ Competitive exams preparation.

Extra-curricular Activities: organizing& participation in extracurricular activities will be mandatory to help students develop confidence & face audience boldly. It brings out their leadership qualities along with planning & organizing skills. Students undertake various cultural, sports and other competitive activities within and outside then campus. This helps them build their wholesome personality.

Career & Personal Counseling: - Identifies the problem of student as early as possible and gives time to discuss their problems individually as well as with the parents. Counseling enables the students to focus on behavior and feelings with a goal to facilitate positive change.Its major role lies in giving: Advice, Help, Support, Tips, Assistance, and Guidance.

Participation in Flip Classes, Project based Learning(A2 Assignment), Workshops, Seminars & writing & Presenting Papers: Departments plan to organize the Flip Classes, Project based Learning(A2 Assignment), workshops, Seminars & Guest lecturers time to time on their respective topics as per academic calendar. Students must have to attend these programs. This participation would be count in the marks of general Discipline & General Proficiency which is the part of course scheme as non-credit course.

Formation of Student Clubs, Membership & Organizing & Participating events: Every department has the departmental clubs with the specific club's name. The entire student's activity would be performed by the club. One faculty would be the coordinator of the student clubs & students would be the members with different responsibility.

Capability Enhancement & Development Schemes: The Institute has these schemes to enhance the capability and holistic development of the students. Following measures/ initiatives are taken up from time to time for the same: Career Counseling, Soft skill development, Remedial Coaching, Bridge Course, Language Lab, Yoga and Meditation, Personal Counseling

*Library Visit & Utilization of QLRC:*Studentsmay visit the library from morning10 AM to evening 8 PM. Library created its resources Database and provided Online Public Access Catalogue (OPAC) through which users can be accessed from any of the computer connected in the LAN can know the status of the book. Now we are in process to move from OPAC to KOHA.

Detailed Syllabus (Semester wise /course wise)
SEMESTER 1 Year -1

JM3101	Title: Language & communication Skills Hindi/ English 1	L T P C
		2 0 0 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	This course is designed with an aim to learn Hindi/English language and understand the language of Media.	
Expected Outcome	On completion of the course students should be able to : understand basic hindi and english.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Language/ Hkk"kk	6
Introduction of Language, Importance of language, Quality of Language, Nature of Language, Types of Language, Script of Writing. Languages in Indian Media. Language in Cinema.		
Unit II	Tenses/ fganhO;kdj.k	6
Use of Tences, Use of Idioms, Use of Antonyms, Use of Synonyms, Use of Homonyms, Use of acronyms, Use of one word Subtitute.		
Unit III	Exercise I	5
	Quiz competition, poem writing, essay writing competition. Creat Detailed News Reports, Make 5 Creative briefs, Make Some Headlines.	
Unit IV	Exercise II	5
	use one word substitute in creative writing, use homonyoms effectively, use of idioms & Antonyms.	
Text Books	1. Agarwal, Malti- Professional Communication, Meerut, Krishna Publication. 2. Sinha, R.P. How to write Correct English, Patna, Prabhat Publication.	
Reference Books	1..Ghodray, Vinod; PrayojanMulak Hindi; VaniPrakashan. 2. Nagalakshmi; PrayojanMulak Hindi PrasangikEvamParidrishya; JawaharPustakalay. 3. PoojaKhanna, English Communication, Vikas Publications. 4. Pramod Kumar Sinha, Text book of English & Communication skills-1, Abhishake publications.	
Mode of Evaluation	Internal and External Examination.	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome For.JM3101

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student will be able to interpret the various context of the different topics	2	Emp
CO2	Students will be able to simplify and demonstrate the thought and feelings in simplified form	2	S
CO3	Students will be able to communicate in effective manner and disseminate the information in required formats.	2	S
CO4	Students will be able to convert and translate the required content in prescribed formats	3	Ent
CO5	Students will be able to present and create literary content	5	None

CO-PO Mapping for JM3101

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	1	1	1	1	1	1	0	0	2	1
CO 2	1	0	0	0	1	0	2	0	0	0	1	0
CO 3	0	2	3	0	1	1	2	0	0	0	1	0
CO 4	2	0	1	0	0	1	0	0	0	0	0	0
CO 5	3	0	2	0	2	2	2	0	0	0	3	1
Avg	1.4	0.6	1.4	0.25	1	1	1.25	0.2	0	0	1.4	0.4

JM3102	Title: General Studies & Current Affairs	L T P C 2 0 0 2
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	This course intends to give basic general knowledge about Indian political system, economy,geography, and culture, and current affairs (national and international) which is essential and beneficialfor a budding journalist.	
Expected Outcome	On completion of this course students should be able to know our political system, our culture and all current national and international issues.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Indian Political System	6
Basic Sructure of InianPoliical System, Brief knowledge of the Constitution of India, Centre and its powers, Fundamental rights, President, Vice President, Prime Minister, Election Commission, Parliament houses-Upper House and Lower House , Panchayati Raj, Socio-economic and Political scenario of India.		
Unit II	Indian Economy	8
National Income, GDP & GNP, agriculture, industry and commerce, Budget and its terminology, Economy post COVID 19, World Bank		
Unit III	Indian Geography and Culture	6
States, Rivers and Dams, Agriculture, Forest reserves, Indian demography, Unity in diversity in India: religions, fairs and festivals, dances, languages.		
Unit IV	Indian Constitution & Panel Code	6
Basic of CRPCc& IPC, Article 370, Defamation, CAA and NRC, Copyright Act,		
Unit V	Current Affairs	
Awareness about current regional, national & international issues and events		12
Text Books	1. Daily News Paper. 2. Competition Success Review (Monthly)	
Reference Books	1.Pratiyogita Darpan (Monthly) 2.Competition Wizard (Monthly) 3. National and Regional Newspaper, (Times of India, Hindustan Times, The Hindu, Indian 4.Express,Garhwal Post, The Economic Times) 5.Magazines (India Today, Frontline, Outlook, and Yojana)Manorama Year Book; MalayalaManorama	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3102

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to memorize Basic Structure of Indian Political System, Brief knowledge of the Constitution of India.	1	Emp
CO2	Student should able to understand National Income, GDP & GNP, agriculture	2	S
CO3	Student should able to memorize about States, Rivers and Dams, Agriculture, Forest reserves.	1	S
CO4	Student should able to understand about Basic of CRPCc& IPC, Article 370, Defamation, CAA and NRC, Copyright Act.	2	Ent
CO5	Student should analysis awareness about current regional, national & international issues and events.	4	Ent

CO-PO Mapping for JM3102

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	0	0	2	1	2	0	2	1	2	0	3	2
CO 2	0	0	1	0	0	0	2	0	0	0	0	0
CO 3	0	0	0	0	2	0	1	0	1	0	0	1
CO 4	1	2	2	3	2	0	2	2	2	0	3	3
CO 5	0	1	3	0	1	0	2	1	1	0	1	2
Avg	0.2	0.6	1.6	0.8	1.4	0	1.8	0.8	1.2	0	1.4	1.6

JM3103	Title: Principle of Print Journalism	L T P C
		3 0 2 4
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	The course will help the student to understand the media struture and ethics of media. it will also help in understanding the real news and its writing procedures.	
Expected Outcome	On completion of the course student will understand how to collect and how to create a news and also know the news value.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Journalism	10
Define the Journalism– Journalism and education- Principle of modern Journalism, The criteria of a Good Newspaper, Mission of Journalism, Ethics of Journalism, Social Responsibility of the press.		
Unit II	Journalistic Style	10
Braief Introduction of printing press, History- Start of Printing Era – Invention of reproduction Methods, Arrival of book- The Storage of wisdom and knowledge- How to start a Newspaper, News paper's Journey In India (Opportunities and Challenges)		
Unit III	News- Interview	10
Understanding News- What is News, Definitions of news, Nature of News, Qualities of News, News Elements, News Value, Hard News & Soft News, Types of News, Byline, Dateline. Kind of Interview, Preparing for the interview- Definition, Objectives, Guidelines for Effective Interview.		
Unit IV	Art of writing News Story	8
5w+1H, Inverted Pyramid, criteria for News Writing, Principles of News selection, use of Archives, Sources of News, Use of Internet, Need for Attribution, How to Attribute.		
Unit V	Practical	8
Rewriting exercise, Covering 5news Story on your intresting domain, Take interviews and write, Write City features, Wite 10 Headlines (atleast on 5 Beats)		
Text Books	1. Kumar, Keval J; Mass Communication in India; Jaico Pub Mumbai. 2. Ambrish. Saxena; Fundamental of Reporting and Editing; Kaniska Publication. 3. News paper Revolution in India (Robin Jefree) (Available in Hindi also) 4. Printing Press (Mudran Kala in Hindi)	
Reference Books	1. GranthAcadeKamath; M.V. Professional Journalism, Vikas Publishing House Pvt New Delhi. 2. Chaturvedi, PremNathAadhinikSamacharPatraAurPrushtSajja, Bhopal, Madhya Pradesh. 3. SeemaHasan, Mass Communication: Principles and concepts, CBS Publishers & Distributors pvt.ltd. 4. Jack Rosenberry, Public journalism 2.0-the promise and reality of a citizen engaged press, Taylor and Francis Ltd.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3103

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to remember about definition of news & memorize it & the criteria of a Good Newspaper.	1	Emp
CO2	Student should able to analyze history of newspaper and evolution of printing era.	4	S
CO3	Student should able to memorize about what is news Qualities of News, News Elements, News Value, Hard News & Soft News.	1	Ent
CO4	Student should able to understand about lead 5w+1H, Inverted Pyramid, criteria for News Writing, Principles of News selection.	2	Ent
CO5	Student should able to design newspaper and magazine about eat reporting.	6	S

CO-PO Mapping for JM3103

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	0	0	2	0	1	2	0	0	2	2
CO 2	2	0	2	3	2	1	3	1	3	2	3	2
CO 3	1	2	0	0	2	2	0	3		2	2	3
CO 4	2	3	1	2	2	3	2	0	2	3	3	3
CO 5	3	1		3	1	2	2	3	1	1	1	2
Avg	1.8	1.4	0.75	1.6	1.8	1.6	1.6	2.25	1.5	1.6	2.2	2.4

JM3104	Title: Principles of Mass Communication	L T P C 3 0 2 4
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	This Subject is designed to familiarize the various principles of communication. It will help the student to overcome with the fear of communicating with the society.	
Expected Outcome	On completion of the syllabus student will be able to understand the flow of communication and various aspects of communication based on target auidence. They will also overcome with the fear of communicating with others.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Communication	9
Communication: Concept, Meaning and Definitions, Need for Communication, Elements of Communication, Types of Communication, Barriers to Communication, Five senses of communication, Non-verbal communication: Body language, gestures, eye contact. Science of Human Communication (Characteristics of human being, Concept of Society, Essential of communication to built the society, Concept of socialization, Introduction to Johari Window of Joseph Looft&HarigtonEdham its definition & Importance, Art of Listing and its development)		
Unit II	Mass Communication	9
Mass Communication: Meaning and Definitions, Functions of Mass Communication, Role Of Mass Communication, Channels of Mass Communication, Characteristics of Mass Media.		
Unit III	Models	8
What is Communication Model? SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Gerbner's Model.		
Unit IV	Theories	10
What is Communication Theory?, Multistep Theory, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory.		
Unit V	Understanding the Process of Communication	10
Group will be made and they have to give power point presentation on models, Monitor the radio program and TV Program and has to give the Power Point Prsentation on what they have observe, JAM & GD, extempore, Script for NukadNatak, Draw a grafftti on Chart paper.		
Text Books	1. Kumar,Keval J, Mass Communication in India, Jaico Mumbai 2. Narula, Uma, Communication Models, Atlantic Pub New Delhi.	
Reference Books	1. Narula, Uma, Hand book of Communication, Atlantic Pub New Delhi. 2. Chaturvedi, PremNath, AadhinikSamacharPatraAurPrushtSajja, Bhopal, Madhya Pradesh. 3. Keval J. Kumar, Mass Communication in India, Jaico publications.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome For JM3104

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to remember Communication: Concept, Meaning and Definitions, Need for Communication, Elements of Communication, Types of Communication,	1	Emp
CO2	Student should able to understand about Functions of Mass Communication, Role Of Mass Communication, Channels of Mass Communication	2	S
CO3	Student should able to memorize about different models of communication	1	S
CO4	Student should able to understand theories of communication	2	Ent
CO5	Student should able to apply about street plays & different awareness programs	3	Emp

CO-PO Mapping for JM3104

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	2	0	0	0	0	1	1	1	2	1
CO 2	2	1	1	0	1	1	0	1	1	0	0	2
CO 3	1	0	0	0	1	0	1	0	0	0	0	2
CO 4	1	0	1	0	0	0	1	1	1	0	0	1
CO 5	1	3	3	0	0	1	0	2	1	0	0	0
Avg	1.2	1	1.75	0	0.4	0.5	0.25	1	1	0.2	0.4	1.25

