

AMITY UNIVERSITY MAHARASHTRA, MUMBAI

Amity School of Communication

CURRICULUM

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

Duration: 4 YEARS

(NEP 2020)

(Implemented from Academic Year 2024 - 2025)

Certificate

This is to certify that the enclosed detailed syllabus has been presented before the Board of Studies of Amity University Maharashtra, Mumbai on July 4th, 2024, and it is recommended for the approval by the Academic Council, Amity University Mumbai.



Dr. Nima John
(Offg.) Head of Institute
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Date: 04th July 2024

PREAMBLE

Amity University Mumbai aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

Amity School of Communication (ASCO) is one of the leading institutions that imparts knowledge to foster innovative leaders with strong ethical values.

B. A. (Journalism and Mass Communication) (Honours/Honours With Research)

B. A. (Journalism and Mass Communication) (Honours/Honours With Research) at Amity School of Communication, Mumbai, aims at graduates with holistic development who are ready to meet and achieve the challenges of information society by harnessing theoretical and practical exposure. An important feature of the curriculum is the Flexi-credit system, which allows students to create their own syllabus. The students have the freedom to choose from the range of Accelerators/Electives/Value Added Courses designed for the overall development, will help the students to be specialized in their field of choice. The students also have the option of choosing Electives/Value Added courses offered by other Schools of Amity University.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester-wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course have been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the credit structure, course objectives, course outcome, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation, and the weightage attached to each component.

It is expected that this will help the students study in a planned and structured manner and promote effective learning. Wishing you an intellectually stimulating study at Amity University.

VISION

Amity School of Communication (ASCO) focuses on innovation, creativity and holistic media education along with interdisciplinary research. Providing industry-oriented, integrated, quality education while nurturing values and ethics.

MISSION

Our Mission is to foster a diverse, independent, ethical and economically thriving media and communication landscape that contributes to the creation of successful and sustainable societies in an era of technological and social change. To build highly skilled media professionals in the multimedia arena along with social responsibilities.

Program Outcome

PO 1	Students will understand the basic concepts, principles, and functions of Journalism and Mass Communication.
PO 2	Students will get knowledge and pre-requisite skills in different areas of communication like advertising, film, PR, research, new media, online journalism, reporting, editing, and radio, to gain a holistic understanding about mass media.
PO 2	Students will get knowledge related to critical analysis and other techniques for critical thinking.
PO 4	Students will explore the global vision of the media and communication industry, for their advancement and their future endeavors.
PO 5	Students will be encouraged to develop a journalistic and communicative aptitude.
PO 6	Students will be provided practical exposure, to hone their skills and attain a holistic understanding of the media industry.

Program Structure

B. A. (Journalism and Mass Communication) (Honours/Honours With Research)

(Implemented from Academic Year 2024 - 2025)

Semester	I	II	III	IV	V	VI	VII	VIII	Total
Credits	23	22	24	21	25	20	23	22	180

SEMESTER – I

	Course Code	Course Title	Lecture Credits	Tutorial Credits	Practical Credits	Total Credits
Discipline-I (Core)			8			
Discipline-I	FJM2101N	Fundamentals of Journalism and Mass Communication	2	-	-	2
	ACP2102N	Art & Craft of Photography	2	-	2	4
	IPS2103N	Introduction to Indian Political System	2	-	-	2
Discipline II (any one from the basket)			4			
Discipline-II	IVC2104N	Introduction to Visual Communication	2	-	2	4
	RDM2105N	Readings in media I	2	-	2	4
Discipline-III (any one from the basket)			4			
Discipline – III	BMT2110N	Business Management	4	-	-	4
	ECO2110N	Economics – I	4	-	-	4
	HMR2110N	Human Rights – I	4	-	-	4
	ACW2110N	Academic and Creative Writing	4	-	-	4
	FST2110N	Fashion Technology – I	4	-	-	4
	IND2110N	Interior Design – I	4	-	-	4
Total (Discipline I + II + III)						16
Foreign Language (anyone from the basket)			1			
Foreign Language	FLF2111N	French – I	1	-	-	1
	FLG2111N	German – I	1	-	-	1
	FLS2111N	Spanish – I	1	-	-	1
Communication Skills	CSE2112N	Effective Listening	1	-	-	1
Sub Total					2	
Behavioural Science	BEH2113N	Behavioural Science – I	1	-	-	1

Sub Total			1			
VAC - I	ENV2116N	Environmental Studies	3	-	1	4
Total (Foundation Courses)			7			
Grand Total			23			

SEMESTER – II

	Course Code	Course Title	Lecture Credits	Tutorial Credits	Practical Credits	Total Credits
Discipline-I (Core)			8			
Discipline – I	TTP2201N	Television Theory and Practice	2	-	1	3
	PPJ2202N	Principle of Journalism	2	-	-	2
	RPP2203N	Radio Production and Programming	2	-	1	3
Discipline II (any one from the basket)			4			
Discipline – II	APS2204N	Anchoring & Presentation Skills	2	-	2	4
	RJO2205N	Radio Jockeying	2	-	2	4
Discipline-III (any one from the basket)			4			
Discipline – III	ABM2210N	Advances in Business Management	4	-	-	4
	ECO2210N	Economics – II	4	-	-	4
	HMR2210N	Human Rights – II	4	-	-	4
	CSW2210N	Technical and Literary Writing	4	-	-	4
	FST2210N	Fashion Technology – II	4	-	-	4
	IND2210N	Interior Design – II	4	-	-	4
Total (Discipline I + II + III)						16
Foreign Language (any one from the basket)			2			
Foreign Language	FLF2211N	French – II	2	-	-	2
	FLG2211N	German – II	2	-	-	2
	FLS2211N	Spanish – II	2	-	-	2
Communication Skills	CSE2212N	Communication Skills-II	1	-	-	1
SubTotal						3
Behavioural Science	BEH2251	Behavioural Science – II	1	-	-	1
SubTotal						1
VAC- II (any one from the basket)			2			
VAC - II	UBC2217N	Understanding Business Cases	2	-	-	2
	ANM2217N	Animation – I	2	-	-	2
	PHT2217N	Photography - I	2	-	-	2
	POL2217N	Political Science – I	2	-	-	2
	TSM2217N	Tourism Management – I	2	-	-	2
	SCW2217N	Social Work – I	2	-	-	2
SubTotal						2
Total (Foundation Courses)						6

Grand Total

22

SEMESTER – III

	Course Code	Course Title	Lecture Credits	Tutorial Credits	Practical Credits	Total Credits
Discipline-I (Core)			8			
Discipline – I	BAD2301N	Basics of Advertising	2	-	-	2
	PRC2302N	Public Relations & Corporate Communication	3	-	-	3
	MCS2303N	Media, Culture and Society	3	-	-	3
Discipline II (any one from the basket)			4			
Discipline – II	TVP2304N	TV Production and Presentation	2	-	2	4
	REP2305N	Reporting and Editing in Print Media	2	-	2	4
Total (Discipline I + II)			12			
Foreign Language (any one from the basket)			2			
Foreign Language	FLF2311N	French- III	2	-	-	2
	FLG2311N	German-III	2	-	-	2
	FLS2311N	Spanish- III	2	-	-	2
Communication Skills	CSE2312N	Communication -III	1	-	-	1
SubTotal			3			
Behavioural Science	BEH2313N	Behavioural Science – III	1	-	-	1
Vocational Courses/ Entrepreneurship*/ Industry Led Courses	VAC2315N	Graphic Design	3	-	-	3
SubTotal			4			
VAC – II (any one from the basket)			2			
VAC - II	ABC2317N	Analysing Business Case	2	-	-	2
	ANM2317N	Animation – II	2	-	-	2
	PHT2317N	Photography – II	2	-	-	2
	POL2317N	Political Science – II	2	-	-	2
	TSM2317N	Tourism Management – II	2	-	-	2
	SCW2317N	Social Work – II	2	-	-	2
SubTotal			2			
VAC – III	PHE2318N	Physical Education and Sports**	-	-	-	-
Total (Foundation Courses)			9			

Community Engagement Services	CES2319N	Community Outreach	-	-	-	3
Total (Non-Teaching Credit Courses)			3			
Gand Total			24			

Semester – IV						
	Course Code	Course Title	Lecture Credits	Tutorial Credits	Practical Credits	Total Credits
Discipline-I (Core)			8			
Discipline – I	FTP2401N	Film Theory and Practice	2	-	1	3
	TVJ2402N	TV Journalism	2	-	1	3
	FLC2603N	Film Criticism	2	-	-	2
Discipline II (anyone from the basket)			4			
Discipline – II	RDP2404N	Radio Production	2	-	2	4
	MBJ2405N	Mobile Journalism	2	-	2	4
Total (Discipline I + II)			12			
Foreign Language (any one from the basket)			2			
Foreign Language	FLF2411N	French – IV	2	-	-	2
	FLG2411N	German – IV	2	-	-	2
	FLS2411N	Spanish – IV	2	-	-	2
Communication Skills	CSE2412N	Effective Writing Skills	1	-	-	1
SubTotal			3			
Behavioural Science	BEH2413N	Behavioural Science – IV	1	-	-	1
Vocational Courses/ Entrepreneurship*/ Industry Led Courses	VAC2415N	Motion Graphics	3	-	-	3
SubTotal			4			
VAC – II (any one from the basket)			2			
VAC - II	DBC2417N	Developing Business Cases	2	-	-	2
	ANM2417N	Animation – III	2	-	-	2
	PHT2417N	Photography – III	2	-	-	2
	POL2417N	Political Science – III	2	-	-	2
	TSM2417N	Tourism Management – III	2	-	-	2
	SCW2417N	Social Work – III	2	-	-	2
SubTotal			2			
VAC – III	PHE2318N	Physical Education and Sports**	-	-	-	-
Total (Foundation Courses)			9			
Grand Total			21			

Semester – V

	Course Code	Course Title	Lecture Credits	Tutorial Credits	Practical Credits	Total Credits
Discipline-I (Core)			12			
Discipline – I	RGJ2501N	Regional Journalism	4	-	-	4
	DFM2502N	Documentary Film Making	2	-	2	4
	DVP2503N	Development Communication	4	-	-	4
Discipline II (any one from the basket)			4			
Discipline – II	DGJ2504N	Digital Journalism	2	-	2	4
	MDC2505N	Media Criticism	2	-	2	4
Total (Discipline I + II)			16			
Foreign Language (any one from basket)			2			
Foreign Language	FLF2511N	French- V	2	-	-	2
	FLG2511N	German-V	2	-	-	2
	FLS2511N	Spanish-V	2	-	-	2
Communication Skills	CSE2512N	Employability Skill	1	-	-	1
SubTotal			3			
Behavioural Science	BEH2513N	Behavioural Science – V	1	-	-	1
SubTotal			1			
VAC – III	PHE2318N	Physical Education and Sports**	-	-	-	-
SIP/Internship/ Project/Dissertation/ Field Visit	SIP2521N	Summer Internship	-	-	-	5
SubTotal			5			
Grand Total			25			

SEMESTER – VI

	Course Code	Course Title	Lecture Credits	Tutorial Credits	Practical Credits	Total Credits
Discipline-I (Core)			16			
Discipline – I	NCI2601N	News and Contemporary Issues	4	-	-	4
	BRM2602N	Brand Management	4	-	2	6
	EVM2603N	Event Management	4	-	2	6
Discipline II (any one from the basket)			4			
Discipline – II	MUL2604N	Multimedia	2	-	2	4
	DGP2605N	Digital Photography	2	-	2	4
Total (Discipline I + II)			20			
VAC – III	PHE2318N	Physical Education and Sports**	-	-	-	-
Grand Total			20			

SEMESTER – VII

		Course Title	Le ctu re Cr edi ts	Tutor ial Credi ts	Practical Credits	Total Credits
	Course Code	Discipline-I (Core)	16			
Discipline – I	MDR2701N	Media Research	3	-	2	5
	MMT2702N	Media Management	4	-	2	6
	MPP2703N	Media Planning & Buying	3	-	2	5
Total (Discipline I)			16			
Research Courses	REM2722N	Research Methodology	2	-	2	4
Sub Total			4			
SIP/Internship/ Project/Dissertati on/ Field Visit	PPD2723N	Professional Project - I	-	-	-	3
SubTotal			3			
Grand Total			23			

SEMESTER – VIII

		Course Title	Lecture (L) Credits	Tutorial (T) Credits	Practical (P) Credits	Total Credits
	Course Code	Discipline-I (Core)	16			
Discipline – I	MRS2801N	Media Research Seminar	-	-	-	6
	MPP2802N	Media Production Portfolio	-	-	-	5
		Creativity and Campaign Planning	-	-	-	5
	CCP2803N	Total (Discipline I)	16			
SIP/Internship/Project/Dissertation/ Field Visit	PPD2824N	Professional Project - II	-	-	-	6
Sub Total			6			
Grand Total			22			

EVALUATION SCHEME

SEMESTER – I

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
Discipline-I (Core)						
Discipline-I	FJM2101N	Fundamentals of Journalism and Mass Communication	2	30	70	100
	ACP2102N	Art & Craft of Photography	4	30	70	100
	IPS2103N	Introduction to Indian Political System	2	30	70	100
Discipline II (any one from the basket)						
Discipline-II	IVC2104N	Introduction to Visual Communication	4	30	70	100
	RDM2105N	Readings in media I	4	30	70	100
Discipline-III (any one from the basket)						
Discipline - III	BMT2110N	Business Management	4	50	50	100
	ECO2110N	Economics – I	4	50	50	100
	HMR2110N	Human Rights – I	4	50	50	100
	ACW2110N	Academic and Creative Writing	4	50	50	100
	FST2110N	Fashion Technology – I	4	50	50	100
	IND2110N	Interior Design – I	4	50	50	100
Total (Discipline I + II + III)						
Foreign Language (any one from the basket)						
Foreign Language	FLF2111N	French – I	1	50	50	100
	FLG2111N	German – I	1	50	50	100
	FLS2111N	Spanish – I	1	50	50	100
Communication Skills	CSE2112N	Effective Listening	1	50	50	100
Behavioural Science	BEH2113N	Behavioural Science – I	1	100	00	100
VAC - I	ENV2116N	Environmental Studies	4	30	70	100
Grand Total				23		

SEMESTER – II

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
Discipline-I (Core)						
Discipline - I	TTP2201N	Television Theory and Practice	3	30	70	100
	PPJ2202N	Principle of Journalism	2	30	70	100
	RPP2203N	Radio Production and Programming	3	30	70	100
Discipline II (any one from the basket)						
Discipline - II	APS2204N	Anchoring & Presentation Skills	4	30	70	100
	RJO2205N	Radio Jockeying	4	30	70	100
Discipline-III (any one from the basket)						
Discipline - III	ABM2210N	Advances in Business in Management	4	50	50	100
	ECO2210N	Economics – II	4	50	50	100
	HMR2210N	Human Rights – II	4	50	50	100
	CSW2210N	Technical and Literary Writing	4	50	50	100
	FST2210N	Fashion Technology – II	4	50	50	100
	IND2210N	Interior Design – II	4	50	50	100
Total (Discipline I + II + III)						
		Foreign Language (any one from the basket)				
Foreign Language	FLF2211N	French – II	2	50	50	100
	FLG2211N	German – II	2	50	50	100
	FLS2211N	Spanish – II	2	50	50	100
Communication Skills	CSE2212N	Presentation Skills	1	50	50	100
Behavioural Science	BEH2213N	Behavioural Science – II	1	100	00	100
VAC - II (any one from the basket)						
VAC - II	ANM2217N	Animation – I	2	50	50	100
	PHT2217N	Photography - I	2	50	50	100
	POL2217N	Political Science – I	2	50	50	100

	TSM2217N	Tourism Management – I	2	50	50	100
	CCW2217N	Content & Creative Writing – I	2	50	50	100
	SCW2217N	Social Work – I	2	50	50	100
	CAD2217N	Computer Aided Drafting – I	2	50	50	100
Grand Total			22			

SEMESTER – III

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
Discipline-I (Core)						
Discipline - I	BAD2301N	Basics of Advertising	2	30	70	100
	PRC2302N	Public Relations & Corporate Communication	3	30	70	100
	MCS2303N	Media, Culture and Society	3	30	70	100
Discipline II (any one from the basket)						
Discipline - II	TVP2304N	TV Production and Presentation	4	30	70	100
	REP2305N	Reporting and Editing in Print Media	4	30	70	100
Total (Discipline I + II)						
Foreign Language (any one from the basket)						
Foreign Language	FLF2311N	French- III	2	50	50	100
	FLG2311N	German-III	2	50	50	100
	FLS2311N	Spanish- III	2	50	50	100
Communication Skills	CSE2312N	Reading and Comprehension	1	50	50	100
Behavioural Science	BEH2313N	Behavioural Science – III	1	100	00	100
Vocational Courses/ Entrepreneurship*/ Industry Led Courses	VAC2315N	Graphic Design	3	50	50	100
VAC - II (any one from the basket)						
VAC - II	ANM2317N	Animation – II	2	50	50	100
	PHT2317N	Photography – II	2	50	50	100
	POL2317N	Political Science – II	2	50	50	100
	TSM2317N	Tourism Management – II	2	50	50	100
	CCW2317N	Content & Creative Writing – II	2	50	50	100

	SCW2317N	Social Work – II	2	50	50	100
	FTH2317N	French for Tourism and Hospitality	2	50	50	100
	CAD2317N	Computer Aided Drafting – II	2	50	50	100
VAC – III	PHE2318N	Physical Education and Sports **	-	-	-	-
Community Engagement Services	CES2319N	Community Outreach	3	100	00	100
Grand Total			22			

SEMESTER – IV

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
		Discipline-I (Core)				
Discipline – I	FTP2401N	Film Theory and Practice	3	30	70	100
	TVJ2402N	TV Journalism	3	30	70	100
	FLC2603N	Film Criticism	2	30	70	100
		Discipline II (any one from the basket)				
Discipline – II	RDP2404N	Radio Production	4	30	70	100
	MBJ2405N	Mobile Journalism	4	30	70	100
		Total (Discipline I + II)				
		Foreign Language (any one from the basket)				
Foreign Language	FLF2411N	French – IV	2	50	50	100
	FLG2411N	German – IV	2	50	50	100
	FLS2411N	Spanish – IV	2	50	50	100
Communication Skills	CSE2412N	Effective Writing Skills	1	100	00	100
Behavioural Science	BEH2413N	Behavioural Science – IV	1	100	00	100
Vocational Courses/ Entrepreneurship*/ Industry Led Courses	VAC2415N	Motion Graphics	3	50	50	100
		VAC – II (any one from the basket)				
VAC - II	ANM2417N	Animation – III	2	50	50	100
	PHT2417N	Photography – III	2	50	50	100
	POL2417N	Political Science – III	2	50	50	100
	TSM2417N	Tourism Management – III	2	50	50	100
	CCW2417N	Film and Literature Appreciation	2	50	50	100
	FFC2417N	French and Francophone Culture	2	50	50	100
	SCW2417N	Social Work – III	2	50	50	100
	CAD2417N	Computer Aided Drafting – III	2	50	50	100

VAC – III	PHE2318N	Physical Education and Sports **	-	-	-	-
Grand Total			21			

SEMESTER – V

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
		Discipline-I (Core)				
Discipline – I	RGJ2501N	Regional Journalism	4	30	70	100
	DFM2502N	Documentary Film Making	4	30	70	100
	DVP2503N	Development Communication	4	30	70	100
		Discipline II (any one from the basket)				
Discipline – II	DGJ2504N	Digital Journalism	4	30	70	100
	MDC2505N	Media Criticism	4	30	70	100
		Foreign Language (any one from basket)				
Foreign Language	FLF2511N	French- V	2	50	50	100
	FLG2511N	German-V	2	50	50	100
	FLS2511N	Spanish-V	2	50	50	100
Communication Skills	CSE2512N	Employability Skill	1	50	50	100
Behavioural Science	BEH2513N	Behavioural Science – V	1	100	00	100
VAC – III	PHE2318N	Physical Education and Sports **	-	-	-	-
SIP/Internship/Project/Dissertation/ Field Visit	SIP2521N	Summer Internship	5	100	00	100
Grand Total			25			

SEMESTER – VI

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
		Discipline-I (Core)				
Discipline – I	NCI2601N	News and Contemporary Issues	4	30	70	100
	BRM2602N	Brand Management	6	30	70	100
	EVM2603N	Event Management	6	30	70	100
		Discipline II (any one from the basket)				
Discipline – II	MUL2604N	Multimedia	4	30	70	100
	DGP2605N	Digital Photography	4	30	70	100
VAC – III	PHE2318N	Physical Education and Sports **	-	-	-	-
Grand Total			20			

SEMESTER – VII

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
		Discipline-I (Core)				
Discipline – I	MDR2701N	Media Research	5	30	70	100
	MMT2702N	Media Management	6	30	70	100
	MPP2703N	Media Planning & Buying	5	30	70	100
Research Courses	REM2722N	Research Methodology	4	30	70	100
SIP/Internship/Project/Dissertation/ Field Visit	PPD2723N	Professional Project - I	3	100	00	100
		Grand Total		23		

SEMESTER – VIII

	Course Code	Course Title	Total Credits	Internal Assessment Marks	End Term Marks	Total Marks
		Discipline-I (Core)				
Discipline – I	MRS2801N	Media Research Seminar	6	100	00	100
	MPP2802N	Media Production Portfolio	5	100	00	100
	CCP2803N	Creativity and Campaign Planning	5	100	00	100
SIP/Internship/Project/Dissertation/ Field Visit	PPD2824N	Professional Project - II	6	100	00	100
Grand Total			22			

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-I

Semester I

Course Code	Course Name	Credits
FJMC2101N	Fundamentals of Journalism and Mass Communication	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory				Term Work/Practical/Oral			Total		
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work		Pract	Oral
Mid Term	Continuou s Evaluation	Attendanc e	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will gain a comprehensive understanding of the role and impact of media in society, including historical and contemporary perspectives.
- Students will acquire practical skills in news writing, reporting, and editing, and compelling journalistic content.
- Students will develop the ability to critically analyse media messages and understand their influence on public opinion and behaviour.
- Students will become proficient in using various media technologies and platforms.
- Students will be well-prepared for careers in journalism, mass communication, and related fields, equipped with the knowledge, skills, and ethical grounding needed to succeed.

