

SEMESTER I

MEDIA AND COMMUNICATION THEORY

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: MCT-1-MA-23T	Course Title: Media and Communication Theory
Credits: 5	Max. Marks: 100
Category: DSC 1	Internal Examination: 30
Hours/Week :5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
1. To explain to students the nature and process of communication, and the various models and theories of communication. 2. To illustrate to them different traditions of communication theory, and the relationship between media, society, and culture.	
Course Outcomes:	
CO1: Students will be able to recall different aspects of communication, its types, elements, and processes.	
CO2: Students will be able to compare and contrast various models and theories of communication.	
CO3: Students will be able to examine the evolution of communication theory over time.	
CO4: Students will be able to evaluate the merits of various audience and relationship maintenance theories.	
CO5: Students will be able to analyze the interaction between media institutions, social groups, and popular culture.	

SEMESTER I

REPORTING AND EDITING

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: RE-1-MA-23T	Course Title: Reporting and Editing
Credits: 3	Max. Marks: 100
Category: DSC 2	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To illustrate to students the entire news process from beginning to end, the components of a news story, and the roles and responsibilities of a journalist.2. To help students identify and prioritize different sources of news, train w.r.t. different beats and specialized fields of journalism, and make them proficient in the tasks of editing, rewriting and translation.	
Course Outcomes:	
CO1: Students will be able to identify the roles, responsibilities, and duties of a professional reporter.	
CO2: Students will be able to report news under a range of situations and related to different events.	
CO3: Students will be able to choose and utilize appropriate news sources.	
CO4: Students will be able to meet the requirements of different desks and various copies.	
CO5: Students will be able to manage different processes relating to copy editing, translation, and style sheet implementation.	

SEMESTER I

TELEVISION PRODUCTION w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: TVP-1-MA-23T	Course Title: Television Production
Credits: 3	Max. Marks: 100
Category: DSC 3	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce students to different elements and stages of television production, and the personnel involved in them.2. To illustrate to them the key characteristics of television cameras, lenses and their operation, and the importance of ENG, EFP, and remote production.	
Course Outcomes:	
CO1: Students will be able to identify different features and components of a television camera and explain their significance.	
CO2: Students will be able to operate studio equipment to record footage conforming to the technical and aesthetic aspects of the industry.	
CO3: Students will be able to utilize a television studio to execute production work.	
CO4: Students will be able to understand and execute non-linear editing work.	
CO5: Students will be able to understand and apply the principles behind ENG, EFP, and remote production.	

SEMESTER I

INTRODUCTION TO JOURNALISM AND INDIAN SOCIETY

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: IJIS-1-MA-23T	Course Title: Introduction to Journalism and Indian Society
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
1. To demonstrate to students the vital role played by journalism in modern societies, and the relationship between the press and public.	
2. To illustrate to them the origins, evolution and prospects of Indian media, and their role in safeguarding the nation's democratic institutions.	
Course Outcomes:	
CO1: Students will be able to appreciate the role of journalism in safeguarding democracy and shaping public opinion.	
CO2: Students will be able to identify the defining characteristics of newspaper and magazine journalism.	
CO3: Students will be able to evaluate the professional and ethical compulsions facing journalists.	
CO4: Students will be able to appraise the role of media watchdogs and regulators.	
CO5: Students will be able to respond to emerging trends and growing scrutiny of the journalistic profession.	

SEMESTER I

MAGAZINE AND PHOTOJOURNALISM

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: MPJ-1-MA-23T	Course Title: Magazine and Photojournalism
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce students to the field of magazine and photojournalism, and various ethical and legal issues related to them.2. To acquaint them with different aspects of writing for a magazine – topics, research, objectivity, subjectivity, style etc and make them aware of the basics of photography.	
Course Outcomes:	
CO1: Students will be able to undertake the tasks associated with planning and publishing a magazine.	
CO2: Students will be able to compose articles for various types of magazines – news, general interest, and specialized.	
CO3: Students will be able to carry out editing and page design for specialized and glossy magazines.	
CO4: Students will be able to utilize different types of cameras, camera lenses and photography techniques to capture high quality images for publications.	
CO5: Students will be able to work as photographers and journalists with an intimate understanding of the aesthetic, professional and ethical aspects of photography.	