JM3105	Title: Basics of Design and Graphics	L T P C 2 0 4 4
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	This Subject aims to provide the basic knowledge of computer and to introduce fundamentals of computer.	
Expected Outcome	On the compilation of the course student will be able to know about various devices of the computer and DTP publishing software's.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Principles of Design & Graphics	10
Basics of Design and Graphics, Elements and principles of design, Typography : Physical form, aesthetics and classifications.		
Unit II	Layout	10
Colour : Physical forms, psychology, color scheme and production, How to use colors and Contrast.		
Unit III	Operating Systems	9
Operating system: Introduction DOS, Windows MS Office: MS Word, Excel and PowerPoint.		
Unit IV	Hand on Software's	10
PageMaker, QuarkXPress and In Design.		
Unit V	Designing for Various Media 9	9
Cover page, Pamphlets, Leaflets, Folders, Flash cards, Flip charts, Logos.		
Text Books	1. Singh, RavindraPratapDoorsanchar, Drashya,Paidrashya,Achariya Publication Allahabad. 2. Gupta, Om,Jasra,Ajay S. Information Technology in Journalism, Kanishka Publication N. Delhi.	
Reference Books	1. Ozha, DD/SatyaPrakash: DoorsancharEvamPraudyogiki, Gyan Ganga Publication Delhi. 2. Sinha,P.K., Computer Fundamentals, BPB Publications New Delhi. 3. Ramesh Bangla, Learning Pagemaker 7, Khanna publishing; first editing (2015) 4. Adobe creative team, Adobe Pagemaker 7.0;classroom in a book, Adobe pap/cdr edition	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3105

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	The student will be able to understand the basic of concept of sketching and drawing.	2	Emp
CO2	The student will understand the tools and techniques, basic of interface and workspace.	2	S
CO3	The student will create the visual art on various software like Photoshop and Corel draw.	6	S
CO4	The student will be able to create the imaginary characters and their description for sketching and drawing.	6	Ent
CO5	The student will understand the basic concepts of digital painting and digital art.	2	None

CO-PO Mapping for JM3105

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	0	0	0	0	0	0	0	0	0	0	0	1
CO 2	0	0	0	0	0	0	0	0	0	0	0	1
CO 3	0	0	0	0	0	0	0	0	0	0	0	1
CO 4	0	0	0	0	0	0	0	0	0	0	0	1
CO 5	0	0	0	0	0	0	0	0	0	0	0	1
Avg	0	0	0	0	0	0	0	0	0	0	0	1

SEMESTER II

JM3201	Title: Language & communication Skills Hindi/ English II	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	This course is designed with an aim to learn Hindi/English language and understand the language of Media.	
Expected Outcome	On completion of the course students should be able to : understand basic hindi and English	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Rewriting/iquZys[ku	6
Rewriting sentences, Composition and Mechanics of writing, Translation, Letter and application writing, First Draft and Press Note. iquZys[ku] ys[kuvkSjys[ku ds ;kaf=dh] vuqokdn] i= ys[ku] vkosnuys[ku] igykelksSnk] izslfoKfIr		
Unit II	Use of Language /Hkk"kkdkmi;ksx	6
Use of english words in Hindi Newspaper, Litrature Rewriting, Feature Writing and Concise Idea, Review of Books and literature. vaxzth "kCnksdkfgUnhlekpkji=ksesaiz;ksx] lkfgR; iquZys[ku] jpukRedys[k] laf{kfIrdj.k, iqLrd ,oalkfgR; leh{kk		
Unit III	Exercise I	5
Making first draft a fiction story and write a script for street play. dkYifuddFkkdkigykelkSnkrS;kjdjsa] ,d ukVddkvkys[k rS;kjdjsa		
Unit IV	Exercise II	5
Press note writing, News rewriting and litrature rewriting. izSlfoKfIr] [kcjiquZys[ku] lkfgR; iquZys[ku		
Unit V	Exercise III	5
Writing review of Books and literature. iqLrd ,oalkfgR; leh{kkys[ku		
Text Books	1.Wren, P.C. & Martin : High School Grammar & Composition, New Delhi, S.Chand& Co. Ltd. 2.Agarwal, Malti, Remedial English Language, Meerut, Krishna Publication.	
Reference Books	1. Tiwari, Arjun; Jansancharaur Hindi Patrakarita; JaibharathiPrakashan. 2. Chaudhary, Vinod; PrayojanMulak Hindi; VaniPrakashan. 3. Sanjay kumar, comunication skill, Oxford university press, second edition. 4. Pushplata, Communication skills: A workbook, Oxford university press, first edition.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3201

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student will be able to interpret the various context of the different topics	4	none
CO2	Students will be able to simplify and demonstrate the thought and feelings in simplified form	3	S
CO3	Students will be able to communicate in effective manner and disseminate the information in required formats.	3	S
CO4	Students will be able to convert and translate the required content in prescribed formats	3	Ent
CO5	Students will be able to present and crate literary content	3	Emp

CO-PO Mapping for JM3201

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	0	0	0	0	0	2	0	0	0	0	1	1
CO 2	0	0	0	0	0	2	0	0	0	0	1	1
CO 3	0	0	0	0	0	2	0	0	0	0	1	1
CO 4	0	0	0	0	0	2	0	0	0	0	1	1
CO 5	0	0	0	0	0	2	0	0	0	0	1	1
Avg	0	0	0	0	0	2	0	0	0	0	1	1

JM3202	**Title: Reporting and Editing (Print Journalism)**	**L T P C** **3 0 2 4**
Version No.	**1.1**	
Course Prerequisites	Nil	
Objectives	The course will help the student to understand the beats for reporting and structure of news room of a news paperorganisation and it will also help in understanding the responsibilies of a reporter and editor.	
Expected Outcome	On completion of the course student will understand the hararchey of newspaper orgenization and students is ready to work with print media.	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Reporter and reporting**	9
A reporter – Backbone of the newspaper , A reporter defined , tool of a Reporter, A reporter in action, Precautions and problem in reporting, guidelines and qualities of a reporter, Responsibilities of a reporter, Reporting set-up in a newspaper, Functions of Reporting Room.	
Unit II	**Covering News**	10
What is Reporting Beat, Crime Beat, Civic/Local, Cultural, Health, Civil Administration, Legal/court, Political, Education, Film and Entertainment Beat.	
Unit III	**News Room Operations**	10
News Room, News Room set-up, News Room Functions, conversational News Room, Modern News Room, News Editor, Chief Sub-editor, Senior Sub-editor, Sub-editor, Duties and functions of a Sub-editor.	
Unit IV	**Editing the copy**	9
Meaning of Editing Scope, Scope of Editing, Objective of Editing, Tool of Editing , Copy Selection and Copy tasting , Administering the Editing Job, Steps in Editing Process, Style sheet and Symbols of Editing.	
Unit V	**Field Reporting Project**	9
Local Reporting, Entertainment Reporting, Crime Reporting, Sports Reporting, Political Reporting.	
Text Books	1.KohliKhandeka Vinita, Indian Media Business, Sage. 2.ThomasPradipNinan, Political Economy of Communication, Sage.	
Reference Books	1.George, A Hough New wiriting, Delhi KanishkaPunlisher. 2.Harimohan: Samachar Feature LekhanEvamSampadan Kala New Delhi, Taxshila Prakashan. 3. AmbrishSaxena, Fundamentals of reporting and editing, Kanishka publisher distributor. 4. Charanjitahuja, Print Journalism: A complete book of journalism, Partridge india.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3202

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student will able to understand the concept of the journalism, their role and responsibility.	2	S
CO2	Students will able to understand the concept of reporting and the beats in reporting ; Political, Crime, Sports etc.	2	S
CO3	Students will able to understand the work functions of news room and its operations.	2	S
CO4	Understand the process of editing in print media; newspapers , magazines etc.	2	Ent
CO5	Understand & Investigate the facts from various sources and able to prepare questions for a specific interview; rewrite news stories from newspapers on national and international issues.	5	Emp

CO-PO Mapping for JM3202

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate-2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	2	2	1	1	0	1	2	0	0	1
CO 2	3	2	2	2	2	2	3	1	3	0	1	2
CO 3	3	1	1	1	2	1	2	1	2	1	1	2
CO 4	2	2	3	2	2	3	2	2	2	1	0	3
CO 5	3	1	1	3	1	3	2	3	1	3	3	2
Avg	2.4	1.25	1.8	2	1.5	2	1.8	1.5	2	1	1	2

JM3203	Title: Political Scenario in India	L T P C 4 0 0 4
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	The course will help the student to understand the Political; Structure of India and it will also help when students doing political reporting.	
Expected Outcome	On completion of the course student will understand the political structure of India. Also the issue and challenges which political reporter faces.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to constitution	9
Salient features of our constitution, Indian Constitution - Source & Features, Preamble, fundamental Rights & Fundamental duties & Directive Principle of state policy.		
Unit II	Relation between centre and state	10
State executive – Governor, Chief Minister and council of minister. Union Executive :- President, Vice President, Prime-minister and council of ministers. State Legislature – VidhanSabha, Panchayatiraj institution, History Basic feature and 73 amendment. Union Legislature – Parliament- composition and function, Speaker of Loksabha amendment process.		
Unit III	Indian Politics	10
Party system in India, Regional Parties interest and pressure groups Politics of vote bank, Major national & regional politics in India and their changing trends, demand for state Autonomy, emerging trends in India federalism.		
Unit IV	Major issue of concern	9
Population, Poverty, illiteracy, Caste conflicts, Reservation Issue, Health and Hygiene and gender inequality.		
Unit V	Government and its Working	9
Government making, Working of federalism, Issues in government at Center or State levels, State autonomy in India: A brief study of governments in states and their performance since Independence.		
Text Books	1.Constitution of India by R.K. RavindraRana. (Press in the Indian Constitution). 2.ThomasPradipNinan, Political Economy of Communication, Sage.	
Reference Books	1.Goel, Aruna and Goel, S.L. Human Values and education, New Delhi, JBA Publisher. 2.M.K. Etics, education, Indian Unity and Culture, Delhi, Ajanta Piblications. 3. John hoffman, Introduction to political ideologies, pearsoneducation;first edition. 4.Bhargaval, Political theory: an introduction: pearsoneducation;second edition.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3203

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Understanding the constitution and its elements.	2	Emp
CO2	Students will be able to understand the state and center government and its relations.	2	S
CO3	Students will be able to learn the politics of India and they will analyze it.	1	S
CO4	Students will able to create stories from Major political issues.	6	Ent
CO5	Students will able to define and evaluate the works by state and center government.	2	Emp

CO-PO Mapping for JM3203

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	1	2	2	2	2	1	2	2	3	2	2
CO 2	2	2	0	3	2	1	3	1	3	3	3	2
CO 3	1	2	2	1	1	1	2	1	1	2	2	1
CO 4	1	3	3	2	2	3	2	1	2	1	1	1
CO 5	2	1	1	3	1	1	2	2	1	1	1	2
Avg	2	1.8	1.6	2.2	1.6	1.75	2	1.5	1.8	2	1.8	1.6

JM3204	**Title: Design & Graphics**	**L T P C** **2 0 4 4**
Version No.	**1.1**	
Course Prerequisites	Nil	
Objectives	This Subject course is designed to provide the basic knowledge of design and graphics. It will also help them to work with various DTP softwares.	
Expected Outcome	On completion of the course students will be able to understand the various layout of designing and will be able to draw them on DTP software	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Design & Graphics**	10
Basics of Design and Graphics, Elements and principles of design, Typography : Physical form, aesthetics and classifications, Colour : Physical forms, psychology, colour scheme and production.	
Unit II	**DTP Software's**	10
	Corel Draw (tool palette , How to work on work environment, color palette, how to import and export file), Quark Express(tool palette , How to work on work environment, color palette, document layout palette, how to import and export file).	
Unit III	**Designing**	8
	Poster Design, Logo Design and Brochure Design.	
Unit IV	**Layout's**	8
	Layout and layout planning, Broadsheet and Tabloid layout, Magazine and Book Layout.	
Unit V	**Layout Project**	12
	Layout the frontpage of newspaper, 4 Page tabloid size newspaper on Quark, 5 logo, 2 poster, 1 brochure on Corel, Going to practise various tools of Quark and Corel, Submit a paragraph (hand written) in two style of calligraphy.	
Text Books	1.Duggal K.S. Book Publishing. 2. Dhar A.K. Printing and Publishing.	
Reference Books	1. Sarkar N.N. Dvesigning Print Communication, Sagar Publishers. 2. Sarkar N. N. Art and Production, Sagar Publishers. 3. DT editorial services corel draw 2018 in simple steps,dreamtech press 4. Vishnu p sing, Corel drw x7 with dvd,asian publisher	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3204

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	The student will be able to understand the basic of concept of Designing.	2	Emp
CO2	The student will understand the advanced tools and techniques, including interface shortcuts.	2	S
CO3	The student will create the visual art on Photoshop software.	2	S
CO4	The student will be able to create logo and poster designs.	3	Ent
CO5	The student will understand the basic concepts of design for print media.	5	None

CO-PO Mapping for JM3204

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	0	0	0	0	0	0	0	0	0	0	0	1
CO 2	0	0	0	0	0	0	0	0	0	0	0	1
CO 3	0	0	0	0	0	0	0	1	0	0	0	1
CO 4	0	0	0	0	0	0	0	1	0	0	0	1
CO 5	0	0	0	0	0	0	0	0	0	0	1	1
Avg	0	0	0	0	0	0	0	0.4	0	0	0.2	1

