

# Study & Evaluation Scheme of

## BACHELOR OF JOURNALISM & MASS COMMUNICATION [Applicable for Batch 2022-25]

[As per CBCS guidelines given by UGC]



Approved in BOS	Approved in BOF	Approved in Academic Council
6/7/2022	8/6/2022	10/20/2022 Vide Agenda No.8.4.3

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## 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 & design
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
<i>Internal Evaluation Components (Theory Papers)</i>			
Mid Semester Examination	60Marks		
Assignment–I	30Marks		
Assignment-II	30Marks		
Attendance	30Marks		
<i>Internal Evaluation Components (Practical Papers)</i>			
Quiz One	30Marks		
Quiz Two	30Marks		
Quiz Three	30Marks		
Lab Records/ Mini Project	30Marks		
Attendance	30Marks		
<i>End Semester Evaluation (Practical Papers)</i>			
ESEQuiz	40Marks		
ESEPracticalExamination (write-up)	20Marks		
Viva-Voce	20Marks		
Practical performance	20Marks		



## Structure of Question Paper (Theory Paper)

The question paper will consist of 5 questions, one from each unit. Student has to Attempt all questions. All questions carry 10 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 communication syllabus 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 communication subjects 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 (22-25) Version 2022**

Quantum School of Mass Media &amp; 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*
	<b>TOTAL NO. OF CREDITS (Without Minor)</b>	<b>141</b>
	<b>TOTAL NO. OF CREDITS (With Minor)</b>	<b>150</b>

\*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*							
10	Disaster Management*		2*					2*
	<b>TOTAL CREDITS</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>26</b>	<b>25</b>	<b>24</b>	<b>141</b>

\* 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
<b>JM3101</b>	FC	Language & Communication Skills Hindi/English 1	2	0	0	2	1.0	Nil
<b>JM3102</b>	FC	General Studies & Current Affairs	2	0	0	2	1.1	Nil
<b>JM3103</b>	PC	Principles of Print Journalism	3	0	2	4	1.1	Nil
<b>JM3104</b>	PC	Principles of Mass Communication	3	0	2	4	1.1	Nil
<b>GD3101</b>	PC	Introduction to Graphic Design	2	0	4	4	1.0	Nil
<b>JM3106</b>	PC	Fundamental of Photography	0	0	4	2	1.0	Nil
<b>VP3101</b>	VP	Personality Development Program	0	0	4	2	1.0	Nil
<b>GP3101</b>	GP	General Proficiency	0	0	0	1	1.0	Nil
		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>16</b>	<b>21</b>		

## SEMESTER 2

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
<b>JM3201</b>	FC	Language & Communication Skills Hindi/English 2	2	0	0	2	1.0	Nil
<b>CY3205</b>	FC	Environmental Studies	2	0	0	2	1.0	Nil
<b>JM3202</b>	PC	Reporting and Editing (Print Journalism)	3	0	2	4	1.1	Nil
<b>JM3203</b>	PC	Political Scenario in India	4	0	0	4	1.1	Nil
<b>JM3204</b>	PC	Design & Graphics Lab	2	0	4	4	1.1	Nil
<b>CE3102</b>	FC	Disaster Preparedness and Management	2*	0	0	2*	1.0	Nil
	OE	Open Elective-1	3	0	0	3	1.0	Nil
<b>VP3215</b>	VP	Audio Editing	0	0	4	2	1.0	Nil
<b>GP3201</b>	GP	General Proficiency	0	0	0	1	1.0	Nil
		<b>TOTAL</b>	<b>16</b>	<b>0</b>	<b>10</b>	<b>22</b>		

**SEMESTER 3**

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
<b>JM3301</b>	PC	Media Laws	4	0	0	4	1.0	Nil
<b>JM3305</b>	PC	Digital Advancement in Journalism I	3	0	0	3	1.0	Nil
<b>JM3303</b>	PC	Development Communication	3	0	2	4	1.0	Nil
<b>JM3304</b>	PC	Radio Production and Lab	2	0	4	4	1.0	Nil
<b>JM3307</b>	PC	Specialized reporting and Feature writing	0	0	4	2	1.0	Nil
	OE	Open Elective II	3	0	0	3	1.0	Nil
<b>VP3315</b>	VP	Video Editing	0	0	4	2	1.0	Nil
<b>GP3301</b>	GP	General Proficiency	0	0	0	1	1.0	Nil
		<b>TOTAL</b>	15	0	14	23		

**Contact Hrs = 26**



**SEMESTER 4**

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
<b>JM3401</b>	PC	Digital Advancement in Journalism II	2	0	4	4	1.0	Nil
<b>JM3402</b>	PC	Broadcast Media (T.V.)	2	0	4	4	1.0	Nil
<b>JM3403</b>	PC	Cinematography	2	0	4	4	1.0	Nil
<b>JM3404</b>	PC	Public Relations & Advertisement	3	0	2	4	1.0	Nil
<b>JM3405</b>	PC	Art of News Gathering	3	0	2	4	1.0	Nil
	OE	Open Elective III	3	0	0	3	1.0	Nil
<b>VP3412</b>	VP	Writing for Visual	0	0	4	2	1.0	Nil
<b>GP3401</b>	GP	General Proficiency	0	0	0	1	1.0	Nil
		<b>TOTAL</b>	<b>15</b>	<b>0</b>	<b>20</b>	<b>26</b>		

### SEMESTER 5

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
<b>JM3570</b>	<b>PT</b>	Summer Project ( 4 Credit)	0	0	8	4	1.0	Nil
<b>JM3502</b>	<b>PC</b>	Event Management	3	0	0	3	1.0	Nil
<b>JM3504</b>	<b>PC</b>	Media & Audience Research	1	0	4	3	1.0	Nil
<b>JM3506</b>	<b>PC</b>	Television Programming and Production	1	0	4	3	1.0	Nil
<b>VP3515</b>	<b>VP</b>	Creative Writing	0	0	4	2	1.0	Nil
	<b>PE</b>	Program Elective I	3	0	0	3	1.0	Nil
	<b>PE</b>	Program Elective II	3	0	0	3	1.0	Nil
	<b>PE</b>	Program Elective III	3	0	0	3	1.0	Nil
<b>GP3501</b>	<b>GP</b>	General Proficiency	0	0	0	1	1.0	Nil
		<b>TOTAL</b>	14	0	20	25		

### SEMESTER 6

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
<b>JM3601</b>	<b>PC</b>	Digital Media and Writing content	3	0	0	3	1.0	Nil
<b>JM3602</b>	<b>PC</b>	Advertisement and Design	2	0	2	3	1.0	Nil
<b>JM3603</b>	<b>PC</b>	Writing and Editing Skill	2	0	4	4	1.0	Nil
<b>JM3624</b>	<b>PC</b>	Print Media Production LAB	2	0	4	4	1.0	Nil
<b>VP3614</b>	<b>VP</b>	Experimental Printing	0	0	4	2	1.0	Nil
<b>JM3670</b>	<b>PT</b>	Major Project	0	0	16	8	1.0	Nil
	<b>PE</b>	Program Elective IV	2	0	2	3	1.0	Nil
	<b>PE</b>	Program Elective V	2	0	2	3	1.0	Nil
		<b>TOTAL</b>	<b>13</b>	<b>0</b>	<b>34</b>	<b>30</b>		

**B. Choice Based Credit System (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 that 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 Outcomes of BA(H) JMC program:

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

### D. Program Specific Outcomes:

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

### E. Program Educational Objectives (PEO's)

<b>PEO-1</b>	Will acquire the knowledge and essential skills required for working in various media organizations.
<b>PEO-2</b>	Will demonstrate the sharpen written and spoken communication skills essential for various media platforms
<b>PEO-3</b>	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 for MOOC 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 of Professor heading the committee and all Heads of the Department being members of the Committee.
- 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 credits defined 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 course along 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 Completion certificate 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:* Students may visit the library from morning 10 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**

<b>JM3101</b>	<b>Title: Language &amp; communication Skills Hindi/ English 1</b>	<b>L T P C 2 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	This course is designed with an aim to learn Hindi/English language and understand the language of Media.	
<b>Expected Outcome</b>	On completion of the course students should be able to : understand basic hindi and english.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Language/ Hkk''kk</b>	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.		
<b>Unit II</b>	<b>Tenses/ fganhO;kdj.k</b>	6
Use of Tences, Use of Idioms, Use of Antonyms, Use of Synonyms, Use of Homonyms, Use of acronyms, Use of one word Substitute.		
<b>Unit III</b>	<b>Exercise I</b>	5
Quiz competition, poem writing, essay writing competition. Creat Detailed News Reports, Make 5 Creative briefs, Make Some Headlines.		
<b>Unit IV</b>	<b>Exercise II</b>	5
use one word substitute in creative writing, use homonyoms effectively, use of idioms & Antonyms.		
<b>Text Books</b>	1. Agarwal, Malti- Professional Communication, Meerut, Krishna Publication. 2. Sinha, R.P. How to write Correct English, Patna, Prabhat Publication.	
<b>Reference Books</b>	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.	
<b>Mode of Evaluation</b>	Internal and External Examination.	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3101**

