

SEMESTER- VI

1 Name of the faculty: Mass Communication											
2. Course Name	DIGITAL JOURNALISM							L	T	P	
3. Course Code	JM307							3	1	0	
4. Type of Course (use tick mark)								Core ()	DE ()	FC (√)	
5. Pre-requisite (if any)	10+2 in any discipline		6. Frequency (use tick marks)		Even (√)		Odd ()	Either Sem ()	Every Sem ()		
7. Total Number of Lectures, Tutorials, Practical											
Lectures = 30				Tutorials = 10				Practical = 0			
8. COURSE OBJECTIVES: This course enhances students understanding towards online journalism so that students can comply with the changing trends of journalism as per the industry demands.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1	Student learn about basic concepts of digital journalism										
CO2	Students learn about transition of journalism										
CO3	Students learn about tools of digital journalism										
CO4	Students learn about how internet changed the game in journalism										
CO5	Students learn about limitations of digital journalism										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08		Title of the unit: Introduction to digital journalism				Mapped CO:1				
Digital journalism: meaning and definition, distinct characteristics of digital communication											
Unit-2	Number of lectures =08		Title of the unit: Writing for digital journalism				Mapped CO:1, 2				
Basic writing style used by online journalist, basics of computer assisted journalism and reporting, news styles for writing - narrative journalism.											
Unit-3	Number of lectures = 08		Title of the unit: Trends in digital journalism				Mapped CO:2, 3, 4				
Mobile Journalism, Backpack journalism, Newsroom for online journalism.											
Unit-4	Number of lectures = 08		Title of the unit: Scope of Digital Journalism				Mapped CO:4, 5				
Journalism as conversation, audience development, blogging and social media, livestreaming.											
Unit-5	Number of lectures = 08		Title of the unit: Data Journalism				Mapped CO:3, 4, 5				
Ethical practices involving internet and social media, data journalism, data mining											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	3	1	2	2	3	3	3
CO2	3	2	2	3	2	1	2	2	3	3	3
CO3	2	1	1	2	2	1	2	1	2	3	3
CO4	2	2	1	1	3	2	2	2	3	3	3
CO5	3	1	2	1	2	1	2	3	1	2	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/watch?v=7_Iz-wnzSHA											
2. https://www.youtube.com/watch?v=ZbkA06h4dvk											
13. Books recommended:											
1. Bansal,S.K. 2002: Internet Technologies, New Delhi, APH Publication											
2. Nath, Shyam 2002 : Assessing the State of Web Journalism, New Delhi, Author Press											

1. Name of the Faculty: Mass Communication											
2. Course Name	Corporate Communication			L	T	P					
3. Course Code	JM308			3	1	0					
4. Type of Course (use tick mark)				Core (√)	DE ()	FC ()					
5. Pre-requisite (If any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (√)	Odd ()	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = 0							
8. COURSE OBJECTIVES: After studying this course students should be able to describe the principles, need and function of management, structure of media organizations, explain how a media firm works.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1	Students should be able to explain and describe corporate communication										
CO2	Students should be able to describe how an organization communicates and works										
CO3	Students should be able to learn about qualities and responsibilities of a corporate communicator										
CO4	Students should be able to learn about communication skills.										
CO5	Students should be able to write for corporate communication.										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Understanding Corporate Environment			Mapped CO:1, 2						
Contemporary Corporate Environment: an overview, Forms of Corporate Constituencies											
Unit-2	Number of lectures =08	Title of the unit: Brand			Mapped CO:1, 2						
Brand Identity, Brand Image and Brand Reputation, Corporate Social Responsibility											
Unit-3	Number of lectures = 08	Title of the unit: Introduction to Corporate Communication			Mapped CO:5, 4						
Corporate Communication: Definition, Concept And Scope, Structure and forms of Corporate Communication: Management, Marketing, Organizational communication											
Unit-4	Number of lectures = 08	Title of the unit: Corporate Communication in Practice			Mapped CO:2, 1						
Developing a Communication Strategy, Corporate Advertising: Concept and Functions, Corporate Identity Audit: Concept And Steps											
Unit-5	Number of lectures = 08	Title of the unit: Corporate Communication and Applications			Mapped CO:5,3,4						
Media Relations: Tools and Techniques, Media Monitoring (Gate keeping and output analysis), Internal & External Communication: Concept and Tools, Guidelines and Ethics for Corporate Communication											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	2	1	2	1	1	2
CO2	3	3	1	2	1	2	1	2	1	2	2
CO3	2	2	1	1	2	1	1	3	1	2	1
CO4	2	3	1	2	1	2	1	2	2	2	2
CO5	3	2	1	3	2	1	2	2	1	1	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/watch?v=ZT7I9RMmZss											
2. https://www.youtube.com/watch?v=SUBXshtKHVY											
13. Books recommended:											
1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.											
2. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.											
3. Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.											

1. Name of the Faculty: Mass Communication												
2. Course Name	DISSERTATION							L	T	P		
3. Course Code	JM309							0	0	0		
4. Type of Course (use tick mark)								Core (✓)	DE ()	FC ()		
5. Pre-requisite (If any)	10+2 in any discipline			6. Frequency (use tickmarks)		Even (✓)		Odd ()	Either Sem ()	Every Sem ()		
7. Total Number of Lectures, Tutorials, Practicals												
Lectures = Nil				Tutorials = Nil				Practical = Nil				
8. COURSE OBJECTIVES: After studying this course students be able to understand what writing an assignment involves and to identify strengths and weaknesses and the functions of essays and reports demonstrate writing skills.												
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:												
COURSE OUTCOME (CO)		ATTRIBUTES										
CO1		Understand the concept of Research										
CO2		Learn to produce original research work										
CO3		To gain familiarity or to achieve new insight into a phenomenon										
CO4		Learn to apply research methodology in research										
CO5		Write a properly researched and formatted dissertation										
10. Unit wise detailed content												
<ol style="list-style-type: none"> Students will learn what is research, hypothesis, research questions, and research methodology. Students will learn to identify research problems and develop a methodology to work upon it. Students will give Chapter-wise break-up: Abstract/Introduction/Literature Review/ Research Methodology/Analysis/ Conclusion Students will prepare a final dissertation and prepare a presentation. 												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	3	1	3	2	3	2	1	1	1	3	2	
CO2	3	3	3	2	1	2	2	3	2	1	1	
CO3	2	3	2	1	2	3	2	2	1	3	1	
CO4	2	3	1	2	3	2	3	1	2	3	1	
CO5	3	1	3	3	2	3	2	2	1	2	1	
3 Strong contribution, 2 Average contribution, 1 Low contribution												

1. Name of the Faculty: Mass Communication											
2. Course Name	SPECIALIZATION 1 : JOURNALISM (HINDI, URDU, ENGLISH)			L	T	P					
3. Course Code	JM311			3	1	0					
4. Type of Course (use tick mark)				Core ()	DE (√)	FC ()					
5. Pre-requisite (If any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (✓)	Odd ()	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = Nil							
8. COURSE OBJECTIVES: After studying this course students be able to understand what writing an assignment involves and to identify strengths and weaknesses and the functions of essays and reports demonstrate writing skills.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Student will be trained intensively in journalism trends in the three streams through readings and noted journalists and their works										
CO2	Students Will understand the history and evolution of the specialized Journalism stream chosen										
CO3	Students be able to learn about developments in the specific stream										
CO4	Students will practice writing skills in the chosen stream										
CO5	Students will learn feature writing, editorial writing and news analysis by in-depth study of writers in that stream										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: News Introduction and Evolution		Mapped CO:1,2							
News: Introduction, Approach to News Writing in the stream, Evolution of News trends over the years											
Unit-2	Number of lectures =08	Title of the unit: History of Hindi/Urdu/ English Journalism		Mapped CO:1,2							
Introduction to approaches in the specific stream, History and development of the stream in the subcontinent and outreach over different formats											
Unit-3	Number of lectures = 08	Title of the unit: Features, Editorial Writing and News Analyses		Mapped CO:3,4							
