School of Media Studies

CURRICULUM STRUCTURE

Based on Choice Based Credit System (CBCS)
and
Outcome Based Education (OBE)

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION
2021-2024

July 2022

Regulations No: PU/AC-18.16/SOMS02/BAJ/2021-2024

Resolution No. 18.16 of the 18th Meeting of the Academic Council held on 3rd August 2022 and ratified by the Board of Management in its 19th Meeting held on 4th August 2022.
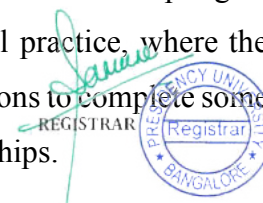
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I. **Name of the Program:** BA. JOURNALISM AND MASS COMMUNICATION

II. **Program Code:**   BA – JMC

III. **Program Needs: [Write about 500 words indicating the scope of the curriculum to cater to the global. National and regional needs.]**

The Mass communication and Journalism course is designed to provide an understanding of various aspects of Mass Media including political and sociological approaches with technical knowhow. It provides students with an opportunity to critically explore how the world of communications operates in national and international contexts. This course intends to introduce students to practical experience and knowledge across the mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained in new media techniques to understand the processes of production, distribution, marketing, and consumption.

As we are committed to bringing together concepts and ideas with work 'on the ground', there is significant input from industry professionals. The course enables students to develop their focused areas of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from broadcasting to journalism, Television, digital web production, E-content writing, public relation, corporate communication to advertising.

The syllabus and curriculum provide students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing, and networking. The history, development and research in the media will be analysed in various contexts. Social values and ethics are at the core of the program.

The programs cater to local needs by providing an opportunity for the students to compete for some of the project work based on the identification of local problems and attempting to provide solutions. The program also has a component of a professional practice, where the local corprates are provided with the required manpower for short durations to complete some of the tasks under the guidance of industry experts in the form of internships.

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IV.   PROGRAM EDUCATIONAL OBJECTIVES :

PEO1. Understand the nature and basic concepts of communication, journalism, advertising, corporate communication, electronic media, new media and communication research.

PEO2. Analyse the contemporary media scenario in association with the socio-political environment in India and its relationship with other nations.

PEO3. Perform activities in the production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, editing and designing journals.

V.   PROGRAM OUTCOMES: After three years of successful completion of the program, the graduates shall be:

PO1. Disciplinary Knowledge: Acquiring knowledge of different dimensions of communication, and historical perspectives and presenting the events or news within the ethical framework to the masses.

PO2. Understanding the Role of the Press: The press in a democratic society, the importance of freedom of the press and its limitations.

PO3. Influential and effective communication: Ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication & language efficiency.

PO4. Critical/ Reflective thinking: Employ critical and reflective thinking along with the ability to create a sense of awareness of self and society.

PO5. Ethical Awareness: As a communication learner, one understands the importance of ethical values and their application in professional life.

PO6. Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, and knowledge of the present scenario of the M & E industry including advertising, public relations, corporate communication, digital communication & media management.

PO7. Technologically Efficient Professional: Capability to use various communication technologies and ability to use various software for content creation, and content editing for various forms of publishing platforms.

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PO8. Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.

PO9. Cooperation/ Team work: Building a team, motivating and inspiring the team members to work with cooperation to their utmost efficiency.

PO10. Leadership readiness/ Qualities: To make learners fluent in multiple facets of leadership. Creating the ability to take ownership in crucial situations. Enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners is to be visionary leaders who can inspire the team to greatness.

PO11. Lifelong Learning: Every learner consistently updates oneself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.

VI. Program Specific Outcomes (PSOs):

The key program learning outcomes planned in this undergraduate program in Journalism and Mass communication are underpinned as follows: After completing this undergraduate program, a learner will be able to:

PSO1. Exhibit a sound understanding and knowledge of Journalism and Mass Communication.

PSO2. Display the competence to explore career opportunities as per the demands and requirements of the Media Industry.

PSO3. Think critically, and creatively, and demonstrate curiosity to discover new horizons in Journalism and Mass Communication.

VII. Curriculum Structure: The curriculum structure is composed of the following baskets:

1] **School Core** (Common & Compulsory to all the programs of the school consists of **42 Credits)**

2] **Program Core** (Specific to the BA – JMC Program, consists of **33 credits**).

3] **Discipline Electives** (Specific to the BA-JMC Program and categorized under various specialized groups, the minimum number of credits to be earned in this basket is **33 credits**)

4] **Open Electives** (Consists of courses from various schools to provide an opportunity for multi-disciplinary learning and the minimum number of credits to be earned from this basket is **12 credits**)

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Table 1: Summary of Minimum Credit Contribution from various Core

Baskets	Credit Contribution
SCHOOL CORE	42
PROGRAM CORE	33
DISCIPLINE ELECTIVE	33
OPEN ELECTIVE	12
TOTAL CREDITS	120

The curriculum structure is designed as per the CBCS and incorporating OBE Principles. The students are provided with at most flexibility in selection of the courses of their choice. The students are free to prepare their own Course grid for every semester from the Basket of courses subject to satisfying the pre-requisites for the courses selected and adhering to the Minimum and Maximum Credit requirement as per the Program Regulations. **BA-JMC** to complete the program]. The slot time table system provides the opportunity to the students to decide the time slot of the course and to select the faculty member among those who are offering the course.

The curriculum provides an opportunity to the students to obtain a specific specialization in the basic degree of **BA. [JOURNALISM AND MASS COMMUNICATION] by choosing discipline electives courses exclusively from the Basket.** Summary of Minimum Credit Contribution from various Baskets is mentioned in table 2.

Table 2: Summary of Minimum Credit Contribution from various Baskets

Major or Specialization's/ Baskets for Discipline Electives		Journalism	Political Science	Psychology
1	Journalism	18	6	3
2	Mass Communication	3	-	3
3	Media Studies	3	3	3
4	Psychology	3	3	21
5	Political Science	6	21	3
TOTAL		33	33	33

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VI. Basket wise courses:

Sl. No.	Course Code	Course Name	L	P	Credits	"Type of Skill/ Focus"	Course Caters to	"Pre-requisites/ Co-requisites"	Anti requisites	"Future Courses in B. A. (Journalism & Mass Communication) that need this Course as a Prerequisite"	List of POs to which Course Caters to										
											PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
											DISCPLINARY KNOWL	ROLE OF PRESS	INFL& EFF COMMN	REFLECTIVE THINKING	ETHICAL AWARNESS	SKILL & INDUSTRY READINESS	TECH READY PROFFESIONALS	RESEARCH RELTD SKILLS	TEAMWORK	LEADERSHIP	LIFELONG LEARNING
	CORE (FOUNDATION + ALLIED) - Minimum Credits to be earned from this basket				42	42															
1	BAJ1001	Fundamentals of Journalism	4	0	4	F	GS/ES/HP	12th pass/II PUC		BAJ1009, BAJ2006,BAJ2012,20132014,	P	P		P	P				P		P
2	BAJ1002	Introduction to Com	4	0	4	F	HP	12th pass/II PUC		BAJ2011,BAJ3008,3010	P		P	P	P	P		P	P		P

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		munic ation																				
3	BAJ 1003	Introd uction to Human Rights and Gende r Issues	2	2	3	F/S/EM	GS/ ES/ HP				BAJ2004,2006, 3010,3012,	P	P	P	P	P	P		P	P	P	P
4	BAJ 1004	Curre nt Affair s and Conte mpora ry Issues	3	0	3	S/EM	GS/ ES/ HP				BAJ1007,2006	P	P	P	P	P	P		P	P		P
5	BAJ 1005	Core Conce pts of Politic al Scienc e	2	0	2	F/EM	GS/ HP				BAJ2006,2028-2032,3008,3018 ,3032-3035	P	P			P			P	P	P	P
6	BAJ 1006	Basic Psych ology Proces s	2	0	2	S/EM/E N	GS/ HP	BAJ1 001,			BAJ1008,2003, 2008	P		P	P	P	P	P		P	P	P
7	BAJ 1007	Repor ting and Editin g	1	2	2	S/EM/E N	GS	BAJ1 001,1 008			BAJ2008,3004, 3030	P	P	P		P	P	P		P		P

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S.No	Course Code	Course Title	L	T/P	C	Category	Type	Prerequisites		Anti-requisites	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
		Techniques																			
8	BAJ2001	Radio and TV Production	2	2	3	S/EM/EN	GS	BAJ1006,2001		BAJ2001,1007, 2007,2008,3009,3015,3030,3031,4004,4005,4006,4007	P		P		P			P			
9	BAJ2002	Production Portfolio	1	2	2	F/S	HP			BAJ3004,2015-2027.	P	P		P	P	P		P			P
10	BAJ3001	Ethics in Media and Legal Framework	2	0	2	F/S/EM	GS/ES/HP	BAJ1001,1003		BAJ 3004,2012,3018,3027,4002	P			P	P				P	P	
11	BAJ4001	<mark>Dissertation/Industry Review Project/Internship</mark>		-	3	S/EM/EN		-			P	P	P	P	P	P	P	P	P	P	P
		English and Foreign Languages Basket - Min.			6																

credits to be earned from this basket =																							
1	ENG1003	Communicative English	2	0	2	F	-	-	-														
2	ENG2007	Writing for the web	1	2	2	S/ EM	GS/ ES/ HP	ENG1003	-														
3	ENG1009	Reading Advertisement	1	2	2	S	GS/ ES/ HP	-															
4	FRL 1001	Basic Spanish	2	0	2	S/ EM	-	-															
5	FRL 1002	Basic French	2	0	2	S/ EM	-	-	-														
6	FRL 1003	Basic German	2	0	2	S/ EM	-	-	-														
Kannada Basket - Min. credits to be					2																		

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earned from this basket =												
1	KAN1002	Sarala Kannada	2	0	2	S/ EM	HP	Non-Karnataka	-	-		
2	KAN2002	Savi Kannada	2	0	2	S/ EM	HP	From Karnataka	-	-		
Soft Skills Basket (All Courses in this basket are mandatory) - Min. Credits					4							
1	PPS 1001	Introduction to Soft Skills	0	2	1	S	HP	-	-	PPS1002		
2	PPS 1007	Soft Skills for Journalists	0	2	1	S	HP	PPS1001	-	PPS2001		
3	PPS 2001	Reasoning	0	2	1	S/EM	HP	PPS1007	-	PPS2002		