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

<b>JM3102</b>	<b>Title: General Studies &amp; Current Affairs</b>	<b>L T P C 2 0 0 2</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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 beneficial for a budding journalist.	
<b>Expected Outcome</b>	On completion of this course students should be able to know our political system, our culture and all current national and international issues.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Indian Political System</b>	6
	Basic Structure of Indian Political 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.	
<b>Unit II</b>	<b>Indian Economy</b>	8
	National Income, GDP & GNP, agriculture, industry and commerce, Budget and its terminology, Economy post COVID 19, World Bank	
<b>Unit III</b>	<b>Indian Geography and Culture</b>	6
	States, Rivers and Dams, Agriculture, Forest reserves, Indian demography, Unity in diversity in India: religions, fairs and festivals, dances, languages.	
<b>Unit IV</b>	<b>Indian Constitution &amp; Panel Code</b>	6
	Basic of CRPC & IPC, Article 370, Defamation, CAA and NRC, Copyright Act,	
<b>Unit V</b>	<b>Current Affairs</b>	
	Awareness about current regional, national & international issues and events	12
<b>Text Books</b>	1. Daily News Paper. 2. Competition Success Review (Monthly)	
<b>Reference Books</b>	1. Pratiyogita Darpan (Monthly) 2. Competition Wizard (Monthly) 3. National and Regional Newspaper, (Times of India, Hindustan Times, The Hindu, Indian Express, Garhwal Post, The Economic Times) 4. Magazines (India Today, Frontline, Outlook, and Yojana) Manorama Year Book; Malayala Manorama	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3102**

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

<b>JM3103</b>	<b>Title: Principle of Print Journalism</b>	<b>L T P C</b> <b>3 0 2 4</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The course will help the student to understand the media structure and ethics of media. It will also help in understanding the real news and its writing procedures.	
<b>Expected Outcome</b>	On completion of the course student will understand how to collect and how to create a news and also know the news value.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Journalism</b>	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.		
<b>Unit II</b>	<b>Journalistic Style</b>	10
Brief 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)		
<b>Unit III</b>	<b>News- Interview</b>	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.		
<b>Unit IV</b>	<b>Art of writing News Story</b>	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.		
<b>Unit V</b>	<b>Practical</b>	8
Rewriting exercise, Covering 5 news Story on your interesting domain, Take interviews and write, Write City features, Write 10 Headlines (atleast on 5 Beats)		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Kumar, Keval J; Mass Communication in India; Jaico Pub Mumbai.</li> <li>2. Ambrish. Saxena; Fundamental of Reporting and Editing; Kaniska Publication.</li> <li>3. News paper Revolution in India (Robin Jefree) (Available in Hindi also)</li> <li>4. Printing Press (Mudran Kala in Hindi)</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. GranthAcadeKamath; M.V. Professional Journalism, Vikas Publishing House Pvt New Delhi.</li> <li>2. Chaturvedi, PremNathAadhinikSamacharPatraAurPrushtSajja, Bhopal, Madhya Pradesh.</li> <li>3. SeemaHasan, Mass Communication: Principles and concepts, CBS Publishers &amp; Distributors pvt.ltd.</li> <li>4. Jack Rosenberry, Public journalism 2.0-the promise and reality of a citizen engaged press, Taylor and Francis Ltd.</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3103**

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

<b>JM3104</b>	<b>Title: Principles of Mass Communication</b>	<b>L T P C</b> <b>3 0 2 4</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	On completion of the syllabus student will be able to understand the flow of communication and various aspects of communication based on target audience. They will also overcome with the fear of communicating with others.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Communication</b>	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 Luft&HarigtonEdham its definition & Importance, Art of Listing and its development)		
<b>Unit II</b>	<b>Mass Communication</b>	9
Mass Communication: Meaning and Definitions, Functions of Mass Communication, Role Of Mass Communication, Channels of Mass Communication, Characteristics of Mass Media.		
<b>Unit III</b>	<b>Models</b>	8
What is Communication Model? SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Gerbner's Model.		
<b>Unit IV</b>	<b>Theories</b>	10
What is Communication Theory?, Multistep Theory, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory.		
<b>Unit V</b>	<b>Understanding the Process of Communication</b>	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.		
<b>Text Books</b>	1. Kumar,Keval J, Mass Communication in India, Jaico Mumbai 2. Narula, Uma, Communication Models, Atlantic Pub New Delhi.	
<b>Reference Books</b>	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.	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3104**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Student should able to remember Communication: Concept, Meaning and Definitions, Need for Communication, Elements of Communication, Types of Communication,	1	Emp
<b>CO2</b>	Student should able to understand about Functions of Mass Communication, Role Of Mass Communication, Channels of Mass Communication	2	S
<b>CO3</b>	Student should able to memorize about different models of communication	1	S
<b>CO4</b>	Student should able to understand theories of communication	2	Ent
<b>CO5</b>	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	PO 10	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	1.7 5	0	0.4	0.5	0.2 5	1	1	0.2	0.4	1.25



<b>GD3101</b>	<b>Title: Introduction to Graphic Design</b>	<b>L T P C</b> <b>2 0 4 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	This Subject aims to provide the basic knowledge of computer and to introduce fundamentals of computer.	
<b>Expected Outcome</b>	On the completion of the course student will be able to know about various devices of the computer and DTP publishing softwares.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Principles of Design &amp; Graphics</b>	10
Basics of Design and Graphics, Elements and principles of design, Typography : Physical form, aesthetics and classifications.		
<b>Unit II</b>	<b>Layout</b>	10
Colour : Physical forms, psychology, colour scheme and production, How to use colors and Contrast.		
<b>Unit III</b>	<b>Operating Systems</b>	9
Operating system: Introduction DOS, Windows MS Office: MS Word, Excel and PowerPoint.		
<b>Unit IV</b>	<b>Hand on Software's</b>	10
PageMaker, QuarkXpress and InDesign.		
<b>Unit V</b>	<b>Designing for Various Media 9</b>	9
Cover page, Pamphlets, Leaflets, Folders, Flash cards, Flip charts, Logos.		
<b>Text Books</b>	1. Singh, RavindraPratapDoorsanchar, Drashya,Paidrashya,Achariya Publication Allahabad. 2. Gupta, Om,Jasra,Ajay S. Information Technology in Journalism, Kanishka Publication N. Delhi.	
<b>Reference Books</b>	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	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome ForGD3101**

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

**CO-PO Mapping for GD3101**

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

<b>JM3106</b>	<b>Title: Fundamentals of Photography</b>	<b>L T P C</b> <b>0-0-4-2</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The aim of this course to provide knowledge about the Photography and photo editing for a professional.	
<b>Expected Outcome</b>	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.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to photography</b>	6
What is photography, camera works & its parts, role and importance of photography Lab- students have to make a pin hole on the principle of camera.		
<b>Unit II</b>	<b>Camera</b>	7
Camera, SLRs, DSLRs, TLR, exposure, aperture, shutter-speed, iso, depth of field, accessories. Lab- practical on manual camera settings.		
<b>Unit III</b>	<b>Composition &amp; lighting</b>	6
Composition of photographs (view point, arrangement) rule of thirds, rule of diagonals, hard light & soft light, Lab- practical on lighting and composition.		
<b>Unit IV</b>	<b>Photo Editing</b>	6
Basics of editing fundamentals, color correction, details reading, Lab- Photoshop		
<b>Unit V</b>	<b>Lights &amp; Combination</b>	<b>6</b>
Use of lights and their combination, artificial lights, natural lights, how to use reflectors. Lab- Light based Practical in still studio.		
<b>Text Books</b>	1. The Beginners' photography Guide by Jess Ross	
<b>Reference Books</b>		
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3106**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Student should able to memorize about concept of photography and its process , camera parts and features	1	Emp
<b>CO2</b>	Student should able to understand about the types of camera and lenses and their modes	2	S
<b>CO3</b>	Student should able to memorize about composition and framing of the shot and lighting setup in photography	1	S
<b>CO4</b>	Student should able to understand the basic concept of photo editing and color correction	2	Ent
<b>CO5</b>	Student should able to understand about the combination of lights and use of diffusers and reflectors	2	Emp

**CO-PO Mapping for JM3106**

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

<b>CE3101</b>	<b>Title: Disaster Management</b>	<b>L T P C</b> <b>2 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit: 1</b>	<b>Introduction on Disaster</b>	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.		
<b>Unit II</b>	<b>Risk and Vulnerability Analysis</b>	4
Risk: Its concept and analysis 2. Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction		
<b>Unit III</b>	<b>Disaster Preparedness</b>	5
Disaster Preparedness: Concept and Nature . Disaster Preparedness Plan Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training, . Role of Government, International and NGO Bodies. . Role of IT in Disaster Preparedness. Role of Engineers on Disaster Management.		
<b>Unit IV</b>	<b>Disaster Response</b>	5
Introduction Disaster Response Plan Communication, Participation, and Activation of Emergency Preparedness Plan Search, Rescue, Evacuation and Logistic Management Role of Government, International and NGO Bodies Psychological Response and Management (Trauma, Stress, Rumor and Panic). Relief and Recovery Medical Health Response to Different Disasters		
<b>Unit V</b>	<b>Rehabilitation, Reconstruction and Recovery</b>	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 Educational Institute.		
<b>Text Books</b>	1. Bhattacharya, Disaster Science and Management, McGraw Hill Education Pvt. Ltd.	
<b>Reference Books</b>	1. Dr. Mrinalini Pandey, Disaster Management, Wiley India Pvt.Ltd. 2. Jagbir Singh, Disaster Management: Future Challenges and Opportunities, KW Publishers Pvt.Ltd.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	13-06-2019	
<b>Date of approval by the Academic Council</b>	13-7-2019	

**Course Outcome For CE3101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Em)/ Skill(S)/ Entrepreneurship (En)/ None ( <i>Use , for more than One</i> )
<b>CO1</b>	Students should be able to understand the basic concepts of disasters and its relationships with development.	1	Em
<b>CO2</b>	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
<b>CO3</b>	Students should be able to understand the Medical and Psycho-Social Response to Disasters.	1	S
<b>CO4</b>	Students should be able to prevent and control Public Health consequences of Disasters.	2	En
<b>CO5</b>	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