SEMESTER I
CURRENT AFFAIRS
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: CA-1-MA-23T	Course Title: Current Affairs
Credits: 5	Max. Marks: 100
Category: DSE 2	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To impart extensive knowledge to students about contemporary developments at local, regional, national, and international level. 2. To inculcate among students, a general awareness of socio-economic, political, business and sports events, environmental, and cultural issues. 	
Course Outcomes:	
CO1: Students will be able to improve their general awareness of contemporary developments at local, regional, national, and international level.	
CO2: Students will be able to develop extensive knowledge of socio-economic, political, business and sports events, environmental, and cultural issues.	
CO3: Students will be able to understand and analyze contemporary developments from multiple perspectives.	
CO4: Students will be able to communicate about issues of social significance with clarity and confidence.	
CO5: Students will be able to gain the ability to distinguish between fake news and fact-based information.	

SEMESTER I
ADVERTISING
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: ADV-1-MA-23T	Course Title: Writing for Media
Credits: 5	Max. Marks: 100
Category: DSE 2	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To familiarize students with the objectives and principals of advertising, the role of advertising agencies, their organization, revenue models and business operations. 2. To make them understand the whole process of creating advertising copy, the role of advertising in creating and sustaining brands, and the ethical and regulatory aspects of the profession. 	
Course Outcomes:	
CO1: Students will be able to understand the dynamics and functioning of the advertising industry.	
CO2: Students will be able to work as media professionals with a thorough grasp of the creative aspects of advertising.	
CO3: Students will be able to undertake the planning, design, execution and evaluation of advertising campaigns and copies.	
CO4: Students will be able to make informed choices on the kind of media and model of advertising to be utilized for different products, services, organizations, and brands.	
CO5: Students will be able to comply with the ethical and legal principles governing advertising while using the best technology and talent.	

SEMESTER I

REPORTING AND EDITING (PRACTICAL)

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: RE-1-MA-23P	Course Title: Reporting and Editing (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 3P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To provide students with hands-on training in the craft of information-gathering, writing, and news reporting.2. To train them in the art of compiling news stories, generating relevant content and working in accordance with style sheets.	
Course Outcomes:	
CO1: Students will be able to compile news reports on politics, economics, sports, science and technology and other specialized subjects.	
CO2: Students will be able to write items requiring journalistic sensitivity and sensibility such as obituaries.	
CO3: Students will be able to prepare and pose questions while interviewing public figures such as politicians, bureaucrats, legislators, artists etc.	
CO4: Students will be able to file news stories that follow journalistic ethics, industry standards, and style sheets.	
CO5: Students will be able to manage different processes relating to copy editing, translation, and style sheet implementation.	

SEMESTER I

TELEVISION PRODUCTION (PRACTICAL) w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: TVP-1-MA-23P	Course Title: Television Production (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 2P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical (4)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce students to different elements and stages of television production, and the personnel involved in them.2. To illustrate to them the key characteristics of television cameras, lenses and their operation, and the importance of lighting, sets and properties.	
Course Outcomes:	
CO1: Students will be able to identify different features and components of a television camera and explain their significance.	
CO2: Students will be able to operate studio equipment to record footage conforming to the technical and aesthetic aspects of the industry.	
CO3: Students will be able to utilize a television studio to execute multi camera production and live shows.	
CO4: Students will be able to produce television shows based around news and entertainment in a professional manner, taking care of script, screenplay, budget, structure, and script.	
CO5: Students will be able to understand and apply the techniques of non-linear editing and special effects for postproduction.	

SEMESTER II
MEDIA LAWS AND ETHICS
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: MLE-2-MA-23T	Course Title: Media Laws and Ethics
Credits: 5	Max. Marks: 100
Category: DSC 1	Internal Examination: 30
Hours/Week :5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To introduce students to the issue of media ethics, and make them aware of the social, political, and economic context of journalism. 2. To help them understand the rules, regulations and institutions that regulate the press freedom in India. 	
Course Outcomes:	
CO1: Students will be able to understand the significance of press freedom around the world.	
CO2: Students will be able to appreciate the role of the Indian Constitution in guaranteeing freedom of speech and expression.	
CO3: Students will be able to comprehend the different rules and regulations pertaining to the functioning of the press in India.	
CO4: Students will be able to function as journalists in keeping with the legal, ethical, and professional frameworks laid down for the media.	
CO5: Students will be able to understand the requirements for various organizations and mechanisms seeking transparency and accountability from both the media and the government.	