#	Code	Course								
		and Employment Skills								
4	PPS 2002	Being Corporate Ready	0	2	1	S/EM	HP/GS	PPS2001	-	
5	PPS 4002	Introduction to Aptitude	0	2	1	S/EM	HP			
Non-Credit Pass/Fail Type Courses					0					
1	CHE 1018	Environmental Science	Pass/Fail		-	F	ES	-	-	-
Co/Extra-Curricular Basket (Student has					0	List of University wide clubs attached separately. In				

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to serve in atleast one club)						addition to those listed, student may enroll and serve in any one school level or department level clubs/ student chapters																

Program Core: Minimum Credits to be earned from this basket= 33

	PROGRAM CORE -									
1	BAJ1008	Introduction to Media Studies	4	0	4	S/EM/EN	GS/HP	BAJ1001	1	BA
2	BAJ1009	Introduction to Digital Media	4	0	4	F	GS/HP		2	
3	BAJ1010	Writing for Print Media	2	4	4	S/EM/EN	GS/HP	BAJ1006		
4	BAJ2003	Political Theory	3	0	3	S/EM	GS/HP	BAJ 1008		

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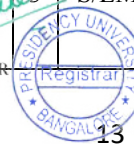Itgalpur, Rajankunte, Yelahanka, Bengaluru – 560064

5	BAJ2004	Advance Psychology	2	0	2	F/S/EM	GS/HP					
6	BAJ2005	News Desk and News Editing	1	2	2	F/EM	ES/GS/HP	BAJ1001,1003,1004				BA
7	BAJ2006	Developmental Journalism	1	4	3	S/EM/EN	ES/GS/HP	BAJ1008,2005				BAJ200
8	BAJ2007	Visual Communication and Photography	1	4	3	S/EM/EN	GS/HP	BAJ1006,2001,2003				
9	BAJ2008	Film Studies	1	2	2	S/EM/EN	ES/GS/HP	BAJ1008				
10	BAJ3002	Media Research and Data Analysis	3	2	4	F/S/EM	ES/GS	BAJ1004				
11	BAJ3003	Media Management and Entrepreneurship	2	0	2	F/EM/EN	GS/HP					
12	BAJ3004	PR and Advertising	1	2	2	F/EM/EN	GS/ES/HP	BAJ1008,2005				BA

Discipline Core: Minimum Credits to be earned from this basket= 33

DISCIPLINE ELECTIVE

Mass Communication Basket -

1	BAJ2009	Advertising and Copywriting	3	0	3	S/EM/EN	GS/HP	BAJ3005				

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2	CSE 2001	Web Design Fundamentals	2	2	3	S/EM/EN	GS/HP			
3	BAJ2010	Public Relations and Corporate Communications	3	0	3	S/EM/EN	ES/GS/HP	BAJ3005,2010		
4	BAJ3005	Digital Media Marketing	1	4	3	S/EM/EN	GS/HP	BAJ2005		
5	BAJ3006	Brand Management	3	0	3	S/EM/EN	GS/HP	BAJ23005,2010,2011		
6	BAJ3007	Communication for Social Impact	3	0	3	S/EM/EN	GS/HP/ES	BAJ1003,1004,3005,3006	6	
7	BAJ3008	Short Film and Documentary Making	2	4	4	S/EM/EN	GS/HP	BAJ1008,2009	7	
8	BAJ3009	Social Media and Influencers	2	2	3	S/EM/EN	GS/HP	BAJ1003, 3005,3006,3008		
9	BAJ3010	Event Management	1	2	2	S/EM/EN	GS/HP	BAJ3005,3006,3007		
10	BAJ3011	Organizational Behaviour and Media Organizations	3	0	3	EM/EN	GS/ES/HP	BAJ3001,3004	10	

Journalism Basket

1	BAJ2011	Hard News Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001	1	
2	BAJ2012	Soft News Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001		
3	BAJ2013	Print Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001	3	
4	BAJ3012	Principles of Translation and Rewriting	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,1008	4	
5	BAJ3013	Vernacular Journalism	2	2	3	S		BAJ1001	5	
6	BAJ3014	MOJO- Mobile Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2012,2013	6	
7	BAJ3015	Digital Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ2005		
8	BAJ3016	Broadcast Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1008,2001		
9	BAJ3017	Political Communication	3	0	3	S/EM	GS/HP	BAJ1001,2012		
10	BAJ3018	Data Journalism	2	2	3	S/EM/EN	GS/HP	BAJ2005		

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11	BAJ3019	Citizen Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001		
12	BAJ3020	Sports Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001		
13	BAJ3021	Investigative and Crime Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2012		
14	BAJ3022	Fashion and Celebrity Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2013		
15	BAJ3023	Lifestyle and Arts Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2013		
16	BAJ3024	Business Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2012		
17	BAJ3025	Educational Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2012		
18	BAJ3026	Peace Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2012		
19	BAJ3027	Realty and Property Journalism	2	2	3	S/EM/EN	GS/ES/HP	BAJ1001,2013		
20	BAJ3028	Legal Reporting	2	2	3	S/EM	GS/HP	BAJ1001,2012		
21	BAJ3029	"Critical Appreciation (Films, Dance/ Drama/ Music/ Performing arts)"	1	4	3	S/EM/EN	GS/ES/HP			

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Media Studies Basket:

	Code	Title	L	T/P	C			Prereq															
1	BSM2033	Introduction to Animation	1	4	3	S/EM/EN	GS/HP						P	P		P		P		P		P	
2	DES2067	Principles of Visual Design for Media	1	2	2	S/EM/EN	GS/HP				P	P	P			P	P	P				P	
3	DES2068	Graphic Design	1	4	3	S/EM/EN	GS/HP					P	P	P				P	P		P	P	P
4	BAJ3030	Media Research	3	0	3	EM/EN	GS/HP	BAJ3003	-			P	P		P	P	P	P	P				P
5	BAJ3031	Radio Programming and Production	2	4	4	S/EM/EN	GS/HP	BAJ2001,3017				P	P	P			P	P		P	P		
6	BAJ3032	Cinematography	2	4	4	S/EM/EN	GS/HP	BAJ2009,3009				P		P		P		P	P	P	P	P	
7	BAJ4002	Studio Design, Operations and Management	2	4	4	S/EM/EN	GS/HP					P					P	P		P			
8	BAJ4003	Audio Engineering	2	4	4	S/EM/EN	GS/HP					P			P						P		
9	BAJ4004	Digital Compositing	2	4	4	S/EM/EN	GS/HP	BAJ2005				P	P	P		P		P		P	P	P	
10	BAJ4005	Content Creation and Editing for Online Media	2	4	4	S/EM/EN	GS/HP	BAJ1006,3017						P		P	P	P		P			P

Psychology Basket

#	Code	Course	L	T	C													
1	BAJ2014	Positive Psychology	3	0	3	S	GS/HP					P		P		P	P	P
2	ENG2012	Cultural Studies	3	0	3	S/EM	GS/ES/HP					P		P	P	P	P	P
3	ENG2013	Gender Studies	3	0	3	S/EM	GS/HP					P		P	P	P	P	P
4	BAJ2015	Industrial Psychology	3	0	3	S/EM	GS/HP					P		P		P	P	P
5	BAJ2016	Industrial and Organisational Psychology	3	0	3	S/EM	GS/HP			P		P		P		P	P	
6	BAJ2017	Developmental Psychology	3	0	3	S/EM	GS/HP/ES			P		P		P		P	P	
7	BAJ2018	Sports Psychology	3	0	3	S/EM/EN	GS/HP			P		P		P		P	P	
8	BAJ2019	Criminal Psychology	3	0	3	S/EM	GS/HP			P		P		P		P	P	
9	BAJ2020	Child Psychology	3	0	3	S/EM	GS/HP			P		P		P		P	P	
10	BAJ2021	Clinical Psychology	3	0	3	S/EM/EN	GS/HP			P		P		P		P	P	

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11	BAJ2022	Health Psychology	3	0	3	S/EM/EN	GS/HP								P		P		P		P		P
12	BAJ2023	Community Psychology	3	0	3	S/EM	GS/HP						P		P		P		P		P		
13	BAJ2024	Media Psychology	3	0	3	S/EM	GS/HP						P		P		P		P		P		
14	BAJ2025	Educational Psychology	3	0	3	S/EM/EN	GS/HP						P		P		P		P		P		
15	BAJ2026	Neuro Linguistic Programming	3	0	3	S/EM/EN	GS/HP						P		P		P		P		P		

Political Science Basket

1	BAJ2027	Political Theory and Practice	3	0	3	EM	GS/HP				P				P	P			P		
2	BAJ2028	Public Administration in India	3	0	3	S/EM	GS/ES/HP				P				P	P			P		
3	BAJ2029	Society and Politics	3	0	3	S/EM	GS/ES/HP				P				P		P	P	P	P	
4	BAJ2030	Social, Political and International Affairs	3	0	3	S/EM	GS/HP				P				P	P			P		
5	BAJ2031	Dynamics of Indian Politics	3	0	3	EM	GS/HP				P				P	P			P		

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#	Code	Course	L	T	C																				
6	BAJ2032	Indian Constitution	3	0	3	EM	GS/HP						P				P		P	P	P	P		
7	BAJ2033	Western and Eastern thoughts	3	0	3	EM	GS/HP					P	P		P		P							
8	BAJ2034	Political Analysis	3	0	3	S/EM/EN	GS/HP							P		P	P	P			P		
9	BAJ2035	International Organisations and Foreign Policy	3	0	3	S/EM	GS/HP							P		P	P	P			P		
10	BAJ2036	International Politics	3	0	3	EM	GS/HP						P	P			P			P	P	P		