**SEMESTER II**

<b>JM3201</b>	<b>Title: Language &amp; communication Skills Hindi/ English II</b>	<b>L T P C 2 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	This course is designed with an aim to learn Hindi/English language and understand the language of Media.	
<b>Expected Outcome</b>	On completion of the course students should be able to : understand basic hindi and english	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Rewriting/iqZys[ku]</b>	6
Rewriting sentences, Composition and Mechanics of writing, Translation, Letter and application writing, First Draft and Press Note.		
<b>Unit II</b>	<b>Use of Language /Hkk"kkdkmi;ksx</b>	6
Use of english words in Hindi Newspaper, Litration Rewriting, Feature Writing and Concise Idea, Review of Books and literature.		
<b>Unit III</b>	<b>Exercise I</b>	5
Making first draft a fiction story and write a script for street play.		
<b>Unit IV</b>	<b>Exercise II</b>	5
Press note writing, News rewriting and literature rewriting.		
<b>Unit V</b>	<b>Exercise III</b>	5
Writing review of Books and literature.		
<b>Text Books</b>	1. Wren, P.C. & Martin : High School Grammar & Composition, New Delhi, S.Chand& Co. Ltd. 2. Agarwal, Malti, Remedial English Language, Meerut, Krishna Publication.	
<b>Reference Books</b>	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.	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3201**

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



<b>JM3202</b>	<b>Title: Reporting &amp; Editing (Print Journalism)</b>	<b>L T P C</b> <b>3 0 4 4</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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 responsibilities of a reporter and editor.	
<b>Expected Outcome</b>	On completion of the course student will understand the hararchy of newspaper organization and students is ready to work with print media.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Reporter and reporting</b>	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.	
<b>Unit II</b>	<b>Covering News</b>	10
	What is Reporting Beat, Crime Beat, Civic/Local, Cultural, Health, Civil Administration, Legal/court, Political, Education, Film and Entertainment Beat.	
<b>Unit III</b>	<b>News Room Operations</b>	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.	
<b>Unit IV</b>	<b>Editing the copy</b>	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.	
<b>Unit V</b>	<b>Field Reporting Project</b>	9
	Local Reporting, Entertainment Reporting, Crime Reporting, Sports Reporting, Political Reporting.	
<b>Text Books</b>	1.KohliKhandeka Vinita, Indian Media Business, Sage. 2.ThomasPradipNinan, Political Economy of Communication, Sage.	
<b>Reference Books</b>	1. George, A Hough New writing, 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.	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3202**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Student will able to understand the concept of the journalism, their role and responsibility.	2	S
<b>CO2</b>	Students will able to understand the concept of reporting and the beats in reporting ; Political, Crime, Sports etc.	2	S
<b>CO3</b>	Students will able to understand the work functions of news room and its operations.	2	S
<b>CO4</b>	Understand the process of editing in print media; newspapers , magazines etc.	2	Ent
<b>CO5</b>	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

<b>JM3203</b>	<b>Title: Political Scenario in India</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The course will help the student to understand the Political; Structure of India and it will also help when students doing political reporting.	
<b>Expected Outcome</b>	On completion of the course student will understand the political structure of India. Also the issue and challenges which political reporter faces.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to constitution</b>	9
Salient features of our constitution, Indian Constitution - Source & Features, Preamble, fundamental Rights & Fundamental duties & Directive Principle of state policy.		
<b>Unit II</b>	<b>Relation between centre and state</b>	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.		
<b>Unit III</b>	<b>Indian Politics</b>	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.		
<b>Unit IV</b>	<b>Major issue of concern</b>	9
Population, Poverty, illiteracy, Caste conflicts, Reservation Issue, Health and Hygiene and gender inequality.		
<b>Unit V</b>	<b>Government and its Working</b>	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.		
<b>Text Books</b>	1. Constitution of India by R.K. RavindraRana. (Press in the Indian Constitution). 2. ThomasPradipNinan, Political Economy of Communication, Sage.	
<b>Reference Books</b>	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 Publications. 3. John hoffman, Introduction to political ideologies, pearsoneducation;first edition. 4. Bhargaval, Political theory: an introduction: pearsoneducation;second edition.	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3203**

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

<b>JM3204</b>	<b>Title: Design &amp; Graphics</b>	<b>L T P C</b> <b>2 0 4 4</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	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	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Design &amp; Graphics</b>	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.		
<b>Unit II</b>	<b>DTP Software's</b>	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).		
<b>Unit III</b>	<b>Designing</b>	8
Poster Design, Logo Design and Brochure Design.		
<b>Unit IV</b>	<b>Layout's</b>	8
Layout and layout planning, Broadsheet and Tabloid layout, Magazine and Book Layout.		
<b>Unit V</b>	<b>Layout Project</b>	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.		
<b>Text Books</b>	1.Duggal K.S. Book Publishing. 2. Dhar A.K. Printing and Publishing.	
<b>Reference Books</b>	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	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3204**

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

<b>CE3101</b>	<b>Title: Disaster Management</b>	<b>L T P C</b> <b>2 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit: 1</b>	<b>Introduction on Disaster</b>	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.		
<b>Unit II</b>	<b>Risk and Vulnerability Analysis</b>	4
Risk: Its concept and analysis 2. Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction		
<b>Unit III</b>	<b>Disaster Preparedness</b>	5
Disaster Preparedness: Concept and Nature . Disaster Preparedness Plan Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training, . Role of Government, International and NGO Bodies. . Role of IT in Disaster Preparedness. Role of Engineers on Disaster Management.		
<b>Unit IV</b>	<b>Disaster Response</b>	5
Introduction Disaster Response Plan Communication, Participation, and Activation of Emergency Preparedness Plan Search, Rescue, Evacuation and Logistic Management Role of Government, International and NGO Bodies Psychological Response and Management (Trauma, Stress, Rumor and Panic). Relief and Recovery Medical Health Response to Different Disasters		
<b>Unit V</b>	<b>Rehabilitation, Reconstruction and Recovery</b>	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 Educational Institute.		
<b>Text Books</b>	1. Bhattacharya, Disaster Science and Management, McGraw Hill Education Pvt. Ltd.	
<b>Reference Books</b>	3. Dr. Mrinalini Pandey, Disaster Management, Wiley India Pvt.Ltd. 4. Jagbir Singh, Disaster Management: Future Challenges and Opportunities, KW Publishers Pvt.Ltd.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	13-06-2019	
<b>Date of approval by the Academic Council</b>	13-7-2019	

**Course Outcome For CE3101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Em)/ Skill(S)/ Entrepreneurship (En)/ None ( <i>Use , for more than One</i> )
<b>CO1</b>	Students should be able to understand the basic concepts of disasters and its relationships with development.	1	Em
<b>CO2</b>	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
<b>CO3</b>	Students should be able to understand the Medical and Psycho-Social Response to Disasters.	1	S
<b>CO4</b>	Students should be able to prevent and control Public Health consequences of Disasters.	2	En
<b>CO5</b>	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



<b>CY3205</b>	<b>Title: Environmental Studies</b>	<b>L T P C</b> 2 0 0 2
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	Safeguarding the Environment and also develop awareness to the Society not to further deteriorate it and also safeguard it	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Environmental Studies &amp; Ecosystems</b>	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.		
<b>Unit II</b>	<b>Natural Resources</b>	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.		
<b>Unit III</b>	<b>Media &amp; Environmental Disaster</b>	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.		
<b>Unit IV</b>	<b>Environmental Pollution</b>	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.		
<b>Text Books</b>	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.	
<b>Reference Books</b>	1. Anubha Kaushik & C. P. Kaushik Environmental Studies, New Age International. 2. Mishra D.D., fundamental concept in environmental studies, S Chand & Company 3. N. Arumugam, Environment Studies (UCG syllabus), Saras publication. 4. Mahua Basu, Fundamentals of Environment studies, Cambridge university press.	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For CY3205**

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

<b>VP3215</b>	<b>Title: Audio Editing</b>	<b>L T P C</b> <b>0-0-4-2</b>
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	This course is designed to introduce the Audio-video editing techniques to the students	
<b>Expected Outcome</b>	On completion of the course students should be able to: understand and create editing projects.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to editing</b>	4
Introduction to premier pro software, workflow, adding footage, frame rates, aspect ratio, all types of panels, compression.		
<b>Unit II</b>	<b>Digital editing principles</b>	4
Understanding audio formats, audio output, digital audio recording, editing and reproduction.		
<b>Unit III</b>	<b>Basic of editing</b>	5
Adjusting volume in effects control panel and timeline, adjusting audio gain, normalizing your audio, the audio workspace, apply and customising audio effects.		
<b>Unit IV</b>	<b>The art of sound recording &amp; editing</b>	4
Audio pitches, audio modules, voice over ; tools and techniques, composition, sound mixing and mastering.		
<b>Unit V</b>	<b>Creating audio effects</b>	4
Applying various types of audio transitions, sound syncing , dubbing, lip syncing according to the visuals.		
<b>Text Books</b>		
<b>Reference Books</b>	Adobe premiere pro CS6 classroom in a book ( by adobe creative team) Adobe press.	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
	20/10/2022	