CE3101	**Title**: **Disaster Management**	L T P C 2 0 0 2
Version No.	**1.0**	
Course Prerequisites	Nil	
Objectives	The course is intended to provide a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit: 1	**Introduction on Disaster**	5
Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail and Road), Structural failures(Building and Bridge), War and Terrorism etc. Causes, effects and practical examples for all disasters.		
Unit II	**Risk and Vulnerability Analysis**	4
Risk: Its concept and analysis 2. Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction		
Unit III	**Disaster Preparedness**	5
Disaster Preparedness: Concept and Nature . Disaster Preparedness Plan Prediction, Early Warnings and Safety MeasuresofDisaster. Role of Information, Education, Communication, and Training, . Role ofGovernment, International and NGO Bodies. . Role of IT in Disaster Preparedness. Role of Engineers on Disaster Management.		
Unit IV	**Disaster Response**	5
Introduction Disaster Response Plan Communication, Participation, and Activation of Emergency Preparedness Plan Search, Rescue, Evacuation and Logistic Management Role of Government, International and NGOBodies Psychological Response and Management (Trauma, Stress, Rumor and Panic). Relief and Recovery Medical Health Response to Different Disasters		
Unit V	**Rehabilitation, Reconstruction and Recovery**	5
Reconstruction and Rehabilitation as a Means of Development. Damage Assessment Post Disaster effects and Remedial Measures. Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction Sanitation and Hygiene Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning Role of EducationalInstitute.		
Text Books	1. Bhattacharya, Disaster Science and Management, McGraw Hill Education Pvt. Ltd.	
Reference Books	1. Dr. Mrinalini Pandey, Disaster Management, Wiley India Pvt.Ltd. 2. JagbirSingh,DisasterManagement:FutureChallengesandOpportunities,KW Publishers Pvt.Ltd.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	13-06-2019	
Date of approval by the Academic Council	13-7-2019	

Course Outcome For CE3101

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Em)/ Skill(S)/ Entrepreneurship (En)/ None (*Use , for more than One*)
CO1	Students should be able to understand the basic concepts of disasters and its relationships with development.	1	Em
CO2	Students should be able to understand the approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.	1	S
CO3	Students should be able to understand the Medical and Psycho-Social Response to Disasters.	1	S
CO4	Students should be able to prevent and control Public Health consequences of Disasters.	2	En
CO5	Students should have awareness of Disaster Risk Management institutional processes in India.	2	None

CO-PO Mapping for CE3101

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)												Program Specific Outcomes	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2
CO 1	2	1	1	2	1	2	2	1	2	1	1	1	1	2
CO 2	1	2	2	1	2	2	2	1	2	1	1	2	1	2
CO 3	2	2	1	2	1	2	2	1	2	1	1	2	1	2
CO 4	1	2	1	1	1	2	2	1	2	1	1	2	1	2
CO 5	2	1	1	1	1	3	1	1	2	1	1	2	1	2
Avg	1.6	1.6	1.2	1.4	1.2	2.2	1.8	1	2	1	1	1.8	1	2

CY3205	Title: Environmental Studies	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	The aim is develop inquiring minds and curiosity about science and the natural world. It will help students to think analytically, critically and creatively to solve problems, judge arguments and make decisions in scientific and other contexts. Making students aware how to protect the Environment.	
Expected Outcome	Safeguarding the Environment and also develop awareness to the Society not to further deteriorate it and also safeguard it	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Environmental Studies & Ecosystems	5
Introduction to Environmental Studies, Scope and Importance, Need for public awareness. What is an ecosystem? Structure and Function of Ecosystem. Case studies of the different ecosystems like forest, grassland, desert and aquatic ecosystems.		
Unit II	Natural Resources	6
Renewable and Non-renewable Resources, Land resources and land-use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts. Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non renewable energy sources, use of alternate energy. sources, growing energy needs and case studies.		
Unit III	Media & Environmental Disaster	6
Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.		
Unit IV	Environmental Pollution	5
Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste.		
Text Books	1. P. C Joshi &Namita Joshi A Text Book of Environmental Science, A. P. H. Pub.New Delhi. 2. Dr B. S Chauhan Environmental Studies, Laxmi Publication.	
Reference Books	1. AnubhaKaushik& C. P. Kaushik Environmental Studies, New Age International. 2. Mishra D.D.,fundamental concept in envirmental studies, S Chand & Company 3. N. Arumugam, Environment Studies (UCG syllabus), Saras publication. 4. MahuaBasu, Fundamentals of Environment studies, Cambridge university press.	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForCY3205

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Understand the nature of Environmental studies & Ecosystem.	2	Emp
CO2	Student will to understand the natural resources, i.e. Renewable &non renewable resources.	2	S
CO3	Understand the level of biological diversity & conservation.	2	S
CO4	Students will able to understand the types of environmental pollution.	3	Ent
CO5	Students will able to understand the concept of sustainability & sustainable development.	5	None

CO-PO Mapping for CY3205

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	1	2	0	0	0	2	1	0	0	1	1
CO 2	2	1	2	3	1	1	2	2	1	1	3	2
CO 3	2	2	1	1	1	2	1	1	3	2	0	3
CO 4	1	1	1	1	2	0	2	1	2	1	1	1
CO 5	1	1	1	3	3	2	3	3	2	1	3	3
Avg	1.6	1.2	1.5	1.6	1.4	1.25	2	1.6	1.6	1	1.6	2

VP3202	Title: Audio Editing	L T P C 0-0-4-2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	This course is designed to introduce the Audio-video editing techniques to the students	
Expected Outcome	On completion of the course students should be able to: understand and create editing projects.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to editing	4
Introduction to premier pro software, workflow, adding footage, frame rates, aspect ratio, all types of panels, compression.		
Unit II	Digital editing principles	4
Understanding audio formats, audio output, digital audio recording, editing and reproduction.		
Unit III	Basic of editing	5
Adjusting volume in effects control panel and timeline, adjusting audio gain, normalizing your audio, the audio workspace, apply and customising audio effects.		
Unit IV	The art of sound recording & editing	4
Audio pitches, audio modules, voice over ; tools and techniques, composition, sound mixing and mastering.		
Unit V	Creating audio effects	4
Applying various types of audio transitions, sound syncing , dubbing, lip syncing according to the visuals.		
Text Books		
Reference Books	Adobe premiere pro CS6 classroom in a book (by adobe creative team) Adobe press.	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
	02/06/2018	

Course Outcome for VP3202

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students will able to understand the primary knowledge of sound editing and tools of adobe premiere pro.	2	Emp
CO2	Students will able to understand the trending formats of audio recording and mixing globally	2	S
CO3	Students will able to understand the all editing steps, making timeline, adjusting audio pitches etc.	3	S
CO4	Understand about the audio pitches and voice over techniques.	2	S
CO5	Understand how to operate software for transitions and sound effects in the audio	5	Ent

CO-PO Mapping for VP3202

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	0	0	0	0	0	1	0	2	0	1	1
CO 2	2	2	2	0	2	1	3	1	3	3	1	2
CO 3	0	2	2	0	2	1	2	2	0	2	2	3
CO 4	1	1	2	2	2	2	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.25	1.4	1.25	1.4	1.4	2	1.6	2	1.4	1.4	1.8

Semester-III

JM3301	Title: Media Laws	LTPC 4004
VersionNo.	1.0	
CoursePrerequisites	Basic knowledge of law	
Objectives	To make students aware of different laws in media	
ExpectedOutcome	On completion of the course students should have good knowledge of media laws	
UnitNo.	UnitTitle	No.ofhours(per Unit)
UnitI	Introduction	8
Indian constitution and Parliament, Lower and Upper houses ,President of India, Prime Minister, cabinet , Fundamentals rights, fundamentals duties, freedom of expression article 19 1 A, reasonable restriction, Government functioning, hierarchy		
UnitII	Media Acts	8
Law of Defamation, exceptions, Contempt of court, defences, Various media acts: first press regulation act, vernacular act, press and regulation book act,		
UnitIII	Copy right act	8
Parliament proceeding act. Right to information act-2005, Copy right act, infringement of copy right, no infringement, Official secret act.		
UnitIV	Press council of India	8
Press council of India: Introduction ,structure and function, Cyber law and crime, Drug and remedies act, Harmful publication act		
UnitV	Media Ethics	8
Media ethics : code of conduct, NBA, INS		
TextBooks	1. MEDIA LAW AND INDIAN CONSTITUTION-KUNDRA S	
ReferenceBooks	1. LAW OF PRESS:BASU ,DURGA DAS 2. NORMS OF JOURNALISTIC CONDUCT:PCI 3. CONSTITUTION OF INDIA:BASU,DURGA DAS	
ModeofEvaluation	Internal and External Assessment	
RecommendationbyBoardofStudieson	28-05-2018	
DateofapprovalbytheAcademicCouncil	02/06/2018	

Course Outcome For JM3301

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student will able to understand the polity and structure of country and government	2	Emp
CO2	Student will understand the formation ,functioning and power of goverment	2	S
CO3	Student will aware the limitation and freedom of media	2	S
CO4	Student will understand the restriction and limitation of press	3	S
CO5	Students will understand the privileges, Power and resposibilities of variouse of institutions	5	None

CO-PO Mapping for JM3301

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	2	2	0	1	1	1	2	2	3	2	2
CO 2	2	2	2	1	1	3	3	1	3	3	3	2
CO 3	0	3	2	3	2	1	2	1	0	2	2	3
CO 4	1	1	1	2	2	3	2	2	1	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.4	2	1.75	1.8	1.5	2.2	2	1.8	1.4	2	2	2

JM3303	Title: Development Communication	LTPC 3024
Version No.	1.0	
Course Prerequisites		
Objectives	To develop deeper understanding of development issues as a media professional and contribute effectively to the development process in the country	
Expected Outcome	On completion of the course students will able to develop the perception and understanding of development in Media context.	
Unit No.	UnitTitle	No.ofhours(per Unit)
UnitI	Development Communication – concept & indicator	8

Definition, meaning and process of development, Development Communication - The Indian Perspective – demography, society, political and legislative structure & the role of development in the country, Social and economic indicators of development and growth, Development Communication – A World Bank prospective, Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs)

UnitII	Development Communication – Theories and approaches	8

Models of Development- Dominant Parmunication and Development Communication,Philosophy& Approaches to Development Communication, Maslow Needs of Hierarchy, Communication for development (C4D) (emerging e-platforms), adigm, Basic Needs Model, New Paradigm of development,differences between comUrban farming in cities and countries, Women's roles on development through advancing policies, Role of NGOs in development.

UnitIII	Paradigms of Development	8

Press theories: Normative: Authoritarian, Libertarian, Social Responsibility, Democratic Participant theory; Sociological: Uses & Gratification, Agenda setting; Two-Step Flow; Psychological; Bullet Theory, Success stories in Development Communication, Innovations and trends in Development Communication

UnitIV	Development Communication – The practical aspect	8

Traditional Media: types, characteristics, role in development communicatio, Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting, Radio and development communication. Digital enablement, ICTs: scope in development communication.

UnitV	Case studies	8

Process of Case Studies, Relevant case studies (KCP- Kheda Communications Project, JDCP- JhabuaDevelopmenmt communication Project) Assignments.

TextBooks	Mass Communication in India By Kewal J Kumar Development Communication By Uma Narula
ReferenceBooks	Communication for Development By Srinivas Raj Melkote& H LesleeSteeves.
ModeofEvaluation	Internal and External Assessment
RecommendationbyBoardofStudieson	28-05-2018
DateofapprovalbytheAcademicCouncil	02/06/2018

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Course Outcome For JM3303

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	The student will able to understand about the development communication, development its meaning, concept, process and models of development	2	Emp
CO2	The student will able to analyze the Agricultural communication and rural development: system –approach in agricultural communication –diffusion of innovation –model of agricultural extension –case studies of communication support to agriculture.	2	S
CO3	The student will able to define role of media in development communication -strategies in development communication,Panchayati Raj -planning at national, state, regional, district, block and village levels.	2	S
CO4	The student will be able to define the development support communication: population and family welfare –health –education and society –environment and development -problems faced in development support communication.	3	Ent
CO5	The student will be able to describe about the Developmental case studies.	5	None

CO-PO Mapping for JM3303

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	1	2	0	3	2	1	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	0	2	2	3	2	1	2	1	3	2	2	3
CO 4	1	2	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.6	1.5	2	1.6	2	2	2	1.8	2	2	2.5	2

JM3304	Title: Radio Production	L T P C
		2 0 4 4
Version No.	1.0	
Course Prerequisites		
Objectives	The course will help the student to understand the organisational structure of Radio and it will also help in understanding the hierarchy of the organisation	
Expected Outcome	On completion of the course students will understand the structure of Radio organisation and radio production.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Radio Introduction	8
Characteristic Radio, Organizational Structure of AIR, AIR and PrasarBharti , Community Radio, FM Radio		
Unit II	Radio Programmes (Nature and types)	8
Spoken word programs (Radio Talk shows) language of Radio Programs, specific audience programmes, Radio features, Radio and documentaries, Radio Interview, Radio drama, Radio Music and voice culture.		
Lab : Broadcasting Format Public service advertisements, Jingles, Radio Interview, Talk Show, Discussion, Feature, Documentary		
Unit III	Anchoring and Voice-over	10
Pronunciation,voice modulation, Anchoring and voice-over.		
Lab: Broadcasting Production Techniques Working of a production control room & studio, Types of functions, input and output , Studio console, Recording and		
Unit IV	Radio Journalism	10
Element of news, Quality Of news, News script, Skills of radio news reading,		
Lab: News reporting, Script writing, News Program.		
Unit V	Radio Programme Production	9
Pre-Production, Production, Post Production.		
Lab: Pre Production :- (Idea, Research, Radio Script) Production :- Creative use of sound, listening, Recording using archived sound, editing		
Text Books	1. KohliKhandeka Vinita, Indian Media Business, Sage	
Reference Books	1. Thomas PradipNinan, Political Economy of Communication, Sage 2. Kung Lucy, Strategic Management in Media, Sage 3. Herrick Dennis F, Media Management in the age of Giants, Surjeet 4. Alan B Albarran, Media Economics, Surjeet	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3304

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	The student will able to describe about the evolution and growth of radio as a medium.	2	Emp
CO2	The student will able to learn about the principles and techniques of audio communication–thinking audio ,grammar of sound, sound production.	2	S
CO3	The student will able to learn about the announcement and speaking on radio.	2	S
CO4	The student will able to understand about the Radio Journalism and Skills of radio news reading.	3	Ent
CO5	The students will be able to create the radio Talk Show, radio interview.	5	None

CO-PO Mapping for JM3304

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	2	2	1	2	1	2	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	0	2	2	3	2	1	2	1	2	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	1	2
Avg	1.6	1.75	2	1.8	1.8	1.8	2.2	1.8	2	2	2.5	2

JM3302	Title: Photo Journalism	L T P C 0-0-4-2
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	The aim of this course to provide knowledge about the Photography and photo editing for a professional.	
Expected Outcome	On completion of the course student should be able to click creative photographs with the natural and artificial lights and also learn the advance photo editing techniques.	

Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Photo Journalism	6
Photo Journalism - Meaning, Definition and scope, History and Role in Mass Communication. Photography – element principles – visual language – meaning –photographer's jargon; composition of photography – subject and light.		
Unit II	Camera	7
Camera, SLRs, DSLRs, TLR, exposure, aperture, shutter-speed, iso, depth of field, accessories. Lab- practical on manual camera settings.		
Unit III	Composition & lighting	6
Composition of photographs (view point, arrangement) rule of thirds, rule of diagonals, hard light & soft light, Lab- practical on lighting and composition. Use of lights and their combination, artificial lights, natural lights, how to use reflectors. Lab- Light based Practical in still studio.		
Unit IV	Photo Editing	6
Basics of editing fundamentals, color correction, details reading, Lab- Photoshop		
Unit V	News Values for Pictures	6
News values for pictures – photo- essays – photo features; qualities essential for photojournalism; picture magazine – color photography, caption writing.		

Text Books	1. The Beginners' photography Guide by Jess Ross
Reference Books	
Mode of Evaluation	Internal and External Assessment
Recommendation by Board of Studies on	11/06/2019
Date of approval by the Academic Council	13/07/2019

Course Outcome ForJM3302

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to understand basics of photojournalism and memorize about concept of photography and its process , camera parts and features	1	Emp
CO2	Student should able to understand about the types of camera and lenses and their modes	2	S
CO3	Student should able to memorize about composition and framing of the shot and lighting setup in photography	1	S
CO4	Student should able to understand the basic concept of photo editing and color correction	2	Ent
CO5	To make the students learn the use of photography in journalism and advertising.	2	Emp

CO-PO Mapping for JM3302

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	0	0	0	0	0	2	0	0	0	0	1	1
CO 2	1	0	0	0	0	1	0	1	2	0	0	2
CO 3	1	2	1	0	0	2	0	1	1	0	0	3
CO 4	1	1	0	0	0	1	0	1	1	0	0	1
CO 5	1	1	1	0	0	1	0	1	1	1	0	2
Avg	0.8	0.75	0.4	0	0	1.4	0	0.8	1	0.2	0.2	1.8

VP3311	Title:Video Editing	L T P C 0-0-4-2
Version No.	1.0	
Course Prerequisites		
Objectives	This course is design to familiarize our students all the basics of Video editing .	
Expected Outcome	On completion of the course students should be able to: understand to video editing	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Intro to Editing Theory	9
Introduction to the history of film editing, the manipulation of editing, introduction to the editor as storyteller, understanding the narrative structure.		
Unit II	Intro to Premiere Pro Cs6	9
Screening of Examples, The Premiere Pro CS -6 interface, features and functions, how to import and organize footage basic editing techniques.		
Unit III	Editing Exercise -Lab-1	9
Intro & Masking Technique, Practicing/Reviewing skills, New Editing make slow motion technique" Work on Documentary of Place projects, Interview and Film a classmate telling a story for 10 minutes or talking about		
Unit IV	Editing Exercise-Lab-2	6
"Motion Tracking &Technique,Intro making ,Working on Documentary projects		
Unit V	Editing Exercise-Lab-3	6
Color Editing , How to change whole feet age change color ,audio input & audio editing		
Unit VI	Editing Exercise-Lab-4	6
Make changes based on from Final Project		
Text Books	Adobe Premiere 6.0: Classroom .Link (https://www.amazon.in/Adobe-Premiere-6-0-ClassroomBook/dp/0201710188/ref=sr_1_38?dchild=1&keywords=Adobe+editing+book+6+book&qid=1601795878&sr=8-38)-Adobe Creative Team (Author)	
Reference Books	E book , YouTube Chanel	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForVP3311

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	The student will able to describe about the video editing and its importance.	2	Emp
CO2	The students will understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application.	2	S
CO3	The students will be able to learn Intro & Masking Technique, Practicing/Reviewing skills.	2	S
CO4	The students will be able to create the Documentary projects.	3	Ent
CO5	The students will be able to learn Color Editing.	5	None

CO-PO Mapping for VP3311

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	1	2	2	2	1	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	1	2	2	0	2	1	2	1	1	2	2	3
CO 4	1	0	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	1	2
Avg	1.75	1.2	1.8	1.75	1.8	2	2	1.8	2	2	2.5	2

Semester-IV

JM3401	Title: Cinema Studies	L T P C 2-0-4-4
Version No.	1.0	
Course Prerequisites		
Objectives	The course will help the student to understand the concept of Cinematography	
Expected Outcome	On completion of the course student will understand the cinematography techniques and will be able to create their own short film and cinematic videos	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Language of cinema	9
Shot, Scene, Melodrama, Deep focus, Continuity Editing, Montage, Focus on Sound and Color correction and balance, Screen Sound; Sync Sound; the use of Color as a stylistic Element, cinema Before and after Dileep Kumar.		
Unit II	Types of Cinema	9
Fiction Cinema, Non-fiction cinema, Early cinema, development of classical Hollywood cinema, Rise of south cinema.		
Unit III	Indian Cinema	9
Early Cinema and the Studio Era, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), 1970s - The Rise of the Angry Man, Globalization and Indian Cinema		
Unit IV	Production techniques-I	8
Writing Script, Understanding Concept, Character description and designing, Storyboarding techniques, Understanding Shots types, Types of shots and camera angles.		
Unit V	Production techniques-II	9
Responsibility of the cinematographer, Refining the story, Cinematography tools and techniques.		
Text Books	1. Keval J. Kumar, Mass communication in India, Jaico Publishing house.	
Reference Books	1. Renu Saran, History of Indian cinema, Kindle edition 2. Five C's of cinematography by Joseph Rogers, MM Mukhi& sons	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3401

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students will able to understand the language of cinema and the primary knowledge of making sequence for a film.	2	Emp
CO2	Students will able to understand the difference of the various types of the cinema.	2	S
CO3	Students will able to understand the history of early stage cinema in India and the most important changes in Indian cinema and its culture.	2	S
CO4	Students will able to understand the script and screenplay for the film and documentaries.	3	Ent
CO5	Students will able to understand the roles and responsibilities of the cinematographer and its tool and techniques.	5	None

CO-PO Mapping for JM3401

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	0	0	0	0	0	1	0	2	0	1	1
CO 2	2	2	2	0	2	1	3	1	3	3	1	2
CO 3	0	2	2	0	2	1	2	2	0	2	2	3
CO 4	1	1	2	2	2	2	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.25	1.4	1.25	1.4	1.4	2	1.6	2	1.4	1.4	1.8

JM3402	**Title: Broadcasting Media (T.V.)**	**L T P C** **2-0-4-4**
Version No.	**1.0**	
Course Prerequisites		
Objectives	This Subject course is designed to provide the basic knowledge	
Expected Outcome	On completion of the course students will be able to understand the various	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Introduction to broadcast**	9
Understanding the medium - Nature and Language of TV, Formats and types for TV Programmes, TV News script format, Scripting for Fiction/Non Fiction		
Unit II	**News Gathering**	10
Fundamentals of TV reporting – Reporting skills, Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away), Interview – types of news interview, art of conducting a good interview, Anchoring - Live shows Packaging		
Unit III	**TV Programme Production**	14
Steps involved in production & utilization of a TV Program, Stages of production- pre-production, production and post-production, The production personnel – Single camera and Multi camera production, Use of graphics and special effects, Developing a video brief		
Unit IV	**Video Editing**	15
Aesthetic Factor of video editing, Types of video editing- Non-Linear editing, Cut to cut, assemble & insert, on line, off line editing, Designing, Evaluation and field testing of programme		
Unit V	**Production Lab**	9
Interview, News Programme, Talk Shows,		
Text Books	1. Zettl Herbert: Handbook of Television Production, Publisher: Wadsworth 2. Burrows D Thomas & S. Lynne: Video Production, Publisher: MC Graw Hill	
Reference Books	1. BelavadiVasuki. Video Production, Oxford University Press	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3402

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Demonstrate the TV as a medium also understand the basic of Fictional and non-fictional also able to understand the national and international issues in journalistic prospective.	2	Emp
CO2	Create or produce the News package in proper format. Also able to develop the TV program.	2	S
CO3	Create and produce the TV program in various formats. Also able to operate the camera.	2	S
CO4	Execute basic editing and compilation of raw footage. Able to use the editing software.	3	Ent
CO5	Organize the interviews and Talks show. Also able to develop the question for discussion and interviews	5	None

CO-PO Mapping for JM3402

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	2	2	1	2	1	2	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	0	2	2	3	2	1	2	1	2	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	1	2
Avg	1.6	1.75	2	1.8	1.8	1.8	2.2	1.8	2	2	2.5	2

JM3403	Title: New Media	L T P C 2-0- 4- 4
Version No.	1.0	
Course Prerequisites		
Objectives	This course aims to provide introduction to Digital advancement in Journalism. The Course also contains the knowledge of computer, Internet and multimedia their use in journalism. ● To understand the distinct characteristics of online journalism ● To learn the basic writing styles used by online journalists ● To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).	
Expected Outcome	On completion of the course students should be able to: able to know digital advancements in journalism..	

Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Digitalization	7
	Modern Scenario and Journalism, Basic digitalization, Difference Between online journalism and offline journalism ,New Media as a subject , cyber studies , cultural studies and cyber space.	
Unit II	Social Media in current Scenerio	9
	Role of social Media in current Scenario, Introduction Importance of media , Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, types of the social networking sites, social consumer and influencers, Creation Of Awareness, computer assisted reporting (CAR) And computer assisted journalism (CAJ), artificial Intelligence in journalism.	
Unit III	Social Media measurement and metrics-	8
	Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM), Monetizing Social Media: ROI, Case Studies on Digital India, Make in India, Skill India, Start up India.	
Unit IV	New media as a communication tool .	8
	Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.), building brand on digital media, SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT.	
Unit V	Social Media and citizen journalism	8
	Introduction to social profile management products: Facebook, Linkedin, Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, Instagram, Youtube, Sound cloud, Journalism ethics and restrain in New Media, Ethical practices involving the New Media. Cyber law & security, Role of Journalist in Digital age, Issues& challenges	
Text Books	1. Web Journalism: Practice and Promise of a New Medium by James Glen. 2. Online Journalism: Principles and Practices of News for the Web by James C. Frost. 3. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk. 4. Digitizing the News: Innovation in Online Newspapers. 5. Online News: Journalism and Internet by Stuart Allen. 6. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.	
Reference Books	1.Multimedia Systems Ramesh Agarwal& Bharat BhushanTiwari 2. Fundamentals of Information Technology Deepak Bharihoke. 3.The language of new media. Manovich, L. (2001), MIT press	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	

Course Outcome For.JM3403

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to understand about how digitalization is taking place in journalism.	2	Emp
CO2	Student should able to analyze difference between online & offline journalism.	2	S
CO3	Student should able to remember about ethics in journalism.	2	S
CO4	Students should able to understand about digital age.	3	Ent
CO5	Student should able to analyze difference between print & online writing& dos &don'ts of online writing& this also allows them to work nationally and globally.	5	None

CO-PO Mapping for JM3403

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	0	2	2	2	1	1	2	2	1	2	2
CO 2	0	1	1	0	2	0	0	1	1	1	3	2
CO 3	0	2	2	0	2	1	2	1	0	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	1	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.4	1	1.8	1.4	1.8	1.6	1.4	1.8	1.2	1.2	1.6	2