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		OPEN ELECTIVE - Minimum Credits to be earned from this basket	12																						
1	CHE1003	Fundamentals of Sensors	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓							
2	CHE1004	Smart materials for IOT	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓					✓		
3	CHE1005	Computational Chemistry	2	0	2	S	ES	-	-		✓	✓	✓		✓	✓	✓							
4	CHE1006	Introduction to Nano technology	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓					✓		
5	CHE1007	Biodegradable electronics	2	0	2	S	ES	-	-		✓	✓	✓		✓	✓	✓					✓		
6	CHE1008	Energy and Sustainability	2	0	2	S	ES	-	-		✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		
7	CHE1009	3D printing with Polymers	2	0	2	S	ES	-	-		✓	✓	✓	✓	✓	✓	✓							
8	CHE1010	Bioinformatics and Healthcare IT	2	0	2	S	ES	-	-		✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		
9	CHE1011	Chemical and Petrochemical catalysts	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓		✓					
10	CHE1012	Introduction to Composite materials	2	0	2	S	ES	-	-		✓	✓	✓	✓	✓	✓			✓					
11	CHE1013	Chemistry for Engineers	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓		✓					
12	CHE1014	Surface and Coatings technology	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓	✓	✓			✓		
13	CHE1015	Waste to Fuels	2	0	2	S	ES	-	-		✓	✓	✓		✓	✓	✓	✓	✓			✓		
14	CHE1016	Forensic Science	3	0	3	S	ES	-	-		✓	✓	✓		✓	✓	✓							
1	CIV1001	Disaster mitigation and management	3	0	3	S	ES / HP	-			✓	✓		✓	✓	✓	✓		✓		✓		Civil Engineering Basket

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#	Code	Title	L	T	C	Sem	Basket																				Basket
2	CIV1002	Environment Science and Disaster Management	3	0	3	F	ES	-		✓					✓	✓	✓		✓			✓		
3	CIV2001	Sustainablility Concepts in Engineering	3	0	3	S	ES	-		✓	✓	✓		✓	✓	✓	✓		✓			✓		
4	CIV2002	Occupational Health and Safety	3	0	3	S		-		✓	✓	✓	✓		✓	✓	✓	✓	✓			✓		
5	CIV2003	Sustainable Materials and Green Buildings	3	0	3	EM	ES	-		✓	✓	✓			✓	✓	✓		✓			✓		
6	CIV2004	Integrated Project Management	3	0	3	EN	HP/GS	-		✓	✓				✓		✓		✓	✓		✓		
7	CIV2005	vvv	3	0	3	EN	ES	-		✓					✓	✓	✓		✓			✓		
8	CIV2006	Infrastructure Systems for Smart Cities	3	0	3	EN	ES	-		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓		
9	CIV2044	Geospatial Applications for Engineers	2	2	3	EM	ES	-		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		
10	CIV2045	Environmental Meteorology	3	0	3	S	ES																	
11	CIV3046	Project Problem Based Learning	3	0	3	S	ES																	
1	COM2001	Introduction to Human Resource Management	2	0	2	F	HP/GS	-								✓	✓	✓						Commerce Basket
2	COM2002	Finance for Non Finance	2	0	2	S		-										✓	✓		✓		
3	COM2003	Contemporay Management	2	0	2	F		-		✓		✓					✓	✓					

#	Code	Course	L	T	C	Cat		-																Basket
4	COM2004	Introduction to Banking	2	0	2	F		-												✓	✓	✓		
5	COM2005	Introduction to Insurance	2	0	2	F		-												✓	✓	✓		
6	COM2006	Fundamentals of Management	2	0	2	F		-			✓	✓	✓				✓	✓						
7	COM2007	Basics of Accounting	2	0	2	F		-			✓	✓	✓	✓			✓	✓						
1	CSE2002	Programming in Java	2	2	3	S/EM		-		✓	✓	✓	✓	✓			✓	✓				✓		
2	CSE2003	Social Network Analytics	3	0	3	S	GS	-		✓	✓	✓	✓				✓	✓				✓		**Computer Science Basket**
3	CSE2004	Python Application Programming	2	2	3	S/ EM		-		✓	✓	✓	✓	✓			✓	✓				✓		
4	CSE2005	Web design fundamentals	2	2	3	S/ EM/EN		-		✓	✓	✓	✓	✓			✓	✓				✓		
1	DES1001	Sketching and Painting	0	2	1	S		-			✓	✓	✓				✓							
2	DES1002	Innovation and Creativity	2	0	2	F		-			✓	✓	✓		✓	✓								
3	DES2001	Design Thinking	3	0	3	S		-			✓	✓	✓			✓	✓	✓	✓					**Design Basket**
4	DES1003	Servicability of Fashion Products	1	2	2	F	ES	-	✓		✓				✓	✓	✓	✓	✓	✓		✓		
5	DES1004	Choices in Virtual Fashion	1	2	2	F	ES, GS, HP	-	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓		✓		

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#	Code	Course	L	T	C	Type	Pre-req	Basket
6	DES1005	Fashion Lifestyle and Product Diversity	1	2	2	F	ES, GS, HP	-	
7	DES1006	Colour in Everyday Life	1	2	2	F	ES	-	
1	EEE1002	IoT based Smart Building Technology	3	0	3	S	-	Electrical and Electronics Engineering Basket
2	EEE1003	Basic Circuit Analysis	3	0	3	S	-	
3	EEE1004	Fundamentals of Industrial Automation	3	0	3	S	-	
4	EEE1005	Electric Vehicles & Battery Technology	3	0	3	S	-	
5	EEE1006	Smart Sensors for Engineering Applications	3	0	3	S	-	
1	ECE1003	Fundamentals of Electronics	3	0	3	F	-	Electronics and Communication Engineering Basket
2	ECE1004	Microprocessor based systems	3	0	3	F		
3	ECE3089	Artificial Neural Networks	3	0	3	S		
4	ECE3090	Digital System Design using VERILOG	3	0	3	F/EM		
5	ECE3091	Mathematical Physics	3	0	3	F		
6	ECE3092	Photonic Integrated Circuits	3	0	3	F		

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7	ECE3093	Machine learning for Music Information Retrieval	3	0	3	F/EM
8	ECE3094	Video Processing and Computer Vision	3	0	3	F/EM
9	ECE3095	Blockchain and Cryptocurrency Technologies	3	0	3	S / EM / EN
10	ECE3096	Natural Language Processing	3	0	3	F/ EM / EN
11	ECE3097	Smart Electronics in Agriculture	3	0	3	F/EM
12	ECE3098	Environment Monitoring Systems	3	0	3	F/EM
13	ECE3099	Modern Wireless Communication with 5G	3	0	3	F/ EM / EN
14	ECE3100	Underwater Communication	3	0	3	F/ EM / EN
15	ECE3101	Printed Circuit Board Design	3	0	3	S/F/EM
16	ECE3102	Consumer Electronics	3	0	3	F/EM
17	ECE3103	Product Design of Electronic Equipment	3	0	3	S/F/ EM / EN
18	ECE3104	Vehicle to Vehicle Communication	3	0	3	F/ EM / EN
19	ECE3105	Wavelets and Filter Banks	3	0	3	F/EM

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Sl	Course Code	Course Name	L	T	C				Basket
20	ECE3106	Introduction to Data Analytics	3	0	3	F/EM			
21	ECE3107	Machine Vision for Robotics	3	0	3	F/EM			
1	ENG1008	Indian Literature	2	0	2		GS/ HP	- ✓✓✓✓✓	**English Basket**
2	ENG1009	Reading Advertisement	3	0	3	S		- ✓✓✓✓✓	
3	ENG1010	Verbal Aptitude for Placement	2	2	3	S		-	
4	ENG1011	English for Career Development	3	0	3	S		-	
5	ENG1012	Gender and Society in India	2	0	2		GS/ HP	- ✓✓✓✓✓	
6	ENG1013	Indian English Drama	3	0	3			- ✓✓✓✓✓	
1	DSA2001	Spirituality for Health	2	0	2	F	HP	- ✓✓✓	**Fitness and Wellness Basket**
2	DSA2002	Yoga for Health	2	0	2	S	HP	- ✓✓✓	
3	DSA2003	Stress Management and Well Being	2	0	2	F		- ✓✓✓	
1	KAN2002	Sahithya Vimarshe	2	0	2				**Kannada**
2	KAN2003	Pradharshana Kale	1	2	2	S			**Basket**

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#	Code	Course	L	T	C																
1	LAW1001	Introduction to Sociology	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
2	LAW2001	Indian Heritage and Culture	2	0	**2**	F	HP/GS	-								✓		✓	✓	✓	
3	LAW2002	Introdcution to Law of Succession	2	0	**2**	F	HP/GS	-								✓		✓	✓	✓	
4	LAW2003	Introduction to Company Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
5	LAW2004	Introduction to Contracts	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
6	LAW2005	Introduction to Copy Rights Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
7	LAW2006	Introduction to Criminal Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	**Law Basket**
8	LAW2007	Introduction to Insurance Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
9	LAW2008	Introduction to Labour Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
10	LAW2009	Introduction to Law of Marriages	2	0	**2**	F	HP/GS	-								✓		✓	✓	✓	
11	LAW2010	Introduction to Patent Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
12	LAW2011	Introduction to Personal Income Tax	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	
13	LAW2012	Introduction to Real Estate Law	2	0	**2**	F	HP	-				✓	✓	✓		✓		✓	✓	✓	

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#	Code	Course	L	T	C	Type	HP		Basket
14	LAW2013	Introduction to Trademark Law	2	0	2	F	HP	-	
15	LAW2014	Introduction to Competition Law	3	0	3	F	HP	-	
16	LAW2015	Cyber Law	3	0	3	F	HP	-	
17	LAW2016	Law on Sexual Harrassment	2	0	2	F	HP/GS	-	
18	LAW2017	Media Laws and Ethics	2	0	2	F	HP/GS	-	
1	MAT2008	Mathematical Reasoning	3	0	3	S		-	Mathematics Basket
2	MAT2014	Advanced Business Mathematics	3	0	3	S			Mathematics Basket
3	MAT2041	Functions of Complex Variables	3	0	3	S			Mathematics Basket
4	MAT2042	Probability and Random Processes	3	0	3	S			Mathematics Basket
5	MAT2043	Elements of Number Theory	3	0	3	S			Mathematics Basket
6	MAT2044	Mathematical Modelling and Applications	3	0	3	S			Mathematics Basket
1	MEC1001	Fundamentals of Automobile Engineering	2	0	2	F		-	Mechanical Engineering Basket
2	MEC1002	Introduction to Matlab and Simulink	3	0	3	S/EM		-	Mechanical Engineering Basket