**Course Outcome for VP3215**

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

**CO-PO Mapping for VP3215**

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-3

<b>JM3301</b>	<b>Title: Media Laws</b>	<b>L T P C</b> 4 0 0 4
<b>VersionNo.</b>	<b>1.0</b>	
<b>CoursePrerequisites</b>	Basic knowledge of law	
<b>Objectives</b>	To make students aware of different laws in media	
<b>ExpectedOutcome</b>	On completion of the course students should have good knowledge of media laws	
<b>UnitNo.</b>	<b>UnitTitle</b>	<b>No.ofhours(per Unit)</b>
<b>UnitI</b>	<b>Introduction</b>	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		
<b>UnitII</b>	<b>Media Acts</b>	8
Law of Defamation, exceptions, Contempt of court, defences, Various media acts: first press regulation act, vernacular act, press and regulation book act,		
<b>UnitIII</b>	<b>Copy right act</b>	8
Parliament proceeding act. Right to information act-2005, Copy right act, infringement of copy right, no infringement, Official secret act.		
<b>UnitIV</b>	<b>Press council of India</b>	8
Press council of India: Introduction ,structure and function, Cyber law and crime, Drug and remedies act, Harmful publication act		
<b>UnitV</b>	<b>Media Ethics</b>	8
Media ethics : code of conduct, NBA, INS		
<b>TextBooks</b>	1. MEDIA LAW AND INDIAN CONSTITUTION-KUNDRA S	
<b>ReferenceBooks</b>	1. LAW OF PRESS: BASU ,DURGA DAS 2. NORMS OF JOURNALISTIC CONDUCT: PCI 3. CONSTITUTION OF INDIA: BASU, DURGA DAS	
<b>ModeofEvaluation</b>	Internal and External Assessment	
<b>RecommendationbyBoardofStudieson</b>	07-06-2022	
<b>DateofapprovalbytheAcademicCouncil</b>	20/10/2022	

**Course Outcome For JM3301**

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

<b>JM3305</b>	<b>Title: Digital Advancement in Journalism I</b>	<b>LTPC 3003</b>
<b>VersionNo.</b>	<b>0.0</b>	
<b>CoursePrerequisites</b>		
<b>Objectives</b>	<p>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.</p> <ul style="list-style-type: none"> <li>● To understand the distinct characteristics of online journalism</li> <li>● To learn the basic writing styles used by online journalists</li> <li>● To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).</li> </ul>	
<b>ExpectedOutcome</b>	On completion of the course students should be able to: able to know digital advancements in journalism.	
<b>UnitNo.</b>	<b>UnitTitle</b>	<b>No.of hours(per Unit)</b>
<b>UnitI</b>	<b>Digitalization of Journalism</b>	
Overview of the Industry, Web Content Management System, Wordpress/ Joomla, Definition of Digitalization, Importance of Digitalization, history of digital media, Online Journalism and its development, feature of online media, Online Journalism vs other media platforms.		
<b>UnitII</b>	<b>Journalism in new age</b>	8
Media platforms as News Sources-Twitter, Instagram and Blogs etc. Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.) Role of Journalist in Digital age, Issues& challenges, citizen journalism.		
<b>UnitIII</b>	<b>Digital Journalism for print and electronic medium</b>	8
Journalism, Photos for web – forms and format, still, gallery, Audio for web –forms and format, Internet Radio,Podcasts, Broadcast yourself, Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, livestreaming, Data journalism – forms and format, data mine. Security issues in using digital technology (Malware, Phishing, Identity Theft).		
<b>UnitIV</b>	<b>Digital Journalism in Future</b>	8
News on the web: newspapers, magazines, radio and TV newscasts on the web, computer assisted reporting (CAR) And computer assisted journalism (CAJ), artificial Intelligence in journalism, automated journalism, Online editing & writing do's & don'ts, difference between Print and online writing & reporting, Open source data collection and analysis, Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing.		
<b>UnitV</b>	<b>New Media Ethics and laws</b>	8
Journalism ethics and restraint in New Media, Ethical practices involving the New Media.cyber law & security, internet censorship in India, use of Plagiarism, gatekeepers to news guides..		

<p><b>Text Books</b></p>	<ol style="list-style-type: none"> <li>1. Web Journalism: Practice and Promise of a New Medium by James Glen.</li> <li>2. Online Journalism: Principles and Practices of News for the Web by James C. Frost.</li> <li>3. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.</li> <li>4. Digitizing the News: Innovation in Online Newspapers.</li> <li>5. Online News: Journalism and Internet by Stuart Allen.</li> <li>6. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.</li> </ol>
<p><b>Reference Books</b></p>	<ol style="list-style-type: none"> <li>1. Dewdney, A. &amp; Ride, P. (2006). <i>The New Media Handbook</i>, London: Routledge.</li> <li>2. Singh, S., &amp; Diamond, S. (2012). <i>Social Media Marketing for Dummies</i>. Hoboken, New Jersey's: Wiley.</li> <li>3. Multimedia Systems Ramesh Agarwal &amp; Bharat Bhushan Tiwari</li> <li>4. Fundamentals of Information Technology Deepak Bharihoke.</li> <li>5. The language of new media. Manovich, L. (2001), MIT press</li> </ol>
<p><b>Mode of Evaluation</b></p>	<p>Internal and External Assessment</p>
<p><b>Recommendation by Board of Studies on</b></p>	<p>07-06-2022</p>
<p><b>Date of approval by the Academic Council</b></p>	<p>20/10/2022</p>



**Course Outcome For JM3305**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	The student will able to distinguish and define the concept of digital media and able to explain the role of digital journalism in the development of the society.	2	Emp
<b>CO2</b>	The student will able to understand the new age journalism and it's platforms.	2	S
<b>CO3</b>	The student will able to recognize the concept of internet and able to know the Internet as a tool of Journalism, News portal, News Websites, E-newspapers, E-Magazine, Blogging, Web TV, Web Radio and Citizen Journalism.	2	S
<b>CO4</b>	The students will able to know about the concept of web journalism and differentiate cyber –space and artificially intelligence.	3	Ent
<b>CO5</b>	The students will able to discuss on the law and ethics of new media.	5	Ent

**CO-PO Mapping for JM3305**

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	1	2	1	2	2	3	2	2
CO 2	2	2	2	3	2	1	3	1	3	3	3	2
CO 3	0	2	2	0	2	1	2	1	0	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	1.6	1.75	1.8	1.75	1.6	2	2	1.8	1.6	2	2.5	2

<b>JM3303</b>	<b>Title: Development Communication</b>	<b>LTPC 3024</b>
<b>VersionNo.</b>	<b>1.0</b>	
<b>CoursePrerequisites</b>		
<b>Objectives</b>	To develop deeper understanding of development issues as a media professional and contribute effectively to the development process in the country	
<b>ExpectedOutcome</b>	On completion of the course students will able to develop the perception and understanding of development in Media context.	
<b>UnitNo.</b>	<b>UnitTitle</b>	<b>No.ofhours(per Unit)</b>
<b>UnitI</b>	<b>Development Communication – concept &amp; indicator</b>	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)		
<b>UnitII</b>	<b>Development Communication – Theories and approaches</b>	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.		
<b>UnitIII</b>	<b>Paradigms of Development</b>	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		
<b>UnitIV</b>	<b>Development Communication – The practical aspect</b>	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.		
<b>UnitV</b>	<b>Case studies</b>	8
Process of Case Studies, Relevant case studies (KCP- Kheda Communications Project, JDCP- JhabuaDevelopmentmnt communication Project) Assignments.		
<b>TextBooks</b>	Mass Communication in India By Kewal J Kumar Development Communication By Uma Narula	
<b>ReferenceBooks</b>	Communication for Development By Srinivas Raj Melkote& H LesleeSteeves.	
<b>ModeofEvaluation</b>	Internal and External Assessment	
<b>RecommendationbyBoardofStudieson</b>	07-06-2022	
<b>DateofapprovalbytheAcademicCouncil</b>	20/10/2022	

**Course Outcome For JM3303**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	The student will able to understand about the development communication, development its meaning, concept, process and models of development	2	Emp
<b>CO2</b>	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
<b>CO3</b>	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
<b>CO4</b>	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
<b>CO5</b>	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

<b>JM3304</b>	<b>Title: Radio Production &amp; Lab</b>	<b>L T P C</b> 2 0 4 4
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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	
<b>Expected Outcome</b>	On completion of the course students will understand the structure of Radio organisation and radio production.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Radio Introduction</b>	8
Characteristic Radio, Organizational Structure of AIR, AIR and PrasarBharti , Community Radio, FM Radio		
<b>Unit II</b>	<b>Radio Programmes (Nature and types)</b>	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.		
<b>Lab :</b> Broadcasting Format Public service advertisements, Jingles, Radio Interview, Talk Show, Discussion, Feature, Documentary		
<b>Unit III</b>	<b>Anchoring and Voice-over</b>	10
Pronunciation, voice modulation, Anchoring and voice-over.		
<b>Lab:</b> Broadcasting Production Techniques Working of a production control room & studio, Types of functions, input and output , Studio console, Recording and		
<b>Unit IV</b>	<b>Radio Journalism</b>	10
Element of news, Quality Of news, News script, Skills of radio news reading,		
<b>Lab:</b> News reporting, Script writing, News Program.		
<b>Unit V</b>	<b>Radio Programme Production</b>	9
Pre-Production, Production, Post Production.		
<b>Lab:</b> Pre Production :- (Idea, Research, Radio Script) Production :- Creative use of sound, listening, Recording using archived sound, editing		
<b>Text Books</b>	1. KohliKhandeka Vinita, Indian Media Business, Sage	
<b>Reference Books</b>	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	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3304**