JM3404	Title: Public Relations & Advertisement	L T P C 3-0-2-4
Version No.	1.0	
Course Prerequisites		
Objectives	This Subject is designed to introduce to students the fundamental of Public Relations and Advertizing. The study of this course will help the students to understand the Media Planning and skills to improve Public Relations in different sectors.	
Expected Outcome	The student will be able to do plan for advertising and public relations for our firm.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Advertising	9
Definition, Scope, Concept of advertising, History, growth & development of advertising in Indian context, Role & function o f advertising, Importance of advertising, Advertising terminology, Advertising Agency.		
Unit II	Types of Advertising	9
Types of classification of advertising, web advertising, Marketing, Planning & execution, Appeal in advertising, Advertising & Pressure groups, Advertising ethics code & laws.		
Unit III	Public Relations	9
Concept & meaning of Public Relations, Objectives & function of Public Relations, Advertising- Propaganda-Publicity- Public Relations		
Unit IV	PR in Private sector	9
Public Relations & Media Relation, Public Relations in Private Sector, Tool of Public Relations, Various types of Public, Emerging Trends in PR.		
Unit V	PR code & conduct	9
Duties of PRO, PR Code and Conduct, PR Campaign-Planing-Execution-Evaluation, Role of PR in Crisis Management,		
Text Books	1. Narula, Uma, Communication Models, New Delhi, Atlantic Pub.	
Reference Books	1. Narula, Uma, Hand book of Communication, New Delhi, Atlantic Pub. 2. Kumar,Keval J, Mass Communication in India, Mumbai, Jaico	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	31-3-2019	
Date of approval by the Academic Council	13-07-2019	

Course Outcome forJM3404

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to understand about Public relations and advertisements.	2	Emp
CO2	Student should able to analyze different types of advertisements.	2	S
CO3	Student should able to remember about appeal in advertising.	2	S
CO4	Students should able to understand about digital age.	3	Ent
CO5	Student should able to analyze difference between PR code and PR Campaign.	5	None

CO-PO Mapping forJM3404

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	0	2	2	2	1	1	2	2	1	2	2
CO 2	0	1	1	0	2	0	0	1	1	1	3	2
CO 3	0	2	2	0	2	1	2	1	0	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	1	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.4	1	1.8	1.4	1.8	1.6	1.4	1.8	1.2	1.2	1.6	2

JM3405	**Title: Art of News Gathering**	**L T P C** 3-0-2-4
Version No.	**1.0**	
Course Prerequisites		
Objectives	Recognize the most commonly used methods of gathering Navy news	
Expected Outcome	On completion of the course student will understand the cinematography techniques and will be able to create their own short film and cinematic videos	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Concept of News gathering**	9
Types of News, News: Importance, Concept and definition, Elements of News, Familiarization and Difference between News Items of Newspapers, Magazines & Agencies, Change of Information into News, Co-relation Differentiation and Transformation of Information.		
Unit II	**News Writing**	9
News Writing skills, Five W's & one H and Some C's. Intro and Body Organs of News Body, Different Forms of News Writing, Preparing of News, Theories and practice of News Items,Newsroom organization and coordination among editorial staff.		
Unit III	**Sources of Gathering News**	9
Primary and Secondary Sources Observation, telephone conversations, research, interviews, News Conferences.		
Unit IV	**News From Various Contemporary Issue**	8
Social Tension, communalism, Naxalism Crime: Human Trafficking, Immigration, Racial and Religious Issues Population and Infrastructure, Health-Hygiene Issue Casteism, Regionalism, Language biasness Conflicts and war, Money Laundering, Terrorism		
Unit V	**Reviews**	**9**
Column Writing: Definition and Types, Importance of Column Writing and Necessity Art Reviews Music, Dance, Drama, Film Reviews, Book Reviews, Sports Reviews., Economic Reviews,		
Text Books	1. Keval J. Kumar, Mass communication in India, Jaico Publishing house.	
Reference Books	1. Renu Saran, History of Indian cinema, Kindle edition 2. Five C's of cinematography by Joseph Rogers, MM Mukhi& sons	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	31-3-2019	
Date of approval by the Academic Council	13-07-2019	

Course Outcome ForJM3405

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should able to understand about the concept of news gathering.	2	Emp
CO2	Student should able to analyze different elements of News.	2	S
CO3	Student should able to remember about Familiarization and Difference between News	2	S
CO4	Students should able to understand News Writing.	3	Ent
CO5	Student should able to analyzeNews From Various Contemporary Issue	5	None

CO-PO Mapping for JM3405

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	1	1	1	1	1	1	0	0	2	1
CO 2	1	0	0	0	1	0	2	0	0	0	1	0
CO 3	0	2	3	0	1	1	2	0	0	0	1	0
CO 4	2	0	1	0	0	1	0	0	0	0	0	0
CO 5	3	0	2	0	2	2	2	0	0	0	3	1
Avg	1.4	0.6	1.4	0.25	1	1	1.25	0.2	0	0	1.4	0.4

JM3412	**Title: Writing for visuals**	**L T P C** **0 -0- 4- 2**
Version No.	**1.0**	
Course Prerequisites		
Objectives	This course aims to provide introduction to write for visuals The Course also contains the knowledge of visual languages used for writing for visuals ● To understand the Difference between fiction and non fiction ● To learn the basic writing styles used for writing for visuals ● To learn the basics of writing for documentaries	
Expected Outcome	On completion of the course students should be able to: able to know about writing for script and documentaries	

Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Visual Languages**	4
How to write tv script , Do's and don'ts of writing tv script , which type of language should be used in writing tv script , what is visual languages		
Unit II	**Fiction and non fiction**	4
Fiction – stories novels that are not real , non fiction – stories based on reality , major diffrence between fiction and non fiction		
Unit III	**PTC**	4
Piece to camera , Walk through , BriddePtc , Anchor Byte		
Unit IV	**New media as a communication tool .**	5
Unit- V	**Commercial writing**	
Practical Assesment of creative ads , creative writing , Diffrence between writing for news for print and digital platformsx		

Text Books	Television Programme Production by Ashok Jailkhani&Maharaj Shah	
Reference Books	Writing and Producing for Television and Film: Communication for Behavior Change. Author:Esta de Fossard& John Riber Publisher:SAGE Publications India Pvt Ltd	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	31-3-2019	
Date of approval by the Academic Council	13-07-2020	

Course Outcome ForJM3412

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to explain all the components and various roles involved in planning, organizing, running and evaluating an event.	2	Emp
CO2	Able to apply the theory and skills necessary to professionally plan,organise and run a business event.	2	S
CO3	Able to understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.	2	S
CO4	Able to execute the event plan on ground level.	3	Ent
CO5	Able to reconcile the mistake in execution of planning.	5	None

CO-PO Mapping for JM3412

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	2	1	2	2	2	1	2	2	1	2	2
CO 2	2	2	2	1	2	1	0	1	2	1	3	2
CO 3	1	2	2	1	2	1	2	1	1	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.75	1.8	2	1.8	2	1.4	1.8	1.6	1.2	2	2

Semester-V

JM3502	Title: Event Management	LTP C 3-0-0-3
VersionNo.	1.0	
CoursePrerequisites		
Objectives	To understand the process of managing and marketing events from conceptualization, planning, and feasibility analysis to staging the event, and post event evaluation.	
ExpectedOutcome	1. Explain all the components and various roles involved in planning, organizing, running and evaluating an event; 2. Apply the theory and skills necessary to professionally plan, organise and run a business event; and 3. Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.	
UnitNo.	Unit Title	No.of hours (per Unit)
UnitI	Events as PR Tool	8
Events: Definition, Need, Types of events, Events as tool of public relations, Role of events in promotion, Exhibitions, seminars and conventions, Events as communication tool, Events as marketing tool		
UnitII	Basics of Event Management	8
Understanding event management, Elements of event management, Infrastructure required for an event, Role of organizers, sponsors, logistics, Conceptualization of an event, Designing and planning an event		
UnitIII	Creating an Event	8
Event planning: Process and tools, Nature of planning, Project planning, Planning the setting, location and site, Setting up an event organization structure, Formation of committees, meetings with management, Programme planning, elements of style, Developing a programme portfolio, Programme life cycle, scheduling		
UnitIV	Human Resource and Revenue management	8
HR Management: Need Assessment, policies and procedures, Finalizing job descriptions, recruitment and motivation, Revenue Generation: Fund raising, grants, sponsorship, Financial and Risk Management, Budget and cost-revenue management, Cash flow management, accounting, Financial statements, measures of financial performance, Financial controls for reducing risk		
Unit V	Evaluation and Assessment	8
Research to find out people's orientation for events, Consumer research on events, Visitors surveys, attendance counts and estimates, Market area surveys, Communications Mix for reaching the customer, Developing and communicating a positive image, Evaluation and impact assessment, Evaluation concepts, observation techniques, Evaluation of costs and benefits		
TextBooks	1. Bruce E Skinner, Vladimir Rukavina Event Sponsorship, Publisher Wiley2002, ISBN0471126012 2. Anton Shene, Bryn Parry Successful Event ManagementThomson Learning ISBN1844800768, 2004 3. Judy Alley Event Planning, John Wiley and SonsISBN 0471644129, 2000 *Latest editions of all the suggested books are recommended	
ReferenceBooks	1. Jaishri N Jethwaney Public Relations, ND: Sterling 2. Pitman Jackson Corporate Communication for Managers,Pitman Publishing	
ModeofEvaluation	Internal and External Assessment	
RecommendationbyBoar dofStudieson	28-05-2018	
DateofapprovalbytheAcade micCouncil	02/06/2018	

Course Outcome For JM3502

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to explain all the components and various roles involved in planning, organizing, running and evaluating an event.	2	Emp
CO2	Able to apply the theory and skills necessary to professionally plan,organise and run a business event.	2	S
CO3	Able to understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.	2	S
CO4	Able to execute the event plan on ground level.	3	Ent
CO5	Able to reconcile the mistake in execution of planning.	5	None

CO-PO Mapping for JM3502

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	2	1	2	2	2	1	2	2	1	2	2
CO 2	2	2	2	1	2	1	0	1	2	1	3	2
CO 3	1	2	2	1	2	1	2	1	1	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.75	1.8	2	1.8	2	1.4	1.8	1.6	1.2	2	2

JM3503	**Title:** Social media and Online Publishing	**L T P C** 1-0-4-3
Version No.	**1.0**	
Course Prerequisites	**Basic Social Media information Internet knowledge, online publishing**	
Objectives	The objective of this course is to: Familiarize with psychological and cultural approach of advertisement for different media, Understanding of different segment and categories of advertisement, Understanding of means & methods to achieve desired creativity in an advertisement, Understanding functions and applications of Public Relations in Corporate & Media world	
Expected Outcome	After successfully completing this course the student would be able to - Develop concepts that are able to address the desires as well asaspirations of the consumer base. Behavior brand promotion etc. , Understand how different media including new media responsible for an advertising, Designing & Planning Advertising & PR Campaigns for various media platforms	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Introduction to Social Media**	6
What is Advertising, its meaning, definition, role, elements, types, Growth and development in India and world, Why we need advertising		
Unit II	**Advertising and its elements**	8
Advertising as a communication tool,Types of advertising and its characteristics, ,Classification of advertising on basis of PA target audience, area, medium, purpose. Various functions and departments of a mid-sized Advertising Agency, Role of PR in image building		
Unit III	**Online publishing**	7
Media Planning, Copy Writing, Branding, Process of ad preparing for Print Media, Developing Print and electronic advertising, slogan, copy, Code of Conduct in Advertising		
Unit IV	**Media Planning**	7
Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model, Concept of media planning and media mix, Ad agencies and its role, Media marketing, media research, Ethical and regulatory aspect of advertising, Press Release,		
Unit V	**Advertising Layouts and objectives**	6
Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy , Research and Branding Advertising department vs. Agency-Structure, Advertising Budget Campaign Planning, Creation and Production, Designing Ads using Adobe Photoshop and CorelDraw		
Text Books	1. Foundation of Advertising – SA Chunawaala 2. PR Practices and Principles – IqbalSachdeva	
Reference Books	1. Ogilvy on Advertising – David Ogilvy 2. Indian Advertising – ArunChaudhary	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3503

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to interpret the basics of Advertisement and Publicity and propaganda. Also able to interpret the role and importance of advertisement	2	Emp
CO2	Able to demonstrate the uses of appeals in advertisement	2	S
CO3	Able to develop the Advertisement material in print and TV format. And also able to design the advertisement posters for national and international products.	2	S
CO4	Able to interpret the role and function of Ad agency	3	Ent
CO5	Able to analyze the various situation of advertisement.	5	None

CO-PO Mapping for JM3503

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	1	2	2	0	1	2	2	0	2	2
CO 2	2	2	2	1	2	1	0	1	1	1	1	2
CO 3	1	2	2	1	2	1	2	1	1	2	2	3
CO 4	2	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.5	1.8	2	1.8	1.6	1.4	1.8	1.5	1	1.6	2

RT3502	Title: Television Programming and Production and lab	L T P 1-0-4-3
VersionNo.	1.0	
CoursePrerequisites		
Objectives	To familiarize students with the planning and execution of TV programs and production.	
ExpectedOutcome	On completion of the course student should he able to: Develop a 3d Character with the knowledge of rigging for animation in Maya.	
UnitNo.	UnitTitle	No.ofhours(perUnit)
UnitI	Introduction	8
Basic of Television Programme Production, Visual Grammar, Function of camera, Ideation, stages of production, MoJo.		
UnitII	Different aspects of camera	8
Different types of Shot, Visual Grammar, Camera as a tools, view points, composition, operation of camera.		
UnitIII	Lighting techniques	8
Visual story weaving, Camera Angles- Eye Level, Low Angle and High Angle Shots. Indoor and Outdoor Production, Lighting points, Various Lighting Techniques for Programme Production.		
UnitIV	Camera Production	8
Single and Multi camera Production, New package, scripting for TV, PTC, Walk Trough, VOX POP, Shoot to edit.		
UnitV	Post production	8
Various Format of Television Programme, Post Production: Editing and Graphics, Final Project.		
TextBooks	Television Production- Jim Owens and Gerald Millerson Publisher-Focal press	
ReferenceBooks	Television Production- Herbert Zettl	
ModeofEvaluation	Internal and External Assessment	
RecommendationbyBoardofStudieson	28-05-2018	
DateofapprovalbytheAcademicCouncil	02/06/2018	

Course Outcome For RT3502

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should be able to demonstrate the TV as a medium & also understand the basic of Fictional and non fictional.	2	Emp
CO2	Able to create or produce the News package in proper format.	2	S
CO3	Able to create and produce the TV program in various format.	2	S
CO4	Able to execute basic editing and compilation of raw footage.	3	Ent
CO5	Able to produce the news package and other format program.	5	None

CO-PO Mapping for RT3502

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	2	2	1	2	1	2	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	0	2	2	3	2	1	2	1	2	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	1	2
Avg	1.6	1.75	2	1.8	1.8	1.8	2.2	1.8	2	2	2.5	2

JM3504	Title: Media &Market Research and Data Analytics	L T P C 1-0-4-3
Version No.	1.1	
Course Prerequisites	Nil	
Objectives	To familiarize students with the process of research To sharpen their research skills in the field of investigation. To enable the students for research proposal formulation in the field of enquiry.	
Expected Outcome	To conduct an independent media research on a topic of interest.	

Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	06
Research: An Introduction, Need, Role, and Importance of Research, Major Aspects of Research, Media Research: An Introduction, Social Research and Media Research Differentiated, Feedback and Feed Forward Studies, Media Research as a Tool of Reporting		
Unit II	Designing the Media Research Process	10
Developing a research proposal and research design, types of research design, Experimental Research Designs, features of a good research design, Methods of media research: survey method, observation method, case studies, content analysis, interview method		
Unit III	Sampling and measurement techniques	06
Introduction to sampling: Sampling as a part of research process, The basics of Sampling theory, Population, Sampling frame, Types of sampling: Probability Sampling, Non- probability Sampling		
Unit IV	Data collection & questionnaire design	08
Introduction, tools of data collection: primary and secondary sources, data collection-structured and unstructured, designing questionnaire, types of questionnaire, elements of questionnaire, pre-testing of questionnaire, merits & demerits of questionnaire		
Unit V	Emerging Trends in Media Market Research	06
Data driven decision making, recent developments and application areas in media research, newspaper and magazine research, research in the electronic media, research in advertising research, public relations research		
Text Books	1. Rogers D. Wimmer and Joseph R, Dominick. Mass Media Research: An Introduction. Cengage Learning 2. Introduction to Communication Research by John C. Reinard (Benchmark,1994) 3. Doing Media Research - An Introduction by Susanna Houring Priest 4. Mass Media IV by Ray Eldon Hiebert et al	
Reference Books	1. Introduction to Mass Communication Research, Ralph. O. Nafziger and DavidM. Greenwood Press, New York. 2. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Arthur Asa Berger, Sage Publications. 3. Media Research Methods: Measuring audience reactions and impact, Barrie Gunter, Sage Publication – New Delhi 4. Milestones in Mass communication Research. Shearon A. Lowery and Melvin L. Defleur	
Mode of Evaluation	Internal and External Examination	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome For.JM3504

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students should be able to impart the definitions and basic concepts of research, communication research, media research & social research.	2	Emp
CO2	Students will able to understand the need, role, importance functions and ethics of research.	2	S
CO3	Students will able to identify research problems & research design for hypotheses development & data collection .	2	S
CO4	Students will able to understand the sampling process & application of research in mass media.	3	Ent
CO5	Students will able to analyze the importance of content analysis as practical component in media research.	5	None

CO-PO Mapping for JM3504

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	1	1	1	1	1	1	1	1	1	1	1
CO 2	3	1	1	1	1	1	1	1	1	1	1	0
CO 3	3	1	1	1	1	1	1	0	1	1	1	0
CO 4	3	1	1	1	1	1	1	0	0	1	1	1
CO 5	3	1	1	1	1	1	1	1	1	1	1	1
Avg	2.8	1	1	1	1	1	1	0.6	0.8	1	1	0.6

PR3501	Title: Creative Advertisement	L T P C 3 0 0 3
Version No.	1.0	
Course Prerequisites		
Objectives	The course will help the student to understand what creative advertising is and how it can be used to create awareness, need of a brand in the marketplace.	
Expected Outcome	On completion of the course student will understand the various uses of creative advertising and be able to use it as a tool.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction	6
History of advertising, advertising purpose and functions; Economic, Social and ethical aspects of advertising. Advertising as a marketing tool. Types of advertising reasons (pros) for advertising, Criticism of advertising. Advertising as a communication process		
Unit II	Creative Advertisement	6
Understanding what Creative Advertisement, Creativity in communication, Shotgun approach Creative Advertising and Directional Advertising, types of appeals used in advertising,		
Unit III	Learning and understanding advertising	8
The art of copywriting, Advertising copy testing, Social Media, Print, Television, Print, Radio, Direct mail, Email, Advertising objectives; DAGMAR approach; Advertising campaign planning process.		
Unit IV	Advertising Media Strategy	6
Role of Media; types of media, their advantages; and disadvantages; media planning, selection & scheduling strategies		
Unit V	CAN elements of Advertising	6
6 elements of a successful marketing campaign, 6 common features of advertising that tend to stick (Simplicity, unexpectedness, Concreteness, Credibility, Emotionality and Story-telling)		
Text Books	1. Advertising Creative: Strategy, Copy, and Design	
Reference Books	1. Creative Advertising: Ideas and Techniques from the world's best campaigns by Thames and Hudson	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	

Course Outcome ForPR3501

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to understand the Advertisement and the uses	2	Emp
CO2	Able to understand the uses and impact of advertisement	2	S
CO3	Able to understand the various element of Advertisement	2	S
CO4	Able to think the out of box and process to ideation	3	Ent
CO5	Able to apply the new ideas and creativity in advertisement material	5	None

CO-PO Mapping for PR3501

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	1	2	2	0	1	2	2	0	2	2
CO 2	2	2	2	1	2	1	0	1	1	1	1	2
CO 3	1	2	2	1	2	1	2	1	1	2	2	3
CO 4	2	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.5	1.8	2	1.8	1.6	1.4	1.8	1.5	1	1.6	2

PV3501	Title: Print Design and Visualisation	LTPC 3003
VersionNo.	1.0	
CoursePrerequisites		
Objectives	This course aims teach about to print design and Visualization. The aim of this syllabus is to know our students about theory of design and graphics, colour and layout with printing technology.	
ExpectedOutcome	On completion of the course students should be able to : design different designing elements (Newspaper, Magazine and poster etc.)	
UnitNo.	UnitTitle	No.of hours (perUnit)
UnitI	Principles of Design & Graphics	6
Basics of Design and Graphics: Concept and theory, Principles of design, Basic elements of graphic and design. About Design and layouts		
UnitII	Printing & Typography	6
Art of Printing: Evolution, Types, & Technical Revolution,Physical form, aesthetics and function, fonts, Printing methods - Letter press, Gravure, Offset, & Screen printing, Printing paper – Types & size.		
UnitIII	Layout of Print Media	6
Layout of broadsheet and tabloid, Layout, pagination and designing of various parts of Magazine with the help of PageMaker, QuarkXpress or InDesign.		
UnitIV	Desktop Publishing (DTP) and Multimedia	6
Computer Composing & Design, Multimedia: Characteristics and function Digital and ColourPrinting,Colour : Physical forms, psychology, colour scheme and production, How to use colors and Contrast.		
UnitV	Practice of Designing	6
Designing a layout of leaflet and letter head, Design a poster on current issue, Designing of cover page of a magazine, Designing a front page of newspaper.		
TextBooks	1. K.S. Duggal Book Publishing, 2. A.K. Dhar Printing and Publishing 3. N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001 4. N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi	
ReferenceBooks	Photoshop CS6 in simple steps (by Kogent learning solutions Inc. -dream tech press)	
ModeofEvaluation	Internal and External Assessment	
RecommendationbyBoardofStudieson	28-05-2018	
DateofapprovalbytheAcademicCouncil	02/06/2018	

Course Outcome ForPV3501

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to understand the structure of news paper.	2	Emp
CO2	Able to understand the page making lay out of the news paper .	2	S
CO3	Able to understand the various types of software for page making.	2	S
CO4	Able to understand the designing tool in software.	3	Ent
CO5	Able to visualize the design and start working on it.	5	None

CO-PO Mapping for PV3501

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	2	2	1	2	3	2	2	2	1	1	2
CO 2	2	1	1	1	1	1	1	1	1	1	1	0
CO 3	2	1	1	1	1	1	1	0	1	1	1	0
CO 4	2	1	1	1	1	1	1	0	0	1	1	1
CO 5	2	1	1	1	1	1	1	1	1	1	1	1
Avg	1.8	1.2	1.2	1	1.2	1.4	1.2	0.8	1	1	1	0.8

PV3501	Title: Corporate Crisis & Marketing Communication	L T P C 3-0-0-3
Version No.	1.0	
Course Prerequisites	Basic computer and Internet knowledge, Proficient in MS Office	
Objectives	This course will focus on key elements of crisis and issues management – before, during and after a crisis. In an age when a company's every move is subject to instant, vivid, unfiltered, and global scrutiny and attack, the necessity for effective crisis management is greater than ever. And it is far more challenging. The structure of the course will reflect the crisis management process: prevention, preparation, response and long-term. Emphasis will be placed on practical application of crisis communications theory, with copious use of real-life case studies and guest lectures by top crisis expert practitioners..	
Expected Outcome	Upon completing this course, students will be able to: • Learn what constitutes a crisis – how it is distinct from day-to-day issues - Develop a crisis preparedness plan and vulnerabilities assessment - Understand the typical stages of a crisis, and how they are changing in the social media era - Identify and address the ethical issues presented by the crisis - Identify and address the ethical issues presented by the crisis - Understand the important of opinion/attitudinal research in crisis management - Develop a post-crisis plan for the organization.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Definition of Crisis	6
Course Introduction and course overview , Outline of crisis communications , Crisis management in social media era, Crisis and rumours		
Unit II	Handling Crisis situation	6
Effective crisis communications, Crisis management in social media era , Crisis prevention; crisis situations, Crisis with media perspectives, Develop a Plan B		
Unit III	Media Crisis Communication	7
Discuss: Crisis Group Project, Media Crisis and the options during pandemic, Corporate Crisis during pandemic, Alternatives and options during crisis		
Unit IV	Role of Marketing Communication	7
Introduction to Marketing Communication , Marketing for Print, Electronic & Web Media, Marketing Planning for Digital Media , Case Studies and Assignments		
Unit V	Communication barriers and solutions	6
Barriers to Marketing Communication , Marketing Planning and challenges - Marketing strategies for new product launch - Develop a market plan for a new product		
Text Books	1.Corporate Communication – Dr. JayshreeJethwani 2. Marketing Management – Phillip Kotler	
Reference Books	Corporate Crisis Management: Planning for the Inevitable By Steven Fink	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	

Course Outcome ForPV3501

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to understand the uses and process of public relation.	2	Emp
CO2	Able to understand the process of public relation.	2	S
CO3	Able to understand the various tools and their uses in public relation.	2	S
CO4	Able to understand the crisis situation and responsibilities of PRO.	3	Ent
CO5	Able to create and execute the crisis plan.	5	None

CO-PO Mapping for PV3501

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	2	2	1	2	3	2	2	2	1	1	2
CO 2	2	1	1	1	1	1	1	1	1	1	1	0
CO 3	2	1	1	1	1	1	1	0	1	1	1	0
CO 4	2	1	1	1	1	1	1	0	0	1	1	1
CO 5	2	1	1	1	1	1	1	1	1	1	1	1
Avg	2	1.2	1.2	1	1.2	1.4	1.2	0.8	1	1	1	0.8

PR3505	Title:Beat Reporting	LTP C 3003
Version No.	1.0	
Course Prerequisites		
Objectives	The objective of this course is to equip the students with the reporting skills necessary to cover a locality or topic in depth.	
Expected Outcome	On completion of the course student should he able to: Develop a 3d Character with the knowledge of rigging for animation in Maya.	
UnitNo.	UnitTitle	No.ofhours(per Unit)
UnitI	Introduction	6
Concepts of beats in news reporting, Generic survey of journalistic styles in a beat, Beat surveillance and source mapping, Cultivating sources and tips, Developing and managing primary non-elite and elite sources		
UnitII	Reporting Beats	6
Beats, Civic/City reporting, Crime reporting, Infrastructure reporting, Investigate reporting, Lifestyle reporting and Entertainment reporting, Business reporting, Pitching stories, routine beat sites; Ways to get editorial help; promotional strategies for beat journalists.		
UnitIII	Social and political beat reporting	6
Political reporting and its vitality, sources, Health reporting, Food and consumer goods reporting, Educational reporting, Environmental reporting.		
UnitIV	Specialised beats	6
Sports reporting, Legal reporting, Conflict reporting, Regional and festive beats		
UnitV	Recent trends and examples	6
Process of Case Studies, Some case studies.		
TextBooks	Beat Reporting and Editing : Journalism in the Digital Age by Surbhi Dahiya and Shambhu Sahu	
ReferenceBooks		
ModeofEvaluation	Internal and External Assessment	
RecommendationbyBoardofStudieson	28-05-2018	
DateofapprovalbytheAcademicCouncil	02/06/2018	