SEMESTER II

ADVANCED REPORTING AND EDITING

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: ARE-2-MA-23T	Course Title: Advanced Editing and Reporting
Credits: 3	Max. Marks: 100
Category: DSC 2	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
1. To make students aware of the different kinds of write-ups found in newspapers, and train them in the art of composing features and human-interest stories.	
2. To introduce them to the basics of typography and printing technology, as well as the use of software for page design and layout.	
Course Outcomes:	
CO1: Students will be able to cover sensitive topics in a balanced and objective way.	
CO2: Students will be able to report on issues related to marginalized sections, gender discrimination, human rights, health, and the environment.	
CO3: Students will be able to understand and produce content related to editorials, columns, syndicated pieces, sponsored articles, and advertorials.	
CO4: Students will be able to apply the techniques of page design, layout, typography, color printing and desktop publishing to news publications.	
CO5: Students will be able to use software like InDesign and QuarkXPress for layout and design.	

SEMESTER II
FILM APPRECIATION
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: FA-2-MA-23T	Course Title: Film Appreciation
Credits: 3	Max. Marks: 100
Category: DSC 3	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
1. To trace the history of cinema and develop an understanding of the political, cultural, and aesthetic nuances of film making. 2. To critically analyse and appreciate cinema as an art and help students achieve an overall understanding of different elements of film production.	
Course Outcomes:	
CO1: Students will be able to understand the history of world cinema and the entire film production process.	
CO2: Students will be able to comprehend the role and impact of cinema in society and vice-versa.	
CO3: Students will be able to know the history of Indian Cinema and legends of the Indian film industry.	
CO4: Students will be able carry out film analysis and criticism in keeping with the various theories of film.	
CO5: Students will be able to understand and apply the principles of film form and screenplay to production.	

SEMESTER II

SOCIAL SCIENCES FOR JOURNALISM

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: SSJ-2-MA-23T	Course Title: Social Sciences for Journalism
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To make students aware of the different organs of the state, the division of powers between the Centre and the States, and the role of Constitutional bodies.2. To examine the necessity and nature of Government policies and interventions in the social sector, and the different approaches adopted for economic growth and development.	
Course Outcomes:	
CO1: Students will be able to describe the relationship between the different organs of the government, their role in policy making and implementation.	
CO2: Students will be able to analyze issues related to governance, transparency, and accountability.	
CO3: Students will be able to evaluate the role of social sector schemes with regard to elimination of poverty and raising of living standards.	
CO4: Students will be able to report on issues impacting society such as urbanization, globalization, environmental degradation, migration etc.	
CO5: Students will be able to appraise the policies and politics influencing India's foreign relations.	

SEMESTER II
PUBLISHING
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: PUB-2-MA-23T	Course Title: Publishing
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week :5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To introduce students to the basic elements of publishing and help them understand the various steps in the planning, layout, and design of a publication. 2. To help students understand printing and typography, and train them in techniques related to digital makeup, E-publishing, website development, registration, and hosting. 	
Course Outcomes:	
CO1: Students will be able to plan and oversee the publication of a wide variety of books, magazines, journals, brochures, posters, flyers, and pamphlets..	
CO2: Students will be able to undertake overall design and layout planning for different manuscripts.	
CO3: Students will be able to understand the technical, financial, and aesthetic implications of various methods, tools, and techniques of printing.	
CO4: Students will be able to utilize the knowledge of typography for enhancing the appearance of books, magazines, and other publications.	
CO5: Students will be able to make use of web-based technologies and platforms for publication and content generation.	

SEMESTER II
WRITING FOR MEDIA
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: WM-2-MA-23T	Course Title: Writing for Media
Credits: 5	Max. Marks: 100
Category: DSE 2	Internal Examination: 30
Hours/Week :5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To introduce the students to writing for print, radio, film, television, and digital media and acquaint them with various types and formats. 2. To make the students conceptualise and develop scripts for different types of media and audiences. 	
Course Outcomes:	
CO1: Students will be able to outline the basic rules of writing for print, radio, film, television, and digital media.	
CO2: Students will be able to differentiate between writing for each medium.	
CO3: Students will be able to write a variety of Story genres for each medium.	
CO4: Students will be able to generate content for different audiences.	
CO5: Students will be able to develop their own writing style and communicate effectively.	