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

<b>JM3307</b>	<b>Title: Specialized Reporting and Feature Writing</b>	<b>L T P C</b> <b>0 -0- 4- 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	Study of this subject will familiarize the students with Various aspect of reporting.	
<b>Expected Outcome</b>	On completion of the course student should be able to: Understand the specialize reporting for Tv and print and able to write the script on the feature topics.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction of Journalism</b>	7
Basic Understanding of Journalism, Journalism and Society, Freedom of Press, Elements of Journalism, Journalism post and Pre-independence.		
<b>Unit II</b>	<b>Journalism and Writing</b>	9
Elements of Journalism, Importance of Journalism in Democratic society, Writing style for different Communication Mediums, article and editorial writing.		
<b>Unit III</b>	<b>Organizational structure and Reporting</b>	8
Organizational structure of TV channels and news-paper room, Beats, Press conference,		
<b>Unit IV</b>	<b>Media writing and reporting</b>	8
Media Writing ,Format of writing, Rules of writing for Media, Byline, Print Line.		
<b>Unit V</b>	<b>Various writing practices</b>	8
Feature writing and practices.		
<b>Text Books</b>	1. Media Writing	
<b>Reference Books</b>	1.	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	16-08-2021	
<b>Date of approval by the Academic Council</b>	20-07-2021	

**Course Outcome For JM3307**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	The student will able to describe about the Freedom of Press, Elements of Journalism.	2	Emp
<b>CO2</b>	The student will be able to define the Essential of good writing, ABCD/Basic of Media Writing (Accuracy, Brevity, Clarity, Discernment)	2	S
<b>CO3</b>	The student will able to understand Organizational structure of TV channels, Beats, Press conference.	2	S
<b>CO4</b>	The student will be able to write Letter, Essay, Article, Column and Feature and news writing	3	Ent
<b>CO5</b>	The student will able to know about the media writing and its steps & elements of writing for Print:editorial, features & review,	5	Emp

**CO-PO Mapping for JM3307**

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

<b>VP3315</b>	<b>Title:Video Editing</b>	<b>L T P C</b> 0-0-4-2
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	This course is design to familiarize our students all the basics of Video editing .	
<b>Expected Outcome</b>	On completion of the course students should be able to: understand to video editing	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Intro to Editing Theory</b>	9
Introduction to the history of film editing, the manipulation of editing, introduction to the editor as storyteller, understanding the narrative structure.		
<b>Unit II</b>	<b>Intro to Premiere Pro Cs6</b>	9
Screening of Examples, The Premiere Pro CS -6 interface, features and functions, how to import and organize footage basic editing techniques.		
<b>Unit III</b>	<b>Editing Exercise -Lab-1</b>	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		
<b>Unit IV</b>	<b>Editing Exercise-Lab-2</b>	6
"Motion Tracking &Technique,Intro making ,Working on Documentary projects		
<b>Unit V</b>	<b>Editing Exercise-Lab-3</b>	6
Color Editing , How to change whole feet age change color ,audio input & audio editing		
<b>Unit VI</b>	<b>Editing Exercise-Lab-4</b>	6
Make changes based on from Final Project		
<b>Text Books</b>	Adobe Premiere 6.0: Classroom .Link ( <a href="https://www.amazon.in/Adobe-Premiere-6-0-ClassroomBook/dp/0201710188/ref=sr_1_38?dchild=1&amp;keywords=Adobe+editing+book+6+book&amp;qid=1601795878&amp;sr=8-38">https://www.amazon.in/Adobe-Premiere-6-0-ClassroomBook/dp/0201710188/ref=sr_1_38?dchild=1&amp;keywords=Adobe+editing+book+6+book&amp;qid=1601795878&amp;sr=8-38</a> )- <i>Adobe Creative Team (Author)</i>	
<b>Reference Books</b>	E book , YouTube Chanel	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	



**Course Outcome For VP3315**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	The student will able to describe about the video editing and its importance.	2	Emp
<b>CO2</b>	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
<b>CO3</b>	The students will be able to learn Intro & Masking Technique, Practicing/Reviewing skills.	2	S
<b>CO4</b>	The students will be able to create the Documentary projects.	3	Ent
<b>CO5</b>	The students will be able to learn Color Editing.	5	None

**CO-PO Mapping for VP3315**

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-4

<b>JM3401</b>	<b>Title: Digital Advancement of Journalism II</b>	<b>L T P C</b> <b>2-0- 4- 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	<p>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.</p> <ul style="list-style-type: none"> <li>● To understand the distinct characteristics of online journalism</li> <li>● To learn the basic writing styles used by online journalists</li> <li>● To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).</li> </ul>	
<b>Expected Outcome</b>	On completion of the course students should be able to: able to know digital advancements in journalism..	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Digitilisation</b>	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.		
<b>Unit II</b>	<b>Social Media in current Scenerio</b>	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.		
<b>Unit III</b>	<b>Social Media measurement and metrics-</b>	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.		
<b>Unit IV</b>	<b>New media as a communication tool .</b>	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.		
<b>Unit V</b>	<b>Social Media and citizen journalism</b>	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		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Web Journalism: Practice and Promise of a New Medium by James Glen.</li> <li>2. Online Journalism: Principles and Practices of News for the Web by James C. Frost.</li> <li>3. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.</li> <li>4. Digitizing the News: Innovation in Online Newspapers.</li> <li>5. Online News: Journalism and Internet by Stuart Allen.</li> <li>6. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Multimedia Systems Ramesh Agarwal&amp; Bharat BhushanTiwari</li> <li>2. Fundamentals of Information Technology Deepak Bharihoke.</li> <li>3. The language of new media. Manovich, L. (2001), MIT press</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	

<b>Date of approval by the Academic Council</b>	20/10/2022
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**Course Outcome For JM3401**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Student should able to understand about how digitalization is taking place in journalism.	2	Emp
<b>CO2</b>	Student should able to analyze difference between online & offline journalism.	2	S
<b>CO3</b>	Student should able to remember about ethics in journalism.	2	S
<b>CO4</b>	Students should able to understand about digital age.	3	Ent
<b>CO5</b>	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 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	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

<b>JM3402</b>	<b>Title: Broadcasting Media (T.V.)</b>	<b>L T P C</b> <b>2-0-4-4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	This Subject course is designed to provide the basic knowledge	
<b>Expected Outcome</b>	On completion of the course students will be able to understand the various	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to broadcast</b>	9
Understanding the medium - Nature and Language of TV, Formats and types for TV Programmes, TV News script format, Scripting for Fiction/Non Fiction		
<b>Unit II</b>	<b>News Gathering</b>	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		
<b>Unit III</b>	<b>TV Programme Production</b>	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		
<b>Unit IV</b>	<b>Video Editing</b>	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		
<b>Unit V</b>	<b>Production Lab</b>	9
Interview, News Programme, Talk Shows,		
<b>Text Books</b>	1. Zettl Herbert: Handbook of Television Production, Publisher: Wadsworth 2. Burrows D Thomas & S. Lynne: Video Production, Publisher: MC Graw Hill	
<b>Reference Books</b>	1. Belavadi Vasuki. Video Production, Oxford University Press	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3402**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	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
<b>CO2</b>	Create or produce the News package in proper format. Also able to develop the TV program.	2	S
<b>CO3</b>	Create and produce the TV program in various formats. Also able to operate the camera.	2	S
<b>CO4</b>	Execute basic editing and compilation of raw footage. Able to use the editing software.	3	Ent
<b>CO5</b>	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

<b>JM3403</b>	<b>Title: Cinematography</b>	<b>L T P C</b> 2-0-4-4
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	The course will help the student to understand the concept of Cinematography	
<b>Expected Outcome</b>	On completion of the course student will understand the cinematography techniques and will be able to create their own short film and cinematic videos	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Language of cinema</b>	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.		
<b>Unit II</b>	<b>Types of Cinema</b>	9
Fiction Cinema, Non-fiction cinema, Early cinema, development of classical Hollywood cinema, Rise of south cinema.		
<b>Unit III</b>	<b>Indian Cinema</b>	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		
<b>Unit IV</b>	<b>Production techniques-I</b>	8
Writing Script, Understanding Concept, Character description and designing, Storyboarding techniques, Understanding Shots types, Types of shots and camera angles.		
<b>Unit V</b>	<b>Production techniques-II</b>	9
Responsibility of the cinematographer, Refining the story, Cinematography tools and techniques.		
<b>Text Books</b>	1. Keval J. Kumar, Mass communication in India, Jaico Publishing house.	
<b>Reference Books</b>	1. Renu Saran, History of Indian cinema, Kindle edition 2. Five C's of cinematography by Joseph Rogers, MM Mukhi & sons	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3403**

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

<b>JM3404</b>	<b>Title: Public Relations &amp; Advertisement</b>	<b>L T P C</b> 3-0-2-4
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	The student will be able to do plan for advertising and public relations for our firm.	
<b>Unit No.</b>	<b>Unit title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Advertising</b>	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.		
<b>Unit II</b>	<b>Types of Advertising</b>	9
Types of classification of advertising, web advertising, Marketing, Planning & execution, Appeal in advertising, Advertising & Pressure groups, Advertising ethics code & laws.		
<b>Unit III</b>	<b>Public Relations</b>	9
Concept & meaning of Public Relations, Objectives & function of Public Relations, Advertising- Propaganda-Publicity- Public Relations		
<b>Unit IV</b>	<b>PR in Private sector</b>	9
Public Relations & Media Relation, Public Relations in Private Sector, Tool of Public Relations, Various types of Public, Emerging Trends in PR.		
<b>Unit V</b>	<b>PR code &amp; conduct</b>	9
Duties of PRO, PR Code and Conduct, PR Campaign-Planing-Execution-Evaluation, Role of PR in Crisis Management,		
<b>Text Books</b>	1. Narula, Uma, Communication Models, New Delhi, Atlantic Pub.	
<b>Reference Books</b>	1. Narula, Uma, Hand book of Communication, New Delhi, Atlantic Pub. 2. Kumar,Keval J, Mass Communication in India, Mumbai, Jaico	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	31-3-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	