Course Outcome ForPR3505

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to understand the basic of reporting.	2	Emp
CO2	Able to understand the processing of news and various types of beats.	2	S
CO3	Student will able to find out the different sources accordingly they will create their news.	2	S
CO4	Students will able to create the news and find the new angle of news.	3	Ent
CO5	Students will able to analyze the Impact of news on various section of the society.	5	None

CO-PO Mapping for PR3505

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	3	2	2	3	1	0	2	2	3	2	2
CO 2	2	2	2	1	2	1	3	1	3	3	3	2
CO 3	2	2	2	0	2	1	2	1	1	2	2	3
CO 4	1	0	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.6	2	1.6	2	1.8	1.8	1.8	2	2	2	2

PR3503	Title:Advertising and PR agency Management & PR Lab	L T P C 3-0-0-3
Version No.	1.0	
Course Prerequisites	Basic Computer and Internet knowledge, Proficient in MS Office, Adobe Photoshop	
Objectives	The objective of this course is to: Familiarize with psychological and cultural approach of advertisement for different media, Understanding of different segment and categories of advertisement, Understanding of means & methods to achieve desired creativity in an advertisement, Understanding functions and applications of Public Relations in Corporate & Media world	
Expected Outcome	After successfully completing this course the student would be able to - Develop concepts that are able to address the desires as well asaspirations of the consumer base. Behavior brand promotion etc. , Understand how different media including new media responsible for an advertising, Designing & Planning Advertising & PR Campaigns for various media platforms	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Advertising& PR	6
What is Advertising, its meaning, definition, role, elements, types, Growth and development in India and world, Why we need advertising		
Unit II	Advertising and its elements	8
Advertising as a communication tool,Types of advertising and its characteristics, ,Classification of advertising on basis of PA target audience, area, medium, purpose. Various functions and departments of a mid-sized Advertising Agency, Role of PR in image building		
Unit III	Developing Advertising & PR Campaigns	7
Media Planning, Copy Writing, Branding, Process of ad preparing for Print Media, Developing Print and electronic advertising, slogan, copy, Code of Conduct in Advertising		
Unit IV	Media Planning	7
Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model, Concept of media planning and media mix, Ad agencies and its role, Media marketing, media research, Ethical and regulatory aspect of advertising, Press Release,		
Unit V	Advertising Layouts and objectives	6
Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy , Research and Branding Advertising department vs. Agency-Structure, Advertising Budget Campaign Planning, Creation and Production, Designing Ads using Adobe Photoshop and CorelDraw		
Text Books	3. Foundation of Advertising – SA Chunawaala 4. PR Practices and Principles – IqbalSachdeva	
Reference Books	3. Ogilvy on Advertising – David Ogilvy 4. Indian Advertising – ArunChaudhary	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForPR3502

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to interpret the basics of Advertisement and Publicity and propaganda. Also able to interpret the role and importance of advertisement	2	Emp
CO2	Able to demonstrate the uses of appeals in advertisement	2	S
CO3	Able to develop the Advertisement material in print and TV format. And also able to design the advertisement posters for national and international products.	2	S
CO4	Able to interpret the role and function of Ad agency	3	Ent
CO5	Able to analyze the various situation of advertisement.	5	None

CO-PO Mapping for PR3502

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	1	1	2	2	0	1	2	2	0	2	2
CO 2	2	2	2	1	2	1	0	1	1	1	1	2
CO 3	1	2	2	1	2	1	2	1	1	2	2	3
CO 4	2	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.5	1.8	2	1.8	1.6	1.4	1.8	1.5	1	1.6	2

PV3502	Title: Media Convergence & Media Portfolio	L T P C 3-0-0-3
Version No.	1.0	
Course Prerequisites	Basic computer and Internet knowledge, Proficient in MS Office, Hyperlink concepts and Adobe Photoshop	
Objectives	The course aims to introduce students to how various narrative forms as well as brands are currently increasingly conceptualized and produced across multiple media platforms. It will assess the major cultural, social and political changes that have occurred as a result of increased media convergence. The course analyses how this major technically-driven cultural shift is impacting and fundamentally transforming audience participation, interaction and consumption of mediatized content. Via a series of workshops and exercises, the course provides students with the practical opportunity to conceptualize, create and finally produce a major trans media narrative project in the the form of online Media journal and clear concepts of elements of convergent media in form of a website.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Introduction to Cyber Journalism	9
What is Convergence with reference to Media Perspective, Introduction to Media Convergence, Elements of Media Convergence,		
Unit II	Cyber Media, Crime and Comparative study with Print Media	10
Introduction to Cyber Journalism & Media Technologies, Cyber Crimes and its impact on media business, Cyber Vs Print Media – The comparison		
Unit III	Developing Media Convergent using various platforms	9
Media platforms and their qualities, Media Planning, Writing a story for cyber media		
Unit IV	Developing website and online newspapers	9
Developing content for a website, Image editing and online newspapers layout, Comparison of two different web based news channel along with two different newspapers.		
Unit V	Workshop and Lab Reports	8
Making Media Portfolio, Online Brochures, Newsletters, Newspaper layout		
Text Books	5. New Media – Techniques and Trends – AshwinRazdan	
Reference Books	5. Media Convergence –Richard Gershon from Oxford Publication 6. Media Convergence Handbook Vol I & II – Dr. ArturLugmayr	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForPV3502

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Able to understand the new form of media.	2	Emp
CO2	Able to use the various platform and tools of media.	2	S
CO3	Able to create the profile on new platform.	2	S
CO4	Able to use and developed the content for increase the effectiveness.	3	Ent
CO5	Able to use the various platforms effectively.	5	None

CO-PO Mapping for PV3502

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	3	3	2	3	2	1	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	0	2	2	0	2	1	2	1	2	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.8	1.8	2.2	1.4	2	2	2	1.8	2	2	2	2

VP3515	Title:Creative Writing	LTP C 0042
VersionNo.	1.0	
CoursePrerequisites		
Objectives	The objective of the course is to equip students with key details of journalistic writing in general.The course will also help students to develop deep understanding of writing for different channels/mediums and formats.This creative writing syllabus is designed in a manner that it will enable students to have greater understanding of writing for print, broadcast, digital and ads with emphasis on each styles.	
ExpectedOutcome	On completion of the course student should be able to: Develop a 3d Character with the knowledge of rigging for animation in Maya.	
UnitNo.	Unit Title	No. of hours (per Unit)
UnitI	Basic essentials of writing	6
Purpose of writing, Basics of writing – Accuracy, Brevity, Clarity, Discernment, Writing simple, Sentence structuring, Vocabulary building, Rules of spelling, Use of confusing words, Grammar and punctuation		
UnitII	The art of writing	6
Sentence length and patterns, Breaking monotone, Various types of intro and lead writing, Main body, Conclusions& ending, Writing & editing – news, features, long form and entertainment, Rewriting of copies, Captions to images		
UnitIII	Channels of writing	7
Print journalism: Inverted pyramid style writing; Writing headlines, Broadcast writing: basics of writing TV news items, Digital writing: for websites, social media writing and essentials, Ad writing: Advertorials and genres; writing PR copies& campaigns, Multi-media: Videos, images/photos, info-graphs etc.		
UnitIV	Technical writing	7
Report writing; Writing for journals; Scientific reports;Editorials; Book reviews; Investigative reports		
UnitV	Case studies	5
Different case studies on the discussed topics.		
TextBooks	1. Becoming a writer by Dorothea Brande 2. On writing: A Memoir of the Craft by Stephen King	
ReferenceBooks	1. The Elements of style by William StrunkJr	
ModeofEvaluation	Internal and External Assessment	
RecommendationbyBoardofStudieson	28-05-2018	

Course Outcome For VP3515

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student will be able to create and formulate sentence in proper message and facts.	2	Emp
CO2	Student will be able to structure the message in prescribed format.	2	S
CO3	Student will be able to generate and create messages and meaning in attractive and smooth reading format.	2	S
CO4	Student will be able to develop the literature with the proper messages and inherent thoughts.	3	Ent
CO5	Student will be able to weave the literary content.	5	None

CO-PO Mapping for VP3515

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	3	2	1	3	2	1	2	2	3	2	2
CO 2	2	2	2	1	2	1	3	1	3	3	3	2
CO 3	0	2	2	0	2	1	2	1	1	2	2	3
CO 4	3	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	2.2	2	2	1.5	2	2	2	1.8	2	2	2	2

Semester-VI

JM3601	**Title:** Digital Media and writing content	**L T P C** 3-0-0-3
Version No.	**1.0**	
Course Prerequisites		
Objectives	To be acquaint with New Media and Multimedia Content and its area of use. To acquire the knowledge of Web Journalism and its applications. To introduce Students with Animation, Web pages and Web Content	
Expected Outcome	Students can understand the use of News Media and Multimedia Technology and its contents. Able to understand the Web Journalism. Understanding the Basics of Animation and Web Pages.	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Introduction to Internet**	9
	. Brief History and Services of Internet, Role of Internet in Communication, Virtual Reality and Augmented Reality, Internet Protocol (FTP, HTTP, TCP/IP), Websites, Search Engine Services, Online Newspapers/Magazines, Advantages and Threats of Internet Communication	
Unit II	**New Information Technology and Communication**	9
	Meaning & role of Information Technology in Communication, ICT and good Governance, Latest Trends in Information Technology, Video Conferencing, E-Mail, Convergence Technology, Future of Communication with Changing Information Technology, Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom.	
Unit III	**Online Journalism**	9
	Introduction of New Communication Medium - Internet, Mobile, Computer Mediated Communication, Meaning, Importance, Advantage, Limitation and Types of New Media Elements of New Media, Interactivity, Hypertextuslity, MultimedialityVirtuality and Convergance, SMS, MMS, VOIP, Video Conferencing, Email in The Context of Time, Cost and Quality Required Technical & Other Understanding and Preparation for Media Personal.	
Unit IV	**Understanding Web page**	8
	Planning and designing of WebPages, Blogs, e-newspaper, e-magazine, Introduction to Front Pages Tools, Menus and Interface of Front Page, Basic Tags of HTML/DHTML, Understand Script Languages (VB Script JavaScript) Blog, Static Pages and Dynamic Pages.	
Unit V	**Content Planning**	9
	Overview of Web writing, **,** Linear vs. nonlinear for, Writing for the screen vs. writing for print, Structure of a web report, Web page writing techniques,Planning, Information, news and entertainment on web, Preparation and Presentation of web content, Content writing, editing, reporting and its management	
Text Books	Learning To Use the Internet. Ernest Ackermann, Bpb Publications. Elements of Computer Science, SatishRamaswami, Rajesh Ramaswami, Ashish Publishing Homes. Computing System Hardware, M. Wells, Cambridge University. Page Maker, Vishnu Priya Singh, Meenakshi Singh, Asian Publishers	
Reference Books		
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3601

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students will understand the history of internet technology and also online journalism.	2	Emp
CO2	Students will be able to recognize and deploy appropriate online journalism strategies to engage readers across a range of online media.	2	S
CO3	Students will be able to demonstrate advanced skills in the use of industry-standard Digital media tools at the forefront of the field to produce high quality online content for national and international level.	2	S
CO4	Students will understand the process of working with users in bringing ideas from concept to production of content.	3	Ent
CO5	Students will learn how to draw on a rigorous combination of theory, analysis and hands-on digital work in development of original ideas in digital media on global level.	5	None

CO-PO Mapping for JM3601

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	3	3	2	3	2	2	2	2	3	2	2
CO 2	2	2	2	2	2	1	3	1	3	3	3	2
CO 3	1	2	2	1	2	1	2	1	3	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	1	2
Avg	2	1.8	2.2	2	2	2	2.2	1.8	2	2	2.2	2

JM3602	**Title:** **Advertisement and Design**	**L T P C** 2-0-2-3
Version No.	**1.0**	
Course Prerequisites	Basic knowledge of Advertising	
Objectives	Recognize the role of the logo as the foundation of visual identity, Apply a conceptual approach to logo development and design, Create and design a visual identity based on a logo, Research methods in design thinking, Combine type and visuals to communicate a message to a specific audience, Distinguish purposes of branding.	
Expected Outcome	Create a complete identity package for a business	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Introduction to Advertising**	7
Concept, Definition and Process of Advertising, Objectives, Utility and Features of Advertising, History, growth & development of advertising in Indian context.		
Unit II	**Types of Advertisements**	7
Commercial, social, institutional and financial, marketing appeal in advertising, advertising & pressure groups, medium of advertising, advertising ethics code & laws.		
Unit III	**Advertising Copy**	9
Terminology and principles : title, logo appeal layout etc, copy of advertisements of various mediums and their differences, copy elements- headline, sub heads, slogans, body copy, logo etc., USP in advertisements copy, qualities of advertisement person		
Unit IV	**Advertising Agencies**	6
Advertising agencies-Meaning, its role and types of agencies Functioning of Advertising agencies, Top advertising agencies in India		
Unit V	**Ad campaigns & designs**	6
Relevant case studies		
Text Books	1. Narula, Uma, Communication Models, New Delhi, Atlantic Pub. 2. JaishriJethwaney and Shruti Jain, (2012) Advertising Management, Oxford University Press, New Delhi.	
Reference Books	1. Narula, Uma, Hand book of Communication, New Delhi, Atlantic Pub. 2. Kumar,Keval J, Mass Communication in India, Mumbai, Jaico	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3602