Course Objectives

- Know the definition, purpose, and role of journalism in society.
- Learn about the different forms of communication and its theories.
- Explore various media platforms, including print, broadcast, and digital.
- Study the components and processes involved in mass communication.
- Learn about the impact of new media technologies on traditional media.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weight age	
1	Introduction to Journalism		8	30%
	1.1	Evolution and History of Journalism		
	1.2	Definition and Scope of Journalism		
	1.3	Roles and Responsibilities of Journalists		
	1.4	Journalism Skills		
2	News Writing and Editing		5	20%
	2.1	News Writing Formats and Style		
	2.2	Structure of News Reports		
	2.3	News Gathering and Reporting		
	2.4	Skills Headline Writing and Editing		
3	Introduction to Mass Communication		5	20%
	3.1	Definition and forms of mass communication		
	3.2	Theories and Models of Mass Communication		
	3.3	Mass media in India and western mass media		
	3.4	Mass Media: Functions, elements and process		
4	Traditional media and Communication		8	30%
	4.1	Introduction to traditional media		
	4.2	Types: Oral Tradition of storytelling, street, theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs		
	4.3	Relationship with the society: political, social, economic		
	4.4	Eras of Mass communication: mass society theory (1850-1940), scientific perspective on mass media (1940-1950), limited effects (1950-1960), cultural criticism (1960-1980)		
Total		26	100%	

References

- *Baran J Stanley & Davis K Dennis (2002) (2ndedn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore.*
- *Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore.*
- *Denis McQuail (2005) (5thedn) McQuail's Mass Communication Theory, Vistaar Publications: New Delhi.*
- *Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) Clarifying Communication Theories: A Hands-On Approach, Surjeet Publications: Delhi.*
- *Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.*
- *Kumar Keval J (2007) (3rdedn), Mass Communication in India, Jaico Publications: Delhi.*

Semester I

Course Code	Course Name	Credits
ACP2102N	Art & Craft of Photography	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory				Term Work/Practical/Oral					Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-		-	100

Course Outcome

- Students will learn about Photography.
- Students will learn about the basic principles of light.
- Students will learn about Camera, how to use it.
- Students will learn about Camera lenses & Types of lenses.
- Students will gain an understanding of composition and set design.
- Students will gain an overall subject of the technical skills.

Course Objectives

- To learn about the basic techniques of photography and its applications in Mass Media with specialization in specific area.
- This course gives an opportunity to the student to get accustomed to this universal language of expression.
- To communicate and exhibit their skills to explore.

- To understand the significance and utility of photographs as an effective medium of communication.
- To learn about the movement of art, pertaining to visual art.
- To make students understand the ethical implications of photography in the media.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Photography		10	15%
	1.1	Brief History of photography		
	1.2	Uses of Photography		
	1.3	Principles of light		
	1.4	Black & White Photography and studying work of famous photographers		
2	Camera		10	15%
	2.1	Elements of a Camera (Introduction) – view finder, lens, iris, shutter, film chamber, light meter Camera Designs		
	2.2	Pinhole camera Compact camera		
	2.3	DSLR S L R		
	2.4	Instant/Polaroid camera, Digital camera Exposure control in camera		
3	Films & Camera Accessories		7	15%
	3.1	Film formats & their use Lenses - prime & zoom lens		
	3.2	angle of view Aperture & f-no.		
	3.3	angle of view Aperture & f-no.		
	3.4	Lens care Camera accessories		
4	Assignment: Use of Mirror Less cameras & Large Format Cameras, Sensor Size		7	20%
	4.1	Mirror less cameras		
	4.2	DSLR Crop Sensor		
	4.3	Full Frame Sensor		
	4.4	Large Format Cameras		
	Table-top Photography			

5	5.1	Product Selection	8	15%
	5.2	Props Selection		
	5.3	Gear-Camera selection		
	5.4	How to use light		
6	Photography Practical/ Field Visit		10	20%
	6.1	Outdoor Photography Assignments		
	6.2	Introduction to Darkroom (theory)Equipment and their uses, Developing & Printing B&W Films (Theory)		
	6.3	Developing & Printing B&W Films (Theory) Developing, Printing and Enlarging B&W Prints		
	6.4	Portfolio and Presentation		
Total			52	100%

References

- Freeman M. (2017). *The Photographer's Eye: Composition and Design for Better Digital Photos*. Ilex Press.
- Peterson B. (2016). *Understanding Exposure: How to Shoot Great Photographs with Any Camera*. Amphoto Books.
- Kelby S. (2019). *The Digital Photography Book: Part 1*. Rocky Nook.
- AngT. (2020). *Digital Photography: An Introduction*. DK Publishing.
- Hedgecoe J. (2011). *The Art of Digital Photography*. DK Publishing.
- Rowlands S. (2019). *Mastering Composition: Techniques and Insights for Creating Powerful Images*. Rocky Nook.

Semester I

Course Code	Course Name	Credits
IPS2103N	Introduction to Indian Political System	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral				
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .	Ora l	Tota l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will get familiarize with the function of the Indian Political system and Indian constitution.
- Students will learn the functioning of Legislature, Executive and Judiciary in the government system.
- Student will learn and analyse the current scenario of Indian political system in the country.
- Students will get to know the role of democracy and its importance.
- Students will be encouraged to participate as the role of a media spokesperson.
- Students will be enabled to participate in political discourses and activities.

Course Objectives

- To help students to gain knowledge about the functioning of the government.
- To introduce the Indian constitution and electoral system.

- To educate students about the foundation of a working democracy like India.
- To enhance the students' intellectual ability towards understanding the government and its functioning.
- To inculcate an analytical attitude towards media.
- To promote critical thinking and decision-making.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Indian Political System		7	25%
	1.1	Basic understanding of the Indian political system and its function		
	1.2	Parliamentary versus presidential		
	1.3	Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, separatism.		
	1.4	Political parties and groups in power: Center, states, Coalition politics, multiparty and two- party systems		
Constitution: Features and Significance		7	25%	
2	2.1			Making of Indian Constitution, philosophy, unity in diversity. Significance of Journalism for a democratic nation.
	2.2			Main features of Constitution, secularism, socialist, democratic, republican. The Unitary bias of Constitution of India.
	2.3			Preamble, directive principles, fundamental rights, citizenship.
	2.4			The process of the amendment of Constitution.
Functioning of Legislature, Executive & Judiciary		7	25%	
3	3.1			Lok Sabha and Rajya Sabha: Election of members and powers, election commission, election process
	3.2			Legislature: functions, differences State legislative assemblies, legislative councils, powers and structure
	3.3			Executive Functioning: President, election, his powers Prime minister, election and powers of the prime minister, council of ministers, collective responsibility of the council of ministers. Governor-powers, functions,

		responsibilities, chief minister and state council of minister, Centre-state relations		
	3.4	Functioning of Judiciary: Introduction, Powers and functions, Supreme Court, appointment of Chief Justice of India, High Court, other lower courts. Judicial review. Public Interest Litigation		
4	Political Parties		6	25%
	4.1	Party system in India		
	4.2	History and Introduction of major political parties in India.		
	4.3	The influence of main national political parties, regional political parties on the democratic system of the country.		
	4.4	Political defections-anti-defection laws, Major alliances UPA, NDA. Pressure groups and lobbies		
Total			26	100%

References	
•	<i>Chandra, B. (2000). India's struggle for independence: 1857-1947. Penguin Books.</i>
•	<i>Fadia, B. L. (2017). Indian government and politics. Sahitya Bhawan Publications.</i>
•	<i>Kashyap, S. C. (2004). Our Constitution: An introduction to India's constitution and constitutional law. National Book Trust.</i>
•	<i>Austin, G. (1999). The Indian constitution: Cornerstone of a nation. Oxford University Press.</i>
•	<i>Bhargava, R., & Acharya, A. (Eds.). (2008). Political theory: An introduction. Pearson Education India.</i>
•	<i>Hasan, Z. (2002). Politics and the state in India. SAGE Publications.</i>

Semester I

Course Code	Course Name	Credits
IVC2104N	Introduction to Visual Communication	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Sem	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will get to know about the history, forms, elements, theories, meaning, and principles of visual communication.
- Students will be able to Demonstrate critical and innovative thinking.
- Students will be able to apply theories to design for different visual media.
- Students will learn about the basic grounding through practical exercises in the form of scrapbooks.
- Students will be encouraged to study movements of visual art
- Students will be given the opportunity to showcase their creative skills.

Course Objectives

- To introduce the history, forms, elements, theories, meaning, and principles of visual communication.
- To give basic grounding through conventional classes and practical exercises.
- To make them learn to demonstrate critical and innovative thinking.

- To learn and apply theories to design for different visual media.
- To create visually appealing and harmonious compositions in design.
- To utilize color theory in the designs.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to visual communication		7	15%
	1.1	Defining an image and visual communication		
	1.2	Visuals history and development		
	1.3	Concepts: Visible & invisible		
	1.4	Need for and importance of Visual Communication		
2	Basic theories of visual communication		7	15%
	2.1	Cognitive theory		
	2.2	Gestalt theory		
	2.3	Constructivism theory		
	2.4	Concept of gaze		
3	Linguistics		10	15%
	3.1	Semiotics		
	3.2	Rhetoric		
	3.3	Representation		
	3.4	Deconstructionism		
4	Color and design		10	20%
	4.1	Elements: line, shape, color, space, form, depth, texture, light & shade, dimension, greyscale, interactions of elements, continuity, and & proximity		
	4.2	Principles of design: contrast, harmony, proportion, balance, and movement.		
	4.3	Color theory and visual pleasure		
	4.4	Psychological implication of colors		
5	Mediums of visual communication			
	5.1	Traditional (folk art, theater, performing art)		

	5.2	Digital (photography, cartoons, animation, VFX)	10	25%
	5.3	Paper (painting, newspapers, magazine)		
	5.4	Electronic (film and television, documentary)		
	4.5	Web (social media platforms)		
6	Assignment		8	15%
	6.1	Data collection and reporting		
	6.2	Rhetoric and linguistics design		
	6.3	Layout design		
	6.4	Present a newsletter		
Total			52	100%

References	
•	<i>Lester, Paul Martin (2006) (4thed) Visual Communication- Images with Messages, Thomson Wadsworth: Belmont, CA.</i>
•	<i>Sturken, Marita& Cartwright, Lisa (2001) Practices of Looking: An Introduction to Visual Culture, Oxford University Press:</i>
•	<i>Hall, Stuart (1997) Representation: Cultural Representations and Signifying Practices, Open University Press/sage Publications: London.</i>
•	<i>Barry, Ann Marie (1997) Visual Intelligence: Perception, Image, and Manipulation in Visual Communication: State University New York Press: NY.</i>
•	<i>Berger, John (1972) Ways of Seeing, Penguin and BBC: London</i>
•	<i>Smith, Kenneth Louis (2005) Handbook of Visual Communication- theory methods and media, Routledge: London.</i>

Semester I

Course Code	Course Name	Credits
RDM2105N	Readings in media - I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will develop a strong analytical mindset, enabling them to critically assess and interpret media content and its broader societal implications.
- Students will cultivate consistent reading habits.
- Students will be deepening their knowledge about media.
- Students will be facilitated for enriching their understanding of media studies through diverse and elective readings.
- Students will gain the ability to understand and address complex media issues, enhancing their skills in content analysis and handling.
- Students will critically engage with various genres of media, expanding their intellectual horizons and fostering a more nuanced appreciation of media content.

Course Objectives

- To concentrate elective readings in media is to inculcate analytical bent of mind in students.
- To encourage reading habits along with value addition to the existing understanding of the subject.

- To help students to develop understanding of different important issues and to give an insight into content handling.
- To critically analyze the different genres of write ups would help broaden the intellectual horizon of the student.
- To provide a comprehensive theoretical background to analyse real life affairs.
- To develop skills and knowledge to follow a career in media.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Foundations of Media Studies		10	20%
	1.1	Understanding Media Theories and Concepts: Explore fundamental theories such as the Hypodermic Needle Model, Agenda-Setting Theory, and Cultivation Theory.		
	1.2	Evolution of Media and Communication: Study the historical development of mass media from print to digital platforms.		
	1.3	Media as Cultural Products: Analyze media content as reflections and producers of cultural narratives.		
	1.4	Critical Approaches to Media Texts: Introduction to semiotics, discourse analysis, and critical theory in media studies.		
2	Media Representations and Society		10	15%
	2.1	Media and Gender: Investigate the portrayal of gender roles and identities in media.		
	2.2	Race and Ethnicity in Media: Explore how racial and ethnic groups are represented across various media platforms.		
	2.3	Media and Social Class: Analyze media content with respect to social class representation and economic disparities.		
	2.4	Ideology and Power in Media: Examine how media reinforces or challenges dominant ideologies and power structures.		
3	Media Literacy and Critical Analysis		10	15%
	3.1	Interpreting News and Journalism: Understand bias, framing, and objectivity in news reporting.		
	3.2	Global Media and Cultural Imperialism: Study the impact of global media flows and the concept of media imperialism.		
	3.3	The Role of social media in Modern Communication: Analyse the influence of social media on news dissemination and public discourse.		

	3.4	Digital Literacy and Information Overload: Develop strategies to navigate digital media critically and avoid misinformation.		
4	Guidelines		2	10%
	4.1	Students are required to critique a discipline-specific book and different genres of write ups.		
	4.2	Students must have prior approval of the faculty in-charge.		
	4.3	The student is expected to have a detailed insight into the following: <ul style="list-style-type: none"> • Content • Information • Writing style • Thematic clarity • Relevance of issue 		
5	Methodology		5	10%
	5.1	The student shall be given high quality news articles, editorials and relevant national/international stories from newspapers and newsmagazines.		
	5.2	He/she shall be required to critically review the same in terms of content, media handling and content presentation etc.		
	5.3	The student may also be asked to critique any non-fiction book. The given assignments are required to be submitted in the form of reports.		
	5.4	He/she will be assessed based on the assignment reports and viva voce.		
6	Report Submission and Evaluation		15	30%
	6.1	To earn the credits, the student will be required to submit reports on the following: <ul style="list-style-type: none"> • Book Review (1) • Editorial (1) • News articles published on the edit page of a national/international daily (2) • Cover story of a national/international newsmagazine (1) • The report submissions will be followed viva voce by a panel of 2 faculty members. 		
Total			52	100%

References

- *McQuail, D. (2010). McQuail's Mass Communication Theory (6th ed.). Sage Publications.*
- *Berger, A. A. (2012). Media Analysis Techniques (4th ed.). Sage Publications.*
- *Silverstone, R. (2007). Media and Morality: On the Rise of the Mediapolis. Polity Press.*
- *Hall, S. (2013). Representation: Cultural Representations and Signifying Practices (2nd ed.). Sage Publications.*
- *Kellner, D. (2010). Media Spectacle and the Crisis of Democracy: Terrorism, War, and Election Battles. Routledge.*
- *McLuhan, M. (1994). Understanding Media: The Extensions of Man. MIT Press.*

Semester I						
Course Code		Course Name			Credits	
BMT2110N		Business Management - I			04	
Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .		Ora l
Mid Term	Continuo us Evaluatio n	Attendan ce	Tota l						
20	25	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Identify and explain the basic concepts, nature, and scope of management, and recognize its significance in organizational success.
- Analyze various management theories, including classical and modern approaches, and apply these frameworks to solve organizational challenges.
- Demonstrate the ability to carry out the management planning process, set objectives, and use forecasting and decision-making techniques to guide organizational planning.
- Evaluate different types of organizational structures and understand the principles of authority, delegation, departmentalization, and staffing processes.
- Develop and apply techniques for management control, motivation, coordination.
- Communication to improve organizational effectiveness.

Course Objectives

- Familiarize students with the key concepts, functions, and levels of management, and the evolution of management theories.
- To effectively plan, set objectives, forecast, and make informed decisions within an organization.
- Provide students with an understanding of how organizations are structured, including departmentalization, span of control, and the principles of authority and delegation.