Developing writing styles in specific streams in various news writing beats in different styles											
Unit-4	Number of lectures = 08	Title of the unit: Inspired by the Experts		Mapped CO:3,5							
Extensive reading from eminent writers in the various streams and then practice writing in their styles. Studying and writing content on News Features, Features, Editorials and News Analyses as they appear in the various streams											
Unit-5	Number of lectures = 08	Title of the unit: Practice Writing .		Mapped CO:3,4,5							
Developing Individual Content on Features, Editorial Writing and News Analyses by students in the art of the masters											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	2	1	3	3	3	3
CO2	3	3	1	2	1	2	2	2	3	3	3
CO3	2	3	1	1	2	3	2	2	3	3	3
CO4	2	3	1	2	1	2	3	3	1	2	3
CO5	2	1	2	3	2	3	2	3	2	2	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
<ol style="list-style-type: none"> https://www.youtube.com/watch?v=2xOj3ziHPCU https://www.youtube.com/watch?v=5RzwNTELOwo https://www.youtube.com/watch?v=8_NmVtnEEA8 Following live news programmes and anchors over various television channels and Editorial contributors 											
13. Books recommended:											
<ol style="list-style-type: none"> Bulletproof: A Journalist's Notebook on Reporting conflict by Teresa Rehman. Understanding Journalism by Lynetter Sheridan Burns Sage Press Theory and Practice of Journalism By Tony Harcup, Sage Press 											

1. Name of the Faculty: MASS COMMUNICATIN											
2. Course Name	ADVANCED FILM & VIDEO PRODUCTION			L	T	P					
3. Course Code	JM312			3	1	0					
4. Type of Course (use tick mark)				Core ()	DE (v)	FC ()					
5. Pre-requisite (if any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (v)	Odd ()	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = Nil		Tutorials = Nil		Practical = 40							
8. COURSE OBJECTIVES: Help students understand and appreciate the craft of Film making, and develop the aesthetic and creative sense required for the creating quality films.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Understand the craft of Film Making.										
CO2	Learn about the different stages of Production.										
CO3	Engage in the synopsis writing process.										
CO4	Appreciate Good content and embrace the best practices.										
CO5	Acquire skills of Documentary and Fiction storytelling.										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Documentary & Experimental Films		Mapped CO: 1, 4, 5							
Style and Creative Treatment of a Film, Different types of documentary films, Documentary films and stylistic choices.											
Unit-3	Number of lectures =08	Title of the unit: Cinematography		Mapped CO: 1, 4, 5							
Uses of Lenses and Filters, Change of Perspective and psychology, Camera Blocking, Different types of lighting: Hard Light, Soft Light, Film Noir.											
Unit- 1	Number of lectures =08	Title of the unit: Planning a shoot		Mapped CO: 2, 3, 5							
Camera, Actors, Location, Visual Treatment, Equipment for the shoot, The shooting process, shot division, continuity sheet, Location recce, Permissions.											
Unit-2	Number of lectures =08	Title of the unit: Mise-en-scene		Mapped CO: 3, 4, 5							
Elements in the frame, Shot composition, Set Design, Choreography.											
Unit-3	Number of lectures = 08	Title of the unit: Editing & Animating		Mapped CO:2, 5							
CGI, DI, Use of Titles, Animating elements, Using online resources and copyright issues.											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	3	2	2	1
CO2	3	2	1	2	1	1	2	3	2	1	2
CO3	2	3	1	3	1	1	2	2	3	2	3
CO4	3	2	1	2	2	1	2	2	2	3	2
CO5	2	3	1	3	2	1	2	3	3	1	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/user/RJFilmSchool/videos											