**Course Outcome For JM3404**

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

**CO-PO Mapping For JM3404**

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

<b>JM3405</b>	<b>Title: Art of News Gathering</b>	<b>L T P C</b> 3-0-2-4
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	Recognize the most commonly used methods of gathering News news	
<b>Expected Outcome</b>	On completion of the course student will understand the cinematography techniques and will be able to create their own short film and cinematic videos	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Concept of News gathering</b>	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.		
<b>Unit II</b>	<b>News Writing</b>	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.		
<b>Unit III</b>	<b>Sources of Gathering News</b>	9
Primary and Secondary Sources Observation, telephone conversations, research, interviews, News Conferences.		
<b>Unit IV</b>	<b>News From Various Contemporary Issue</b>	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		
<b>Unit V</b>	<b>Reviews</b>	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,		
<b>Text Books</b>	1. Keval J. Kumar, Mass communication in India, Jaico Publishing house.	
<b>Reference Books</b>	1. Renu Saran, History of Indian cinema, Kindle edition 2. Five C's of cinematography by Joseph Rogers, MM Mukhi & sons	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	31-3-2019	
<b>Date of approval by the Academic Council</b>	13-07-2019	

**Course Outcome For JM3405**

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

## Semester-5

<b>JM3502</b>	<b>Title: Event Management</b>	<b>LTP C 3-0-0- 3</b>
<b>VersionNo.</b>	<b>1.0</b>	
<b>CoursePrerequisites</b>		
<b>Objectives</b>	To understand the process of managing and marketing events from conceptualization, planning, and feasibility analysis to staging the event, and post event evaluation.	
<b>ExpectedOutcome</b>	<ol style="list-style-type: none"> <li>1. Explain all the components and various roles involved in planning, organizing, running and evaluating an event;</li> <li>2. Apply the theory and skills necessary to professionally plan, organise and run a business event; and</li> <li>3. Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.</li> </ol>	
<b>UnitNo.</b>	<b>UnitTitle</b>	<b>No.ofhours(perUnit)</b>
<b>UnitI</b>	<b>Events as PR Tool</b>	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		
<b>UnitII</b>	<b>Basics of Event Management</b>	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		
<b>UnitIII</b>	<b>Creating an Event</b>	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		
<b>UnitIV</b>	<b>Human Resource and Revenue management</b>	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		
<b>Unit V</b>	<b>Evaluation and Assessment</b>	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

<b>TextBooks</b>	<ol style="list-style-type: none"> <li>1. Bruce E Skinner, Vladimir Rukavina Event Sponsorship, Publisher Wiley 2002, ISBN 0471126012</li> <li>2. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004</li> <li>3. Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000</li> </ol> <p>*Latest editions of all the suggested books are recommended</p>
<b>ReferenceBooks</b>	<ol style="list-style-type: none"> <li>1. Jaishri N Jethwaney Public Relations, ND: Sterling</li> <li>2. Pitman Jackson Corporate Communication for Managers, Pitman Publishing</li> </ol>
<b>ModeofEvaluation</b>	Internal and External Assessment
<b>RecommendationbyBoardofStudieson</b>	07-06-2022
<b>DateofapprovalbytheAcademicCouncil</b>	20/10/2022

**Course Outcome For JM3502**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Able to explain all the components and various roles involved in planning, organizing, running and evaluating an event.	2	Emp
<b>CO2</b>	Able to apply the theory and skills necessary to professionally plan,organise and run a business event.	2	S
<b>CO3</b>	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
<b>CO4</b>	Able to execute the event plan on ground level.	3	Ent
<b>CO5</b>	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

<b>JM3506</b>	<b>Title:Television Programming and Production</b>	<b>L T P</b> <b>1-0-4-</b> <b>3</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>		
<b>Expected Outcome</b>	On completion of the course student should he able to: Develop a 3d Character with the knowledge of rigging for animation in Maya.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No .of hours (perUnit)</b>
<b>Unit I</b>	<b>Introduction</b>	8
Basic of Television Programme Production, Visual Grammar, Function of camera, Ideation, stages of production, MoJo.		
<b>Unit II</b>	<b>Different aspects of camera</b>	8
Different types of Shot, Visual Grammar, Camera as a tools, view points, composition, operation of camera.		
<b>Unit III</b>	<b>Lighting techniques</b>	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.		
<b>Unit IV</b>	<b>Camera Production</b>	8
Single and Multi camera Production, New package, scripting for TV, PTC, Walk Trough, VOX POP, Shoot to edit.		
<b>Unit V</b>	<b>Post production</b>	8
Various Format of Television Programme, Post Production: Editing and Graphics, Final Project.		
<b>TextBooks</b>	Television Production- Jim Owens and Gerald Millerson Publisher-Focal press	
<b>ReferenceBooks</b>	Television Production- Herbert Zettl	
<b>ModeofEvaluation</b>	Internal and External Assessment	
<b>RecommendationbyBoardofStudieson</b>	16-08-2021	

<b>Date of approval by the Academic Council</b>	07-06-2022
	20/10/2022

**Course Outcome For JM3506**

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

**CO-PO Mapping for JM3506**

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



<b>JM3504</b>	<b>Title: Media &amp; Audience research</b>	<b>L T P C</b> <b>1-0-4-3</b>
<b>Version No.</b>	<b>1.1</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	To conduct an independent media research on a topic of interest.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	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		
<b>Unit II</b>	<b>Designing the Media Research Process</b>	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		
<b>Unit III</b>	<b>Sampling and measurement techniques</b>	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		
<b>Unit IV</b>	<b>Data collection &amp; questionnaire design</b>	<b>08</b>
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		
<b>Unit V</b>	<b>Emerging Trends in Media Market Research</b>	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		
<b>Text Books</b>	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	
<b>Reference Books</b>	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	
<b>Mode of Evaluation</b>	Internal and External Examination	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3504**

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

<b>JM3521</b>	<b>Title: Creative Advertisement</b>	<b>L T P C 3 0 0 3</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	On completion of the course student will understand the various uses of creative advertising and be able to use it as a tool.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	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		
<b>Unit II</b>	<b>Creative Advertisement</b>	6
Understanding what Creative Advertisement, Creativity in communication, Shotgun approach Creative Advertising and Directional Advertising, types of appeals used in advertising,		
<b>Unit III</b>	<b>Learning and understanding advertising</b>	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.		
<b>Unit IV</b>	<b>Advertising Media Strategy</b>	6
Role of Media; types of media, their advantages; and disadvantages; media planning, selection & scheduling strategies		
<b>Unit V</b>	<b>CAN elements of Advertising</b>	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)		
<b>Text Books</b>	1. Advertising Creative: Strategy, Copy, and Design	
<b>Reference Books</b>	1. Creative Advertising: Ideas and Techniques from the world's best campaigns by Thames and Hudson	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	

**Date of approval by  
the Academic Council**

20/10/2022

**Course Outcome For JM3521**

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

**CO-PO Mapping for JM3521**

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

<b>JM3522</b>	<b>Title: Print Design and Visualisation</b>	<b>LTP C 3003</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	On completion of the course students should be able to : design different designing elements (Newspaper, Magazine and poster etc.)	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No .of hours (per Unit)</b>
<b>Unit I</b>	<b>Principles of Design &amp; Graphics</b>	6
Basics of Design and Graphics: Concept and theory, Principles of design, Basic elements of graphic and design. About Design and layouts		
<b>Unit II</b>	<b>Printing &amp; Typography</b>	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.		
<b>Unit III</b>	<b>Layout of Print Media</b>	6
Layout of broadsheet and tabloid, Layout, pagination and designing of various parts of Magazine with the help of PageMaker, Quark Xpress or In Design.		
<b>Unit IV</b>	<b>Desktop Publishing (DTP) and Multimedia</b>	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.		
<b>Unit V</b>	<b>Practice of Designing</b>	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.		
<b>TextBooks</b>	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	
<b>ReferenceBooks</b>	Photoshop CS6 in simple steps (by Kogent learning solutions Inc. -dream tech press)	
<b>ModeofEvaluation</b>	Internal and External Assessment	

<b>Recommendation by Board of Studies on</b>	07-06-2022
<b>Date of approval by the Academic Council</b>	20/10/2022