- Enable students to conduct job analysis, manpower planning, recruitment, and training, and understand the importance of employee development and recognition.
- Teach students the processes and objectives of management control.
- The importance of coordination, communication, and motivation in directing organizational efforts.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction		9	20%
	1.1	Concept, Nature, Scope and Functions of Management		
	1.2	Functions of Management, Levels of Management, Evolution and Foundations of Management Theories – Classical		
	1.3	Systems Approach to organization, Modern Organization Theory.		
2	Management Planning Process		9	20%
	2.1	Planning objectives and characteristics		
	2.2	Hierarchies of planning, the concept and techniques of forecasting		
	2.3	Decision making – concepts & process, MBO, concept and relevance		
3	Organization		9	20%
	3.1	Meaning, Importance and Principles, Departmentalization		
	3.2	Span of Control, Types of Organization		
	3.3	Authority, Delegation of Authority		
4	Staffing		9	15%
	4.1	Meaning, Job analysis, Manpower planning		
	4.2	Recruitment, Transfers and Promotions, Appraisals		
	4.3	Management Development, Job Rotation, Training, Rewards and Recognition.		
5	Directing		9	15%
	5.1	Motivation, Co-ordination, Communication		
	5.2	Directing and Management Control, Decision Making		
6	Management Control		7	10%
	6.1	Coordination, Meaning, Nature, Features		
	6.2	Objectives and Process of Management Control		
Total			52	100%

References

- *Stoner, Freeman and Gilbert Jr. (2010), Management, 8th Edition, Pearson Education*
- *Robbins, (2009), Fundamentals of Management: Essential concepts and Applications, 6th edition, Pearson Education*
- *Prasad, L.M. Principles & Practice of Management, 1st Edition, Tata McGraw Hills*
- *"Principles of Management" by Richard L. Daft, 12th Edition (2018), Cengage Learning*
- *"Principles of Management" by Charles W. L. Hill and Steven McShane, 1st Edition (2008), McGraw-Hill/Irwin*

Semester – I

Course Code	Course Name	Credits
ECO2110N	Economics - I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

Theory					Term Work/ Practical/Oral			Total		
Internal Assessment				End Sem Exam	Durati on of End Sem Exam	Ter m Wor k	Prac t. .		Oral	
Mid Term	Assignme nt	Viva	Att end anc e							Total
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Knowledge of this subject is essential to understand facts, concepts of microeconomics, which deals with economics at individual level.
- Students understand the basic theories behind decision making process of households and firms and their interaction in establishing equilibrium prices.
- Students understand the firm's decision-making process.
- Students understand the importance of equilibrium in welfare objective
- Students understand the impact of microeconomic decisions at macroeconomic level.
- Promote social justice, communal harmony, and solidarity.

Course Objective

- Students will be able to compare the different elasticities and their usefulness.
- Students will be able to calculate the elasticities.

- Students will be able to find the profit maximization equilibrium level.
- Students will be able to understand the importance of kinky demand curve in stabilizing prices.
- Students will be able to understand the pricing in the factor market.
- Students understand the importance of Pareto equilibrium.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage (%)	
1	Exploring the Subject Matter of Economics		7	15%
	1.1	Definition of Economics. Why study economics? The scope and method of economics		
	1.2	scarcity and choice; questions of what, how and for whom to produce and how to distribute output.		
	1.3	Questions of what, how and for whom to Produce		
	1.4	Question of how to distribute the profit		
	1.5	Concept of stable, unstable, static and dynamic equilibrium		
	1.6	Partial and general equilibrium, positive and normative economics		
2	Supply and Demand: How Markets Work, Markets and Welfare		7	15%
	2.1	Equi marginal utility		
	2.2	Individual demand and supply schedule		
	2.3	Derivation of market demand supply		
	2.4	Consumer's surplus		
	2.5	Shifts in demand and supply curve		
	2.6	The role of prices in resource allocation		
	2.7	Elasticity of demand -price, income and cross elasticity		
2.8	Law of supply, elasticity of supply			
3	Consumer's Behavior		8	16%
	3.1	Utility-cardinal and ordinal approaches		
	3.2	Indifference curves and budget constraint		
	3.3	Consumer's equilibrium (Hicks and Slutsky)		

	3.4	Giffen goods		
	3.5	Compensated demand curve		
	3.6	Revealed preference		
	3.7	Engel curve		
4	Theory of Production		10	18%
	4.1	Technology, Isoquants, Iso costs		
	4.2	Production with one and more variables		
	4.3	Cobb-Douglass production function		
	4.4	Returns to Scale		
5	Theory of Cost		10	18%
	5.1	Short run and long run costs, cost curves in the short run and long run, total, average, and marginal product, cost minimization and expansion path, elasticity of substitution.		
	5.2	Total, average and marginal product		
	5.3	Cost minimization, envelope curve		
	5.4	Law of variable proportion		
6	Markets		10	18%
	6.1	Perfect Competition		
	6.2	Assumptions of Perfect Competition		
	6.3	Short run equilibrium of perfect competition		
	6.4	Long run equilibrium of perfect competition		
Total			52	100%

References	
<ul style="list-style-type: none"> • <i>C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2010.</i> 	
<ul style="list-style-type: none"> • <i>B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill (India), 2009</i> 	
<ul style="list-style-type: none"> • <i>Ahuja H.L. (2010) Principles of Microeconomics, 18th Edition, S. Chand & Co. Ltd.</i> 	
<ul style="list-style-type: none"> • <i>Robert S. Pindyk and D.L. Ru Microeconomics</i> 	
<ul style="list-style-type: none"> • <i>A. Koutsoyiannis 'Modern Microeconomics</i> 	

Semester – I

Course Code	Course Name	Credits
HMR2110N	Human Rights – I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory					Term Work/ Practical/Oral			Total		
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac .		Oral	
Mid Term	Assignment	Viva	Attendance					Total		
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Promote human dignity and individual self-respect.
- Ensure gender equality and equal opportunities for all.
- Foster respect and appreciation for diversity.
- Support the rights of national, ethnic, religious, and linguistic minorities.
- Empower students for active citizenship and democratic participation.
- Promote social justice, communal harmony, and solidarity.

Course Objective

- Critically analyze different spheres of human rights.
- Effectively communicate on socio-legal aspects of human rights.
- Enhance analytical thinking on international human rights law application.
- Assess specific human rights laws with legal instruments and contemporary cases.
- Analyze contemporary challenges and trends in human rights theory and practice.
- Understand divergences in human rights across international, regional, and domestic contexts.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hour s	Marks Weightage (%)
1	Historical Development and Basic Concepts		8	15%
	1.1	Historical Development of Human Rights		
	1.2	Concepts of Justice		
	1.3	Concepts of Dignity		
	1.4	Concepts of Liberty and Equality		
	1.5	Concepts of Unity in Diversity		
	1.6	Concepts of Ethics and Morality		
2	Understanding of the Concept of Rights and Duties		8	15%
	2.1	Meaning of Human Rights		
	2.2	Significance of Human Rights Education.		
	2.3	Rights: Inherent-Inalienable-Universal-Individual and Groups		
	2.4	Nature and concept of Duties		
	2.5	Interrelationship of Rights and Duties		
	2.6	Classification of Rights and Duties: Moral, Social, Cultural, Economic, Civil and Political		
3	Human Duties and Responsibilities		8	15%
	3.1	Identification of Human Duties and Responsibilities.		
	3.2	The Relationship Between Human Rights and Human Duties.		
	3.3	Ethical Obligations of Individuals in upholding Human Rights.		
	3.4	Social Responsibilities in Promoting Equality and Justice.		
	3.5	Environmental Duties and the Role of Sustainable Practices.		
	3.6	Global and Cultural Variations in the Concept of Human Responsibilities.		
4	General Problems of Human Rights		10	19%
	4.1	Challenges in Defining and Universally Applying Human Rights.		

	4.2	Conflict Between National Sovereignty and International Human Rights Standards.		
	4.3	Cultural Relativism and its Impact on Human Rights Implementation.		
	4.4	Economic Inequality as a Barrier to Human Rights Realization.		
	4.5	Political Repression and the Violation of Civil Liberties.		
	4.6	Issues of Accountability and Enforcement in Human Rights Violations		
5	Important Convention on Human Rights-I		9	18%
	5.1	Universal Declaration of Human Rights (UDHR) (1948)		
	5.2	International Covenant on Civil and Political Rights (ICCPR) (1966)		
	5.3	International Covenant on Economic, Social and Cultural Rights (ICESCR) (1966)		
	5.4	Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) (1979)		
	5.5	Convention on the Rights of the Child (CRC) (1989)		
	5.6	Convention on the Rights of Persons with Disabilities (CRPD) (2006)		
6	Important Convention on Human Rights-II		9	18%
	6.1	International Convention on the Elimination of All Forms of Racial Discrimination (ICERD) (1965)		
	6.2	Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment (CAT) (1984)		
	6.3	Convention Relating to the Status of Refugees (1951) and its 1967 Protocol		
	6.4	Convention on the Prevention and Punishment of the Crime of Genocide (1948)		
	6.5	International Convention for the Protection of All Persons from Enforced Disappearance (2006)		
	6.6	Rome Statute of the International Criminal Court (1998)		
Total			52	100%

References

- *An introduction to the Political Theory by O.P. Gauba*
- *Human Rights by S. Subrahmanyam*

• <i>Human Rights and Constitutional Law by D.D. Basu</i>
• <i>The United Nations Structure and Functions of an International Organization by Rumki Basu</i>
• <i>Human Rights in India Historical, Social and Political Perspective by Chiranjivi J. Nirmal.</i>
• <i>Manoj Kumar Sinha, Implementation of Basic Human Rights, (Lexis Nexis)</i>

Semester I

Course Code	Course Name	Credits
ACW2110N	Academic and Creative Writing	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Internal				Term Work/ Practical/Oral		Total
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration Of End Sem Exam	
30	15	05	50	50	2 Hours	100

Course Outcome

- Demonstrate effective ways of ideation.
- Identify various writing techniques.
- Acquire academic and idiomatic vocabulary.
- Comprehend the principles of effective paragraph structure and content.
- Analyse and evaluate own and other's works.

Course Objectives

- To introduce the concepts of academic and creative writing.
- To familiarize students with the different genres and process of writing.
- To train students to write in various forms and formats.
- To encourage students to write for self-development and publication.
- To teach the various ways of ideating and writing creatively

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Fundamentals of Writing		8	15%
	1.1	Significance of Writing as a Skill		
	1.2	Categories of Writing		
	1.3	Types of writing		
2	Academic and Creative Writing		8	15%
	2.1	Features of Academic and Creative Writing		
	2.2	Differences Between Academic and Creative Writing		
	2.3	Illustrations of Between Academic and Creative Writing		
3	Creative Writing		10	20%
	3.1	Ideation		
	3.2	Writing for target audience		
	3.3	Employ the various stages of the writing process - pre-writing, writing and re-writing		
	3.3	Employ descriptive, narrative and expository modes		
4	Academic Writing		8	15%
	4.1	Planning and Making the Outline		
	4.2	Refining Paragraph Structure		
	4.3	Proofreading and editing		
5	Stylistics of Writing		10	20%
	5.1	Common Literary Devices		
	5.2	Learning about Themes		
	5.3	Vocabulary Enhancement		
6	Putting to Practice		8	15%
	6.1	Analyzing short stories of famous foreign and Indian writers: Kate Chopin & Ruskin Bond		
	6.2	Producing samples of Various Writing Types		
	6.3	Peer review		
Total			52	100%

References

- *Brohaugh, William. Write Tight: Say Exactly What You Mean with Precision and Power.*
- *Dev, Anjana Neira, ed. A Handbook of Academic Writing and Composition. Pinnacle, 2016.*
- *Eckert, Kenneth. Writing Academic Research Papers. Moldy Rutabaga, 2021.*
- *Goins, Jeff. You Are a Writer (So Start Acting Like One). Tribe Press*
- *Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010*
- *Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century. Penguin Books, Reprint edition, 2015*
- *Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005*
- *Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003.*

Semester I

Course Code	Course Name	Credits
FST2110N	Fashion Technology I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	02	02	-	02	04

Theory				Term Work/ Practical/Oral			Total		
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work		Prac tical	Ora l
Mid Term	Continuou s Evaluation	Attendance	Total						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Have a deeper understanding of fashion theories, fashion terminologies, and vocabulary.
- Understand the workings of the fashion industry, including its historical development, current trends, and key players.
- Gain insights into the fashion production, including design, manufacturing, and distribution.
- Analyze various fashion subcultures, recognizing their role in challenging mainstream norms and shaping aesthetic trends.

Course Objectives

- The course aims to deepen students' grasp of fashion theories, terminologies, and vocabulary, fostering their analytical skills for interpreting design and trends.
- The course also provides a comprehensive overview of the fashion industry's evolution, current trends, and key players while offering insights into the intricacies of design, manufacturing, and distribution processes.

- By exploring diverse fashion subcultures, students will recognize their role in reshaping aesthetics and challenging conventional norms, enhancing their ability to engage thoughtfully with the multifaceted realm of fashion.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Fashion Terminology & Etymology		9	20%
	1.1	Clothes, costumes, fashion, Social Identity, feel-good, unique identity, designer jeans, perfect look, branded cosmetics, branded shoes, eyewear, watches, etc.		
	1.2	Elements and principles of design in context to fashion (point, line, shape-[silhouette, motifs, repeats], colour [hue, value, intensity], texture) (balance, proportion, emphasis, rhythm, harmony)		
	1.3	Style, Types of Fashion Avante Garde, haute couture/high fashion, mass-market, bridge/prêt-a- porter/ready-to-wear fashion Classics, fads, knock off.		
2	Factors Influencing Fashion and Fashion Theories		9	15%
	2.1	Accelerating and Retarding factors influenced by social, cultural, economic, political, technological, sports, music, etc.		
	2.2	Fashion Theories- Trickle-up, Trickle-down and Mass dissemination		
3	Fashion Cycles and Fashion Consumers		8	15%
	3.1	Five stages of the fashion cycle and the various types of cycles.		
	3.2	Fashion consumers at each stage		
4	Introduction to the Fashion Industry		8	15%
	4.1	A brief global overview of the textile and apparel industry. Sectoral overview of the fashion industry in India		
	4.2	Fashion capitals of the world: Paris, Milan, New York, London, Tokyo (Uniqueness and 5 top designers/brands from each capital)		
	Fashion Details			
	5.1	Component details of necklines, collars, sleeves, cuffs, belts, pockets, drapes, yokes, gathers, frills, pleats, and tucks.		

5	5.2	Understanding and Identification of applique, patchwork, embroideries, beadwork, fringes, tassels, quilting, smocking, shearing,	9	20%
	5.3	Types of hemlines, trims, fasteners, laces, zippers, buttons, rouleau, drawstrings, vents, and rivets.		
	5.4	Jewelry, handbags, hats, headgear, footwear, watches, scarves, sunglasses, pins.		
6	Regional Styles, Culture and Fashion		9	15%
	6.1	Mediterranean, Latino, and Scandinavian styles- history, culture and society, lifestyle, textiles and clothing, accessories, home furnishings.		
	6.2	Fashion in relation to sports, movies, and music- types of styles and trends, textiles and fabrics.		
Total			52	100%

References

- *Fashion: From concept to consumer, Gini Stephens Frings (1999), Prentice-Hill Inc.*
- *The Fairchild's Dictionary of Fashion, Phyllis Tortora,*
- *Variety- Fashion for Freedom, S. A Hussain*
- *Beyond Design, Sandra J. Keiser & Myrna B. Garner, Fairchild publication.*
- *Elements of Fashion & Apparel Design, G. J Sumathi,*
- *Consumer Behavior: In Fashion, Solomon, Pearson Education India.*

Semester I

Course Code	Course Name	Credits
IND2110N	Interior Design -I	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	03	01	-	03	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Understand the field of Interior Design as a profession.
- Familiarization with Colors, textures and materials used in the interior spaces.
- Awareness of drawing at scale, lettering and dimensioning.
- Understanding the basics of technical drawing.
- Familiarize with Anthropometry of interior space.
- Designing of residential interior space.

Course Objectives

- To enable students to understand the design aspects and constraints of residential interiors.
- To appraise the students about the role and complexity in interior design.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Interior Design		12	20%
	1.1	Introduction to the profession of Interior Design. Difference between design & decoration.		
	1.2	Basics of sheet formats		
	1.3	Introduction to elements and principles of design and Interior Design as a profession.		
	1.4	Basics of Sketching		
2	Basics of colors, textures, and materials		8	12%
	2.1	To enable the students to understand the basics of Colors in form of colour wheel and colour schemes		
	2.2	Understanding of materials and textures		
3	Introduction to basics of lettering, and scales		8	12%
	3.1	Basics of lettering		
	3.2	Basics of scales		
	3.3	Basics of Dimensioning		
4	Basics of Drawing and Technical Drafting		8	13%
	4.1	Understanding 2D drafting		
	4.2	Understanding plans and elevations of basic objects		
5	Study of Anthropometry, human proportions and required spaces		8	13%
	5.1	Anthropometric study of various residential spaces.		
	5.2	Discussion of various activities in a residence		
	5.3	Studying circulation in residential interior spaces		
6	Layout of residential interior space		16	30%
	6.1	Making final layout plan with suggested design		

	6.2	Understanding Interior Design from reference images		
	6.3	Preparing a final portfolio		
Total			60	100%

References
• <i>Ernst Neufert, Neuferts Architects Data</i>
• <i>Francis D.K. Ching, Architecture: Form, Space and Order</i>
• <i>Joseph Chiara and John Callend, Time Saver Standards for Building Types</i>
• <i>Ramsey Sleeper, Architectural Graphic Standards</i>
• <i>Drew Plunkett, Drawing for Interior Design</i>

Semester I

Course Code	Course Name	Credits
FLF2111N	FRENCH - I	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					End Sem Exam	Term Work/Practical/Oral	Total
Internal Assessment			Attendance	Total Internal			
Mid Term	Viva	Continuou s Evaluation			Duration Of End Sem Exam		
15	20	10	05	50	50	75 mins	100

Course Outcome

- Read French language, with its phonetic system and its accents and greet someone in French.
- Understand simple spoken French, including greetings, introductions, and basic conversational phrases.
- Introduce themselves, ask and answer simple questions, and use common expressions.
- Write simple sentences and paragraphs about familiar topics, such as daily activities, personal information, and immediate needs.
- Compare cultural differences and similarities between French-speaking countries and the student's own culture.

Course Objectives

- To familiarize students with the French language, with its phonetic system and its accents.

- To make the students understand simple spoken French, including greetings, introductions, and basic conversational phrases.
- To engage the students in basic conversations, introduce yourself, ask and answer simple questions, and use common expressions.
- To familiarize the students to write simple sentences and paragraphs about familiar topics, such as daily activities, personal information, and immediate needs.
- To compare cultural differences and similarities between French-speaking countries and the student's own culture.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I		6	50%
	Leçon 1	Bienvenue !		
	Leçon 2	Le français de A à Z		
	Leçon 3	Le monde en français		
	Leçon 4	La classe et nous		
2	Module II		3	20%
	Leçon 1	Bonjour !		
	Leçon 2	Ça se passe où ?		
	Leçon 3	Ils sont francophones.		
3	Module III		4	30%
	Leçon 1	Portraits		
	Leçon 2	En classe		
	Leçon 3	Je parle français pour		
Total			13	100%

References

- Berthet, Hugot et al. *Alter Ego - Méthode de Français, A1: Hachette, 2012.*
- Bruno Girardeau et Nelly Mous. *Réussir le DELF A1. Paris : Didier, 2011.*
- Loiseau Y., Mérieux R. *Connexions 1, cahier d'exercices. Didier, Paris, 2017.*

<ul style="list-style-type: none"> • <i>Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.</i>
<ul style="list-style-type: none"> • <i>Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, 2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.</i>
<ul style="list-style-type: none"> • <i>Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.</i>
<ul style="list-style-type: none"> • <i>Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.</i>

Semester I

Course Code	Course Name	Credits
FLG2111N	German - I	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					Term Work/ Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Test	Viva	Continuous Evaluation	Attendance	Total Internal			
15	20	10	05	50	50	75 mins	100

Course Outcomes

- Greet each other.
- Frame and understand simple sentences in present tense.
- Ask and answer basic questions pertaining to one's and other's name, residence, or similar topics from one's direct surroundings.
- Correctly pronounce and read known names, words, and simple sentences.

Course Objective

- To introduce oneself and others.
- To greet and have a basic conversation in German.
- To frame and understand simple sentences in present tense.
- To ask and answer basic questions pertaining to one's and other's name, residence, or similar topics from one's direct surroundings.