2. https://www.youtube.com/c/TylerMowery/videos											
3. https://www.youtube.com/c/BehindtheCurtain/videos											
4. https://www.youtube.com/channel/UCErSSa3CaP_GJxmFpdjG9Jw											
5. https://www.youtube.com/c/JustWrite/videos											
6. https://www.youtube.com/c/StudioBinder											
7. https://www.youtube.com/user/Nerdwriter1											
8. https://www.youtube.com/c/TomorrowsFilmmakers/videos											
9. https://www.youtube.com/c/TheCloserLook/videos											
13. Books recommended:											
1. Leonard C. Shyles. 2007. The Art of Video Production. Sage Publications, Inc., USA.											
2. Katz, S. D. (2019). Film directing shot by shot: Visualizing from concept to screen.											
3. Susan Hayward, Cinema studies : the key concepts /. 3rd Edition, London: Routledge, 2006.											
4. Video production handbook, Gerald Millerson, Focal Press, 1992.											

1 Name of the faculty: Mass Communication											
2. Course Name	SPECIALIZATION 3: BRAND MANAGEMENT AND POSITIONING							L	T	P	
3. Course Code	JM313							3	1	0	
4. Type of Course (use tick mark)							Core ()	DE (√)	FC ()		
5. Pre-requisite (if any)	10+2 in any discipline		6. Frequency (use tick marks)		Even (√)	Odd ()	Either Sem ()	Every Sem ()			
7. Total Number of Lectures, Tutorials, Practical											
Lectures = 30			Tutorials = 10			Practical = 0					
8. COURSE OBJECTIVES: This course enhances student's understanding towards brand management so when students join any organization they perform according to standards set by industry.											
9. COURSE OUTCOMES (CO):											
<i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1	Student learn about basic concepts of brand										
CO2	Students learn about Review of brand management and brand leadership ideas										
CO3	Students learn about tools of brand management										
CO4	Students learn about how the brand advertisement campaigns are run										
CO5	Students work on projects of brand management										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Introduction to brand management					Mapped CO:1				
brand meaning, definition, scope and characteristics											
Unit-2	Number of lectures =08	Title of the unit: Concept of Management					Mapped CO:1,2				
management, meaning and definition scope and characteristics											
Unit-3	Number of lectures = 08	Title of the unit: Branding					Mapped CO:3,1,2				
brand, expansion, contraction, quality, categories, advertising											
Unit-4	Number of lectures = 08	Title of the unit: Brand positioning					Mapped CO:4, 3				
brand identity and valuation, brand awareness and image											
Unit-5	Number of lectures = 08	Title of the unit: Consumer behaviour					Mapped CO:5, 4, 3				
5 major factors influencing consumer behaviour, demography, culture, perception, barriers and self interest											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	1	1	2	2	2	2
CO2	3	2	1	2	1	1	2	1	2	2	3
CO3	2	3	1	2	1	1	2	2	1	2	2
CO4	3	2	1	2	3	2	3	3	2	2	3
CO5	3	1	3	3	2	1	2	2	1	2	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/watch?v=Rx2jCFI6IVE											
2. https://www.youtube.com/watch?v=kjrHHgDKKqY											
3. https://www.youtube.com/watch?v=tBZ3qe-lg6A&list=PLNdrAgyRLHzlRnLtXouNlqpMqxewJXhNC											
13. Books recommended:											
1.Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.											