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students will able to Interpret the basics of Advertisement and Publicity and propaganda. Also able to interpret the role and importance of advertisement	2	Emp
CO2	Students will able to demonstrate the uses of appeals in advertisement	2	S
CO3	Students will able to develop the Advertisement material in print and TV format. And also able to design the advertisement posters for national and international products.	2	S
CO4	Students will able to Interpret the role and function of Ad agency	3	Ent
CO5	Student will be able to conceptualized and execute his creativity	5	None

CO-PO Mapping for JM3602

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	3	3	2	3	2	1	2	2	3	3	3
CO 2	2	2	2	0	2	1	3	1	3	3	2	3
CO 3	0	2	2	0	2	1	2	1		2	0	0
CO 4	1	1	3	2	2	3	2	2	2	1	2	2
CO 5	3	1	1	3	1	3	2	3	1	1	3	2
Avg	1.8	1.8	2.2	1.4	2	2	2	1.8	2	2	2	2

JM3603	Title: Writing & Editing Skills	L T P C 2-0-4-4
Version No.	1.0	
Course Prerequisites		
Objectives	To impart theoretical and practical knowledge about Editing, To provide information about editing for media writing. To develop skills to re-write Headlines, Intro and Re-organized story. To develop an understanding about news editing.	
Expected Outcome	Comprehend the concept of Editing. A good understanding of Editing, their principles and techniques. Students get ability to edit all type of copy Students get ability to re-write Headlines, Intro and Re-organized story Students will understand the difference between print Editing and web Editing.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	Editing Basics	9
	. Editing and its Significance in Journalism, Role of News Editor, Chief Sub Editor and Copy Editor, Difference Between Editing of Newspaper and Magazine, Subbing of News and News Reports, Editing of Articles, Features and other Stories.	
Unit II	Editing practice	9
	Headlines and Intro : Writing and Re-Writing, Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and Other Reference Materials etc, Caption Writing, Selection, Point for Caption, Editing for On-Line Newspaper and Magazines.	
Unit III	Editorial writing	9
	Significance of Editorial Writing, Ideas and Analysis in Editorial Writing, Editorial Writing and Campaigning, Special Occasion Article: Definition, Necessity, Diary and News Letter.	
Unit IV	Elements of good writing	8
	Characteristics-Precision, Clarity: Simple Sentence, Grammar and punctuation, Clichés, Clear thinking; Pacing, Transition; Exercises.	
Unit V	Specialised Writing/Editing	9
	Structure and Operations of a newspaper Commentary, Analysis, Commentary, Analysis, letters to editor column. Use of Graphics, Cartoons and statistics.	
Text Books	M V Kamath- Modern Journalism, Vikas Publishing House, NewDelhi M L Stein and Susan F. Peterno- The News Writers' Handbook, Surjeet Publication, NewDelhi George A Hough- News Writing, Kanishka Publication, NewDelhi Jan R. Hakemulder, Ray Ac de, Jonge P.P. Singh- News Reporting and Editing, Anmol Publications M K Joseph- Basic Source Material for News Writing, Anmol Publications. Wainwright David- Journalism made Simple, Rupa&Company New Delhi.	
Reference Books	VirBalaAggarwal, Handbook of Journalism	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome For.JM3603

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students will able to Interpret the basic structure of TV script	2	Emp
CO2	Students will able to demonstrate the editorial topic and develop the content in editorial format	2	S
CO3	Students will able to execute the edit of unedited script	2	S
CO4	Students will able to interpret the organizational structure of media house	3	Ent
CO5	Students will able to create structure of newspaper.	5	None

CO-PO Mapping for JM3603

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	3	3	1	1	0	0	3	1	0	0	1
CO 2	0	1	2	0	1	2	1	2	1	0	1	2
CO 3	0	2	2	0	2	1	2	1	0	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	1	2
Avg	1.4	1.6	2.2	1.2	1.4	1.8	1.4	2.2	1	0.8	1.4	1.8

VP3614	Title: Experimental Printing	L T P C 2-0-4-2
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To impart practical knowledge about Experimental Printing. This course is designed to introduce the basics Designs and Graphics for Print Media-techniques to the students. 1. To make the students aware about the basics designs and graphics for Print Media. 2. To make the students understand the type composition and printing method. 3. To provide hands on training on DTP software – Corel Draw and QuarkXpress.	
Expected Outcome	On completion of the course students should be able to: understand and create pho editing and will understand the elements and designing of newspaper.	

Unit No.	Unit Title	No. of hours (per Unit)
Unit I	**Basics Designs for Print Media**	4
Aesthetics of design; Elements and Principles of design; Typeface families; Principles of good typography		
Unit II	**Basics of Graphics for Print Media**	5
Meaning and Concept; Importance of Graphics; Recent Developments in the field of Graphics.		
Unit III	**Type Composition and Printing Method**	9
Type composition; DTP and use of computer software; Printing methods- letterpress, Cylinder, Rotary, Gravure,Screen, Offset.		
Unit IV	**DTP Software's**	3
Corel Draw (tool palette , How to work on work environment, color palette, how to import and export file), Quark Express(tool palette , How to work on work environment, color palette, document layout palette, how to import and export file).		
Unit V	**Practice of Designing**	5
Designing a layout of leaflet and letter head, Design a poster on current issue, Designing of cover page of a magazine, Designing a front page of newspaper.		
Text Books	M V Kamath- Modern Journalism, Vikas Publishing House, NewDelhi. Publications M K Joseph- Basic Source Material for News Writing, Anmol Publications. Sarkar, N.N. Principles of Art and Production, Oxford University Press.	
Reference Books		
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	07-08-2021	
	07-08-2021	

Course Outcome ForVP3614

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Understand the history of printing in India	2	Emp
CO2	Understand the elements and principles of design.	2	S
CO3	Understand & design the layout and composition for graphics	2	S
CO4	Analyze the Techniques of News Editing	3	Ent
CO5	Understand the basic of Photoshop	5	None

CO-PO Mapping for VP3614

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	1	1	2	2	0	1	0	2	1	1	2
CO 2	2	3	1	3	2	2	3	2	0	2	3	0
CO 3	1	0	2	0	3	2	3	3	2	2	2	3
CO 4	2	3	2	3	3	3	2	2	3	3	0	2
CO 5	3	3	3	3	0	3	2	3	3	3	3	3
Avg	2	2	1.8	2.2	2	2	2.2	2	2	2.2	1.8	2

JM3621	**Title:** Digital marketing tools & practices	**L T P C** 2-0-2-3
Version No.	**1.0**	
Course Prerequisites	Basic knowledge of digital marketing	
Objectives	To understand the origins of digital marketing and the trends that are shaping its future. To give knowledge of tools to harness the power of the internet to upscale your business	
Expected Outcome	Understand the key goals & stages of digital campaigns, measure & track the effective digital campaigns	
Unit No.	**UnitTitle**	**No. of hours (per Unit)**
Unit I	**Going Digital-the evolution of marketing**	7
The changing face of advertising, the technology behind digital marketing, business & digital marketing, defining digital marketing strategy, understanding the digital customer		
Unit II	**Window to digital world**	7
Website-the hub of digital marketing world, building an effective web site, choosing your domain name, hosting website's home on the internet, writing effective web content		
Unit III	**Search engine optimization**	9
Introduction, SERP, Search Behavior, Goals, On page optimization, Off –page optimization, Analyze		
Unit IV	**Digital media creative**	6
Creative application of digital media, Using an agency, Doing it yourself, digital creative: what works & what doesn't.		
Unit V	**E- mail marketing**	6
Planning your campaign, Do's & Don't of email marketing campaign, measuring your success, keeping up with conversions.		
Text Books	1. Ryan, Damian & Jones, Calvin, Digital marketing, marketing strategies for engaging the digital generation	
Reference Books	2. Ian Dodson. The art of Digital Marketing. Wiley	
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome For JM3621

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Understand how particular digital tools are changing the development of products.	2	Emp
CO2	Students will able to understand, how digital tools allow for a more active role in promotion activities and product distribution.	2	S
CO3	Students will able to understand the design own functional website using add ones.	2	S
CO4	Understand the impacts of digital media and information technologies on communication and marketing.	3	Ent
CO5	Student will able to create email marketing campaign	5	None

CO-PO Mapping for JM3621

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	2	0	2	1	3	2	1	2	2	3	2	2
CO 2	2	2	2	0	2	1	3	1	3	3	3	2
CO 3	0	2	2	0	2	1	2	1	1	2	2	3
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.6	1.2	2	1.2	2	2	2	1.8	2	2	2	2

JM3622	**Title: Introduction to Media Research**	**L T P C** **2 0 2 3**
Version No.	**1.0**	
Course Prerequisites	Nil	
Objectives	To provide knowledge on methodological concepts of media and communication research. To introduce and enhance understanding about tools, techniques and methods of media research. To develop analytical and evaluative thinking for media research. To develop capacity for conducting research in media industry	
Expected Outcome	Students will be able to demonstrate research skills. They will have enhancement of knowledge of research approach, methods, tools and reports. Students will demonstrate thorough understanding of application of research in media industries. Students will be able to use significance of computers and digital media in research. They will be competent to conduct research in media sector.	
Unit No.	**Unit Title**	**No. of hours (per Unit)**
Unit I	**Introduction to Media Research**	6
Meaning, Definition, Characteristics and Importance of Research. Origin of Research in Communication, Scientific Research Areas of Communication Research (Source analysis, Channel analysis, Message analysis, Audience analysis),		
Unit II	**Framework of Research-I**	6
Overview of Research Problem and Objective, Deduction and Induction, Experiment and Generalization, Steps in Research Process; Characteristics and Requirements, Operational Steps for Carrying out Research, Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks, Searching for Existing Literature,		
Unit III	**Framework of Research II**	5
Hypothesis: Concept, Function of Hypothesis and Types, Hypothesis Formulation, Types of Research, Meaning of Research Design, Purpose of Research Design, Criteria of Good Research Design, Parts and Features of Research Design.		
Unit IV	**Exercise (research Port Folio)**	5
Unit V	**Dissertation**	5
Text Books	1. Mass Media Research, By Dominick Wimmer	
Reference Books	Reearch Methodology by C R Kothari Research Methodology by Ranjit Kumar	
Mode of Evaluation	Internal and External Examination.	
Recommendation by Board of Studies on	28-05-2018	
Date of approval by the Academic Council	02/06/2018	

Course Outcome ForJM3622

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Students will identify and describe the foundations and characteristics of mass media research.	2	Emp
CO2	Students will be able to understand the process of Research and demonstrate familiarity with research into media audiences and users.	2	S
CO3	Students will Generate the research problems and do work on this.	2	S
CO4	Students will able to increase familiarity with collaborative techniques to develop successful work outcomes.	3	Ent
CO5	Students will apply the research process in National as well as global media related research.	5	None

CO-PO Mapping for JM3622

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	1	2	2	2	3	2	1	2	2	3	2	2
CO 2	2	2	2	2	2	1	3	1	3	3	3	2
CO 3	1	2	2	2	2	1	2	3	3	2	3	2
CO 4	1	1	3	2	2	3	2	2	2	1	3	1
CO 5	3	1	1	3	1	3	2	3	1	1	0	2
Avg	1.6	1.6	2	2.2	2	2	2	2.2	2.2	2	2.2	1.8

JM3623	**Title: Advertising in brand building and positioning**	**L T P C** **2-0-4-2**
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	To familiarize students with the concepts of advertising as a brand building exercise along with its process and execution strategies.	
Expected Outcome	Students will understand the concept of Advertisment and able to analysis and evaluation of Band and aware with process of marketing.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	**Concept of advertisement**	4
Concept and meaning of advertisement, Definitions of Advertisement, Emerging market of Advertisement		
Unit II	**Classification of Advertisement**	5
Role of Advertment,Impact of Advertment,Classification of advertisement on different basis		
Unit III	**Advertisment theories and Model**	9
Different advertisement theories, Different Models of Advertisment		
Unit IV	**Brand**	3
Definition for Brand, Brand Identity and Equity, Process of Brand Building		
Unit V	**Brand Position**	5
Brand positioning and credibility of Brand,		
Text Books	Avertisiment Principles and its practices: JaishreeJethawani	
Reference Books		
Mode of Evaluation	Internal and External Assessment	
Recommendation by Board of Studies on	16-08-2019	

Course Outcome For JM3623

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (*Use , for more than One*)
CO1	Student should be able to understand about advertising & its types.This paper provides an in-depth overview of advertising	2	Emp
CO2	Student should be able to understand about advertising & its types	2	S
CO3	Student should able to analyze brand , branding , brand building process&this also allows them to work at national as well international level	2	S
CO4	Student should able to analyze brand , branding , brand building process	3	Ent
CO5	Student should able to create posters ,design logos Which will further help in future	5	None

CO-PO Mapping ForJM3623

Course Outcomes	Program Outcomes (Course Articulation Matrix (Highly Mapped- 3, Moderate- 2, Low-1, Not related-0)										Program Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO 1	3	3	3	2	3	2	1	2	2	3	3	3
CO 2	2	2	2	0	2	1	3	1	3	3	2	3
CO 3	0	2	2	0	2	1	2	1	0	2	0	0
CO 4	1	1	3	2	2	3	2	2	2	1	2	2
CO 5	3	1	1	3	1	3	2	3	1	1	3	2
Avg	1.8	1.8	2.2	1.4	2	2	2	1.8	2	2	2	2