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No	Code	Course Name	L	T	C						✓	✓	✓	✓	✓		✓		✓	✓	✓		
3	MEC1003	Engineering Drawing	1	4	3	S					✓	✓	✓	✓	✓		✓		✓	✓	✓		
4	MEC2001	Renewable Energy Systems	3	0	3	F	ES	-			✓	✓	✓	✓	✓		✓		✓	✓	✓		
5	MEC2002	Operations Research & Management	3	0	3	F		-			✓	✓	✓	✓	✓		✓		✓	✓	✓		
6	MEC2003	Supply Chain Management	3	0	3	S/ EM/ EN		-			✓	✓	✓	✓	✓		✓		✓	✓	✓		
7	MEC2004	Six Sigma for Professionals	3	0	3	S/EM		-	MEC2008		✓	✓	✓	✓	✓		✓		✓	✓	✓		
8	MEC2005	Fundamentals of Aerospace Engineering	3	0	3	F					✓	✓	✓	✓	✓		✓		✓	✓	✓		
9	MEC2006	Safety Engineering	3	0	3	S/EM	ES				✓	✓	✓	✓	✓		✓		✓	✓	✓		
10	MEC2007	Additive Manufacturing	3	0	3	F/EM					✓	✓	✓	✓	✓		✓		✓	✓	✓		
11	MEC3069	Engineering Optimisation	3	0	3	S/EM					✓	✓	✓	✓	✓		✓		✓	✓	✓		
12	MEC3070	Electronics Waste Management	3	0	3	F/S	ES				✓	✓	✓	✓	✓		✓		✓	✓	✓		
13	MEC3071	Hybrid Electric Vehicle Design	3	0	3	S/EM	ES				✓	✓	✓	✓	✓		✓		✓	✓	✓		
14	MEC3072	Thermal Management of Electronic Appliances	3	0	3	S/EM					✓	✓	✓	✓	✓		✓		✓	✓	✓		
1	PET1005	Geology for Engineers	2	0	2	S	ES / HP	NIL	NIL		✓	✓			✓	✓	✓	✓	✓	✓			✓	Petroleum Engineering Basket

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	Code	Course	L	T	C	Cat																			
2	PET1006	Overview of Energy Industry	2	0	2	S	ES / HP	NIL	NIL		✓	✓		✓		✓			✓	✓			✓	
3	PET1007	Introduction to Energy Trading and Future Options	2	0	2	S	ES / HP	NIL	NIL		✓	✓		✓		✓			✓	✓			✓	
4	PET1008	Sustainable Energy Management	2	0	2	S	ES / HP	NIL	NIL		✓	✓		✓		✓			✓	✓			✓	
5	PET2026	Introduction to Computational Fluids Dynamics	3	0	3	S	HP	NIL	NIL		✓	✓	✓	✓	✓				✓	✓	✓		✓	
6	PET2028	Polymer Science and Technology	3	0	3	E	ES / HP	NIL	NIL		✓	✓	✓				✓			✓			✓	
~~7~~	~~PET2029~~	~~Quality Management Practices in Oil and Gas Industry~~	~~3~~	~~0~~	~~3~~	~~E~~	~~HP~~	~~NIL~~	~~NIL~~	~~-~~	~~✓~~	~~✓~~	~~✓~~	~~-~~	~~-~~	~~-~~	~~✓~~	~~✓~~	~~✓~~	~~✓~~	~~✓~~		~~✓~~	
8	PET2031	Overview of Material Science	3	0	3	E	ES / HP	NIL	NIL		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	
9	PET2032	Petroleum Economics	3	0	3	E	HP	NIL	NIL		✓	✓	✓					✓	✓	✓	✓		✓	
1	PHY1003	Mechanics and Physics of Materials	3	0	3	F/S					✓	✓		✓	✓				✓					Physics
2	PHY1004	Astronomy	3	0	3	F										✓		✓				✓		Basket
3	PHY1005	Game Physics	0	2	1	F/S					✓	✓			✓				✓			✓		
4	PHY1006	Statistical Mechanics	2	0	2	F						✓										✓		

#	Code	Course Title	L	T	C	Sem		
5	PHY1007	Physics of Nanomaterials	3	0	3	F		
6	PHY1008	Adventures in nanoworld	2	0	2	F		
7	PHY2001	Medical Physics	2	0	2	F	ES	
8	PHY2002	Sensor Physics	1	2	2	F/S		
9	PHY2003	Computational Physics	1	2	2	F		
10	PHY2004	Laser Physics	3	0	3	F	ES	
11	PHY2005	Science and Technology of Energy	3	0	3	F	ES	
Management Basket - Min. credits to be earned =					**6**			
1	MGT1001	Introduction to Psychology	3	0	3	F	HP	-
2	MGT1002	Business Intelligence	3	0	3	EN		-
3	MGT1003	NGO Management	3	0	3	S		-
4	MGT1004	Essentials of Leadership	3	0	3	EM/ EN	GS/ HP	-

Management Basket

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#	Code	Course	L	T	P	Cat		-	1	2	3	4	5	6	7	8	9	10	11	12	13
5	MGT1005	Cross Cultural Communication	3	0	**3**	S/EM/EN	HP	-										✓	✓		
6	MGT2001	Business Analytics	3	0	**3**	S/EM/EN		-		✓	✓		✓					✓	✓	✓	
7	MGT2002	Organizational Behaviour	3	0	**3**	F	HP	-								✓		✓	✓	✓	
8	MGT2003	Competitive Intelligence	3	0	**3**	S		-			✓		✓					✓	✓		
9	MGT2004	Development of Enterprises	3	0	**3**	S/EM/EN		-		✓	✓	✓		✓	✓	✓		✓	✓	✓	
10	MGT2005	Economics and Cost Estimation	3	0	**3**	S/EM		-		✓	✓	✓	✓					✓	✓	✓	
11	MGT2006	Decision Making Under Uncertainty	3	0	**3**	S		-			✓	✓				✓	✓	✓	✓	✓	
12	MGT2007	Digital Entrepreneurship	3	0	**3**	S/EM/EN		-							✓	✓	✓	✓	✓	✓	
13	MGT2008	Econometrics for Managers	3	0	**3**	S		-		✓	✓	✓	✓					✓	✓	✓	
14	MGT2009	Management Consulting	3	0	**3**	S/EM/EN		-		✓	✓	✓						✓	✓		
15	MGT2010	Managing People and Performance	3	0	**3**	S/EM/EN	HP/GS	-									✓	✓	✓		
16	MGT2011	Personal Finance	3	0	**3**	F		-										✓	✓		✓
17	MGT2012	E Business for Management	3	0	**3**	S/EM		-		✓	✓				✓			✓	✓		

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18	MGT2013	Project Management	3	0	3	EN / EM	GS/HP/ES	-									✓	✓	✓		
19	MGT2014	Project Finance	3	0	3	EN / EM	HP	-									✓	✓	✓	✓	
20	MGT2015	Engineering Economics	3	0	3	S		-							✓		✓	✓	✓		
21	MGT2016	Business of Entertainment	3	0	3	EM/ EN		-								✓	✓	✓	✓		
22	MGT2017	Principles of Management	3	0	3	S/EM/ EN		-									✓	✓	✓		
23	MGT2018	Professional and Business Ethics	3	0	3	S/EM/ EN	HP	-									✓	✓	✓		
24	MGT2019	Sales Techniques	3	0	3	S/EM/ EN	HP				✓	✓				✓	✓	✓	✓		

| 1 | **URE2001** | University Research Experience | - | - | **3** | S/ EM/ EN | - | - | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ | ▪ |

Apart from the above list, the student is free to enrol for any course offered by any school and earn credits for Open elective provided the student has not completed an ant requisite and the student fulfils the prerequisite if any for the course he wishes to enrol

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Total Credits	120

63	30	30	54	35	52	49	55	29	45	37	29
19%	9%	9%	16%	10%	16%	15%	16%	9%	13%	11%	9%

Type of Course	No. of Courses	Credits	Level of Course				Type of Skill				Course Caters to			Course Credits			
			First Level	Second Level	Third Level	Fourth Level	Foundation	Skill Development	Employability	Entrepreneurship	Gender Sensitization	Environment and sustainability	Human values and Professional Ethics	1 Credit	2 Credits	3 Credits	4 Credits
Theory Based Courses	180	475	103	124	43	23	72	96	78	35	52	43	77	0	68	109	3
Practice Based Courses	7	8	5	3	0	0	1	7	3	1	2	0	4	6	1	0	0
Theory and Practice Embedded Courses	64	356	32	37	32	12	15	60	52	45	48	32	47	0	17	41	10
Grand Total	**251**	**839**	**140**	**164**	**75**	**35**	**88**	**163**	**133**	**81**	**102**	**75**	**128**	**6**	**86**	**150**	**13**

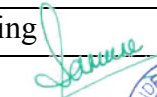PU/AC18.16/JMC1/BAJMC/2021-2024

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Type of Skill
F - Foundation S - Skill Development EM – Employability EN – Entrepreneurship
Course Caters to
GS - Gender Sensitization ES - Environment and sustainability HP - Human values and Professional Ethics

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Program Outcomes (Capabilities to be achieved by the students at the end of the program period)
PO-1: Disciplinary Knowledge: Ability to apply the knowledge of different dimensions of communication, historical perspective and presenting the events or news within the ethical frame work to the Masses.
PO-2: Understanding the Role of Press: Ability to understand the press in democratic society, importance of freedom of press and its limitations.
PO-3: Influential and effective communication: Ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication & language efficiency.
PO-4: Critical/ Reflective thinking: Ability to employ critical and reflective thinking along with the ability to create the sense of awareness of self and society.
PO-5: Ethical Awareness: Ability to as to understand the importance of ethical values and its application in professional life.
PO-6: Skilled and Industry-ready Professionals: Ability to strengthen the learner by skills, knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication & media management.
PO-7: Technologically Efficient Professional: Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.
PO-8: Research-related Skills: Ability to acquire a sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating
PO-9: Cooperation/ Team work: Ability in building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.
PO-10: Leadership readiness/ Qualities: Creating the ability to take ownership in crucial situations. Enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
PO-11: Lifelong Learning: Recognition of the need for engaging in lifelong learning.