2.Startegic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited											

1. Name of the Faculty: Mass Communication											
2. Course Name	SPECIALIZATION 4 : STRATEGIES OF EVENT MANAGEMENT			L	T	P					
3. Course Code	JM314			3	1	0					
4. Type of Course (use tick mark)				Core ()	DE (√)	FC ()					
5. Pre-requisite (If any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (✓)	Odd ()	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30		Tutorials = 10		Practical = Nil							
8. COURSE OBJECTIVES: After studying this course students be able to understand evolve as Event Managers and also specialize in specific event categories											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Students will be given intensive introduction to the growing importance and exponential boom in event management										
CO2	Students be follow case studies on types of events and the structure and organization of top event management firms										
CO3	Students will pick up individual firms as case studies and understand how to build portfolio as event managers										
CO4	Students will intern with a firm/ at the University level and take up events training										
CO5	Students should be able to analyze event impact and develop basic reports pre and post event										
10. Unit wise detailed content											
Unit-1	Number of lectures = 08	Title of the unit: Growth and Exponential rise in Event Industry			Mapped CO:4,5						
Origin and growth of Event Management industry, Case Studies of various Event companies											
Unit-2	Number of lectures =08	Title of the unit: Rle of Events in Building Brand Consciousness			Mapped CO:3, 5						
Why certain Industries support certain events, their strategies and outreach. Case studies											
Unit-3	Number of lectures = 08	Title of the unit: Building portfolios as event managers			Mapped CO:1,3,5						
Developing MASstige through events, Study of various Events global, national and local tp understand portfolio development as an Event Manager											
Unit-4	Number of lectures = 08	Title of the unit: Practical Training			Mapped CO:2,4,5						
Associating with various events to develop skills as an Event Manager. At least three specific categories of Events to be associated with											
Unit-5	Number of lectures = 08	Title of the unit: Creating Pre and Post Event Reports.			Mapped CO:1,2						
Creating Live reports fro Various events that have been participated in Unit 4 and developing the necessary reports pre and post events to build brand portfolios											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	3	2	1	2	1	2	3	3	3
CO2	2	2	1	2	1	2	2	1	2	3	3
CO3	2	2	2	1	1	1	2	3	3	3	3
CO4	2	3	2	2	1	2	2	3	3	3	3
CO5	3	1	3	3	2	1	2	2	3	3	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. Students should view details of origin and growth of Event Companies											
2. Students should go to the websites of leading Events Companies like Wizcraft, Geometry Encompass , WPP etc and see their company profile											
3. All events—from all spheres..sports/fashion/film/ TV etc should be viewed and analyzed											
13. Books recommended:											
1. <u>The Accidental Creative: How to be Brilliant at a Moment's Notice</u> By Todd Henry											
2. The Wiley Series of Event Management Books											
3. Event Management, Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris and Ian McDonnell											
4. Event Marketing & Management, Sanjaya Singh Gaur, Sanjay V Saggere, Vikas Publishing House P Ltd											
5. Event Management & Marketing N KelaiSelvan , ICFAI University Press											
6. Successful Event Management: A Practical Handbook by Anton Shone and Bryn Parry											
7. <u>Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements</u> Robbin Phillips											
8. <u>The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events</u> by Judy Allen											
9. <u>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, etc.</u> Judy Allen											

1. Name of the Faculty: Mass Communication													
2. Course Name		SPECIALIZATION 1 PROJECT : JOURNALISM (HINDI, URDU, ENGLISH)						L		T		P	
3. Course Code		JM321						0		0		8	
4. Type of Course (use tick mark)							Core ()		DE (√)		FC ()		
5. Pre-requisite (If any)		10+2 in any discipline		6. Frequency (use tickmarks)		Even (✓)		Odd ()		Either Sem ()		Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals													
Lectures = Nil				Tutorials = Nil				Practical = 80					
8. COURSE OBJECTIVES: After studying this course students be able to understand what writing an assignment involves and to identify strengths and weaknesses and the functions of essays and reports, demonstrate writing skills.													
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>													
COURSE OUTCOME (CO)		ATTRIBUTES											
CO1		Student will be trained intensively in journalism trends in the three streams through readings and noted journalists and their works											
CO2		Students Will understand the history and evolution of the specialized Journalism stream chosen											
CO3		Students be able to learn about developments in the specific stream											
CO4		Students will practice writing skills in the chosen stream											
CO5		Students will learn feature writing, editorial writing and news analysis by in-depth study of writers in that stream											
10. Unit wise detailed content													
5. Students will indulge in extensive readings/ viewing of the specific chosen stream journalists' body of work/ programmes													
6. Students will study development of the stream in the subcontinent and outreach over different formats													
7. Students will assess the style of specific streams and try to follow the same in their work													
8. Students will practice feature writing, editorial writing and news analysis by in-depth study of writers in that stream													