- To pronounce and read known names, words, and simple sentences.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Kapitel 1		5	34%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Verben für Vorstellung - heißen, kommen, wohnen (Vorstellung) + Personalpronomen Sie, ich, er, sie - Verben für Vorstellung+ sprechen und sein + Personalpronomen du, ihr, wir, es, sie (pl.) - W-Fragen u. Aussagen 		
	Thematischer Aspekt	<ul style="list-style-type: none"> - grüßen und verabschieden - sich und andere vorstellen - über sich und andere sprechen - Zahlen bis 20, Telefonnummer und E-Mail-Adresse nennen - Buchstabieren über Länder und Sprachen sprechen 		
2	Kapitel 2		4	33%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Verbstamm mit ‚d‘ oder ‚t‘, z.B. arbeiten, unterrichten, schneiden - Unregelmäßige Verben, z.B. fahren, lesen, sein, haben - Ja-Nein Frage - Bestimmter Artikel 		
	Thematischer Aspekt	<ul style="list-style-type: none"> - Wochentage benennen - über Arbeit, Berufe und Arbeitszeiten sprechen - Zahlen ab 20 nennen - über Jahreszeiten sprechen ein Profil im Internet erstellen 		

3	Kapitel 3		4	33%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Unregelmäßige Verben, z.B. fahren, geben, sprechen, sehen, nehmen - Unbestimmter Artikel: Ein, eine, ein und Bestimmter Artikel 		
	Thematischer Aspekt	<ul style="list-style-type: none"> - Texte einer Bildergeschichte zuordnen - Verkehrsmittel benennen - Artikel lernen 		
Total			13	100%

References
<ul style="list-style-type: none"> • <i>Aufderstraße, Hartmut. Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch. Ismaning: Max Hueber Verlag 2012.</i>
<ul style="list-style-type: none"> • <i>Braun, Anna, and Daniela Wimmer. Schritte Plus A1/1: Arbeitsbuch. Hueber Verlag, 2020.</i>
<ul style="list-style-type: none"> • <i>Dengler, Stefanie. Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache. Langenscheidt, 2012.</i>
<ul style="list-style-type: none"> • <i>Funk, Hermann, et al. studio d A1: Deutsch als Fremdsprache. Cornelsen Verlag, 2015.</i>
<ul style="list-style-type: none"> • <i>Langenscheidt. Langenscheidt Pocket Dictionary German: German-English, English-German. Langenscheidt Publishing Group, 2022.</i>
<ul style="list-style-type: none"> • <i>Niebisch, Daniela, et al. Lagune A1: Kursbuch. Hueber Verlag, 2016.</i>

Semester I

Course Code	Course Name	Credits
FLS2111N	SPANISH - I	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					Term Work/ Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Test	Viva	Continuous Evaluation	Attendance	Total Internal			
15	20	10	05	50	50	75 mins	100

Course Outcomes

- Present himself/herself to people.
- Initiate conversation and formal talk with fellow native speakers.
- Talk about his/her tastes, preferences, and choices.
- Pronounce Spanish words and dictions in the correct form.
- Read Spanish texts, stories, newspapers, and magazines and comprehend them.

Course Objective

- To enable the student to present and describe oneself and people.
- To enable you to enter in contact and begin a conversation.
- To enable to talk about one's family, tastes, and preferences.
- To familiarize students with the Spanish language, with its phonetic system and its accents.
- To enable the student to read and understand texts in Spanish adapted for the level.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Quiero aprender español.		4	30%
	1.1	Los saludos y las despedidas		
	1.2	Los alfabetos		
	1.3	Las reglas de pronunciaciones		
	1.4	Los números en español (0-100)		
2	Gramática y nosotros		4	30%
	2.1	Los artículos		
	2.2	Los sustantivos, adjetivos y los géneros		
	2.3	Las profesiones y las nacionalidades		
	2.4	Vocabulario de la familia.		
3	Quiero aprender los verbos		5	40%
	3.1	El sujeto en español.		
	3.2	Los verbos en español (el verbo en SER)		
	3.3	Los verbos regulares (AR, ER, IR)		
Total			13	100%

References

• <i>Garcia, Jaime. Garmendia Corpas. AULA INTERNACIONAL PLUS. 2020.</i>
• <i>Hidalgo, Andrea Fabiana. PREPARACION DELE. 2020.</i>
• <i>Hollis, Maria Rosario. Essential Spanish Verbs. Teach Yourself, 2010.</i>
• <i>Moya, Felipe, and Leslie Pérez. Spanish Short Stories For Beginners. 2019.</i>
• <i>Nissenberg, Gilda. Practice Makes Perfect: Complete Spanish Grammar, Premium Fourth Edition. McGraw-Hill Education, 2020.</i>
• <i>Prisma, Equipo Nuevo, and Evelyn Aixalà I. Pozas. Nuevo prisma A2. 2014.</i>
• <i>Richards, Olly. Short Stories in Spanish for Beginners. Teach Yourself, 2018.</i>
• <i>Simpson, Brandon. Spanish Verb Tenses. 2008.</i>
• <i>Soriano, Jaime. Garmendia Corpas. AULA INTERNACIONAL PLUS. 2020.</i>
• <i>Verblis, and Marta Torres Sánchez. Spanish Short Stories for Beginners. 2018.</i>

Semester I

Course Code	Course Name	Credits
CSE2112N	Effective Listening	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					Term Work / Practical/Oral	Total
Internal Assessment			Total	End Sem Exam	Duration Of End Sem Exam	
Mid Term Exam	Continuous Evaluation	Attendance				
15	30	05	50	50	2 Hours	100

Course Outcome

- Recognize the importance of basics of communication and barriers in professional arena.
- Participate and develop listening skills through Group discussion and extempore.
- Become proficient speakers and active listeners.

Course Objectives

- To familiarize students with the fundamentals, type and barriers to communication.
- To provide guidelines and improve the student's communication skills.
- To enable students to learn the principles of listening.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Fundamentals of Communication		8	40%
	1.1	Communication: Definition, Meaning, Process, Cycle, Purpose of communication:		
	1.2	7 C's of communication		
	1.3	Barriers to effective communication		
	1.4	Types of Communication: Depending on Method (Verbal & Non-verbal), Business (Internal & External), Individuals Involved (Intrapersonal & Interpersonal), Rules (Formal & Informal).		
2	Communication Skills		6	40%
	2.1	The process of listening, importance		
	2.2	Types of listening		
	2.3	Effective Listening: Principles and Barriers		
3	Enhancing Listening Skills		3	20%
	3.1	Guidelines to increase listening.		
	3.2	Activities to enhance listening.		
Total			17	100%

References	
• <i>Ramon & Prakash, Business Communication, Oxford.</i>	
• <i>Sydney Greenbaum Oxford English Grammar, Oxford.</i>	
• <i>Successful Communications, MalraTreece (Allyn and Bacon)</i>	
• <i>Effective Technical Communication, M. Ashraf Rizvi.</i>	
• <i>Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill</i>	

Semester I

Course Code	Course Name	Credits
BEH2113N	Behavioral Science - I	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory						Term Work/ Practical/Oral	
Internal Assessment					End Sem Exam	Duratio n of End Sem Exam	Total
Activi ty	Assignme nt	Viv a	Attendan ce	Tot al			
20	40	35	05	100	-	-	100

Course Outcome

- Understanding oneself aids in making informed, value-aligned decisions.
- Self-awareness leads to clearer and more empathetic communication.
- Knowing personal strengths and weaknesses helps set realistic goals.
- Authenticity from self-awareness fosters deeper connections with others.
- Self-understanding enhances resilience and adaptability to change.
- Identifying development areas encourages ongoing self-improvement.

Course Objective

- To introduce the student to the variety of principles influencing human behavior.
- To take students, step by step, through an interactive understanding of each of these principles.
- To Gain a clear understanding of your abilities and limitations. Understand what motivates you and drives your decisions.
- To identifying development areas encourages ongoing self-improvement.
- To Make choices that align with your values and goals.
- To Understand how your style affects interactions with others.

Detailed Syllabus

	Course Module / Contents		Hou rs	Marks Weighta ge (%)
1	Core Competency & Techniques of self-awareness		2	20%
	1.1	Understanding of Self, Components of Self – Self-identity		
	1.2	Self-concept, Self-confidence, Self-image, self-awareness, self-acceptance, and self-realization		
	1.3	Self-concept, Self-confidence, Self-image, self-awareness, self-acceptance, and self-realization		
	1.4	Mapping the key characteristics of self and framing a character for self		
2	Self Esteem & Effectiveness		2	20%
	2.1	Meaning and Importance of self-esteem and self-effectiveness		
	2.2	Process of Attitude formation, Factors that influence Attitude formation.		
	2.3	Components and Types of attitudes		

	2.4	Components and Types of attitudes		
3	Building Positive Attitude		2	20%
	3.1	Meaning and nature of attitude		
	3.2	Common myths related to mental health		
	3.3	Strategies to improve mental health: Robert Plutchik's Feeling wheel.		
4	Building Emotional Competence		2	20%
	4.1	Emotional Intelligence – Meaning, components, Importance and Relevance		
	4.2	Techniques of improving emotional intelligence		
	4.3	Types of emotions, Healthy and Unhealthy expression of emotions		
	4.4	Theories & Models of emotions		
Total			10	100%

References
<ul style="list-style-type: none"> • Bradberry, T., & Greaves, J. (2009). <i>Self-Awareness (The Enneagram of Emotional Intelligence)</i>. TalentSmart.
<ul style="list-style-type: none"> • Tanner, J. L., Arnett, J. J., & Leis, J. (2009). <i>Self-awareness and identity in emerging adulthood: Timing mechanisms and contexts</i>. <i>Emerging Adulthood</i>, 37(2), 55-74.
<ul style="list-style-type: none"> • McKay, M., & Fanning, P. (2016). <i>Self-Esteem: A Proven Program of Cognitive Techniques for Assessing, Improving, and Maintaining Your Self-Esteem</i>. New Harbinger Publications.
<ul style="list-style-type: none"> • Maio, G. R., & Haddock, G. (2015). <i>Attitudes and Attitude Change</i>. Sage.
<ul style="list-style-type: none"> • Zuboff, S. (2019). <i>The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power</i>. PublicAffairs.
<ul style="list-style-type: none"> • Pankhurst, D. A., & White, K. A. H. (2020). <i>The impact of social media on self-esteem: The mediating role of body image and perceived social support</i>. <i>Computers in Human Behavior</i>, 112, 106441.

Semester I

Course Code	Course Name	Credits
ENV2116N	Environmental Studies	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Test	Continuou s Evaluatio n	Attendanc e	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcomes

- The course educates students in various waste management techniques and effective pollution control strategies.
- The course covers sustainable use of natural resources and biodiversity conservation. Students will learn how to balance resource utilization.
- This course equipped students with the ability to apply their knowledge, skills, values to mitigate environmental challenges and foster sustainable development.
- Students will learn about international efforts taken to safeguard the Earth's environment and resources.
- This course enables students to sensitize themselves to adverse health impacts of pollution and develop an understanding of the broad aspects of environmental management systems.
- Students will learn about Environmental legal framework to protect and conserve environment.

Course Objectives

- To identify and address environmental issues at local, regional, and global level.
- To impart basic knowledge about the environment and its allied problems.
- To develop an attitude of concern for the environment.
- To motivate learners to participate in environment protection and environment improvement.
- To acquire skills to help the concerned individuals in solving environmental problems.
- Strive to attain harmony with Nature.

Detailed Syllabus

Module	Course Module / Contents	Hours	Marks Weightage
1	Multidisciplinary nature of environmental studies	6	10%
	Definition, scope, and importance, need for public awareness.		
	Origin of agriculture, Industrial revolution, and its impact on the environment, water conflicts.		
	Sustainable Development Goals (SDGs)- Targets, challenges, and strategies.		
	Natural Resources: Types, Use and Exploitation.		
2	Ecosystem and Conservation of Biodiversity	10	20%
	Ecosystem: Definition, Structure, and function		
	Ecosystem types, significance, and ecosystem services		
	Biodiversity: Definition, types, and values of Biodiversity		
	Biogeographical zones and Hot spots in India and convention on Biological Diversity (CBD)		
	Conservation of Biodiversity, Biodiversity Laws, and Regulations		
3	Environmental Pollution and Control	8	15%
	Definition, types, sources, effects, and control of pollution:		
	Air & Noise Pollution		
	Water Pollution		
	Soil Pollution & Solid waste		
4	Environment Quality Standards and Management	6	10%
	An introduction of Environment Management System (EMS)		
	circular economy, eco Labelling, eco mark scheme.		

	Brief introduction of Environmental Impact Assessment: Concept and application		
5	IPR & Biosafety	10	20%
	Introduction and Concept of IPR, Advantages and disadvantages of IPR		
	Introduction and concepts of biosafety, its levels in terms of environment and Human protection.		
6	Environmental Treaties and Legislation	12	25%
	Introduction to Environmental laws and Regulation. National Green Tribunal: Landmark Supreme court Judgements.		
	Salient Features of following Acts:		
	The Environment Protection Act-1986, an Umbrella Act		
	The Water (P & CP) Act-1974.		
	The Air (P & CP) Act-1981, Noise pollution (regulation & control) Rules		
	E-waste, Biomedical waste and Plastic waste management and handling rules.		
Factories Act			
Total		52	100%

References
• Chauhan, B. S. (2024). <i>Environmental studies</i> . University Science Press.
• <i>Textbook Of Environmental Studies Dava Katewa Cengage Learning Ptd Ltd.</i>
• <i>Perspectives In Environmental studies Kaushik, Anubha Kaushik C.P New age International Pvt Ltd</i>
• <i>Environmental Sciences: A students Companion Gregory & Others Sage Publication.</i>
• <i>Environmental Pollution Control Engineering Rao, C.S New Age International Pvt Ltd.</i>
• <i>Textbook Of Environmental Studies for Undergraduate Courses Bharucha Erach Universities Press.</i>
• <i>Environment Law & Policy in India- Shyam Divan.</i>

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-II

Semester II

Course Code	Course Name	Credits
TTP2201N	Television Theory and Practice	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	02	-	02	01	-	03

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Demonstrate a familiarity with the major theories of film and their development.
- Apply these theories to the investigation of individual films and cinema generally.
- Critically engage with issues in film theory and analysis.
- Students will be able to conduct film research and compose cogent, persuasive and valid essays about film.
- Students will demonstrate that they understand the pre-production, production and postproduction filmmaking process.
- Students will be able to understand the basics of camera handling and editing for film production.

Course Objectives

- This course focuses on the basics of filmmaking and cinema techniques.
- Students are introduced to principles and methodology of filmmaking.

- They will be expected to exercise their creativity and visualize and make short films.
- Apart from filmmaking, preliminary ideas for film appreciation will also be introduced.
- The ability to analyze and put film studies in proper perspective will be intended during the course.
- Documentary realism will be pitted against mainstream commercial film genres.
- An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction of Television		10	30%
	1.1	Television: Evolution and growth		
	1.2	Key Theories and Concepts in Television Studies		
	1.3	Television Production Techniques: Pre-production Planning, Scriptwriting for Television, Camera Techniques and Lighting		
	1.4	Television Genres and Formats: Drama, Comedy, Reality TV, News and Documentary, Talk Shows and Game Shows		
2	Television Broadcasting		10	30%
	2.1	Broadcasting Technologies and Platforms, Cable, Satellite, and Digital TV		
	2.2	Broadcasting Regulations and Policies		
	2.3	Television Audience Analysis: Audience Measurement Techniques, Ratings and Share, Audience Demographics and Psychographics		
3	Television Production Techniques		10	30%
	3.1	Programming and Scheduling		
	3.2	Studio Production Techniques: Camera Operation and Angles, Lighting Design and Setup, Sound Recording and Mixing		
	3.3	Field Production and Reporting: On-location Shooting, Field Equipment		

		Handling, Interview Techniques and On-the-spot Reporting		
	3.4	Post-Production Editing: Video Editing Software and Tools		
	3.5	Editing Techniques and Continuity		
4	Live Broadcast Production		10	20%
	4.1	Live Event Coverage, Multi-camera Setup and Switching, Real-time Problem Solving and Coordination		
Total			39	100%

References

<ul style="list-style-type: none"> • <i>Television Production Handbook" by Herbert Zettl</i>
<ul style="list-style-type: none"> • <i>Directing and Producing for Television" by Ivan Cury</i>
<ul style="list-style-type: none"> • <i>Television Field Production and Reporting" by Fred Shook, John Larson, and John DeTarsio</i>
<ul style="list-style-type: none"> • <i>The Technique of Television Production" by Gerald Millerson</i>
<ul style="list-style-type: none"> • <i>Television Production" by Jim Owens</i>
<ul style="list-style-type: none"> • <i>The Television Handbook" by Jeremy Orlebar</i>
<ul style="list-style-type: none"> • <i>Introduction to Media Production" by Robert B. Musburger and Michael R. Ogden</i>

Semester II

Course Code	Course Name	Credits
PPJ2202N	Principle of Journalism	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- This course focuses on the basics of filmmaking and cinema techniques.
- Demonstrate a familiarity with the major theories of film and their development.
- Apply these theories to the investigation of individual films and cinema generally.
- Critically engage with issues in film theory and analysis.
- Students will be able to conduct film research and compose cogent, persuasive and valid essays about film with the understanding of pre-production, production and postproduction filmmaking process.

Course Objectives

- To introduce the principles and methodology of filmmaking.
- To exercise their creativity and visualize and make short films.
- To analyze and putting film studies in proper perspective will be intended during the course.
- To understand the technical as well as the artistic aspects of film making as a means of human communication.
- To be viewed and discussed.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction of Television		7	25%
	1.1	Television: Evolution and growth		
	1.2	Key Theories and Concepts in Television Studies		
	1.3	Television Production Techniques: Pre-production Planning, Scriptwriting for Television, Camera Techniques and Lighting		
	1.4	Television Genres and Formats: Drama, Comedy, Reality TV, News and Documentary, Talk Shows and Game Shows		
Television Broadcasting		5	25%	
2	2.1			Broadcasting Technologies and Platforms, Cable, Satellite, and Digital TV
	2.2			Broadcasting Regulations and Policies
	2.3			Television Audience Analysis: Audience Measurement Techniques, Ratings and Share, Audience Demographics and Psychographics
3	Television Production Techniques		7	25%
	3.1	Programming and Scheduling		
	3.2	Studio Production Techniques: Camera Operation and Angles, Lighting Design and Setup, Sound Recording and Mixing		
	3.3	Field Production and Reporting: On-location Shooting, Field Equipment Handling, Interview Techniques and On-the-spot Reporting		
	3.4	Post-Production Editing: Video Editing Software and Tools		
	3.5	Editing Techniques and Continuity.		
4	Live Broadcast Production		7	25%
	4.1	Live Event Coverage, Multi-camera Setup and Switching, Real-time Problem Solving and Coordination		
Total			26	100%

References

- *Television Production Handbook" by Herbert Zettl*
- *Directing and Producing for Television" by Ivan Cury*
- *Television Field Production and Reporting" by Fred Shook, John Larson, and John DeTarsio*
- *The Technique of Television Production" by Gerald Millerson*
- *Television Production" by Jim Owens*
- *The Television Handbook" by Jeremy Orlebar*
- *Introduction to Media Production" by Robert B. Musburger and Michael R. Ogden*

Semester II

Course Code	Course Name	Credits
RPP2203N	Radio Production and Programming	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	02	-	02	01	-	03

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Student will learn about the Radio formats.
- Student will learn to manage Radio station.
- Student will be learning Radio programming.
- Students will learn Radio scheduling and scripting.