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Batch 2021-2024

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	BAJ1001	Fundamentals of Journalism	4	0	4
2	School Core	BAJ1002	Introduction to Communication	4	0	4
3	School Core	ENG1003	Communicative English	2	0	2
4	School Core	KAN1002/2002	Sarala/Savi Kannada	2	0	2
5	Program Core	BAJ1008	Introduction to Media Studies	4	0	4
6	Program Core	BAJ1009	Introduction to Digital Media	4	0	4
7	School Core	PPS1001	Introduction to Soft Skills	0	2	1

Semester -II

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	School Core	BAJ 1003	Introduction to Human rights & Gender issues	2	2	3
2	School Core	BAJ 1005	Core concepts of Political Science	2	0	2
3	School Core	BAJ 1006	Basic Psychology Process	2	0	2
4	School Core	BAJ 1007	Reporting and Editing Techniques	1	2	2
5	School Core	ENG 2007	Writing For Web	2	0	2
6	School Core	PPS 1007	Soft Skills for Journalists	0	2	1
7	Program Core	BAJ 2007	Visual Communication and Photography	1	4	3
8	Program Core	BAJ 3004	PR and Advertising	1	2	2
9	Open Elective	XXX XXXX	Open Elective – I	1	4	3

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	Structural Framework	Course Code	Course Title	L	P	Credit
10	**Discipline Elective**	BAJ XXXX	Discipline Elective – I	2	2	3

Semester -III

	Structural Framework	Course Code	Course Title	L	P	Credit
1	**School Core**	BAJ1004	Current Affairs and Contemporary Issues	3	0	3
2	**School Core**	CHE1018	Environmental Science	1	2	2
3	**School Core**	ENG1009	Reading Advertisement	0	2	1
4	**School Core**	PPS2001	Reasoning and Employment Skills	**1**	**2**	**0**
5	**Program Core**	BAJ1010	Writing for Print Media and Script writing	2	4	4
6	**Program Core**	BAJ2003	Political Theory	2	0	2
7	**Program Core**	BAJ2004	Advance Psychology	2	0	2
8	**Program Core**	BAJ3003	Media Management and Entrepreneurship	3	0	3
9	**Discipline Elective**	BAJXXXX	Discipline Elective – II	2	2	3
10	**Discipline Elective**	BAJXXXX	Discipline Elective – III	2	2	3

Semester -IV

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	**School Core**	PPS4002	Introduction to Aptitude	0	2	1
2	**School Core**	BAJ3001	Ethics in Media and the Legal Framework	2	0	2
3	**Program Core**	BAJ2006	Developmental Journalism	1	4	3
4	**Program Core**	BAJ2004	New Desk and News Editing	1	2	2
5	**Discipline Elective**	BAJ XXXX	Discipline Elective – IV	3	0	3

				L	P	Credit
6	**Discipline Elective**	BAJ XXXX	Discipline Elective – V	3	0	3
7	**Discipline Elective**	BAJ XXXX	Discipline Elective – VI	2	2	3
8	**Discipline Elective**	BAJ XXXX	Discipline Elective – VII	3	0	3
9	**Open Elective**	XXX XXXX	Open Elective – II	3	0	3

Semester -V

Sr NO	Structural Framework	Course Code	Course Title	L	P	Credit
1	**School Core**	BAJ2001	Radio and TV production	2	2	3
2	**School Core**	BAJ2002	Production Portfolio	1	2	2
3	**Program Core**	BAJ3002	Media Research and Data Analysis	3	2	4
4	**Program Core**	BAJ3006	Brand Management	3	0	3
5	**Program Core**	BAJ2008	Film Studies	1	2	2
6	**Discipline Elective**	BAJ XXXX	Discipline Elective - VIII	1	4	3
7	**Discipline Elective**	BAJ XXXX	Discipline Elective – IX	3	0	3
8	**Discipline Elective**	BAJ XXXX	Discipline Elective –X	3	0	3
9	**Open Elective**	XXX XXXX	Open Elective – III	3	0	3

Semester -VI

Sr No	Structural Framework	Course Code	Course Title	L	P	Credit
1	**Open Elective**	XXX XXXX	Open Elective – IV	3	0	3
2	**School Core**	**BAJ4001**	Industry Internship and Mini Project	-	-	3

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Distribution of Credits Based on Type of Courses					
Semester	SC	PC	DE	OE	Credits
1	13	8	0	0	21
2	12	5	3	3	23
3	6	8	9	0	23
4	3	5	12	3	23
5	5	7	9	3	24
6	3	0	0	3	6
	42	33	33	12	120

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Course Catalogue Batch 2021-2024 Odd Semester [1ˢᵗ]

Course Code: BAJ1001	Course Title: Fundamentals of Journalism Type of Course: Program Core		L- P- C	4	0	4
Version No.	1.0					
Course Pre-requisites	Reading, writing and speaking skills and to be proactive.					
Anti-requisites	-Nil-					
Course Description	The purpose of this course is to enable the students to understand the basics of journalism; and to introduce them to the concept of journalism and its significance in democracy. In addition, students will learn about the function and operation of print, electronic and on-line media.					
Course Outcomes	On successful completion of the course the students shall be able to: 1) Describe the nature and scope of journalism 2) Demonstrate the ability to think critically and independently 3) Apply the principles of journalism and express oneself clearly both in writing and orally. 4) Analyse the events and carry out background research competently 5) Enhance their understanding around technical jargons of journalism.					
Course Content:						

Module 1	Introduction to Journalism	Lecture Discussion	Ability to break down complex information	10 Classes

Topics:
Journalism-Definition, Nature, Scope & Functions (Truth, Objectivity, Loyalty, Verification, Independent Monitor, Forum for criticism and comment); Principles of Journalism; Importance of NEWS.

Module 2	Journalism as a Profession	Theory, Case studies	Creativity	12 Classes

Topics:
Duties and Responsibilities of Journalists; Reader and his interests – Understanding the public mood: Role of Journalism in Society-Journalism and Democracy, press &

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government- fourth Estate, Press & democracy-Press as watch dog; Press as a tool in social service.

Module 3	The Press in India	Lecture, discussion	Ability to think critically about how to apply the regulations learnt during the course in the daily work – and in new media	14Classes

Topics:

Development of Indian Press in Post-Independence years; Regulations of Journalism; Indian and International News Agencies-UNI, PTI, PIB, AFP, REUTERS, AP, SPUTNIK, AL JAZEERA; Regulatory Bodies-Press council of India, RNI, ABC.

Module 4	Kinds of journalism and small newspapers of India	Samples, case studies, discussions, experiential learning	Creativity, communication, time management, story telling	12 Classes

Topics:

Print & Electronic- Newspapers, Periodicals and Specialized Magazines-TV & Radio; New Journalism, Citizen journalism; Online (Web Journalism) –Blogs – Vlogs – Social Media Journalism; The problem and prospects of small newspapers in India

Module 5	The Changing face of Indian Journalism & Glossaries	Discussions, Case Studies, samples	Critical analysis attention to detail	12 Classes

Topics:

English Press & Language Press; Professional ethics; The journalist today; Glossaries.

Targeted Application and Tools used

Samples of different kinds of Journalism to be shown to the students. These can be retrieved from both online as well as offline sources.

Assignment: Mention the Type of Project /Assignment proposed for this course

Essays, class presentations and written assignments, Presentation on a recent news coverage.

Text Book

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1. Kumar, Keval J. Mass communication in India, Jaico Publishing House.
2. Mehta. D. S. Mass communication & Journalism in India.

References

1. Kumar, Keval J. Mass communication in India, Jaico Publishing House.
2. Mehta. D. S. Mass communication & Journalism in India.
3. Nadig Krishna Murthy. Indian Journalism.
4. Pathasarathy. R. Journalism in India.
5. Chalapathy Rau. M. The Press.
6. Ahuja B. N. The theory and practice of Journalism.

Topics relevant to development of 'FOUNDATION SKILLS':

Importance of Journalism in Society

Journalism's first obligation is truth

Catalogue prepared by	Padmavathi S
Recommended by the Board of Studies on	08-12-2021
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Course Code: 1008	Course Title: History of Media Studies Type of Course: Program Core		L- P- C	4	0	4

Version No.	1.0
Course Pre-requisites	Intermediate level basic English Language skills
Anti-requisites	-Nil-
Course Description	The purpose of this course is to expose the student to the various discipline of media from mass communication perspective. To have an understanding on the history of legacy media or traditional media, print, electronic, cinema and OTT platforms. Also, the latest technological enhancements in media.
Course Outcomes	On successful completion of the course the students shall be able to: 6) Identify the different forms of Traditional Media 7) Recognize the contributions of print media in the Indian freedom movement. 8) Outline the growth of humble beginning of radio to satellite radio 9) Describe the growth of TV 10) Evaluate the growth of Cinema medium and OTT platform.
Course Content:	

Module 1	Introduction to Traditional Media	Lecture/Discussion Demo	Understand, analyse, research and story telling	11 Classes

Topics:

History of traditional media- Meaning, characteristics and its difference from multi-media; Different forms of folk media- folk dances, music, theatre, puppetry; Folk forms in different states; Challenges to review traditional media-means and ways.

Module 2	History of Print Media	Lecture/Discussion	Creative thinking & Analysis	12 Classes

Topics:

History of print journalism-Origin- Gutenberg Press-Newspaper-Magazine; Print media in India-Hickey's Gazette-Early journalism of Bengal, Bombay & Madras Presidency; Press and Indian freedom movement- contributions by famous personalities-Tilak, Gandhi, Sadananda S; Trace the growth of Indian press-Anand Bazar Patrika, TOI, Role & responsibility of press in Modern India.