11. CO-PO mapping													
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	2	1	3	2	1	2	1	3	3	3	3		
CO2	2	2	1	2	1	2	2	2	3	3	3		
CO3	2	2	2	1	1	1	2	2	3	3	3		
CO4	2	3	2	2	1	2	2	3	1	2	3		
CO5	3	1	3	3	2	1	2	3	2	2	3		
3 Strong contribution, 2 Average contribution, 1 Low contribution													
12. Brief description of self-learning / E-learning component													
1. https://www.youtube.com/watch?v=2xOj3ziHPCU													
2. https://www.youtube.com/watch?v=5RzwNTELOwo													
3. https://www.youtube.com/watch?v=8_NmVtnEEA8													
4. Following live news programmes and anchors over various television channels and Editorial contributors													
13. Books recommended:													
1. Bulletproof: A Journalist's Notebook on Reporting conflict by Teresa Rehman.													
2. Financial Reporting And Analysis by MS. MEENU GUPTA (Author), MS. HERSHEEN KAUR (Author), MS. REKHA GUPTA (Author)													
3. Dynamics of News Reporting and Writing Foundational Skills for a Digital Age Vincent F. Filak													

1. Name of the Faculty: Mass Communication											
2. Course Name	SPECIALIZATION 2 PROJECT: FILM & VIDEO PRODUCTION							L	T	P	
3. Course Code	JM322							0	0	8	
4. Type of Course (use tick mark)								Core ()	DE (√)	FC (√)	
5. Pre-requisite (if any)	10+2 in any discipline			6. Frequency (use tickmarks)		Even (√)		Odd ()	Either Sem ()	Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = Nil				Tutorials = Nil				Practical = 80			
8. COURSE OBJECTIVES: To learn and practice the craft of making Films, and produce a short film.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)											
ATTRIBUTES											
CO1	Equip the students with the tools required in making films.										
CO2	Provide an Immersive experience of the film making process.										
CO3	Familiarise the students with the equipment and software used in film making.										
CO4	Guide students in conceiving ideas and write screenplays.										
CO5	Help students create a short film.										
10. Unit wise detailed content											
1. Conceptualisation, Pitch and Proposal											
2. Film Script and Screenplay											
3. Shot Division											
4. Planning and preparing for production											
5. Set Design											
6. Planning the shoot											
7. Production											
8. Post Production											
9. Sound Design											
10. Digital Intermediate											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	2	2	2	2	2	2	2	2
CO2	2	2	1	2	1	1	2	3	3	2	2
CO3	2	3	1	2	2	2	2	3	2	2	3
CO4	3	3	3	1	3	1	3	2	3	3	3
CO5	3	3	3	1	3	2	2	2	3	1	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/user/RJFilmSchool/videos											