SEMESTER II

PUBLIC RELATIONS

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: PR-2-MA-23T	Course Title: Public Relations
Credits: 5	Max. Marks: 100
Category: DSE 2	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
1. To make students aware of the concept, philosophy and scope of Public Relations, and the structure and function of Public Relations departments. 2. To illustrate the concepts of internal and external publics, and different stages and tools of the Public Relations process used by Public Relations professionals.	
Course Outcomes:	
CO1: Students will be able to explain the nature of Public Relations, and differentiate it from advertising, propaganda, liaison, and lobbying.	
CO2: Students will be able to execute the roles and responsibilities of a Public Relations Officer.	
CO3: Students will be able to identify and communicate with different types of publics related to an organization.	
CO4: Students will be able to utilize tools and techniques of corporate and strategic PR to manage the image, identity, and reputation of organizations.	
CO5: Students will be able to employ new media technologies to reach out to a wider and increasingly fragmented audience.	

SEMESTER II

ADVANCED REPORTING AND EDITING (PRACTICAL) w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: ARE-2-MA-23P	Course Title: Advanced Reporting and Editing (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 3P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical (4)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To provide students with hands-on training in the craft of information-gathering, writing, and news reporting.2. To train them in the art of compiling news stories, generating relevant content and working in accordance with style sheets.	
Course Outcomes:	
CO1: Students will be able to compile news reports on politics, economics, sports, science and technology and other specialized subjects.	
CO2: Students will be able to write items requiring journalistic sensitivity and sensibility such as obituaries.	
CO3: Students will be able to prepare and pose questions while interviewing public figures such as politicians, bureaucrats, legislators, artists etc.	
CO4: Students will be able to file news stories that follow journalistic ethics, industry standards, and style sheets.	
CO5: Students will be able to manage different processes relating to copy editing, translation, and style sheet implementation.	

SEMESTER II

FILM MAKING (PRACTICAL)

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: FM-2-MA-23P	Course Title: Film Making (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 3P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical (4)	Exam Duration: 3 Hours
Course Objectives:	
1. To introduce students to the basics of camera handling and train them in the art of framing and composition. 2. To make them aware of both studio and field-based production techniques, as well as the process of video editing.	
Course Outcomes:	
CO1: Students will be able to use ENG/EFP cameras for production.	
CO2: Students will be able to operate cameras and capture footage in keeping with the visual grammar of film and television.	
CO3: Students will be able to make use of lighting equipment to obtain optimal quality footage for studio and field production.	
CO4: Students will be able to utilize Premiere Pro and Final Cut Pro to edit rushes into final video output.	
CO5: Students will be able to undertake various public service broadcasting assignments.	

SEMESTER III

DEVELOPMENT AND RURAL COMMUNICATION w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: DRC-3-MA-23T	Course Title: Development and Rural Communication
Credits: 5	Max. Marks: 100
Category: DSC 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce students to the concepts, theories, and models of development, and make them aware of the link between communication technology and social development.2. To make them aware of various issues surrounding the discourse of development, and how governments and NGOs utilize mass communication techniques to drive national development.	
Course Outcomes:	
CO1: Students will be able to understand the various concepts and theories applied to the process of development.	
CO2: Students will be able to compare and contrast different models of development and their usefulness in the Indian scenario.	
CO3: Students will be able to understand how folk, print, electronic and new media can be utilized for development.	
CO4: Students will be able to appraise the role of the government, NGOs, and media institutions in fostering development.	
CO5: Students will be able to analyze the nature of rural development and extension networks in India.	

SEMESTER III

COMMUNICATION RESEARCH METHODS AND APPLICATIONS

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: CRMA-3-MA-23T	Course Title: Communication Research Methods and Applications
Credits: 3	Max. Marks: 100
Category: DSC 2	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce students to the process of communication research and outline the significance and application of the scientific method.2. To make them aware of various elements of research and the process of research design, as well as the methods of sampling, data collection, statistical analysis, and data interpretation.	
Course Outcomes:	
CO1: Students will be able to conceptualize a research idea, transform it into a research question, and investigate it using the appropriate methods.	
CO2: Students will be able to undertake a survey of literature using different sources of information.	
CO3: Students will be able to identify the different types of variables at play in the research and kind of methods and tools to be used.	
CO4: Students will be able to carry out hypothesis testing and statistical analysis.	
CO5: Students will be able to investigate various issues related to the mass media, use a wide variety of sources, and compile reports while sticking to the ethics of research.	