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Module 3	Advent of Radio	Lecture/discussion	Critical thinking & Analysis	13 Classes

Topics:

History of Radio- Innovations leading to the advent of Radio; Evolution of Radio as a Mass medium; Radio in India-AIR- private FM, community Radio; Radio as public- commercial and community services; Recent trends in Radio-HD digital-Ham radio-internet-satellite radio.

Module 4	Growth of Television	Lecture/discussion	Curiosity, analyse & research	12 Classes

Topics:

The rise of Television-War coverage on Television; Television in India-TV as tool for education and public services; Educational television-public services television; SITE and post Site development; Issue of Deregulation and DTH; Emergence of Foreign Satellite channels and cable network; Recent trends in Television-3d and interactive television.

Module 5	Growth of Cinema & OTT	Discussions, Case Studies, samples	Imagination, creativity, interpretative	12 Classes

Topics:

Origin of Cinema-Silent era to talkies; Golden Era of Cinema; Brief History of Indian cinema; Genres of Film (western films, road films, musicals, thriller and suspense, sorts, romance & melodrama, sci-fi)-documentary, short, parallel, commercial; Recent trend in Cinema; OTT apps in India-Netflix, Voot, Disney Hot star.

Targeted Application and Tools used

PPT's, samples and video clippings

Assignment: Mention the Type of Project /Assignment proposed for this course

To conceptualize ideas for public awareness, campaign on social issues and perform street theatres or any appropriate traditional folk form, seminars, collecting information for NEWS, photos for news items, to collect press clips.

Text Book

3. Kumar, Keval J. Mass communication in India, Jaico Publishing House.
4. Mehta. D. S. Mass communication & Journalism in India.

References

1. Baran, Stanley J. Introduction to Mass Communication, Media Literacy and Culture – Hill companies, Inc. U.S.A
2. Ahuja B. N. The theory and practice of Journalism.
3. Vivan, John. The Media of Mass Communication, Pearson Education, Inc. U.S.A
4. Saksena, Gopal. Television in India, Vikas Publishing House, New Delhi.
5. Nadig Krishna Murthy. Indian Journalism.

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GAIN MORE KNOWLEDGE
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40 YEARS OF ACADEMIC WISDOM

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6. Pathasarathy. R. Journalism in India 7. Nelmes, Jill. An introduction to Film Studies, Roultedge. 8. Srinivasa K.M. Radio and TV Journalism.	
Topics relevant to development of 'INTRODUCTION OF MEDIA STUDIES: Reviving the dying folklore of India Pioneers of Indian Journalism Tracing the path of AIR and DOORDARSHAN Silent Era of Indian Cinema	
Catalogue prepared by	Padmavathi S
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Course Code: BAJ1002	Course Title: Theories of Communication Type of Course: Foundation		L P C	4	0	4
Version No.	1.0					
Course Pre-requisites	Reading, speaking and writing skills					
Anti-requisites	NIL					
Course Description	The purpose of this course is to provide a broad survey of the theoretical approaches that are used in the study of communication. The focus would be on theories that are relevant to many levels of interaction from interpersonal to mass and mediated communication. The course also explores how and why these theories were developed and how they can be evaluated.					
Course Outcomes	**On successful completion of this course the students shall be able to:** 1. Understanding the various facets of communications. 2. Identify the criteria for evaluating communication models 3. Apply appropriate theories to given communication contexts in real life situations 4. Evaluating the essentials of communication					
Course Content:						

Module I	Introduction to Communication	Theory, practice, demonstration	Understand, analyse and interpret texts	Analysis of information, interpersonal and intrapersonal communication	12 Classes

Topics:

Meaning, definition, purposes and barriers; Facets of communication-process-SMCR feedback, variables, functions and uses; Classification of communication-intrapersonal, interpersonal, group and Mass communication; Importance of Verbal and Nonverbal Communication and the role of Kinesics.

Module II	Models of Communication	Theory	Understand, analyses and interpret texts	Analysis of information	14 Classes

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Topics:

Definition-usefulness of models-limitations of models; Aristotle's Model; Linear models of communication-The Shannon-weaver Mathematical model, Harold Laswell's model, David Berol's SMCR Model, Wilbur Schramm's Interactive Model; Non-linear Models-Frank Dance's Model, Westley and MacLean's Conceptual Model.

Module III	**Theories of Communication**	**Case studies, Group discussions**	**Attention to detail, Ability to interpret texts**	**Critical Thinking, Research**	**18 Classes**

Topics:

Normative Theories, Authoritarian media theory, Soviet-Communist Media Theory, Libertarian or free press media theory, Social-responsibility Media Theory; Democratic participant media theory, Development media theory.

Module IV	**Essentials of Communication**	**Theory, Lecture, Demonstration**	**Interpreting information**	**Active listening, speaking**	**16 Classes**

Topics:

Cognitive Dissonance (Festinger), Selective Perception (Jerome Burner and Leo Postman), Cultivation Theory (George Gerbner), Uses and Gratification Theory (Blumer, J. G., & Katz, E.), Spiral of Silence (Elisabeth Noelle-Neumann).

Targeted Application & Tools that can be used:

Podcasts

Videos, digital resources-reading apps-Book Funnel, Wattpad.

Worksheets/Assignment:

student seminars, collecting information for news, recording news in electronic media tools.

Text Books:

1) Kumar, Keval J. Mass communication in India, Jaico Publishing House.
2) Mehta. D. S. Mass communication & Journalism in India.
3) Course material by the course instructor

References:

4) Erik Karl Rosengren (2000) Communication: An introduction, London: Sage Publications.
5) Nadig Krishna Murthy. Indian Journalism.
6) Pathasarathy. R. Journalism in India.
7) Chalapathy Rau. M. The Press.
8) Vir Bala Aggarwal and VS Gupta (2002). Handbook of Journalism & Mass communication, New Delhi: Concept Publication Company.

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9) Uma Narula (2006). Hand book of Communications: Models, perspectives and strategies, Atlantic Publications.

10) McQuail, D., McQuail's Mass Communication Theory, Vistar Publications New Delhi,2009.

Topics relevant to the development of communication skills

Different kinds of communication

Various techniques used in every day communication in different situations.

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Course Code: BAJ1009	Course Title: Introduction to Digital Media Type of Course: Program Core/Theory only		L- P- C	4	0	4
Version No.	1.0					
Course Pre-requisites	Reading, writing and speaking skills and to use digital of platforms					
Anti-requisites	-Nil-					
Course Description	The purpose of this course is to help students understand the fundamentals of digital media; and to develop writing skills appropriate for several platforms on digital media. To achieve the collaborative sense of composition for multi-media.					
Course Outcomes	On successful completion of the course the students shall be able to: 11) Identify digital media and the relationship with society. 12) Determine the characteristics of information society. 13) Analyse the components of a website for higher visibility 14) Justify the importance of mobile journalism. 15) Deduct the legal aspects of Digital Media.					
Course Content:						

Module 1	Introduction to Multi Media and communication	Demonstration/Discussion	Ability to break down complex information	10 Classes

Topics: Brief history and evolution of the internet; Internet as a medium of communication; New media communication terminologies

Module 2	Digital technologies & characteristics of online journalism	Discussion	Creatively think and apply in their course work	12 Classes

Topics: Information Society-Characteristics-Immediacy, interactivity, universality; News determinants in cyber space-language, style, Do's and don'ts of internet reporting.

Module 3	Conceptualising websites	Pedagogy: Case study	Ability to think creatively and apply in their course work.	12 Classes

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Topics: Components of a website; Different types of websites; Web layout: Design, layout, colour, graphics, visual information; Writing for online medium-Interactivity of form and content in new media, Linear writing versus interactive writing, multimedia storytelling, hypertext; Writing copies that can be fetched by Search Engines; Analyse traffic of a site.

Module 4	Mobile Journalism and social networking	Samples, case studies, discussions, experiential learning	Creativity, communication, time management	13 Classes

Topics: Mobile journalism- Using the mobile for stories; Apps and tools for reporting; Mobile-based story telling ideas and projects; Smartphone photography; The newsfeed of tomorrow? Twitter as a means of disseminating news, Facebook and social media; Creating handles and using Twitter to generate traffic to stories.

Module 5	IP & other Legal Aspects	Discussions, Case Studies, samples	Critical analysis attention to detail	13 Classes

Topics: Ethical issues-obscenity, privacy, copyright, cyber laws, IT Acts. Intellectual property rights act; Data Retention-Jurisdiction.

Targeted Application and Tools used

    PPTs, videos clippings and the various gadgets used for digital shooting

Assignment: Mention the Type of Project /Assignment proposed for this course

Selecting a topic and drafting, editing an article, peer reviews, writing and editing, revising and improving, and helping someone who might be facing similar challenges. Creating a website, blog.

Text Book

1. Srivastava, Chetan.: Fundamentals of information technology. New Delhi: Kalyani Publishers
2. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
3. Sunder, R., Computers Today Ed.2, John Wiley, 2000.

References

1. Carroll, Brian. Writing &editing for digital media
2. Barr, Chris. The yahoo Style Guide: The ultimate source book for writing, editing, and creating content for the digital world.
3. Lynch, Patrick J.; Horton, Sarah. The "Web Style Guide"
4. Straubhar LaRose. Media Now- Communications Media in the Information Age, Thomas Wadsworth.
5. Beer Arnold S.de and Merrill John C. Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi

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6. Snellned, Temple Bob & Clork T.Michoel: Internet and web basics all in one. Indianapolis: Pearson Educations	
Topics relevant to development of 'Digital Media': Encouraging students to create a sample for each of the different kinds of digital media relevant to the industry.	
Catalogue prepared by	Padmavathi S
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Course Catalogue Even Semester 2021-2024 [2ⁿᵈ Semester]

Course Code: BAJ1003	Course Title: Introduction to Human rights & Gender Issues Type of Course:1] School Core 　　　　　　　　　2] Laboratory　integrated	L- P- C	2	2	3
Version No.	1.0				
Course Pre-requisites	Aware of the home communities and passion to make a difference in individual people's lives.				
Anti-requisites	NIL				
Course Description	The purpose of this course is to enable the learner to understand the environment around him, basic freedoms and rights to which every person is entitled. It brings an understanding of various dimensions of human rights. The course gives an understanding of gender in human lives. The course also describes the gender roles in the context of various social institutions like home, workplace educational institutions etc and their adaptation through socialization.				
Course Out Comes	On successful completion of the course the students shall be able to: 1] Explain the various topics associated with human rights and gender studies 2] Elaborate the status of human rights, environment & gender studies 3] Influence of Media in public opinion. 4] Develop empathy to human rights and gender equality in personal and professional life.				
Course Content:					

Module 1	Role of Mass media in promoting HR	Assignment/Case Study	Data Collection/role play	**15 classes**
Topics: Human rights definition; International Human Rights Conventions and Agencies; Media as an influencing agent for Human rights agenda (Role of media in human rights violation).				
Module 2	Human rights & Environment	Assignment/Case Study	Data Collection	**15 classes**
Topics: Human rights conventions and agencies; Human rights and the use of natural resources-Land and water conservation and the future; Human rights and the environment-environment in relation to human rights, the right to rehabilitation of those displaced.				