2. https://www.youtube.com/c/TylerMowery/videos											
3. https://www.youtube.com/c/BehindtheCurtain/videos											
4. https://www.youtube.com/channel/UCeR5Sa3CaP_GJxmFpdjG9Jw											
5. https://www.youtube.com/c/JustWrite/videos											
6. https://www.youtube.com/c/StudioBinder											
7. https://www.youtube.com/user/Nerdwriter1											
8. https://www.youtube.com/c/TomorrowsFilmmakers/videos											
9. https://www.youtube.com/c/TheCloserLook/videos											
13. Books recommended:											
1. The Art of Video Production, Leonard C. Shyles, 2007 Sage Publications, Inc., USA.											
2. Film Directing Shot By Shot: Visualizing From Concept To Screen, London: Routledge, 2006.											
3. Cinema studies : the key concepts , Susan Hayward, Lo Katz, S. D. 3rd Edition, 2019											
4. Video production handbook, Gerald Millerson, Focal Press, 1992.											

1. Name of the Faculty: Mass Communication											
2. Course Name	SPECIALIZATION 3 PROJECT: BRAND POSITIONING & MANAGEMENT PROJECT							L	T	P	
3. Course Code	JM323							0	0	8	
4. Type of Course (use tick mark)								Core ()	DE (√)	FC ()	
5. Pre-requisite (If any)	10+2 in any discipline			6. Frequency (use tickmarks)		Even (✓)		Odd ()	Either Sem ()	Every Sem ()	
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = Nil				Tutorials = Nil				Practical = 80			
8. COURSE OBJECTIVES: After studying this course students should be able to Compose, assess, and incorporate individual input to produce effective team project output.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1		Students should be able to use their knowledge of brand management practically									
CO2		Students will be able to engage in various projects of brand development									
CO3		Students should be able to learn about the market leadership									
CO4		Students should be able to differentiate product from the competition									
CO5		Students should be able to learn about the promotional activities									
10. Unit wise detailed content											
1. Brand building 2. Team work exercises 3. creating hypothetical brands for better understanding 4. identifying target audiences and creating the pitches accordingly 5. Collaborating with local businesses to build their brands as per the networking.											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	1	1	1	2	2	1	2
CO2	3	3	1	2	1	2	2	1	1	2	3
CO3	2	3	1	1	2	1	2	2	3	1	1
CO4	2	3	1	2	1	2	2	3	1	2	2
CO5	3	1	1	3	2	1	2	2	1	2	1
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/watch?v=Rx2jCFI6lVE 2. https://www.youtube.com/watch?v=kjrHHgDKKqY 3. https://www.youtube.com/watch?v=tBZ3qe-lg6A&list=PLNdrAgyRLHzlRnLtXouNlqpMqxewJXhNC											
13. Books recommended:											
1. Product Strategy And Management, Michael Baker And Susan Hart, Pearson Education, Second Edition. 2. Strategic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited											

1. Name of the Faculty: Mass Communication											
2. Course Name	SPECIALIZATION 4 PROJECT: STRATEGIES OF EVENT MANAGEMENT			L	T	P					
3. Course Code	JM324			0	0	8					
4. Type of Course (use tick mark)				Core ()	DE (√)	FC ()					
5. Pre-requisite (If any)	10+2 in any discipline	6. Frequency (use tickmarks)	Even (✓)	Odd ()	Either Sem ()	Every Sem ()					
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = Nil		Tutorials = Nil		Practical = 80							
8. COURSE OBJECTIVES: After studying this course students be able to understand what writing an assignment involves and to identify strengths and weaknesses and the functions of essays and reports. Demonstrate writing skills.											
9. COURSE OUTCOMES (CO): <i>After the successful course completion, learners will develop following attributes:</i>											
COURSE OUTCOME (CO)	ATTRIBUTES										
CO1	Student be able to understand how to effectively manage an event										
CO2	Students will be able to decipher pre and post event activities										
CO3	Students will be able to learn able to conduct and manage in-event activities										
CO4	Students will be able to do a SWOT analysis of an event .										
CO5	Students will be able to learn competitive analyses, devise strategic alternatives and understand crisis management during an event										
10. Unit wise detailed content											
9. Participate and create a SWOT analysis of any event 10. Students should plan pre-event, in-event and post event activities 11. Students should handle budget and accounting of an event 12. Students must understand how to do a competitive analysis of an event 13. Students must devise strategic alternatives and demonstrate crisis management during an event											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	3	3	3
CO2	2	3	1	2	1	2	2	1	2	3	3
CO3	2	2	2	1	2	1	2	3	3	3	3
CO4	2	3	1	2	3	2	2	3	3	3	3
CO5	3	1	2	3	2	2	2	2	3	3	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. Students should watch all major world and national events of all varieties: The Oscars, Grammy's Emmy's Filmfare Awards, My Universe, Ms World, 2. Students should view details of origin and growth of Event Companies 3. Students should go to the websites of leading Events Companies like Wizcraft, Geometry Encompass , WPP etc and see their company profile 4. All events—from all spheres..sports/fashion/film/ TV etc should be viewed and analysed											
13. Books recommended:											
1. A text Book of Event Management by Gopal J Kalantri Vision Publications 2. Event Management, Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris and Ian McDonnell 3. Event Marketing & Management, Sanjaya Singh Gaur, Sanjay V Saggere, Vikas Publishing House P Ltd 4. Event Management & Marketing N KelaiSelvan , ICFAI University Press 5. Successful Event Management: A Practical Handbook by Anton Shone and Bryn Parry											