SEMESTER III
DOCUMENTARY PRODUCTION
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: DP-3-MA-23T	Course Title: Documentary Production
Credits: 3	Max. Marks: 100
Category: DSC 3T	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To train students in the art of documentary film making including the processes of budgeting, structuring, and scripting. 2. To help them understand aspects such as visual grammar, cinematography, and different stages of production. 	
Course Outcomes:	
CO1: Students will be able to understand the history, mode, style and narrative techniques of documentary films.	
CO2: Students will be able to obtain an in-depth understanding of the pre-production phase of documentary film making, including proposal, budget, treatment, structure, and scripting.	
CO3: Students will be able to handle production related aspects of documentary such as camera, shooting, location, cinematography, crew, and direction.	
CO4: Students will be able to take care of the distribution, exhibition, and funding of documentary films.	
CO5: Students will be able to appreciate the role of documentary films in exploring issues of socio-economic importance.	

SEMESTER III

INTERNATIONAL COMMUNICATION

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: IC-3-MA-23T	Course Title: International Communication
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
1. To make students aware of the rise and significance of international communication, and the role of international news channels, and news agencies as well as the regulation and flow of information.	
2. To help them understand communication as a human right, and the role of communication in development, peace, and conflict resolution.	
Course Outcomes:	
CO1: Students will be able to gain an understanding of international communication and its political, economic, and cultural dimensions.	
CO2: Students will be able to understand the role played by global news channels and agencies in the shaping information flow.	
CO3: Students will be able to analyse the nature and ownership of, and alternatives to transnational global media corporations.	
CO4: Students will be able to examine the role of international communication from a human rights, regional cooperation, and intellectual property rights perspective.	
CO5: Students will be able to understand the role played by international communication with regard to international peace and conflict, and the creation of an equitable global order.	

SEMESTER III

WRITING FOR ADVERTISING AND PUBLIC RELATIONS

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: WAP-3-MA-23T	Course Title: Writing for Advertising and Public Relations
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce students to the art of copy writing for broadcast media, and help them formulate messages for Public Relations, Advertising and Business Communication.2. To train them in the planning, design and publication of newsletters, backgrounders, position papers, annual reports, and press releases, as well as the process of estimation and budgeting.	
Course Outcomes:	
CO1: Students will be able to turn out copy for various media platforms.	
CO2: Students will be able to undertake content generation for the digital media platforms - blogs, websites, social media accounts.	
CO3: Students will be able to carry out design and layout for advertisements and Public Relations messages.	
CO4: Students will be able to undertake conceptualization, scriptwriting, storyboarding, screenplay, and treatment for radio and television programs and commercials.	
CO5: Students will be able to produce content and media messages for public causes and nonprofit organizations	

SEMESTER III

MEDIA INDUSTRY AND MANAGEMENT

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: MBA-2023-419	Course Title: Media Industry And Management
Credits: 5	Max. Marks: 100
Category: IDS GE 1	Internal Examination: 30
Hours/Week :5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To make students aware of the process of planning, budgeting, and executing programs.2. To make students aware of the administrative and organizational aspects of media organizations, and the forces shaping the Indian media industry.	
Course Outcomes:	
CO1: Students will be able to understand the organizational structure, departments, hierarchy and functioning of various media organizations.	
CO2: Students will be able to understand the interaction between the media industry, media professionals and various regulatory bodies.	
CO3: Students will be able to analyze the impact of social, political, economic, and technological changes on patterns of media ownership, organization, and functioning.	
CO4: Students will be able to plan, budget, schedule and execute production in keeping with the legal, administrative, managerial, and financial imperatives of the media industry.	
CO5: Students will be able to undertake tasks such as recruitment, allocation, process control, quality control, cost control, record keeping, marketing, branding, promotion, and public relations.	