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Module 3	The development & goal of gender studies	Assignment/Case Study	Data Collection	15 classes

Topics: Different types of gender; The relevance and need for Gender Studies, Gender discrimination laws; feminism movement in India (women Journalists), Gender and Media.

List of Tasks:

Task 1: Mapping Human rights in our community
Participant work co-operatively to create a map of their community and identify the rights associated with each major institution. When map is complete, participants analyse from human perspective and what human rights do they associate with different places on their maps.

Task 2: Human rights for a new planet
Participants can share their personal ideas about rights as expressed in an imaginary bill of rights. They find correspondences between their ideas and specific articles of the universal declaration of human rights**.**

Task 3: What difference does a name make? (Analysing Gender and Race language Bias)
Participants think creatively and gets the job of creator of new words and will work to create language that is bias free and identify the language that is gender or race biased.

Targeted Application & Tools that can be used: NGO visit, traditional media and social media

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Debate on Human rights Vs Environmental Protection
To identify one case of human rights violation or gender discrimination of their choice and develop a report.

Text Book
1. Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd., New Delhi.
2. Ghai K.K. "Indian Constitution and Human Rights" UGC courses: Bangalore Uni.
3. Bhasin, Kamla. (1993). "What is Patriarchy? Kali for Women, New Delhi

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	4. Engels, Friedrich (1979). "The origin of Family, Private Property and the State". Pathfinder press, New York (1884 tr.1902)
References	
	1. AnuSaksena(2004). "Gender and Human Rights". Shipra, New Delhi
	2. Noorani. A.G., (South Asian Human rights Documentation Centre) Challenges to Civil Right), Challenges to Civil Rights Guarantees in India, Oxford University Press 2012
	3. S K Kapoor, Human Rights
	4. Priyam, M. B. (2010). Human Rights, Gender and the Environment. India: Pearson India. Anne Hellum, Human Rights, Sexual Orientation, and Gender Identity, Routledge
	5. Kapur, R. (n.d.). Gender, Alterity and Human Rights: Freedom in a Fishbowl. United Kingdom: Edward Elgar Publishing Limited.

Catalogue prepared by	Padmavathi S
Recommended by the Board of Studies on	Mention the BOS Number and the Date of BOS 09th Dec 2021
Date of Approval by the Academic Council	Mention the Academic Council Meeting No. & the date of the meeting: 11-12-21

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Course Code: BAJ1009	Course Title: Reporting and Editing Techniques				
	Type of Course: Program Core	L- P- C	2	0	2

Version No.	1.0
Course Pre-requisites	Reporting, Researching, Writing and Editing skills.
Anti-requisites	-Nil-
Course Description	This course is offered by School of Media Studies to the students who wish to pursue a professional career in News Reporting. In addition to this, the students will be taken through a series of structured lectures on various aspects of writing for the media and practical sessions where they will be trained to write real news stories based on the events/issues across the country. Subsequently at the end of the course, the students are expected to have a fair idea of writing well-structured news stories and a good deal of familiarity with techniques of editing.
Course Outcomes	On successful completion of the course the students shall be able to: 1. Describe the concept and meaning of news. 2. Classify reporting and reporters. 3. Demonstrate the reporting beats. 4. Analyse the process of editing and editors.
Course Content:	

Module 1	Introduction to Journalism	Demonstration/ Discussion	Ability to break down complex information	06 Classes

Topics:
Journalism: Concept & Definition. Elements, hard and soft news. News values and factors affecting selection of news. Journalistic Values.

Module 2	Reporter and Reporting	Discussion	Ability to think creatively and apply in their course work.	06 Classes

Topics:
Various forms of reporters/Journalist. Function, qualities and responsibilities of a reporter. Principles of reporting, structure of news and news-lead. News gathering and sources, off the record, embargo, pool reporting and follow up.

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Module 3	Reporting Beats	Group Discussion	Ability to think creatively and apply in their course work.	07 Classes

Topics:
Crime, courts, elections, parliamentary reporting. Civic, rural, cultural and business reporting. Health, science and technology Reporting. Environmental, travel and tourism, war and development reporting.

Module 4	Newsroom Structure and Editing Techniques	Lecture / Group Discussion	Understand the Newsroom Structure	11 Classes

Topics:
Editorial Desk: Structure of editorial department; Hierarchy and Functions of the desk, Qualities and Responsibilities of Editors. Meaning and Concept of Editing; Principles of Editing; Headline and its types: Proof Reading and Symbols; Text Editing Photo editing, caption writing.

Targeted Application and Tools used
Application like Soch through which students can learn to produce their own news program on digital platform.

Assignment: Mention the Type of Project /Assignment proposed for this course
Discussion and analysis of news in newspapers, Practical assignment on various reporting beats, Field Visit. The students will be required to submit the work at the end of semester for the assessment.

Text Book
1. Mencher, M (2011). News Reporting and Writing. New York, USA: Mac-Graw Hill.
2. Rich C (2012). Writing and Reporting News: A Coaching Method. Thomson Learning Inc.
3. Ambrish Saxena, Fundamentals of Reporting and Editing.
4. K M Shrivastava, News Reporting and Editing (English), 2nd Edition.
5. Aggarwal Vir Bala, Essentials of Practical Journalism, Concept Publishing Company, 2006

References
1. Inside Reporting: A Practical Guide to the Craft of Journalism (English) 1st Edition by Tim Harrower
2. Mencher, Melvin, News Reporting and Writing, Mac-Graw Hill, Boston,2006.
3. Harrington Walt, Intimate Journalism: The Art and Craft of Reporting Everyday Life, Sage Publications,1997.
4. Carole Rich, Writing and Reporting News: A Coaching Method, Thomson Learning Inc, 2007.

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5. Any English/Hindi Daily Newspaper reading (Compulsory).
6. Aggarwal Vir Bala, Essentials of Practical Journalism, Concept Publishing Company, 2006.
7. Beyond Those Headlines, New Delhi: The Media Foundation, 1996.
8. Fun F. Smith and Lorain M. O Connell, Editing Today, II ed., New Delhi: Surjeet Publication, 2004.
9. George T.S.J., Editing: A hand Book for journalism, Indian Institute of Mass Communication, New Delhi, 1999.
10. Krishnamoorthi, Copy Preparation and Proof Reading, Northern Book Centre, New Delhi, 2000.

Topics relevant to development of 'Digital Media':
Encouraging students to create a sample for each of the different kinds of digital media relevant to the industry.

Catalogue prepared by	Dr. Ashish Sharma/Padmavathi S
Recommended by the Board of Studies on	09-12-2021
Date of Approval by the Academic Council	11-12-2021

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GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

40 YEARS OF ACADEMIC WISDOM

Course Code: BAJ2007	Course Title: Visual Communication & Photography Type of Course: Program Core		L- P- C	4	0	4
Version No.	1.0					
Course Pre-requisites	Thinking on the feet, visual story representation attitude & impromptu personality					
Anti-requisites	-Nil-					
Course Description	The purpose of this course is to enable the students to understand the basics of journalism; and to introduce them to the concept of journalism and its significance in democracy. In addition, students will learn about the function and operation of visual communication & photo techniques					
Course Outcomes	On successful completion of the course the students shall be able to: 1. Describe the story / news on the visual media 2. Demonstrate the ability to capture the moment 3. Apply the principles of journalism and express oneself clearly both visually & artistically 4. Analyse the events and carry out background research competently 5. Enhance their understanding around technical jargons of journalism.					
Course Content:						
Module 1	Introduction to Visual Communication	Lecture Discussion	Ability to get the audience engaged			
Topics: • Defining an image and visual communication (VC) • Human Vision and 2 dimensional images • Science, Human beings, and Visual Information • How human body receives information: senses, brain, stimuli, heart, and body parts						
Module 2	Basics of Visual communication	Theory, Case studies	Creativity			

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Topics:

- Basics of news analysis: apt news selection pertaining to the region, culture & language
- Creative angles on the news selected: Proper presentable story as per the Indian NEWS format & rules
- NEWS room set up: Basic news room set up, discussion on the equipment's and properties
- FITCTION & NON-FICTION: difference between the two basic platforms of content generation
- LIVE & NON-LIVE: the programming ideology that is necessary for both the modes of communication to the audience

Module 3	PRE & POST production	Lecture, discussion	Ability to think critically about how to apply the regulations learnt during the course in the daily work – and in new media	

Topics:
- Basics of post-production with LIVE & NON-LIVE
- Roles of executive producer & roles of show producer
- Basics of location readiness for each shoot scheduled

Module 4	Introduction to photography	experiential learning	Creativity, equipment management	

Topics:
- Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,)
- Camera operations
- Types of Cameras
- Types of Lense

Module 5	Understanding of LIGHTING – outdoor & indoor	Discussions, experimental learning	Ability to control framings depending on light	

Topics:
- Exposing and Focusing
- Types of lighting
- Natural and Artificial Lights
- Controlling lights

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- Exposure Meters
- Differential focus
- Filters, Flashes. Designing with light

Module 6	Applications of Photography	Lectures & Samples	Critical analysis attention perfection	

Topics:
- Basics of photo-journalism, Photo-features, Photo-essays, writing captions, Visual story telling.
- Photography for advertising
- Consumer and industrial
- Planning a shoot studio, location, set props and casting

Targeted Application and Tools used

Samples of different kinds of Journalism to be shown to the students. These can be retrieved from both in hand expertise & deep discussions

Assignment: On- field reporting of stories utilizing the garnered expertise

Shorts , news reels, Visual treated footages

Text Book
1. Kumar, Keval J. Mass communication in India, Jaico Publishing House.
2. Mehta. D. S. Mass communication & Journalism in India.