Course Objectives

- To give a better understanding of the Radio Industry.
- To give an understanding of the evolution of radio in India.
- To appraise the structure and working of a radio station.
- To make them learn about the latest terminologies of Radio Industry.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Evolution of Radio		10	25%
	1.1	History of Radio		
	1.2	Radio as a Medium of Mass Communication		
	1.3	Radio Vs Other Media		
	1.4	Role of AIR and Prasar Bharti		
2	Structure and Working of Radio Station		7	20%
	2.1	Work Culture of a Radio Station		
	2.2	The Three 'Ms' and Four 'Cs' of Radio		
	2.3	Different Formats of Radio		
	2.4	Community Radio (functions and Target Audience)		
3	Understanding Audio Theatre, Music Management, Understanding Branding of a Radio Station, TG)		14	35%
	3.1	Writing for ear, Audio Theatre, Sonic Advertising, Radio Imaging, Content Differentiation Listenership, Target Audience, Station Personality, RJ's Personality (Understanding the forte and creating an image for audience). Study different RJ's and their programs.		
	3.2	Interviews, Radio Talk, Discussions, Review Programs, Case Study of FM Radio Stations Selection of Music content, Creating Programming Clock		
	3.3	Interviews, Radio Talk, Discussions, Review Programs, Case Study of FM Radio Stations Selection of Music content, Creating Programming Clock		
	3.4	Best use of Music database, Drama/documentaries, Radio Spots, Jingles, RJ Links		
4	News and Radio			
	4.1	Radio Journalism		

	4.2	AIR News (Characteristics, Frequency, Languages)	8	20%
	4.3	Government Policy		
	4.4	How FM Radio provides information		
Total			39	100%

References	
•	<i>Reese, Gross, Radio production worktext, Focal Press</i>
•	<i>Zettl Herbert, Handbook of radio production, Cengage Learning</i>
•	<i>Raman, Writing for Media, Oxford Press</i>

Semester II

Course Code	Course Name	Credits
APS2204N	Anchoring and Presentation	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn about the different styles of anchoring.
- Students will learn to understand aspects of personality i.e. body language, voice modulation and diction.
- Students will be able to create programs.
- Students will also be introduced to scripting and anchor links.
- Students will be guided to incorporate proper communication skills and voice modulation.
- Students will experience an overall personality development.

Course Objectives

- To equip students with anchoring and presentation skills required for various video formats.
- To make students learn about television news presentation, presentation for digital media platforms, etc.

- To make students aware of the background in terms of understanding the technicalities of running a television news programme, including chroma cutting, ticker-making, package-making, make-up and lighting, pronunciation and intonation, etc.
- To learn about conducting interviews, moderating debates, and handling breaking news situations.
- The student would be required to work on a practical assignment for the mid-term exam.
- The student will be exposed and trained to the more technical aspects of broadcasting and media.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	TV anchoring		10	20%
	1.1	Using the teleprompter & microphones		
	1.2	Pronunciation and Articulation Exercises		
	1.3	Qualities & role of an anchor		
	1.4	Styling & makeup techniques		
2	Voiceover		7	15%
	2.1	News Documentary		
	2.2	Feature and entertainment-based show		
	2.3	Reading Transcripts for News		
	2.4	Writing own script and record		
3	Kinds of anchoring		8	15%
	3.1	News Bulletin		
	3.2	Debates, Talk Show		
	3.3	Comparison and strengths and weaknesses of anchoring		
	3.4	Conducting Live Interviews		

4	Writing anchor link		7	15%
	4.1	News bulletin		
	4.2	Feature writing		
	4.3	Writing for program		
	4.4	Writing for radio		
5	Interviewing and Breaking News		10	15%
	5.1	Approach, arrangements, research		
	5.2	Personal interview		
	5.3	Issue-based interviews		
	5.4	Packaging interviews for news		
6	Practical Assignment		10	20%
	6.1	Based on above-mentioned modules, students are required to make their own reel on anchoring presentation.		
Total			52	100%

References
• <i>Thomas Fensch, Television News Anchors, New Century Books</i>
• <i>Navodita Pande, TV Journalism, Aph Publishing Corporation</i>
• <i>Stephen Cushion, Television Journalism, Sage Publications (CA)</i>
• <i>David Winterson, TV Journalism: Skills Tools and Techniques, Centrum Press</i>
• <i>T. Rajsekhar, Modern Media and Television Journalism, Sonali Publications</i>

Semester II

Course Code	Course Name	Credits
RJO2205N	Radio Jockeying	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn about the radio industry.
- Students will learn about podcasts and various trends in the field of radio.
- Students will get to know and will learn about voice modulation and the importance of diction.
- Students will learn the importance of sound and to record end to end program.
- Students will be facilitated in the usage of sound design softwares.
- Students will be encouraged to use proper communication skills and professional language.

Course Objectives

- To study the Modern trends of Radio Jockeying with discussion on contemporary issues and problems which are there, and which might affect radio jockeys in the future.
- To provide guidelines, information and specific techniques for understanding.

- To apply the knowledge achieved in problems relating to radio jockeying.
- To analyze the content in the market and how to use it on radio.
- To enable students to develop their communication and presentation skills.
- To improvise on their language skills and diction.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Voice and understanding of Recording Theatre		10	20%
	1.1	Radio writing		
	1.2	Voice over, modulation and diction		
	1.3	Script reading		
	1.4	Voice practice for different genres		
2	Use of Production techniques		10	15%
	2.1	Radio audience measurements systems (RAM, SMS IVRS and Phone calls)		
	2.2	Radio Production Techniques & Tools		
	2.3	Radio Program production		
	2.4	Interviews, Radio Talk, Discussions, Review Programs		
3	Music Management		10	20%
	3.1	Selection of Music content		
	3.2	Creating Music Clock		
	3.3	Production of Musical Programs		
	3.5	Best use of Music database		
4	News and Radio		10	20%
	4.1	Advertisements, Promos, Jingles		
	4.2	Personality development for RJs		
	4.3	Understanding the forte and creating an image for audience		

	4.4	Study on different RJ's and their programs		
5	Practical Assignment		12	25%
	5.1	Based on above-mentioned modules, students are required to make and present their own assignment individually.		
Total			52	100%

References	
•	<i>Radio Production; Robert McLeish and JEFF Link</i>
•	<i>Radio Production; Lewis B 'O ' Donnell</i>
•	<i>Modern Radio Production: Carl Hausman, Philip benoit, Lewis B O Donnell</i>
•	<i>Radio Program Production - M Neelamalar Radio programming: Tactics and strategy: Eric Norbe</i>

Semester II

Course Code	Course Name	Credits
ABM2210N	Advances in Business Management	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
20	25	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Identify and analyze the key qualities, characteristics, and challenges of entrepreneurs, including women entrepreneurs, and evaluate the process of venture idea generation and screening.
- Develop skills to prepare pre-feasibility and project reports, compare product ideas, and identify appropriate sources of finance for entrepreneurial ventures.
- Assess various financing options, including venture capital, and understand what investors look for in investment proposals, as well as outline effective venture capital proposals.
- Evaluate vendor development processes, vendor selection criteria, pricing methods, and understand the direct and hidden costs associated with material management.
- Apply the steps and procedures necessary for setting up small-scale enterprises, and address challenges in project management, including e-commerce and cluster development.
- Gain insights into the reasons for entrepreneurial failure, understand the organizational forms under the MSMED Act, and evaluate the implications of the SMERA rating on small enterprises.

Course Objectives

- Provide students with a deep understanding of the qualities, characteristics, and challenges faced by entrepreneurs, with a focus on venture idea generation and preliminary screening.
- Equip students with the ability to conduct project appraisals, including preparing pre-feasibility reports, comparing product ideas, and identifying suitable financing options.
- Teach students to analyze financial options for entrepreneurial ventures, including venture capital, and understand the key components of a successful investment proposal.
- Educate students on the essentials of market and materials management, focusing on vendor development, selection processes, pricing strategies, and cost management.
- Provide students with practical knowledge of the steps and procedures involved in setting up and managing small-scale enterprises, including the use of e-commerce and addressing project management challenges.
- Introduce students to the MSMED Act, reasons for entrepreneurial failure, and the organizational forms available to small enterprises, including the role of SMERA in enterprise rating.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Entrepreneurship		9	20%
	1.1	Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship		
2	Project Appraisal		9	15%
	2.1	Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Sources of Finance		
	2.2	Stages of Project Feasibility Analysis-Market, Technical,		
3	Financial Analysis		9	20%
	3.1	Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal		
	3.2	Outline for a Venture Capital Proposal, Sources of finance from different banks		
	Market and Materials Management Analysis			

4	4.1	Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management	9	15%
5	Project Management		9	15%
	5.1	Steps and procedure for setting up small scale		
	5.2	E-Commerce, E-Business, E-Auction, Project management problems. SEZ, Cluster Development.		
6	MSMED Act 2006		7	15%
	6.1	Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act and SMERA Overview.		
Total			52	100%

References

<ul style="list-style-type: none"> • <i>"Innovation and Entrepreneurship"</i> by Peter F. Drucker, Reprint Edition (2015), Harper Business.
<ul style="list-style-type: none"> • <i>Developing Entrepreneurship</i>, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad.
<ul style="list-style-type: none"> • <i>A Issues and Problems: Small: 1</i>, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad
<ul style="list-style-type: none"> • <i>A Practical Guide to Industrial Entrepreneurs</i>; Srivastava, S.B., Sultan Chand & Sons
<ul style="list-style-type: none"> • <i>Entrepreneurship Development</i>; Bhansali, Himalaya Publishing, Bombay.
<ul style="list-style-type: none"> • <i>"Entrepreneurship Development and Management"</i> by Vasant Desai, 6th Edition (2019), Himalaya Publishing House.

Semester II

Course Code	Course Name	Credits
ECO2210N	Economics II	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	01	03	-	01	04

Theory										Total
Internal Assessment					Term Work/ Practical/Oral					
Test	Assignment	Viva	Attendance	Total	End Sem Exam	Duration of End Sem Exam				
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Knowledge of this subject is essential to understand facts and concepts of macroeconomics.
- Students understand the basic theories behind decision making process of the Govt.
- Students understand the short run and the long run theories of Macroeconomics
- Students understand the importance of moderating the inflation
- Students understand the impact of microeconomic decisions at macroeconomic level.

Course Objectives

- Students will be able to describe objective macroeconomics.
- Students will be able to understand classical and Keynesian models.
- Students will be able compare the different GDP Growths, inflation levels and per capita income of different countries.
- Students will be able to understand the different types of inflation.
- Students will be able to understand the Philips curve.

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Introduction to Macroeconomics		7	15%
	1.1	The roots of Macroeconomics		
	1.2	Macroeconomic concerns		
	1.3	Objectives of Macroeconomics		
	1.4	The role of government in the macro economy		
	1.5	Components of Macroeconomy		
	1.6	Methodology of Macroeconomics		
2	Introduction to National Income Accounting		7	15%
	2.1	Concepts of GDP and national income.		
	2.2	Approaches to calculating GDP, GDP and personal income		

	2.3	Nominal and real GDP,		
	2.4	Limitations of the GDP concept.		
3	Schools of Macroeconomic Thoughts		8	16%
	3.1	Classical Model		
	3.2	Neo Classical Model		
	3.3	Keynesian Models		
	3.4	Say's Law of Market		
4	Keynesian Model		10	18%
	4.1	Keynes theory of income and employment; Consumption function; theory of investment-marginal efficiency of capital; saving and Investment		
	4.2	Consumption Function		
	4.3	Theory of Investment		
	4.4	Marginal Efficiency of Capital		
	4.5	Saving and Investment		
	4.6	The Investment Multiplier and its application to LDC's		
5	Money in the Modern Economy		10	18%
	5.1	Theories of Demand for Money: Quantity Theory of Money and Keynes approach		
	5.2	Keynes's approach to QTM		
	5.3	Characteristics of a monetary economy		
	5.4	The supply of money and overall liquidity position; credit Creation		
6	Inflation		10	18%
	6.1	Inflation: types, causes, consequences		
	6.2	Impact of Inflation on Indian Economy		
	6.3	Remedial Measures		
	6.4	Philips Curve		
Total			52	100%

References

- *Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010*

- | |
|---|
| • <i>N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.</i> |
| • <i>Errol D'Souza, Macroeconomics, Pearson Education, 2009.</i> |
| • <i>Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009.</i> |
| • <i>Richard T. Froyen, Macroeconomics, Pearson Education Asia, 2nd edition, 2005.</i> |

Semester – II

Course Code	Course Name	Credits
HMR2210N	Human Rights - II	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory					Term Work/ Practical/Oral			Total		
Internal Assessment				End Sem Exam	Durati on of End Sem Exam	Ter m Wor k	Prac t ic al		Oral	
Test	Assignme nt	Viva	Att end anc e							Total
20	15	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Foster respect for human dignity and individual self-respect.
- Ensure genuine gender equality and equal opportunities for all.
- Promote understanding and appreciation of diverse communities.
- Empower students towards active citizenship and social engagement.
- Support the values of democracy, development, and social justice.
- Encourage communal harmony and solidarity among diverse groups.

Course Objective

- Describe and critically analyze various spheres of human rights in India.
- Communicate effectively on socio-legal aspects of human rights in India.
- Assess specific areas of human rights law with reference to legal instruments and cases.
- Analyze contemporary challenges and trends in human rights theory and practice.
- Understand affinities and divergences in rights across international, regional, and domestic contexts.
- Examine the sources, substance, and application of human rights in different legal frameworks.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hour s	Marks Weightage (%)
1	Indian Constitutional Perspectives- Fundamental Rights I		8	15%
	1.1	Right to Equality: Equality before law and prohibition of discrimination.		
	1.2	Right to Freedom: Freedom of speech, assembly, and movement.		
	1.3	Right to Protection in Respect of Conviction: Safeguards against arbitrary arrest and detention.		
	1.4	Right to Constitutional Remedies: Access to judicial recourse for the enforcement of rights.		
	1.5	Right to Education: Right to free and compulsory education for children.		
	1.6	Right to Life and Personal Liberty: Protection of life and personal freedom.		
2	Indian Constitutional Perspectives- Fundamental Rights II		8	15%
	2.1	Right against Exploitation: Prohibition of human trafficking and forced labor.		
	2.2	Right to Privacy: Protection of personal privacy and confidentiality.		
	2.3	Right to Freedom of Religion: Freedom to practice, profess, and propagate religion.		
	2.4	Cultural and Educational Rights: Protection of cultural and educational rights of minorities.		

	2.5	Directive Principles of State Policy: Guidelines for state policy and governance.		
	2.6	Judicial Review: Power of the judiciary to review laws and protect fundamental rights.		
3	Constitutional perspectives III- Directive Perspectives of State Policy		8	15%
	3.1	Promotion of Social Welfare: Ensuring the welfare of individuals and communities.		
	3.2	Economic Justice: Achieving fair distribution of wealth and resources.		
	3.3	Education and Health: Ensuring access to quality education and healthcare for all.		
	3.4	Protection of Marginalized Groups: Safeguarding the rights of disadvantaged and marginalized communities.		
	3.5	Environmental Sustainability: Promoting environmental protection and sustainable development.		
	3.6	Labor Rights: Ensuring fair working conditions and the rights of workers.		
4	General Problems of Human Rights		10	19%
	4.1	National Human Rights Commission (NHRC)		
	4.2	National Commission for Women (NCW)		
	4.3	National Commission for Scheduled Castes (NCSC).		
	4.4	National Commission for Scheduled Tribes (NCST)		
	4.5	National Commission for Protection of Child Rights (NCPCR)		
	4.6	National Commission for Persons with Disabilities (NCPWD)		
5	National Human Rights Commission and State Human Rights Commission		9	18%
	5.1	Establishment and Structure: NHRC and SHRC		
	5.2	Jurisdiction and Functions		
	5.3	Powers of NHRC and SHRC		
	5.4	Composition of NHRC and SHRC		
	5.5	Investigation and Redressal Mechanism		
	5.6	Role in Policy and Advocacy		
6	Different Scheme of the Govt to Promote Equality to Human beings		9	18%
	6.1	Pradhan Mantri Jan Arogya Yojana (PMJAY)		

	6.2	Integrated Child Development Services (ICDS)		
	6.3	National Rural Employment Guarantee Act (MGNREGA)		
	6.4	National Action Plan for Children (NAPC)		
	6.5	Swachh Bharat Mission (SBM)		
	6.6	Pradhan Mantri Awas Yojana (PMAY)te of the International Criminal Court (1998)		
Total			52	100%

References	
•	<i>Legal Aid as Human Rights (Dharwad: Jagrut Bharut, 1985)</i>
•	<i>Diwan, Paras, Human Rights and the Law: Universal and Indian (New Delhi Deep and Publishers 1985)</i>
•	<i>Mohanti M., Peoples Rights (New Delhi: Sage Publications 1998)</i>
•	<i>Pal R. M. ed. Human Rights Education (New Delhi, PUDR 1995)</i>
•	<i>Pandey J. and R.K. Dubey, Civil Liberty under Indian Constitution (New Delhi – Deep and Deep 1995)</i>
•	<i>Legal Aid as Human Rights (Dharwad: Jagrut Bharut, 1985)</i>

Semester II

Course Code	Course Name	Credits
CSW 2210N	Technical and Literary Writing	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Internal				Term Work/ Practical/Oral		Total
Mid-Sem	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration Of End Sem Exam	
30	15	05	50	50	2 Hours	100

Course Outcome

- Understand practical skills for writing and appreciating written work.
- Master different writing styles and techniques
- Enhance vocabulary to improve communication skills and be more prepared to take English based proficiency exams like IELTS, SAT.
- Empower oneself as a writer and improve creativity.
- Produce original work of research.
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Course Objectives

- To understand the basic tenets of Technical Writing.
- To seek the writer within.
- To learn how to critique constructively.
- To understand the basic tenets of Literary Writing.
- To prepare a portfolio of original work.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Basics of Technical Writing		8	15%
	1.1	Introduction to technical writing		
	1.2	Types of technical writing and reader mapping		
	1.3	Developing argumentation and critical thinking for writing		
2	Structure of Technical Writing		8	15%
	2.1	Instructions and procedures		
	2.2	Writing technical reports		
	2.3	Document design and visuals		
3	Writing a Research Paper		10	20%
	3.1	Writing process and strategies		
	3.2	Research and planning		
	3.3	Summarizing and organizing		
	3.4	Employing correct citation styles and avoiding plagiarism		
4	Basics of Literary Writing		10	20%
	4.1	Introduction to literary writing		
	4.2	Mechanics of literary writing		
	4.3	Adapting writing style and tone according to context and purpose		
5	New Trends in Literary Writing		8	15%
	5.1	Gender-neutral terms, avoiding ableist language, and being mindful of cultural sensitivity		
	5.2	Micro Fiction and Flash Fiction		
	5.3	AI based Writing		
	5.4	Travelogues and Memoirs		
6	Writing for Media		8	15%
	6.1	Journalistic Writing		
	6.2	Basics of copywriting		
	6.3	Web Content Writing		
	6.4	Blogging skills		

Total	52	100%
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References

<i>Baiely, Stephen. Academic Writing: A Handbook for International Students. Routledge, 2011.</i>
<i>Blogging for beginners: Learn how to start and maintain a successful blog the simple way Terence Lawfield</i>
<i>Bloom, Wayne C. The Craft of Research. 3rd ed. UCP, 2008.</i>
<i>Dev, Anjana Neira, ed. A Handbook of Academic Writing and Composition. Pinnacle, 2016.</i>
<i>Eckert, Kenneth. Writing Academic Research Papers. Moldy Rutabaga, 2021.</i>
<i>Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.</i>
<i>Hal Zina Bennet. Write from the Heart: Unleashing the power of Your Creativity. California, New World Library,2001.</i>
<i>Online Journalism - Reporting, Writing and Editing for New Media - Richard Craig Broadcast News Handbook - Writing, Reporting, Producing in a converging Media - C.A. Juggle, Forrest Carr and Suzanne Huffman</i>
<i>Writing for the media- Sunny Thomas The Language of New Media - Lev Manovich Writing New media -Theory and Applications for expanding the teaching of composition - Anne Wysocki</i>

Semester II

Course Code	Course Name	Credits
FST2210N	Fashion Technology II	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	02	02	-	02	04

Theory						Term Work/ Practical/Oral			Total
Internal Assessment				End Sem Exam	Duratio n of End Sem Exam	Term Wor k	Prac ·	Ora l	
Test	Continuou s Evaluation	Attendanc e	Tota l						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Understand the concept and importance of trend analysis and fashion forecasting, including its impact on product development, marketing strategies, and overall business success.
- Develop trend analysis and prediction skills by learning to interpret cultural, social, economic, and technological influences on fashion trends.
- Master research methods for fashion forecasting, including effective data gathering, market trend analysis, and forecasting techniques.
- Enhance creativity and innovation in trend interpretation to translate fashion trends into innovative design concepts and adapt them to various market segments.