SEMESTER III

HUMAN RESOURCE MANAGEMENT

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: MBA-2023-418	Course Title: Human Resource Management
Credits: 5	Max. Marks: 100
Category: IDS GE 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
1. To provide basic knowledge of the concept and techniques of Human Resource Management.	
2. To make students aware of the essential functions of Human Resource Management.	
Course Outcomes:	
CO1: Students will be able to explain the concept, functions, and challenges of Human Resource management.	
CO2: Students will be able to assess the Human resource planning, job analysis & design and job evaluation techniques.	
CO3: Students will be able to make of use recruitment and selection process for an organization.	
CO 4: Students will be able to evaluate training and development methods for an organization.	
CO 5: Students will be able to outline the process of performance appraisal and components of compensation management.	

SEMESTER III
RESEARCH PROJECT (PRACTICAL)
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: RP-3-MA-23P	Course Title: Research Project (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 3P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical (4)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To enable students to produce a research paper on a topic of their choice related to the field of mass communication and journalism. 2. To help them undertake research in keeping with the principles of mass media research and carry out sampling, data collection, statistical analysis, and data interpretation. 	
Course Outcomes:	
CO1: Students will be able to conceptualize a research idea, transform it into a research question, and investigate it using the appropriate methods.	
CO2: Students will be able to undertake a survey of literature using different sources of information.	
CO3: Students will be able to identify the different types of variables at play in the research and kind of methods and tools to be used.	
CO4: Students will be able to carry out hypothesis testing and statistical analysis.	
CO5: Students will be able to investigate various issues related to the mass media, use a wide variety of sources, and compile reports while sticking to the ethics of research.	

SEMESTER III
DOCUMENTARY PRODUCTION (PRACTICAL)
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: DP-3-MA-23P	Course Title: Documentary Production (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 3P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical (4)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To train students in the art of documentary film making including the processes of budgeting, structuring, and scripting. 2. To help them understand aspects such as visual grammar, cinematography, and stages of production. 	
Course Outcomes:	
CO1: Students will be able to analyse documentaries and produce reviews, in accordance with different theories and frameworks of documentary film making.	
CO2: Students will be able to obtain an in-depth understanding of the documentary film genre, its history and understanding.	
CO3: Students will be able to use appropriate cinematographic techniques and shoot footage in keeping with the rules of visual grammar.	
CO4: Students will be able to prepare detailed proposals for documentary films covering aspects such as budget, structure, and script.	
CO5: Students will be able to produce documentary films exploring issues of socio-economic importance.	

SEMESTER IV
CORPORATE COMMUNICATION
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: CC-4-MA-23T	Course Title: Corporate Communication
Credits: 5	Max. Marks: 100
Category: DSC 1	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total Durations Hrs: 80	External Examination: 60
Instruction Mode: Lecture (4) + Tutorial (1)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none"> 1. To explain to students the various dimensions of Corporate Communication, and its significance, to both public and private sectors, as well as multinational corporations. 2. To make them aware of concepts like Quality Circles, Total Quality Management and Six Sigma, and emphasize the importance of Corporate Social Responsibility, Crisis Management, Media Management and Public Relations for both government and corporate organizations. 	
Course Outcomes:	
CO1: Students will be able to undertake tasks related to Corporate Communication in diverse environments.	
CO2: Students will be able to apply various principles, tools, and techniques of management to streamline organizational behaviour and communication.	
CO3: Students will be able to direct, evaluate and modify various processes within an organization to facilitate communication, improve coordination and enhance quality.	
CO4: Students will be able to manage crises, formulate CSR policies, analyse organizational environment, and design appropriate Public Relations response and messages.	
CO5: Students will be able to manage Public Relations and Corporate Communication exercises in keeping with the concepts of public information and corporate ethics.	

SEMESTER IV

DIGITAL MEDIA AND JOURNALISM

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: DMJ-4-MA-23T	Course Title: Digital Media and Journalism
Credits: 3	Max. Marks: 100
Category: DSC 2	Internal Examination: 30
Hours/Week: 3	SBT: 10
Total Durations Hrs: 48	External Examination: 60
Instruction Mode: Lecture (3)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce to students the defining features of digital media and journalism, as well as the different components, tools, techniques, and formats involved.2. To make them aware of the various issues surrounding digital media and journalism – convergence, information sourcing, user generated content, accuracy, copyright, ownership, privacy, and other ethical aspects.	
Course Outcomes:	
CO1: Students will be able to understand digital media platforms and technologies, and the role played by technology in the functioning of mass media.	
CO2: Students will be able to analyze the transformation taking place in mass media due to digital technology and the associated legal and ethical aspects.	
CO3: Students will be able to integrate different tools, techniques, and platforms of digital media to maximize outreach.	
CO4: Students will be able to undertake the roles and responsibilities associated with digital journalism keeping in mind professional standards and ethical concerns.	
CO5: Students will be able to make use of various tools and techniques associated with web design, social media, blogs, and search engines.	