**Course Outcome For JM3522**

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

**CO-PO Mapping for JM3522**

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

<b>JM3522</b>	<b>Title: Corporate Crisis &amp; Marketing Communication</b>	<b>L T P C</b> 3-0-0-3
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Basic computer and Internet knowledge, Proficient in MS Office</b>	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	Upon completing this course, students will be able to: <ul style="list-style-type: none"> <li>• Learn what constitutes a crisis – how it is distinct from day-to-day issues -</li> <li>Develop a crisis preparedness plan and vulnerabilities assessment -</li> <li>Understand the typical stages of a crisis, and how they are changing in the social media era -</li> <li>Identify and address the ethical issues presented by the crisis -</li> <li>Identify and address the ethical issues presented by the crisis -</li> <li>Understand the important of opinion/attitudinal research in crisis management -</li> <li>Develop a post-crisis plan for the organization.</li> </ul>	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Definition of Crisis</b>	6
Course Introduction and course overview , Outline of crisis communications , Crisis management in social media era, Crisis and rumours		
<b>Unit II</b>	<b>Handling Crisis situation</b>	6
Effective crisis communications, Crisis management in social media era , Crisis prevention; crisis situations, Crisis with media perspectives, Develop a Plan B		
<b>Unit III</b>	<b>Media Crisis Communication</b>	7
Discuss: Crisis Group Project, Media Crisis and the options during pandemic, Corporate Crisis during pandemic, Alternatives and options during crisis		
<b>Unit IV</b>	<b>Role of Marketing Communication</b>	7
Introduction to Marketing Communication , Marketing for Print, Electronic & Web Media, Marketing Planning for Digital Media , Case Studies and Assignments		
<b>Unit V</b>	<b>Communication barriers and solutions</b>	6
Barriers to Marketing Communication , Marketing Planning and challenges - Marketing strategies for new product launch - Develop a market plan for a new product		
<b>Text Books</b>	1. Corporate Communication – Dr. JayshreeJethwani 2. Marketing Management – Phillip Kotler	
<b>Reference Books</b>	<b>Corporate Crisis Management: Planning for the Inevitable</b> By Steven Fink	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	

<b>Date of approval by the Academic Council</b>	20/10/2022
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**Course Outcome For JM3522**

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

**CO-PO Mapping for JM3522**

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



<b>JM3525</b>	<b>Title: Beat Reporting</b>	<b>LTP C 3003</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>		
<b>Expected Outcome</b>	On completion of the course student should be able to: Develop a 3d Character with the knowledge of rigging for animation in Maya.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours(per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	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		
<b>Unit II</b>	<b>Reporting Beats</b>	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.		
<b>Unit III</b>	<b>Social and political beat reporting</b>	6
Political reporting and its vitality, sources, Health reporting, Food and consumer goods reporting, Educational reporting, Environmental reporting.		
<b>Unit IV</b>	<b>Specialised beats</b>	6
Sports reporting, Legal reporting, Conflict reporting, Regional and festive beats		
<b>Unit V</b>	<b>Recent trends and examples</b>	6
Process of Case Studies, Some case studies.		
<b>TextBooks</b>	Beat Reporting and Editing : Journalism in the Digital Age by Surbhi Dahiya and Shambhu Sahu	
<b>ReferenceBooks</b>		
<b>ModeofEvaluation</b>	Internal and External Assessment	
<b>RecommendationbyBoardofStudieson</b>	07-06-2022	
<b>DateofapprovalbytheAcademicCouncil</b>	20/10/2022	

**Course Outcome For JM3525**

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

**CO-PO Mapping for JM3525**

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

<b>JM3523</b>	<b>Title: Advertising and PR agency Management &amp; PR Lab</b>	<b>L T P C</b> 3-0-0-3
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Basic Computer and Internet knowledge, Proficient in MS Office, Adobe Photoshop</b>	
<b>Objectives</b>	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	
<b>Expected Outcome</b>	After successfully completing this course the student would be able to - Develop concepts that are able to address the desires as well aspirations 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	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Advertising&amp; PR</b>	6
What is Advertising, its meaning, definition, role, elements, types, Growth and development in India and world, Why we need advertising		
<b>Unit II</b>	<b>Advertising and its elements</b>	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		
<b>Unit III</b>	<b>Developing Advertising &amp; PR Campaigns</b>	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		
<b>Unit IV</b>	<b>Media Planning</b>	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,		
<b>Unit V</b>	<b>Advertising Layouts and objectives</b>	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		
<b>Text Books</b>	2. Foundation of Advertising – SA Chunawaala 3. PR Practices and Principles – IqbalSachdeva	
<b>Reference Books</b>	2. Ogilvy on Advertising – David Ogilvy 3. Indian Advertising – ArunChaudhary	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3523**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Able to interpret the basics of Advertisement and Publicity and propaganda. Also able to interpret the role and importance of advertisement	2	Emp
<b>CO2</b>	Able to demonstrate the uses of appeals in advertisement	2	S
<b>CO3</b>	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
<b>CO4</b>	Able to interpret the role and function of Ad agency	3	Ent
<b>CO5</b>	Able to analyze the various situation of advertisement.	5	None

**CO-PO Mapping for JM3523**

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

<b>JM3526</b>	<b>Title: Media Convergence &amp; Media Portfolio</b>	<b>L T P C</b> 3-0-0-3
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Basic computer and Internet knowledge, Proficient in MS Office, Hyperlink concepts and Adobe Photoshop</b>	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	<ol style="list-style-type: none"> <li>To acquire knowledge of Communication Studies as a science and understand and compare the academic literature of different fields of communication studies (human, mass, journalism studies and media production, research and development)</li> <li>To be highly skilled in oral and written communication and be able to successfully address diverse audiences</li> <li>To understand the ethical aspects of the work and the social responsibilities of professional communicators in different contexts such as interpersonal, small and large group, journalism, new media, public relations and marketing, ideally in a comparative intercultural perspective.</li> <li>To be able to work effectively in a multinational environment</li> <li>To be prepared to pursue a Master's Degree in all different fields of Communication Studies (get stimulated by lifelong learning) and/or attain a high-level occupation in a relevant field.</li> </ol> <p>Specific outcome –</p> <ol style="list-style-type: none"> <li>Become familiar with the various constitutive elements involved in the creation of a trans media project and deepen the understanding regarding how each medium relies upon specific literary codes</li> <li>Appreciate the various media involved in the production of a Trans media product in general and constantly expand the tools at user's disposal</li> <li>Develop an analytical mind with regards to how communication strategies in a trans media project can be used to both entertain and inform while also shaping public opinion.</li> </ol>	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Cyber Journalism</b>	9
What is Convergence with reference to Media Perspective, Introduction to Media Convergence, Elements of Media Convergence,		
<b>Unit II</b>	<b>Cyber Media, Crime and Comparative study with Print Media</b>	10
Introduction to Cyber Journalism & Media Technologies, Cyber Crimes and its impact on media business, Cyber Vs Print Media – The comparison		
<b>Unit III</b>	<b>Developing Media Convergent using various platforms</b>	9

Media platforms and their qualities, Media Planning, Writing a story for cyber media		
<b>Unit IV</b>	<b>Developing website and online newspapers</b>	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.		
<b>Unit V</b>	<b>Workshop and Lab Reports</b>	8
Making Media Portfolio, Online Brochures, Newsletters, Newspaper layout		
<b>Text Books</b>	4. New Media – Techniques and Trends – AshwinRazdan	
<b>Reference Books</b>	4. Media Convergence –Richard Gershon from Oxford Publication 5. Media Convergence Handbook Vol I & II – Dr. ArturLugmayr	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3526**

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

**CO-PO Mapping for JM3526**

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

<b>VP3515</b>	<b>Title: Creative Writing</b>	<b>LTP C 0042</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	On completion of the course student should be able to: Develop a 3d Character with the knowledge of rigging for animation in Maya.	
<b>Unit No.</b>	<b>Unit Title</b>	No. of hours (per Unit)
<b>Unit I</b>	<b>Basic essentials of writing</b>	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		
<b>Unit II</b>	<b>The art of writing</b>	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		
<b>Unit III</b>	<b>Channels of writing</b>	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.		
<b>Unit IV</b>	<b>Technical writing</b>	7
Report writing; Writing for journals; Scientific reports; Editorials; Book reviews; Investigative reports		
<b>Unit V</b>	<b>Case studies</b>	5
Different case studies on the discussed topics.		
<b>TextBooks</b>	<ol style="list-style-type: none"> <li>1. Becoming a writer by Dorothea Brande</li> <li>2. On writing: A Memoir of the Craft by Stephen King</li> </ol>	
<b>ReferenceBooks</b>	1. The Elements of style by William Strunk Jr	
<b>ModeofEvaluation</b>	Internal and External Assessment	
<b>RecommendationbyBoardofStudieson</b>	07-06-2022	

<b>Date of approval by the Academic Council</b>	20/10/2022
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**Course Outcome For VP3515**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Student will be able to create and formulate sentence in proper message and facts.	2	Emp
<b>CO2</b>	Student will be able to structure the message in prescribed format.	2	S
<b>CO3</b>	Student will be able to generate and create messages and meaning in attractive and smooth reading format.	2	S
<b>CO4</b>	Student will be able to develop the literature with the proper messages and inherent thoughts.	3	Ent
<b>CO5</b>	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-6

JM3601	<b>Title: Digital Media and writing content</b>	<b>L T P C</b> 3-0-0-3
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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	
<b>Expected Outcome</b>	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.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Internet</b>	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		
<b>Unit II</b>	<b>New Information Technology and Communication</b>	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.		
<b>Unit III</b>	<b>Online Journalism</b>	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, Hypertextuality, Multimediality, Virtuality and Convergence, SMS, MMS, VOIP, Video Conferencing, Email in The Context of Time, Cost and Quality Required Technical & Other Understanding and Preparation for Media Personal.		
<b>Unit IV</b>	<b>Understanding Web page</b>	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.		
<b>Unit V</b>	<b>Content Planning</b>	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		
<b>Text Books</b>	Learning To Use the Internet. Ernest Ackermann, Bpb Publications. Elements of Computer Science, Satish Ramaswami, Rajesh Ramaswami, Ashish Publishing Homes. Computing System Hardware, M. Wells, Cambridge University. Page Maker, Vishnu Priya Singh, Meenakshi Singh, Asian Publishers	
<b>Reference Books</b>		
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	