Course Objective

- The course aims to provide students with a comprehensive understanding of trend forecasting and its significance in the fashion industry, to develop skills in trend analysis, prediction, and research methods to identify emerging fashion trends and predict future directions.
- The course emphasizes the utilization of forecasting tools and technologies, such as data analysis software and trend forecasting platforms.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage (%)	
1	Fundamentals of Design Thinking.		8	15%
	1.1	Stages of Thinking-Define, Research Ideate, Prototype, Implement, Learn.		
	1.2	Research- Identifying drivers, Information gathering, Target Groups, Samples and feedback;		
	1.3	Idea generation- Basic design directions, Themes for thinking, Inspiration and reference, Brainstorming, Value, Inclusion, Sketching, Presenting Ideas; Creative Thinking Methods - Innovation through Design Thinking - The Need for Creative and Design Thinking.		
2	The Research Method and Design Process.		9	20%
	2.1	Research -Nature and Definition; Research Process – Preparation, Information Gathering- Goal, Identification of Problems and Hypothesis, Exposition of facts and interpretation, Presentation of result and findings;		
	2.2	Research Methods – Literature review, Collection of preliminary field data, Define the problem, Analysis and Modification, Presentation of findings;		
	2.3	Design Process – Study historical and contemporary examples, Experimentation with materials and visual Ideas, Visual analysis and identification of design problems, Create the work series and explore in subsequent work, Board presentation.		
3	Concept of Fashion Forecasting		8	15%
	3.1	Awareness of fashion fairs and fashion centers, Knowledge of creative writing		
	3.2	Reading of fashion forecast magazine, Sources of information		
	3.3	Role of Exhibitions and Fashion Shows		
4	Fashion Forecasting Process		9	15%
	4.1	Market Research- Consumer research, Shopping, Sales records.		
	4.2	Evaluating the collections- Similar Ideas indicate fashion trends, Trends for the target market;		
	4.3	Fashion services – Collection reports, Trend books, consulting, Color services, Television/Video services, Newsletter services, Websites, Directories and reference books, Fashion Magazines and newspapers, and Catalogs.		

	4.4	Design Sources- Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations, and technologies.		
5	Fashion Forecasting Report and Trend Analysis		9	20%
	5.1	Market Research - On-site visits to fashion retailers and cloth markets to study market trends and collect various cloth samples, catalogues, etc.		
	5.2	Forecasting Exploration through sources like - Magazines, Newspapers, Internet sites to become familiar with apparel, textile, colour, style, and general culture and consumer forecasting resources.		
	5.3	Preparation of storyboards - Students will prepare storyboards for specific targets.		
	5.4	Presentation of designs - Students will prepare a fashion forecast for different seasons.		
6	Fashion Product Development.		9	15%
	6.1	Introduction to Product development process – Target market, Merchandising, Season; Design – Concept boards, knockoffs, Fakes, Design elements – Color and Fabric selection, Design principles, Sketching Ideas – Style boards. Sample Development – Draping, Flat pattern, Prototype, Fit;		
	6.2	Tech packs – Designer worksheets, Line selection- Editing, Reassessment of merchandising plan, Line presentation; Manufacturing- Duplicates the samples.		
Total			52	100%

References
<ul style="list-style-type: none"> • <i>Fashion: From concept to consumer, Gini Stephens Frings (1999), Prentice-Hill Inc.</i>
<ul style="list-style-type: none"> • <i>Design Thinking, Gavin Ambrose & Paul Harris, AVA Publishing, Switzerland.</i>
<ul style="list-style-type: none"> • <i>New Product Planning, Harry B. Watton, Prentice Hall Inc.</i>
<ul style="list-style-type: none"> • <i>Design Research: Methods and Perspectives, edited by Brenda Laurel.</i>
<ul style="list-style-type: none"> • <i>Lateral Thinking: Creativity Step by Step, Edward De Bono.</i>
<ul style="list-style-type: none"> • <i>How Customers Think: Essential Insights into the Mind of the Market – Gerald Zaltman.</i>

Semester II

Course Code	Course Name	Credits
IND2210N	Interior Design – II	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	03	01	-	03	04

Theory						Term Work/ Practical/Oral			Total
Test	Internal Assessment			End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
	Continuous Evaluation	Attendance	Total						
15	30	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Introduction of Interior Design of Office spaces.
- Understanding requirements of office spaces.
- Developed ability to identify colors, materials and lighting fixtures for office spaces.
- Develop understanding of ancillary services.
- Design of an office interior.

Course Objectives

- To encourage the students to develop visual thinking of the designed space.
- To familiarize the students with the design process and the aspects and constraints to be considered while designing interior spaces.
- To evolve concept and designs for a complete project like an office space.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
	Introduction to commercial interiors	8	10%

1	1.1	Introduction to Interiors of other spaces such as hospitality spaces, shopping areas, salons, spa, gymnasiums, healthcare facilities, specialty stores, etc.		
	1.2	Understanding of common spaces in commercial building		
	1.3	Introduction to Interiors of Office spaces		
2	Office Interiors		12	20%
	2.1	Identifying the requirements for the office spaces		
	2.2	Study of anthropometry of office furniture		
	2.3	Understanding the circulation		
	2.4	Introduction to furniture		
3	Materials and color scheme		12	20%
	3.1	Identifying Materials for walls, flooring and ceiling		
	3.2	Identifying color schemes		
	3.3	Discussion on lighting fixtures		
4	Ancillary services		12	20%
	4.1	Pantry		
	4.2	Toilets		
	4.3	False ceiling, Airconditioning, sprinkles, smoke detectors		
5	Interior Design Project		16	30%
	5.1	Design drawings, plans, elevations, with furniture layout to given scale		
	5.2	Presentation in the given format		
	5.3	Preparing the final portfolio		
		Total	60	100%

References

- *Joseph Chiara and John Callend, Time Saver Standards for Building Types*
- *Panero, Human Dimensions and Interior Space: A Source Book of Design Reference Standards*
- *Drew Plunkett, Drawing for Interior Design*

Semester II

Course Code	Course Name	Credits
FLF2211N	FRENCH II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory						Term Work/ Practical/Oral			Total	
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Viva	Continuous Evaluation	Attendance	Total						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcome

- Engage in meaningful conversations in the target language, demonstrating a solid understanding of its nuances.
- Exhibit advanced grammar skills that encompass a wide range of tenses.
- Well-informed about the culture, societal norms and civilization related to the language, enriching the conversational experience.
- Demonstrate conversational proficiency across various real-life scenarios, including but not limited to dining in restaurants and making hotel reservations, thus enhancing everyday communication.
- Speak fluently, conveying thoughts and ideas with confidence, accuracy, and an enjoyable ease, making interactions both effective and pleasant.

Course Objectives

- To develop the ability to engage in detailed conversations, expressing opinions, narrating events, and describing experiences.
- To master complex grammatical structures, including past and future tenses, relative pronouns, and compound sentences.
- To explore cultural practices and social norms more deeply to understand their impact on communication and behavior.
- To enquire about products and place orders in shops or restaurants.
- To enhance speaking fluency and confidence, reducing hesitation and errors.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module II		6	20%
	Leçon 1	Aller voir ailleurs		
	Leçon 2	Balade autoguidée		
	Leçon 3	Week-end à Aoste		
2	Module II		7	30%
	Leçon 1	Parle avec moi		
	Leçon 2	Nous couchsurfons		
	Leçon 3	En route !		
3	Module III		6	20%
	Leçon 1	En route !		
	Leçon 2	Concours de selfies		
	Leçon 3	La France et nous		
4	Module IV		7	30%
	Leçon 1	Vive le speak dating !		
	Leçon 2	Quartier Libre		

	Leçon 3	Vous avez mal où ?		
	Total		26	100%

References

- *Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette, 2012.*
- *Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.*
- *Loiseau Y., Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.*
- *Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.*
- *Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.*
- *Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.*
- *Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.*
- *Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, 2018.*
- *Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.*
- *Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.*
- *Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.*

Semester II

Course Code	Course Name	Credits
FLG2211N	GERMAN II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory						Term Work/ Practical/Oral			Total	
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Viva	Continuous Evaluation	Attendance	Total						
15	20	10	05	50	50	75 mins	-	-	-	100

Course Outcome

- Understand basic language structures when applied in authentic situations.
- Build and understand simple sentences pertaining to concrete necessities.
- Read and enhance comprehension skills with special focus on vocabulary and syntax.
- Have a global and fine understanding of written texts.
- Have a basic conversation using vocabulary related to food and beverages.

Course Objectives

- To understand basic language structures when applied in authentic situations.
- To build and understand simple sentences pertaining to concrete necessities.
- To read and enhance comprehension skills with special focus on vocabulary and syntax.

- To have a global and fine understanding of written texts.
- To have a basic understanding of vocabulary related to food and beverages.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Kapitel 4		5	20%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Unregelmäßige Verbformen, z.B. essen, mögen, möchten - Unbestimmter Artikel und Bestimmter Artikel im Akkusativ - Verben mit Akkusativkel 		
2	Kapitel 4		5	20%
	Thematischer Aspekt	<ul style="list-style-type: none"> - über Essen sprechen - einen Einkauf planen - Gespräche beim Einkauf und Essen führen - mit W-Fragen Texte verstehen - Wörter ordnen und lernen 		
3	Kapitel 5		10	35%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Modalverben, z.B. müssen, wollen, können - Possessivartikel im Nominativ - Zeitangaben: am, um, von...bis, W- Fragen 		
4	Kapitel 6		6	25%
	Thematischer Aspekt	<ul style="list-style-type: none"> - etwas gemeinsam planen - über Geburtstage sprechen - eine Einladung verstehen und schreiben - im Restaurant bestellen und bezahlen 		
Total			26	100%

References

- *Aufderstraße, Hartmut. Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch. Ismaning: Max Hueber Verlag 2012.*
- *Braun, Anna, and Daniela Wimmer. Schritte Plus A1/1: Arbeitsbuch. Hueber Verlag, 2020.*
- *Dengler, Stefanie. NetzwerkA1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache. Langenscheidt, 2012.*
- *Funk, Hermann, et al. studio d A1: Deutsch als Fremdsprache. Cornelsen Verlag, 2015*
- *Langenscheidt. Langenscheidt Pocket Dictionary German: German-English, English-German. Langenscheidt Publishing Group, 2022.*
- *Niebisch, Daniela, et al. Lagune A1: Kursbuch. Hueber Verlag, 2016.*

Semester II

Course Code	Course Name	Credits
FLS2211N	SPANISH II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral			Total		
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Term Work		Pract.	Oral
Mid Term	Viva	Continuous Evaluation	Attendance	Total						
15	20	10	10	50	50	75 mins	-	-	-	100

Course Outcome

- To use future tense with the correct conjugation and use of the verbs which will enable the students to express their plans.
- To use prepositions and will be able to locate people, places and things.
- To use the vocabulary in a proficient way and incorporate it with prepositions.
- To understand and comprehend basic Spanish conversations and songs.
- To express his/her likes, dislikes, tastes and preferences and of others.

Course Objectives

- To enable the student to use future tense to express his/her plans.
- To enable the student to use prepositions and directions to locate people, things and places.
- To enhance the vocabulary of the students about house, body parts, city.
- To enhance the listening ability of students.

- To enable the students to express their likes, dislikes, tastes and preferences and of others.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	¿Cuál preferís? Ser O estar		7	25 %
	1.1	El verbo SER e introducción del verbo ESTAR		
	1.2	Diferencias entre SER y ESTAR		
	1.3	Los números (hasta un millon)		
2	¿Dónde está Santiago?		6	25 %
	2.1	Las preposiciones de lugar		
	2.2	La forma impersonal del verbo HABER		
	2.3	El vocabulario basado en casa.		
3	Quiero expresar mis gustos		7	25 %
	3.1	El verbo GUSTAR		
	3.2	Los verbos como GUSTAR (Encantar y doler)		
	3.3	Vocabulario de cuerpo.		
4	Entra el mundo del futuro		6	25 %
	4.1	El futuro inmediato (Ir + a + infinitivo)		
	4.2	Un ensayo basado en el futuro inmediato		
Total			26	100 %

References

- Blanco, Begoña. Nuevo avance. Con CD Audio. 2011.*
- Bregstein, Barbara. Easy Spanish Step-By-Step. McGraw Hill Professional, 2005.*
- García, Concha Moreno, et al. Nuevo avance. Con CD Audio.2011.*
- Meredith, Susan. Spanish for Beginners Flashcards. 2010.*
- Moreno, Concha, et al. Nuevo Avance Básico alumno +CD. 2010.*
- Richmond, Dorothy. Practice Makes Perfect Spanish Verb Tenses, Second Edition. McGraw Hill Professional, 2010.*

- *Richmond, Dorothy. Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition. McGraw-Hill Education, 2020.*
- *Rivano, Emilio. El verbo gustar y otros así. 2022.*
- *Rivas, Celestino. Daily Spanish For Beginners. 2019.*
- *Thomas, Scott. The Big Red Book of Spanish Vocabulary. NTC Foreign Language, 2006.*
- *Velarde, J. Gutierrez. Los Verbos Ser y Estar En Español. 2018.*
- *Weibel, Peter. The Big Red Book of Spanish Idioms: 4,000 Idiomatic Expressions. McGraw Hill Professional, 2004.*

Semester II

Course Code	Course Name	Credits
CSE2212N	Presentation Skills	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory				Term Work/ Practical/Oral		Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	
Mid Term Marks	Continuous Evaluation	Attendance	Total			
15	30	05	50	50	2 Hours	100

Course Outcome

- Identify the importance of presentation skills in career advancement.
- Comprehend the steps for planning and preparing professional presentations.
- Use proficiency in delivering well prepared and articulated presentations effectively.

Course Objectives

- To explain the utility of Presentation Skills and incorporate it with Career advancement.
- To discuss and explore important steps of business presentation.
- To enhance the knowledge of linguistics aspect of oral presentation.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Social Communication Skills		2	15%
	1.1	Appropriateness		
	1.2	Building rapport		
2	Context Based Speaking		3	15%
	2.1	In general situations		
	2.2	In specific professional situations		
	2.3	Simulations/Role Play		
3	Non-Verbal Communication		7	30%
	3.1	Non-Verbal Communication, Types, Relevance and significance		
	3.2	Body language		
	3.3	Para language, Chronemics, Haptics, Proxemics, Artifacts, Olfactics		
4	Business Presentation		5	40%
	4.1	Audience Analysis, 3 Ps of Presentation		
	4.2	Preparing effective Power Point presentation		
	4.3	Delivering of presentation Handling questions, Corrections		
Total			17	100%

References

- *Working in English, Jones, Cambridge*
- *Business Communication, Raman –Prakash, Oxford*
- *Speaking Personally, Porter-Ladousse, Cambridge*
- *Speaking Effectively, Jermy Comfort, et.al, Cambridge*
- *Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill*

Semester – II

Course Code	Course Name	Credits
BEH2213N	Behavioral Science-II	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					Term Work/ Practical/Oral		
Internal Assessment					End Sem Exam	Duration of End Sem Exam	Total
Acti vity	Assignment	Viva	Atten dance	Total			
20	40	35	05	100	-	-	100

Course Outcome

- The knowledge of this subject is essential to understand problem solving behavior as a human is very important concept to understand self and other human behavior.
- variety of principles related to problem solving behavior and creative thinking influencing human behavior.
- To give students to understand aspects related how to solve problem in their student and personal life so that they can have a batter point of view about themselves and society.
- Authenticity from self-awareness fosters deeper connections with others.
- Self-understanding enhances resilience and adaptability to change.
- Foster an open-minded and flexible mindset.

Course Objective

- To introduce the student to the variety of principles influencing problem solving behavior
- To take students, step by step, through an interactive understanding of each of the principles related to problem solving behavior and creative thinking.

- To give the student a basic understanding of these principles that he/she has a better understanding of problem-solving behavior and creative thinking.
- To give the student a basic understanding which will act as a foundation problem solving behavior and creative thinking.
- To develop an understanding of problem-solving behavior and creative thinking so that they can boost their problem-solving behavior and creative thinking
- To Develop logical and practical solutions.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Thinking as a tool for Problem Solving		2	20%
	1.1	What is thinking: The Mind/Brain/behavior		
	1.2	Critical Thinking and Learning		
	1.3	Making Predictions and Reasoning		
	1.4	Memory and Critical Thinking, Emotions and Critical Thinking and thinking skills.		
2	Hindrances to Problem Solving Process		2	20%
	2.1	Recognizing and defining a problem, Analyzing the problem (potential causes)		
	2.2	Developing possible alternatives		
	2.3	Evaluating solution and resolution of problem and implementation		
	2.4	Barriers of problem-solving perception, expression, Perception, emotion, intellect & work environment, Perception Expression, Emotion Intellect and Work environment		
3	Plan of Action		2	20%
	3.1	Construction of POA		
	3.2	Monitoring		
	3.3	Reviewing and analyzing the outcome		
	3.4	Implications of Plan of action in students' life		
4	Critical Thinking		2	20%
	4.1	Definition, Nature and meaning of creativity.		

	4.2	Convergent and Divergent thinking		
	4.3	Idea generation and evaluation (Brainstorming) Image generation and evaluation Debating		
	4.4	The six-phase model of Creative Thinking: ICEDIP model		
5	Problem Solving Process		2	20%
	5.1	Recognizing and defining a problem		
	5.2	Analyzing the problem (potential causes)		
	5.3	Developing possible alternatives		
	5.4	Evaluating Solutions and Resolution of problem		
Total			10	100%

Reference

- *De Bono, E. (2015). Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas. HarperCollins.*
- *Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus, and Giroux.*
- *Mayer, R. E. (2013). Thinking, Problem Solving, Cognition. Cambridge University Press.*
- *Runco, M. A., & Acar, S. (2012). Divergent thinking as an indicator of creative potential. Creativity Research Journal, 24(1), 66-75.*
- *Schunk, D. H. (2012). Learning Theories: An Educational Perspective. Pearson.*
- *Jonassen, D. H. (2000). Toward a design theory of problem solving. Educational Technology Research and Development, 48(4), 63-85.*

Semester II

Course Code	Course Name	Credits
UBC2217N	Understanding Business Cases	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory						Term Work/ Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Test	Continuous Evaluation	Attendance	Total Internal						
25	20	05	50	50	3 Hours	-	-	-	100

Course Outcome

- Case Studies in Management is designed to provide students with an in-depth understanding of various management theories and practices through real-world cases.
- The course will focus on analyzing complex managerial situations, decision-making processes, and strategic implementations across different industries.
- Through the examination of case studies, students will develop critical thinking, problem-solving, and decision-making skills essential for effective managerial roles.
- Improve decision-making skills by assessing different business scenarios and weighing the potential outcomes of various strategic choices.
- Articulate and present well-structured analyses and recommendations based on business case studies, both in written and oral formats.
- Gain insights into the dynamics of different business environments and how various factors such as market conditions, competition, and organizational structure influence business outcomes.