SEMESTER IV
DISSERTATION
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: DSRT-4-MA-23 A/B T	Course Title: Dissertation
Credits: 5	Max. Marks: 100
Category: DSE 1	Internal Examination: 30
Hours/Week: 7	SBT: N/A
Total Durations Hrs: 112	External Examination: 60
Instruction Mode: Lecture (3) + Tutorial (4)	Exam Duration: 20 minutes Viva Voce
Course Objectives:	
<ol style="list-style-type: none"> 1. To enable students to produce a dissertation on a subject of their choice related to the field of mass communication and journalism. 2. To help them undertake research in keeping with the principles of mass media research and carry out sampling, data collection, statistical analysis, and data interpretation. 	
Course Outcomes:	
CO1: Students will be able to conceptualize a research idea, transform it into a research question, and investigate it using the appropriate methods.	
CO2: Students will be able to undertake a survey of literature using different sources of information.	
CO3: Students will be able to identify the different types of variables at play in the research and kind of methods and tools to be used.	
CO4: Students will be able to carry out hypothesis testing and statistical analysis.	
CO5: Students will be able to investigate various issues related to the mass media, use a wide variety of sources, and compile reports while sticking to the ethics of research.	

SEMESTER IV
INTERNSHIP
w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: INT-4-MA-23 A/B P	Course Title: Internship
Credits: 6	Max. Marks: 100
Category: DSE 2	Internal Examination: 30
Weeks: 8	SBT: N/A
Total Durations Hrs: N/A	External Examination: 60
Instruction Mode: Experiential Learning	Exam Duration: 20 minutes Viva Voce
Course Objectives:	
<ol style="list-style-type: none"> 1. To enable students to bridge the gap between the theoretical input received from the college, and practical outputs from the industry. 2. To monitor students' performance during Internship and render a Facilitator's role so that he/she has a grip on the hands-on work performed during the practical training. 	
Course Outcomes:	
CO1: Students will be able to generate content for a variety of mass media platforms, including print, electronic and new media.	
CO2: Students will be able to produce advertising copy and public relations messages following professional standards and ethical norms.	
CO3: Students will be able to create and design blogs, web pages and portals in keeping with industry standards.	
CO4: Students will be able to make use of advanced tools and techniques related to digital audio, digital video, digital photography, social media, and multimedia.	
CO5: Students will be able to perform as media personnel in keeping with the ethical and professional standards of the industry.	

SEMESTER IV

DIGITAL MEDIA AND JOURNALISM (PRACTICAL)

w.e.f. 2023-24 AY

Scheme of Instruction	Scheme of Examination
Course Code: DMJ-4-MA-23P	Course Title: Digital Media and Journalism (Practical)
Credits: 2	Max. Marks: 50
Category: DSC 2P	Internal Examination: 20
Hours/Week: 4	SBT: N/A
Total Durations Hrs: 64	External Examination: 30
Instruction Mode: Practical (4)	Exam Duration: 3 Hours
Course Objectives:	
<ol style="list-style-type: none">1. To introduce to students the defining features of digital media and journalism, as well as the different components, tools, techniques, and formats involved.2. To make them aware of the various issues surrounding digital journalism – convergence, information sourcing, user generated content, accuracy, copyright, ownership, privacy, and other ethical aspects.	
Course Outcomes:	
CO1: Students will be able to generate content for social media and digital media platforms.	
CO2: Students will be able to integrate different tools, techniques, and platforms of digital media to maximize outreach.	
CO3: Students will be able to create and design blogs, web pages and portals in keeping with industry standards.	
CO4: Students will be able to make use of advanced tools and techniques related to audio-visual media, photography, social media, and new media.	
CO5: Students will be able to perform as media professionals in keeping with the demands of the digital media industry.	