<b>Date of approval by the Academic Council</b>	20/10/2022
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**Course Outcome For JM3601**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	Students will understand the history of internet technology and also online journalism.	2	Emp
<b>CO2</b>	Students will be able to recognize and deploy appropriate online journalism strategies to engage readers across a range of online media.	2	S
<b>CO3</b>	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
<b>CO4</b>	Students will understand the process of working with users in bringing ideas from concept to production of content.	3	Ent
<b>CO5</b>	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	<b>Title: Advertisement &amp; Design</b>	<b>L T P C</b> 2-0-2-3
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Basic knowledge of Advertising	
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	Create a complete identity package for a business	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Advertising</b>	7
Concept, Definition and Process of Advertising, Objectives, Utility and Features of Advertising, History, growth & development of advertising in Indian context.		
<b>Unit II</b>	<b>Types of Advertisements</b>	7
Commercial, social, institutional and financial, marketing appeal in advertising, advertising & pressure groups, medium of advertising, advertising ethics code & laws.		
<b>Unit III</b>	<b>Advertising Copy</b>	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		
<b>Unit IV</b>	<b>Advertising Agencies</b>	6
Advertising agencies-Meaning, its role and types of agencies Functioning of Advertising agencies, Top advertising agencies in India		
<b>Unit V</b>	<b>Ad campaigns &amp; designs</b>	6
Relevant case studies		
<b>Text Books</b>	1. Narula, Uma, Communication Models, New Delhi, Atlantic Pub. 2. JaishriJethwaney and Shruti Jain, (2012) Advertising Management, Oxford University Press, New Delhi.	
<b>Reference Books</b>	1. Narula, Uma, Hand book of Communication, New Delhi, Atlantic Pub. 2. Kumar,Keval J, Mass Communication in India, Mumbai, Jaico	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3602**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>CO1</b>	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
<b>CO2</b>	Students will able to demonstrate the uses of appeals in advertisement	2	S
<b>CO3</b>	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
<b>CO4</b>	Students will able to Interpret the role and function of Ad agency	3	Ent
<b>CO5</b>	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

<b>JM3603</b>	<b>Title: Writing and Editing Skills</b>	<b>L T P C</b> 2-0-4-4
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	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.	
<b>Expected Outcome</b>	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.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Editing Basics</b>	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.		
<b>Unit II</b>	<b>Editing practice</b>	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.		
<b>Unit III</b>	<b>Editorial writing</b>	9
Significance of Editorial Writing, Ideas and Analysis in Editorial Writing, Editorial Writing and Campaigning, Special Occasion Article: Definition, Necessity, Diary and News Letter.		
<b>Unit IV</b>	<b>Elements of good writing</b>	8
Characteristics-Precision, Clarity: Simple Sentence, Grammar and punctuation, Clichés, Clear thinking; Pacing, Transition; Exercises.		
<b>Unit V</b>	<b>Specialised Writing/Editing</b>	9
Structure and Operations of a newspaper Commentary, Analysis, Commentary, Analysis, letters to editor column. Use of Graphics, Cartoons and statistics.		
<b>Text Books</b>	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.	
<b>Reference Books</b>	VirBalaAggarwal, Handbook of Journalism	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	

<b>Date of approval by the Academic Council</b>	20/10/2022
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**Course Outcome For JM3603**

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



<b>JM3621</b>	<b>Title: Digital marketing tools &amp; practices</b>	<b>L T P C</b> 2-0-2-3
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Basic knowledge of digital marketing	
<b>Objectives</b>	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	
<b>Expected Outcome</b>	Understand the key goals & stages of digital campaigns, measure & track the effective digital campaigns	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Going Digital-the evolution of marketing</b>	7
The changing face of advertising, the technology behind digital marketing, business & digital marketing, defining digital marketing strategy, understanding the digital customer		
<b>Unit II</b>	<b>Window to digital world</b>	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		
<b>Unit III</b>	<b>Search engine optimization</b>	9
Introduction, SERP, Search Behavior, Goals, On page optimization, Off –page optimization, Analyze		
<b>Unit IV</b>	<b>Digital media creative</b>	6
Creative application of digital media, Using an agency, Doing it yourself, digital creative: what works & what doesn't.		
<b>Unit V</b>	<b>E- mail marketing</b>	6
Planning your campaign, Do's & Don't of email marketing campaign, measuring your success, keeping up with conversions.		
<b>Text Books</b>	1. Ryan, Damian & Jones, Calvin, Digital marketing, marketing strategies for engaging the digital generation	
<b>Reference Books</b>	2. Ian Dodson. The art of Digital Marketing. Wiley	
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3621**

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



<b>JM3622</b>	<b>Title: Introduction to Media Research</b>	<b>L T P C 2 0 2 3</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	<p>To provide knowledge on methodological concepts of media and communication research.</p> <p>To introduce and enhance understanding about tools, techniques and methods of media research.</p> <p>To develop analytical and evaluative thinking for media research.</p> <p>To develop capacity for conducting research in media industry</p>	
<b>Expected Outcome</b>	<p>Students will be able to demonstrate research skills.</p> <p>They will have enhancement of knowledge of research approach, methods, tools and reports.</p> <p>Students will demonstrate thorough understanding of application of research in media industries.</p> <p>Students will be able to use significance of computers and digital media in research.</p> <p>They will be competent to conduct research in media sector.</p>	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Media Research</b>	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),		
<b>Unit II</b>	<b>Framework of Research-I</b>	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,		
<b>Unit III</b>	<b>Framework of Research II</b>	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.		
<b>Unit IV</b>	<b>Exercise (research Port Folio)</b>	5
<b>Unit V</b>	<b>Dissertation</b>	5
<b>Text Books</b>	1. Mass Media Research, By Dominick Wimmer	
<b>Reference Books</b>	Research Methodology by C R Kothari Research Methodology by Ranjit Kumar	
<b>Mode of Evaluation</b>	Internal and External Examination.	
<b>Recommendation by Board of Studies on</b>	07-06-2022	
<b>Date of approval by the Academic Council</b>	20/10/2022	

**Course Outcome For JM3622**

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

<b>JM3624</b>	<b>Title: Print Media Production(Lab)</b>	<b>L T P C</b> <b>2-0-4-4</b>
Version No.	1.0	
Course Prerequisites	Nil	
Objectives	<p>To impart practical knowledge about Print Production. This course is designed to introduce the software - Adobe Photoshop and QuarkXpress techniques to the students.</p> <ol style="list-style-type: none"> <li>1. To make the students proficient news editing.</li> <li>2. To make the students understand the layout of Newspapers.</li> <li>3. To provide hands on training on software - Adobe Photoshop and QuarkXpress.</li> </ol>	
Expected Outcome	On completion of the course students should be able to: understand and create photo editing and will understand the elements and designing of newspaper.	
Unit No.	Unit Title	No. of hours (per Unit)
Unit I	<b>Printing Press Growth and Development</b>	4
Origin and development of Printing Press, Major Printing Processes: Traditional vs. modern		
Unit II	<b>Modern Trends in Printing Technology</b>	4
. Digital Technology in Print Media, New Advancements, Impact of Digital on Print Media.		
Unit III	<b>Production of a Newspaper</b>	5
Planning for Print: size, anatomy, grid, design, Format, typography, copy, pictures, advertisements, Plotting Text: Headlines, Editing pictures, captions, Page-making: Front page, Editorial page, Supplements.		
Unit IV	<b>Basics of Photoshop</b>	4
Editing of images with the help of Photoshop.		
Unit V	<b>Understanding of Page layout Design</b>	4
Knowledge and use of QuarkXpress, Designing layout of newspaper on QuarkXpress software.		
Text Books	M V Kamath- Modern Journalism, Vikas Publishing House, NewDelhi. Publications M K Joseph- Basic Source Material for News Writing, Anmol Publications. Wainwright David- Journalism made Simple, Rupa & Company New Delhi. Sarkar, N.N. Principles of Art and Production, Oxford University Press.	
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	05-02-2019
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### Course Outcome for JM3624

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 press in India	2	Emp
CO2	Understand the modern trend in printing	2	S
CO3	Understand the production of newspaper	2	S
CO4	Analyze the Techniques of photoshop designing	3	Ent
CO5	Understand the basic of Photoshop	5	None

### C0-PO Mapping for JM3624

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

<b>VP3614</b>	<b>Title: Experimental Printing</b>	<b>L T P C</b> <b>2-0-4-2</b>
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	<p>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.</p> <ol style="list-style-type: none"> <li>1. To make the students aware about the basics designs and graphics for Print Media.</li> <li>2. To make the students understand the type composition and printing method.</li> <li>3. To provide hands on training on DTP software – Corel Draw and QuarkXpress.</li> </ol>	
<b>Expected Outcome</b>	On completion of the course students should be able to: understand and create photo editing and will understand the elements and designing of newspaper.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Basics Designs for Print Media</b>	4
Aesthetics of design; Elements and Principles of design; Typeface families; Principles of good typography		
<b>Unit II</b>	<b>Basics of Graphics for Print Media</b>	5
Meaning and Concept; Importance of Graphics; Recent Developments in the field of Graphics.		
<b>Unit III</b>	<b>Type Composition and Printing Method</b>	9
Type composition; DTP and use of computer software; Printing methods- letterpress, Cylinder, Rotary, Gravure, Screen, Offset.		
<b>Unit IV</b>	<b>DTP Software's</b>	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).		
<b>Unit V</b>	<b>Practice of Designing</b>	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.		
<b>Text Books</b>	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.	
<b>Reference Books</b>		
<b>Mode of Evaluation</b>	Internal and External Assessment	
<b>Recommendation by Board of Studies on</b>	16-08-2021	
<b>Date of Approval by the Academic Council on</b>	14-11-2021	

**Course Outcome For VP3614**

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