References
1. Kumar, Keval J. Mass communication in India, Jaico Publishing House.
2. Mehta. D. S. Mass communication & Journalism in India.
3. Nadig Krishna Murthy. Indian Journalism.
4. Pathasarathy. R. Journalism in India.
5. Chalapathy Rau. M. The Press.
6. Ahuja B. N. The theory and practice of Journalism.

Catalogue prepared by	Naveen Kumar M
Recommended by the Board of Studies on	09-12-2021
Date of Approval by the Academic Council	11-12-2021

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Course Code: BAJ1009	Course Title: PR and Advertising Type of Course: Program Core		L- P- C	2	0	2
Version No.	1.0					
Course Pre-requisites	Reading skills, writing skills and creative thinking					
Anti-requisites	-Nil-					
Course Description	This course is offered by School of Media Studies to the students who wish to pursue a professional career in PR and Advertisement. The aim is delivering knowledge about the principle and practice of Public Relation and Advertisement. The course also deals with providing exposure and to give practical work on the various activities of Public Relation and Advertising.					
Course Outcomes	On successful completion of the course the students shall be able to: 1. Define and remember basic concepts in Public Relation. 2. Identify planning, management and tools of PR 3. Describe the communication strategies with various publics 4. Describe the nature, functions, and theories of advertising. 5. Discuss the emergence of advertising.					
Course Content:						
Module 1	Advertising & Classification	Demonstration/ Discussion	Ability to break down complex information		10 Classes	
Topics:	Concept, nature, definition, evolution and theory; Types and classification; Advertising as a social process; Digital advertising					

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Module 2	Laws related to Advertising	Discussion/case studies	Ability to think creatively and apply in their course work.		12 Classes	
Topics:	CTP Act-2003, Consumer protection Bill-2018, Drugs and Magic Remedies(objectionable Advertisements)Act-1954. Cable Television Networks(Amendment)Rules-2006, ASCI code					
Module 3	Introduction to PR	Lecture / Group Discussion			11 Classes	
Topics:	PR –Concepts, Definitions and Theory , Brief History of Public Relations -The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Role and Functions of PR Principles					

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and Tools of Public relations.   JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory.

Module 4	PR Process and Practices	Lecture / Group Discussion	Understand the Process and practices	12 Classes

Topics:

PR Process, Tools of PR, the public relations environment, political PR, PR vs Spin. PR-Publics and campaigns, Research for PR, Managing promotions and, functions PR Campaign planning, execution, evaluation Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR-IPRA code - PRSI, and their codes.

Targeted Application and Tools used

 Application like Soch through which students can learn to produce their own news program on digital platform.

Assignment: Mention the Type of Project /Assignment proposed for this course

Creating an advertisement for social cause
Identify and review some of the advertisements for ethical violation

Text Book

1. Jethwaney Jaishri Jain Shruti, Advertising Management, 2006, Oxford University Press, New Delhi
2. Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
3. Advertising Handbook: A Reference Annuakon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
4. Cutlip, Scott M. and Allen H. Center, Effective Public Relation. Prentice-Hall, New Jersey, 2003.

References

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory and Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
7. 3. Advertising Handbook: A Reference Annuakon Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications
8. 4. Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

Topics relevant to development of 'Digital Media':

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1. Crisis Communication: Learning how to avoid a crisis with Case studies.
2. Promotional Material: Creating posters, invitations, flyers, brochures, mailers and other promotional materials.
3. Digital/social media: Improving clients through various social media platforms including Twitter, Facebook, Instagram, Pinterest and social bookmarking sites.

Catalogue prepared by	Padmavathi S/Ashish Sharma
Recommended by the Board of Studies on	09-12-2022
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course Code: BAJ1009	Course Title: **Mojo-** Mobile Journalism Type of Course: **Program Core**		**L- P- C**	2	0	2
Version No.	**1.0**					
Course Pre-requisites	Mobile usage, Video Editing & producing small videos.					
Anti-requisites	**-Nil-**					
Course Description	This course seeks to introduce students to introduce the basics of mobile journalism and multimedia, its elements and different apps on mobile. The curriculum broadly covers the concept, types, functions, techniques, future and ethical challenges of mobile journalism.					
Course Outcomes	**On successful completion of the course the students shall be able to:** 1. Restate the basics of mobile journalism and its evaluation. 2. Explain the influence of mobile telephony on journalism. 3. Demonstrate the importance and different types of mobile apps. 4. Produce mobile news for various platforms for sharing as hard & soft news. 5. Identify the ethical concerns and future challenges related to mobile journalism.					
Course Content:						
Module 1	**Introduction To Mobile Journalism**	**Demonstration/ Discussion**	**Ability to break down complex information**	**10 Classes**		
Topics: Introduction to Mobile Journalism, Origins and characteristics of mobile journalism, Purpose of Mobile Journalism. Differences and similarities in modes and applications of conventional journalism and mobile journalism. Ethics and Challenges in Mobile Journalism						
Module 2	**Influence Of Mobile Telephony on Journalism**	**Discussion**	**Ability to think creatively and apply in their course work.**	**10 Classes**		
Topics:						

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How mobile phones have influenced modern journalism, Mobile phone centric reporting and editing, Mobile phone as a 'Newsroom'? Branding of News using social media, Mobile News catering to Niche beats & Consumption of news shorts on mobile phone formats amongst the Youth.

Module 3	Mojo Tools, Resources & Applications	Demonstration/ Discussion	Ability to think creatively and apply in their work.	10 Classes

Topics:
Applications of mobile journalism- creating mobile capsules Podcasts, shorts, vlogs, live streaming, etc. Production Aspects of Mobile Journalism, Sequencing and Storyboarding. Case Studies: Case Studies: Arab Revolution, Anna Hazare Movement, Farmer Protests.

Module 4	Mobile Storytelling and Editing	Lecture	Understand the Concept of Storytelling and editing	10 Classes

Mobile Storytelling: meaning, process and importance, use mobile for newsgathering, distribution and audience engagement, conduct interviews with mobile, Present stories for mobile audiences, write a script and record voice-over narration, produce piece to camera segments, Podcasting, one to three-minute videos, shooting for mobile phones, Editing on Mobile Phones, Live Broadcasting and live video streaming via Mobile.

Module 5	Mojo Future and Ethical Concerns	Lecture	Understand the Ethical & Legal Aspects	5 Classes

Topics:
Ethical and Legal Aspects of MOJO, Issues of Authenticity. Opportunities and Challenges Future of Mobile Journalism.

Targeted Application and Tools used

Applications like Dropbox / We video /Kin master through which students can learn to produce their news program on a digital platform.

Assignment: Mention the Type of Project /Assignment proposed for this course

1. Planning and producing a MOJO news interview
2. Planning and producing a MOJO news talk show
3. Writing leads for five MOJO news stories (for a 5 minutes newscast)
4. Writing five MOJO stories (for a 5 minutes newscast)
5. Rewriting /translating two newspaper stories for MOJO news.

Text Book
   6. Burgum, I., Quinn, S. (2015). MOJO: The Mobile Journalism Handbook: How to Make

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Broadcast Videos with an iPhone Or IPad. United Kingdom: Taylor & Francis.
7. Adornato, A. C. (2017). Mobile and Social Media Journalism: A Practical Guide. United States: SAGE Publications.
8. Montgomery, R. (2020). Mobile Journalism: Paperback. : Independently Published.
9. Mobile News: Journalism's Shift from Fixed to Fluid. (2020). United Kingdom: Taylor & Francis.
10. Bradshaw, P., Hill, S. (2018). Mobile-First Journalism: Producing News for Social and Interactive Media. United Kingdom: Taylor & Francis.
11. Burum, I. (2020). The Mojo Handbook: Theory to Praxis. United States: Taylor & Francis.
12. The Live-Streaming Handbook: How to create live video for social media on your phone and desktop, by Peter Stewart (Routledge, 2017)
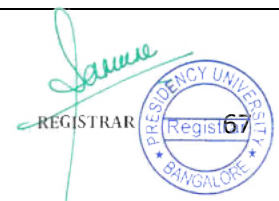13.

References

1. López-García, X., Silva-Rodríguez, A., Vizoso-García, Á. A., Westlund, O., & Canavilhas, J. (2019). Mobile journalism: Systematic literature review. Comunicar. Media Education Research Journal, 27(1).
2. Lawa, K. O. (2020). Challenges and Opportunities for News Media and Journalism in an Increasingly Digital Mobile: Challenges and Opportunities for social media. Leveraging Consumer Behaviour and Psychology in the Digital Economy, 46-59.
3. Gambarato, R. R. (2018). Transmedia journalism: The potentialities of transmedia dynamics in the news coverage of planned events. The Routledge companion to transmedia studies, 90-98.
4. Dubey, R. (2018). Potential of Mobile Journalism in Indian Media Industry. International Journal on Transformations of Media, Journalism & Mass Communication (Online ISSN: 2581-3439), 3(1).
5. Mobile Storytelling: A journalist's guide to the smartphone galaxy, by Wytse Vellinga and Björn Staschen, independently published (March 27, 2018) MOJO: The Mobile Journalism
6. Handbook: How to Make Broadcast Videos with an iPhone or iPad, by Ivo Burum and Stephen Quinn (Focal Press, 2015) Democratising Journalism through Mobile Media: The Mojo Revolution, by Ivo Burum, New York, 2016
7. Course material & PPTs provided by the course instructor.

Topics relevant to the development of 'Mobile Journalism:
Encouraging students to learn the skills of handling mojo equipment's and to cover various beats relevant to society.

Catalogue prepared by	Dr. Ashish Sharma

Recommended by the Board of Studies on	09-12-2021
Date of Approval by the Academic Council	11-12-2021

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