Course Objectives

- To analyze and interpret real-world business scenarios from a management perspective.
- To understand various management theories, frameworks, and concepts in practical contexts.

- To develop problem-solving skills by applying management principles to complex situations.
- To enhance decision-making abilities through critical analysis and evaluation of managerial decisions.
- To cultivate effective communication and presentation skills through case study discussions and presentations.
- To explore ethical and social responsibility considerations in managerial decision-making.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Module-1	7	25%
	Introduction to Case Studies in Management <ul style="list-style-type: none"> • Understanding the case study method • Analytical frameworks for case analysis 		
2	Module-2	7	25%
	Strategic Management <ul style="list-style-type: none"> • Strategic planning and formulation • Competitive analysis and industry dynamics • Strategy implementation and execution 		
3	Module-3	6	25%
	Understanding the Case Study Method <ul style="list-style-type: none"> • Definition and characteristics of case studies • Different types of case studies (e.g., descriptive, exploratory, explanatory) • Advantages and limitations of using case studies in research and education 		
4	Module-4	6	25%
	Industry-Specific Case Studies <ul style="list-style-type: none"> • Case studies from sectors such as healthcare, technology, finance, manufacturing, etc. • Analysis of industry-specific challenges, opportunities, and strategies 		
Total		26	100

References

- *Harvard Business Review Case Studies*
- *Case Studies in Management* by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson
- *Case Studies in Strategic Management* by Sanjay Mohapatra
- *Case Studies in Marketing Management* by S. Ramesh Kumar

- *Case Studies in Organizational Behavior by Steven L. McShane and Mary Ann Von Glinow*

Semester II

Course Code	Course Name	Credits
ANM2217N	Animation-I	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	02	-	01	01	-	02

Theory				Term Work/ Practical/Oral			Total		
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
35	10	05	50	50	02 Hours	-	-	-	100

Course Outcome

- Upon completion of the course, students will demonstrate a thorough understanding of the historical and theoretical foundations of animation, as evidenced by their ability to analyze and discuss the evolution of animation techniques and their applications.
- Students will acquire practical skills in 3D modeling, evidenced by their ability to create and manipulate 3D models using industry-standard software, effectively translating conceptual ideas into digital representations.
- By the end of the course, students will be proficient in rotoscoping techniques, capable of producing accurate roto work for integration into visual effects sequences, demonstrating an understanding of the collaborative nature of rotoscope work within the VFX pipeline.
- Upon successful completion of the program, students will demonstrate advanced proficiency in UV unwrapping and texturing techniques, as evidenced by their ability to unwrap complex geometry, optimize texture distribution, and apply procedural textures to enhance the visual quality of 3D models.

Course Objective

- To introduce students to the foundational concepts and principles of animation, including its historical evolution, core principles, and various animation techniques.
- To equip students with practical skills in 3D modeling using industry-standard software, enabling them to create and manipulate digital models effectively.
- To provide students with a comprehensive understanding of rotoscoping techniques in visual effects (VFX), emphasizing the role of roto artists and the importance of accurate roto work in compositing.
- To enable students to explore advanced UV unwrapping and texturing techniques, including complex geometry, texture channels, and procedural texturing, enhancing their proficiency in 3D modelling and animation production.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage (%)
1	Foundations of Animation	6	20%
	1.1 Overview of Early Animation Techniques Introduction to pre-cinematic animation forms such as zoetrope's and flipbooks.		
	1.2 Milestones in Animation History Examination of key developments in animation, including the invention of the multiplane camera and the release of iconic animated films.		
	1.3 Impact of Animation on Contemporary Media Analysis of animation's influence on modern media, exploring its role in advertising, education, and visual storytelling		
	1.4 Cultural Impact of Animation Discussion on how animation has shaped cultural narratives and influenced global perspectives.		
2	Principles of Animation	6	20%
	2.1 Understanding Squash and Stretch Explanation of how squash and stretch principles create fluid and lifelike motion in animated characters and objects.		
	2.2 Mastering Timing and Spacing Exploration of timing and spacing principles to convey weight, emotion, and realism in animation sequences.		

	2.3	Exploring Anticipation and Follow-through Examination of anticipation and follow-through principles to enhance the believability and impact of animated actions.		
	2.4	Secondary Animation Principles Analysis of secondary animation principles such as overlapping action and exaggeration in creating dynamic and expressive characters.		
3	Types of Animation Techniques		6	30%
	3.1	Hand-Drawn Animation: Techniques and Examples Overview of traditional hand-drawn animation methods and analysis of classic hand-drawn animated films.		
	3.2	Computer-Generated Animation: Processes and Applications Introduction to computer-generated animation techniques, including 3D modeling, rigging, and rendering, and exploration of its applications in film, gaming, and virtual reality.		
	3.3	Stop-Motion Animation: Methods and Innovations Investigation of stop-motion animation techniques, including claymation and puppet animation, and examination of innovative stop-motion films and commercials.		
	3.4	Experimental Animation Forms Exploration of experimental animation techniques and avant-garde animation movements in the context of artistic expression and creative exploration.		
4	Fundamentals of Animation		8	30%
	4.1	Character Development: Character Design: Techniques for designing characters with unique features and personalities.		
	4.2	Storyboarding and Planning: Storyboarding Techniques: Fundamentals of creating storyboards to plan and visualize animation sequences.		
	4.3	Introduction to Animation Software: Software Training: Basics of using popular animation software such as Adobe Animate or Blender. Tool Utilization: Learning key tools and features necessary for creating and editing animations.		
	4.4	Project Creation and Review: Animation Projects: Development of short animation projects that incorporate learned techniques and principles. Feedback and Refinement: Presentation of projects for peer and instructor feedback, with focus on refining and improving the final output.		

Total	26	100%
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References

- *Williams, R. (2012). The animator's survival kit. Faber & Faber.*
- *Hooks, E. (2017). Acting for animators: 4th edition. Routledge.*
- *Vaughan, W. (2012). Digital modeling. New Riders.*
- *Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.*
- *Goldberg, E. (2008). Character animation crash course! Silman-James Press.*
- *Osipa, J. (2013). Stop staring: Facial modeling and animation done right (3rd ed.). Wiley.*

Semester II

Course Code	Course Name	Credits
PHT2217N	Photography -I	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	02	-	01	01	-	02

Practical						Term Work/ Practical/Oral			
Internal Assessment									
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	Term Work	Pract.	Oral	Total
35	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Develop a comprehensive understanding of digital photography techniques.
- Acquire foundational knowledge of the principles governing light and its application in photography.
- Demonstrate proficiency in operating cameras, including an understanding of their components and functionality.
- Explore the intricacies of camera lenses, encompassing their types, functions, and optimal usage in various photographic contexts.

Course Objectives

- Develop proficiency in composition techniques, enabling students to capture compelling photographs across diverse subjects such as people and nature.
- Master the principles of lighting and colour in photography to effectively manipulate mood, atmosphere, and visual impact within images.
- Acquire skills in displaying and presenting photographs, encompassing various formats and platforms to communicate messages effectively.
- Gain a deep understanding of the mechanics of imaging, including technical aspects such as exposure, focus, and image processing, to achieve desired photographic outcomes.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage (%)
1	Understanding Digital Photography		6 20%
	1.1	Inside the Digital Camera: Exploring the internal mechanisms and components of digital cameras.	
	1.2	Principles of Photography: Introduction to the fundamental principles governing the art and science of photography.	
	1.3	General Principles of Photography: Understanding key concepts such as exposure, focus, and composition.	
	1.4	Types of Cameras: Overview of different camera types and their respective functionalities.	
	Camera Varieties and Comparative Analysis		
	2.1	Camera Types: Exploring a range of cameras including medium format, large format, and digital cameras.	

2	2.2	Comparative Study: Analyzing the differences between digital and analogue (SLR) cameras, along with their advantages and applications.	6	20%
	2.3	Lens Types: Overview of normal, wide, telephoto, zoom, PC (Perspective Control), and TS (Tilt-Shift) lenses.		
	2.4	SLR & DSLR		
3	Camera Controls and Composition Techniques		6	30%
	3.1	Camera Controls: Exploring shutter speed, aperture, exposure control, depth of field, and selective focus.		
	3.2	Exposure Metering and Filters: Understanding exposure meters, metering systems, and various filters such as UV, polarizing, and special effect filters. Introduction to tripods.		
	3.3	Composition Techniques: Learning creative composition techniques including the rule of thirds and the Golden section. Managing digital assets and image printouts.		
3.4	Camera Accessories and Maintenance: Overview of camera mounts, accessories, and maintenance practices. Understanding the differences between multicamera and single camera setups.			
4	Assignment: Outdoor Photography		8	30%
	4.1	Lens Selection		
	4.2	Use of Aperture		
	4.3	Use of shutter speed		
4.4	Use of white balance			
Total			26	100%

References

- Langford, M. (2015). *Langford's Basic Photography: The Guide for Serious Photographers (10th ed.)*. Focal Press.
- Freeman, M. (2017). *The Photographer's Eye: Composition and Design for Better Digital Photos (The Photographer's Guide) (2nd ed.)*. Focal Press.
- London, B. (2016). *Photography (12th ed.)*. Pearson.
- Hunter, F., Biver, S., & Fuqua, P. (2012). *Light: Science and Magic: An Introduction to Photographic Lighting (5th ed.)*. Routledge.
- Peterson, B. (2016). *Understanding exposure: How to shoot great photographs with any camera (5th ed.)*. Amphoto Books.

- *Kelby, S. (2017). The digital photography book: Part 1 (6th ed.). Peachpit Press.*

Semester II

Course Code	Course Name	Credits
POL2217N	Political Science- I	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	01	01	-	01	02

Internal Assessment				Term Work/ Practical/Oral		
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	Total
15	30	5	50	50	2 Hours	100

Course Outcome

- Upon completion of this course, students will possess a comprehensive understanding of the Indian Constitution, including its historical background, structure, key provisions, fundamental rights, duties, directive principles of state policy, Schedules, and the process of amending the Constitution.
- After completing this course, students will be able to actively engage in constitutional debates, drawing on their comprehensive understanding of the Indian Constitution. They will demonstrate the ability to analyse and articulate the core principles and concepts embedded in the Constitution.
- Through participation in discussions and case studies, students will foster an understanding of the importance of secularism in the Indian context. They will be able to apply their knowledge to real-world scenarios, demonstrating how constitutional principles shape and influence issues related to secularism in India.
- By the end of this course, students will contribute to the promotion of an inclusive and equitable democracy through their knowledge and analysis of the Indian Constitution. They will critically evaluate the impact of constitutional provisions on democratic principles and formulate informed perspectives on how to enhance inclusivity and equity within the democratic framework.
- After completing the course, students will critically assess historical events' impact on the Indian Constitution's evolution. They will analyse farmers' decisions, evaluate constitutional provisions' relevance, and construct well-reasoned judgments on the strengths and weaknesses of the constitutional framework.

- Upon course completion, students will creatively apply their understanding of the Indian Constitution. They will propose innovative solutions to constitutional dilemmas and recommend policy changes, showcasing their ability to contribute constructively to constitutional discourse and development.

Course Objectives

- To develop a comprehensive understanding of the Indian Constitution's foundational principles, structure, and key provisions, including its historical context and evolution.
- To explore different perspectives and evaluate the implications of various interpretations of Indian Constitution.
- To examine the intersections between constitutional law, political philosophy, and social dynamics to gain a deeper appreciation of the constitution's role in shaping society.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Introduction to Indian Constitution	7	25%
	1.1 Definition of Constitution & Need for Constitution		
	1.2 Historical background of the Indian constitution		
	1.3 Constitutionalism and Indian Constitution		
2	Division of Constitution	7	30%
	2.1 Concepts of Fundamental Rights, Fundamental Rights in India, Safeguards of Fundamental Rights		
	2.2 Fundamental Duties in India: Objectives and Purpose, Relation between Fundamental Rights and Directive Principles of State Policy		
3	Secularism & Indian Constitution	5	15%
	3.1 Secularism and Religious Pluralism in India, Constitutional Rights and Religious Minorities		
4	Structure of Government - Legislature, Executive, Judiciary	7	30%
	4.1 The Legislature: Power and Functions of Parliament		
	4.2 The Executive: Election, Power, Functions, and the changing role of President and Prime Minister.		
	4.3 The Judiciary: Appointment of Judges in High Courts and the Supreme Court, Power and Functions of High Courts and the Supreme Court.		
Total		26	100%

References

- *M. P. Jain, Indian Constitutional Law, 8th ed., LexisNexis, New Delhi (2018).*
- *D.D. Basu, Shorter Constitution of India, 6th ed., Prentice – Hall of India, New Delhi (1981).*
- *V.N. Shukla, Constitution of India, 11th ed., Eastern Book Company, Lucknow (2018).*
- *H.M. Sreevai, Constitutional Law of India: a critical commentary, 4th ed., N.M. Tripathi, Bombay (1991).*
- *U.Bhatia, (Ed.), The Indian Constituent Assembly: Deliberations on Democracy, Taylor & Francis, London (2017).*
- *M. V. Pylee, An Introduction to the Constitution of India, S. Chand Publishing, New Delhi (2009).*

Semester II

Course Code	Course Name	Credits
TSM2217N	Tourism Management – I	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	01	01	-	01	02

Internal Assessment				Term Work/ Practical/Oral		
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	Total
15	30	05	50	50	2 Hours	100

Course Outcome

- Students will recall and describe the importance of geography in tourism, providing an overview of continents and oceans, and understanding the concepts of latitudes, longitudes, climatic zones, and vegetation.
- Students will demonstrate an understanding of the general geographical features of Asia, Oceania, Europe, Africa, North America, and South America. They will comprehend the physiographic units, climate, vegetation, main countries, capitals, and key tourist attractions of each region.
- Given specific countries from Asia, Oceania, Europe, Africa, North America, and South America, students will apply their knowledge to complete assignments. They will identify and analyze the geographical features, capitals, and tourist attractions of assigned countries.
- Students will analyze the relationships between physiography, climate, and vegetation in each region. They will critically evaluate how these geographical features influence tourism and identify patterns or trends that emerge across continents.
- Students will evaluate the tourism potential of specific countries in each region, considering factors such as geographical features, climate, and key attractions. They will critically assess the impact of these factors on tourism development and make informed judgments about the attractiveness of destinations.

- Students will synthesize information to create comprehensive summaries of the general geographical features, climate, vegetation, and tourist attractions of Asia, Oceania, Europe, Africa, North America, and South America. They will integrate knowledge from different modules to develop a holistic understanding of world geography in the context of tourism.

Course Objective

- To gain knowledge about the characteristics of tourist attractions across the globe.
- To study the Earth's physical features, climate, natural resources, human populations, and their interactions according to tourism Industry.
- To understand major destinations & accessibility of the world.
- To gain knowledge on case studies & broad information about the continents.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Tourism Geography		7	25%
	1.1	Brief Introduction of Geography and Tourism Geography		
	1.2	Continents & Oceans		
	1.3	Elements of Weather & Climate. Climatic Zones of the World.		
	1.4	Natural Vegetation of the World.		
2	Asia and Europe		7	30%
	2.1	General Geographical Features: Physiographic Units, Climate, Vegetation Main Countries, Capitals & their Tourist Attractions.		
3	America and Other Countries		7	30%
	3.1	General Geographical Features; Physiography, Climate, Vegetation. Main Countries, Capitals & Their Tourist Attractions.		
4	Case Study		5	15%
	4.1	Case Studies/Assignments/Presentations on the tourist attractions of one continent/country/climatic region		
Total			26	100%

References

- *Tourism Geography: Critical Understandings of Place, Space and Experience* by Stephen Williams and Alan A. Lew (2017)
- *World Regional Geography: Global Patterns, Local Lives* by Lydia Mihelic Pulsipher and Alex Pulsipher (2019)
- *Geography of Travel and Tourism* by Lloyd Hudman and Richard Jackson (2018)
- *Contemporary World Regional Geography* by Michael Bradshaw, Joseph Dymond, and George F. Carney (2016)
- *Global Tourism: Cultural Heritage and Economic Encounters* edited by Sarah M. Lyon and Christian Wells (2017)

Semester II

Course Code	Course Name	Credits
SCW2217N	Social Work – I	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	01	-	01	01	-	02

Internal Assessment				Term Work/ Practical/Oral		Total
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	
15	30	05	50	50	2 Hours	100

Course Outcome

- Students will understand conceptual and theoretical aspects of social entrepreneurship in India.
- Students will be aware of the challenges of social entrepreneurship.
- Students will be able to understand the process to start a social entrepreneurship project.

Course Objectives

- To study the basic concepts of social entrepreneurship.
- To understand various social entrepreneurship processes.
- To understand role and responsibilities in the management of social entrepreneurship.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Social entrepreneurship		7	20%
	1.1	Introduction and basics of Social Entrepreneurship		
	1.2	Approaches to social development		
2	2.1	Strategic venture design, resource management and social sector marketing.	7	30%
	2.2	Funding and legal framework for social ventures		
3	Social entrepreneurship in India		7	30%
	3.1	Social impact assessment		
	3.2	Sustainable development		
4	Case Study		5	20%
	4.1	Case-studies		
Total			26	100%

References

- Bornstein, D., & Davis, S. (2010). *Social entrepreneurship: What Everyone Needs to Know?* New York: Oxford University Press.
- Kickull, Jill and Lyons, S. Thomas. (2012). *Understanding Social Entrepreneurship*. Routledge: New York
- Kramer, M. R. (2005). *Measuring innovation: Evaluation in the field of social entrepreneurship*.

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-III

Semester III

Course Code	Course Name	Credits
BAD2301N	Basics of Advertising	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory				Term Work//Practical/Oral					Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand the concepts of advertising.
- Students will get an opportunity to explore various creative fields involved in making advertisements.
- Students will have an opportunity to explore various creative fields involved in making advertisements.
- Students will be able to plan and design an advertising campaign.

Course Objectives

- To define advertising and brand.
- To understand the advertising scenario in India, organizational structure, and brand-management.
- To describe various elements of advertising and marketing.
- To plan and design advertising campaign.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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1	Fundamentals of Advertising		8	30%
	1.1	Advertising: Definition & Function Types of Advertising <ul style="list-style-type: none"> • Classified • Corporate • Financial • Education/ NGO/Public Service /Institutional • Advertorial • Souvenirs/ Promotional Ads 		
	1.2	Models of Advertising: AIDA, DAGMAR, Maslow's Hierarchy		
	1.3	Classification of Advertising based on Target Audience, Geographical Area, Medium and Purpose		
2	Aspects of Advertising and Creativity		7	25%
	2.1	Concepts of Advertising		
	2.2	Elements of Advertising: Copy, slogan, and Audio-Visual elements		
	2.3	Brand: Concept, Segmentation, Targeting and Positioning Advertising		
	2.4	Advertising Appeals		
	2.5	AD Campaign		
	2.6	Celebrity Endorsement		
3	Structure of advertising agencies		5	20%
	3.1	Types of advertising agencies		
	3.2	Advertising agency structure		
	3.3	Functions of various departments		
4	Role of Marketing		3	15%
	4.1	What is a market?		
	4.2	Types of markets		
5	Ethics in Advertising		3	10%
	5.1	ASCI and AAAI code of Advertising Practice		
	5.2	Ethics in Advertising		

Total	26	100%
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References

- *Advertising; Jethwaney, Jaishri N.*
- *Foundation of Advertising; Chunawalla, S.A. & Sethia, K.C.*
- *Advertising Management; Manendra Mohan*
- *Advertising; Ahiya, B.N. & Chhabra, S.S.*
- *Advertising; O'Guinn, Thomas C*

Semester III

Course Code	Course Name	Credits
PRC2302N	Public Relations & Corporate Communication	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

Theory				Term Work//Practical/Oral					Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand the concept of Public Relations.
- Students will be able to understand the concept of Corporate Communication.
- Students will get to know about the media utilization for PR practice.
- Students will get to know about the media utilization for Corporate Communication.
- Students will be able to design a campaign.
- Students will be able to use various media and to make a media strategy.

Course Objectives

- Define Public Relations and Corporate Communications.
- Describe the role and importance of Public Relation.
- Utilize knowledge gained for Corporate Communication.

- To develop an understanding of how a corporate organization functions and how it uses it to create and sustain its image.
- To gain an understanding about the media utilization for Corporate Communication.
- To use various media platforms to devise a media strategy.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage	
1	Introduction to Public Relations		10	30%
	1.1	Public Relations: Evolution, Concept and Objectives		
	1.2	Growth of Public Relations in India		
	1.3	Global Public Relations		
	1.4	Scope of Public Relations		
	1.5	PR in different sectors		
2	Public Relations: Tools and Techniques		6	15%
	2.1	PR Agency: Structure and Functions		
	2.2	Media Relation: Use of Multimedia, Press Conference, Press Conference, Press Kit, Press invites, Press Tours, Assessing results, etc.		
	2.3	Emerging Trends in PR		
3	Public Relations: Campaign and Case Study		6	15%
	3.1	Components of Public Relations Campaign: Objective, Target Audience, Planning, Message Design, Media Selection, Implementation and Evaluation		
	3.2	Case Studies		
	3.3	Functions of various departments		
	3.4	Economics of Advertising agencies		
	Introduction to Corporate Communications			
	4.1	Corporate Communication: Definition, Concept, Scope and Structure		

4	4.2	Corporate Communication in Practice: Corporate Identity, Corporate Advertising and Brand Identity	10	20%
	4.3	Shift from PR to Corporate Communication		
	4.4	Elements of Corporate Communication		
	4.5	7C's of Corporate Communication		
	4.6	Role of Corporate Communication in today's scenario		
5	Media Relations		7	20%
	5.1	Strategy and Process: Media Monitoring, Manage Company's Profile, Marketing (Direct/ Network/ Digital)		
	5.2	Tools: Brochure, newsletter, House Journal, Annual report, Memos, Notice, E-News, letter, websites (Internal & external)		
	5.3	Crisis Management and Disaster Management		
6	Ethics in PR and Corporate Communication		3	10%
	6.1	PRSI Code		
	6.2	IPRA		
	6.3	Guidelines and Ethics for Corporate Communication		
Total			39	100%

References

- Balan, K.R., & Rayudu, C.S. (1994). *Public Relations in Action*. New Delhi: Castle Book.
- Tripathy, M. (2011) *Public Relations and Power*. London: Sage Publication.
- Sachdeva, I. S. (2009). *Public Relations: Principles and Practices*, New Delhi: Oxford University press.
- Jethwaney, J.N. & Sarkar, N.N. (2015). *Public Relations Management*, New Delhi: Sterling private.
- Jethwaney, J. (2010). *Corporate Communication: Principles and Practices*. Oxford University press.

Semester III

Course Code	Course Name	Credits
MCS2303N	Media, Culture and Society	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

Theory				Term Work//Practical/Oral					Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand the role of media and its relationship with culture and society from a critical lens.
- Students will be able to understand the connection between media and politics.
- To analyze how societal patterns influence the news manufacturing process.
- To analyze media trends from a global and wider perspective.

Course Objectives

- To provide a clear understanding of media, culture and society.
- To build frames of reference for media in connection to the trends and movements in society.
- To get through understanding of problems and issues in the culture and society.
- To understand politics, history and economics.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Media Representation		12	30%
	1.1	Media Representation and Cultural Identity		
	1.2	Media and Society		
	1.3	The role of media in constructing social realities		
	1.4	Explore how media shapes and reflects cultural identities.		
	1.5	Globalization and Media		
	1.6	Digital Media: Cultural and societal Change		
2	Politics		7	30%
	2.1	Forms of government		
	2.2	Unipolar world		
	2.3	Role of UN		
3	Economics		10	25%
	3.1	Different forms of economic systems		
	3.2	Role of banks		
	3.3	Growth patterns		
	3.4	Regional economies		
	3.5	Different forms of economies		
	3.6	Growth patterns		
4	Society		10	25%
	4.1	Naxalism and Marxism		
	4.2	Globalisation		
	4.3	Indian family system		
	4.4	Urbanisation and migration		
	4.5	Cultural shifts		
Total			39	100%

References

- *Deshpander, S. (2013). Caste and Castelessness: Toward a Biography of the 'General Category'. Economic and Political Weekly. Vol. 48, No. 15, pp. 32-39.*
- *Guru, G. (2011). Liberal Democracy in India and the Dalit Critique. Social Research: An International Quarterly. Vo. 78, NO. 1., pp. 99-122.*
- *Kymlicka, W. (1995). Multicultural Citizenship. A liberal Theory of Minority Rights. Clarendon Press. Chapter 2: Politics of Multiculturalism, pp 10-33.*
- *Wallerstein, I. (1990) Culture as the ideological battleground of the modern world-system. In M. Featherstone (Ed.) Global Culture: Nationalism, globalization and modernity. A Theory, Culture & Society Special Issue. Sage Publications, pp. 31-56.*

Semester III

Course Code	Course Name	Credits
TVP2304N	TV Production and Presentation	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					TermWork//Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Demonstrate an understanding of the entire production process.
- Demonstrate an ability to write script, screenplay and story board for a multi camera TV production.
- Plan and set-up a multi camera tv production based on the developed script.
- Plan and organize editing and postproduction.
- Demonstrate the ability to package the show according to television requirements.
- Student will be able design their own show on the basis of learning.

Course Objectives

- To study the Modern trends of Radio Jockeying with discussion on contemporary issues and problems which are there, and which might affect radio jockeys in the future.
- To provide guidelines, information and specific techniques for understanding and applying the knowledge achieved in problems relating to radio jockeying.
- Analyze the content in the market and how to use it on radio.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Understanding about anchoring and presentation		7	15%
	1.1	Introduction to anchor and anchoring		
	1.2	The types of anchoring		
	1.3	The role of anchor		
	1.4	The qualities of an anchor		
2	The technicalities of anchoring		10	20%
	2.1	Role of styling (makeup techniques)		
	2.2	Anchoring according to program formats, News anchoring, Entertainment, current affairs, magazine shows etc		
	2.3	Anchoring techniques: live shows & recorded, programmes, Discussing different news anchors of the industry		
	2.4	Using the teleprompter, Piece to camera		
3	Editing (post-production)		10	15%
	3.1	Handling and knowing the editing setup		
	3.2	Digital and analogue editing Continuity vs. non continuity Linear vs. nonlinear editing		

	3.3	Online editing & offline editing Concept of montage		
	3.4	Match cut, jump cut, cut-in, cut out, Parallel cutting, Action sequence, comedy sequence, romantic sequence, music video		
4	Specialized coverage		10	20%
	4.1	Current affairs, documentaries and features		
	4.2	Business, stock market reporting and sports coverage		
	4.3	Political & parliamentary coverage		
5	Practical Practice		15	30%
	5.1	Specialized coverage by student on any of the abovementioned topics as a part of practical / practice.		
Total			52	100%

References

- Millerson, G., & Owens, J. (2012). *Television Production (15th ed.)*. Focal Press.
- Zettl, H. (2014). *Television Production Handbook (12th ed.)*. Cengage Learning.
- Gross, L. S., Foust, J. C., & Burrows, B. (2017). *Video Production: Disciplines and Techniques (12th ed.)*. McGraw-Hill Education.
- Musburger, R. B., & Kindem, G. (2012). *Introduction to Media Production: The Path to Digital Media Production (4th ed.)*. Focal Press.
- Shook, F. K., Larson, J. E., & DeTarsio, J. (2017). *Television Field Production and Reporting (7th ed.)*. Routledge.
- Owens, J. (2016). *Video Production Handbook (5th ed.)*. Focal Press.

Semester III

Course Code	Course Name	Credits
REP2305N	Reporting and Editing in Print Media	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory				Term Work//Practical/Oral					Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand print media.
- Students will be able to understand reporting with its techniques.
- Students will be able to write different types of news and to gather the news.
- Students will be able to understand the editing skill and design a newspaper.

Course Objectives

- To introduce the world of journalism and define it.
- To describe techniques of writing, reporting beats and the role of newsroom
- To get familiar with editing tool and e
- To utilize knowledge gained in editing & editing of a print layout of newspaper, magazine journalism.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Journalism and News		10	20%
	1.1	Evolution and Growth of Print Media in India and		
	1.2	Introduction of Printing Press		
	1.3	Role of English and vernacular press during freedom struggle		
	1.4	Yellow Journalism		
2	Growth of journalism post-independence		9	15%
	2.1	Journalism as Fourth Estate		
	2.2	Journalism during Emergency		
	2.3	Emergence of magazines and publication houses		
	2.4	Emergence and growth of Indian news agencies		
3	The newsroom Set-up		7	15%
	3.1	Set up and function of a city Reporting room in a daily and Bureau		
	3.2	Various departments in Editorial set-up		
	3.3	Role and functions of desk		
	3.4	Hierarchy in the Newsroom		
4	News Reporting		8	15%
	4.1	News Value, Sources of News, News Beats, Basic elements of News		
	4.2	Who are reporters, the roles and responsibilities		
	4.3	Interviewing skills required for reporting.		
	4.4	Types of Reporting: Objective, Investigative and Interpretative		
	News Writing and Editing			
	5.1	The understanding about writing		
	5.2	Types of leads and body text, headlines, types of headlines, guidelines and captions writing		

5	5.3	Types of Writing: News Report, Editorial Writing, Feature Writing, Article Writing, Paid News Writing	9	15%
	5.4	Editing: Definition, Objective and Principles a. Editing Symbols b. Proofreading c. Advent of Electronic Copy-editing, Rewriting d. Copy editing for newspaper, Magazines, and Journals		
	5.5	Role of copy editor		
6	Layout Design		9	20%
	6.1	Introduction of design & Layout		
	6.2	Use of Graphics, Cartoons, and Info graphic		
	6.3	Understanding the importance of style guides		
	6.4	Field Visit of Printing House/ Newspaper office		
Total			52	100%

References

- *Fedler, F. (2005). Reporting for the Media (9th ed.). Oxford University Press.*
- *Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2017). The Art of Editing in the Age of Convergence (11th ed.). Pearson.*
- *Itule, B. D., & Anderson, D. A. (2007). News Writing and Reporting for Today's Media (7th ed.). McGraw-Hill Education*
- *Mencher, M. (2010). News Reporting and Writing (11th ed.). McGraw-Hill Education.*
- *Rich, C. (2016). Writing and Reporting News: A Coaching Method (8th ed.). Cengage Learning.*
- *Ludwig, M. D. (2014). Editing for Today's Newsroom: A Guide for Success in a Changing Profession (1st ed.). Wiley-Blackwell.*

Semester III

Course Code	Course Name	Credits
FLF2311N	FRENCH III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					TermWork//Practical/Oral		Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam		
Mid Term	Viva	Continuous Evaluation	Attendance				
15	20	10	05	50	50	75 mins	100

Course Outcome

- Get in depth Knowledge of accents and French phonetics.
- Write about placements of objects.
- Talk about recent experiences or recent plans.
- Understand the important geographic locations and culture of France.
- Gain mastery over complex grammatical structures, including the subjunctive mood, advanced verb tenses, and intricate sentence formations.

Course Objectives

- To engage the students to continue to refine pronunciation, focusing on more subtle aspects of accent and intonation.
- To describe the placements of the objects etc.

- To talk about recent experiences or of recent plans.
- To understand biographical information.
- To master complex grammatical structures, including the subjunctive mood, advanced tenses, and nuanced sentence structures.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I		7	50%
	Leçon 1	Une journée sur Terre		
	Leçon 2	Une journée « écolo »		
	Leçon 3	Une journée avec...		
	Leçon 4	Une journée en Pologne		
2	Module II		6	20%
	Leçon 1	Sortir « à la française »		
	Leçon 2	Soyez les bienvenus !		
	Leçon 3	Apprendre autrement		
3	Module III		6	30%
	Leçon 1	Jeunes talents		
	Leçon 2	Écrivains francophones		
	Leçon 3	Un livre, un jour		
4	Module IV		5	30%
	Leçon 1	Il a choisi la France		
	Leçon 2	Informons-nous		
	Total		26	100%

References

- *Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette, 2012.*
- *Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.*

- *Loiseau Y., Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.*
- *Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.*
- *Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.*
- *Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.*
- *Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.*
- *Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, 2018.*
- *Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.*
- *Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.*
- *Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.*

Semester III

Course Code	Course Name	Credits
FLG2311N	GERMAN III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work//Practical//Oral		Total
Internal Assessment			Attendance	Total	End Sem Exam	Duration Of End Sem Exam	
Mid Term	Viva	Continuous Evaluation					
15	20	10	05	50	50	75 mins	100

Course Outcome

- Listen and comprehend.
- Understand and respond to audio texts, telephonic messages, and announcements.
- Listen and speak.
- Have proficiency in pronunciation.
- Communicate in routine situations where exchange of basic information is required.

Course Objectives

- To listen and comprehend.
- To understand and respond to audio texts, telephonic messages, and announcements.
- To listen and speak.
- To have proficiency in pronunciation.
- To communicate in routine situations where exchange of basic information is required.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Kapitel 7		
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Präpositionen mit Dativ, z.B. aus, bei - Artikelwörter: bestimmt, unbestimmt, negativ im Nom., Akku., Dativ - Possessivartikel im Dativ 	6 25%
2	Kapitel 7		
	Thematischer Aspekt	<ul style="list-style-type: none"> - Termine absprechen - Anleitungen verstehen und geben - Briefe verstehen und beantworten - über Sprachenlernen sprechen - Informationen in Texten finden 	7 25%
3	Kapitel 8		
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Adjektiv mit sein Thema: Wohnungsbeschreibung - Adjektiv sehr, zu - Wohin: in+Akku. - Wo: in+Dativ - Wechselpräpositionen z.B. über, auf, unter, vor 	6 25%
4	Kapitel 8		
	Thematischer Aspekt	<ul style="list-style-type: none"> - Wohnungsanzeigen verstehen - eine Wohnung beschreiben - die Wohnungseinrichtung planen - eine Einladung schriftlich beantworten - über eine Wohnungseinrichtung sprechen - einen Text über eine Wohnung schreiben 	7 25%
Total		26	100%

References

- *Aufderstraße, Hartmut. Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch. Ismaning: Max Hueber Verlag 2012.*
- *Braun, Anna, and Daniela Wimmer. Schritte Plus A1/1: Arbeitsbuch. Hueber Verlag, 2020.*
- *Dengler, Stefanie. Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache. Langenscheidt, 2012.*
- *Funk, Hermann, et al. studio d A1: Deutsch als Fremdsprache. Cornelsen Verlag, 2015.*
- *Langenscheidt. Langenscheidt Pocket Dictionary German: German-English, English-German. Langenscheidt Publishing Group, 2022.*
- *Niebisch, Daniela, et al. Lagune A1: Kursbuch. Hueber Verlag, 2016.*

Semester III

Course Code	Course Name	Credits
FLS2311N	SPANISH III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work//Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Mid Term	Viva	Continuous Evaluation	Attendance	Total			
15	20	10	05	50	50	75 mins	100

Course Outcome

- To speak and write about his/her daily routine and will be able to describe the daily routine of others and express the frequency.
- To effectively understand time, tell time and ask questions using time.
- To understand and explain the geographical structure such as area, population etc. of Spanish speaking countries along with food and local cuisines.
- To effectively write an informal E-mail.
- To conjugate irregular verbs and use them in their day-to-day life.

Course Objectives

- To enable the students to talk and discuss about their routine and/or daily routine of others effectively and express the frequency.

- To enable the students to understand time.
- To enable the student to understand the geography of Spanish speaking countries along with local cuisines and food.
- To teach the students how to write an informal E-mail.
- To teach how to conjugate irregular verbs and incorporate them in day-to-day life.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	¿Tus amigos son mis amigos?		3	20%
	1.1	La geografía de España		
	1.2	Los verbos en presente de indicativo		
2	¿Dónde está mi reloj?		7	30%
	2.1	La hora en español		
	2.2	El verbo Tener en la forma TENER QUE + Infinitivo		
3	¿Sabes estos verbos?		6	20%
	3.1	Los verbos irregulares		
4	¿Día a día		10	30%
	4.1	Los verbos reflexivos		
	4.2	La frecuencia para la rutina diaria		
	4.3	Hablar de la rutina diaria		
Total			26	100%

References

- Espinosa, Nat. *100 Reflexive Verbs In Spanish That You Need To Know. Independently Published, 2022.*
- Floréz, Raphaëla. *Verbos Irregulares (Español). 2023.*
- Gordon, Ronni, and David Stillman. *The Big Red Book of Spanish Verbs, Second Edition. McGraw-Hill, 2008.*
- Palencia, Ramon, and Luis Aragonés. *McGraw-Hill Education Intermediate Spanish Grammar. McGraw-Hill Education, 2014.*
- Powell. *Autodisciplina. Create Your Reality, 2019.*
- Reid, Stephanie. *La hora (Time) (Early Childhood Themes) (Spanish Edition). 2013.*

- *Richmond, Dorothy. Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition. McGraw-Hill Education, 2020.*
- *Saavedra, Eduardo. La Geografía de España del Idrisi (Classic Reprint). Forgotten Books, 2017.*
- *Tormo, Alejandro Bech, Francisco Del Moral Manzanares, et al. El Cronómetro en clase. 2020.*
- *Tormo, Alejandro Bech. Cronometro. Nivel B1. Con espansione online. Con CD. Per le Scuole superiori (El). Edinumen Editorial, 2013.*

Semester III

Course Code	Course Name	Credits
CSE2312N	Reading and Comprehension	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Internal				External		Total
Mid-Sem Exam	Continuous Evaluation	Attendance	Total Internal	End Sem Exam	Duration Of End Sem Exam	
15	30	05	50	50	2 Hours	100

Course Outcome

- Attain and enhance competence in reading and comprehension skills and develop reading skills, speed and keen interest in reading different genres.
- Read university text, manuals, technical contents and expand their vocabulary.
- Produce best reviews after analytical and critical reading.
- Employ various reading techniques and strategies to gain maximum output from reading.
- Understand the nuances of reading as a skill.

Course Objectives

- To discuss the techniques of reading and comprehension.

- To illustrate the methods of reading technical and non-technical texts.
- To enhance the knowledge of graphics, mind maps and pyramids.
- To guide ways of gathering information and processing it through effective reading strategies.
- To teach how to do review writing after effectively applying appropriate reading methods.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Effective Reading	4	31%
	1.1 What is reading comprehension? Process of reading, Types of reading: (Academic reading, Professional reading, Literary reading, technical reading & Critical reading) Strategies and Techniques of reading: (Skimming, Scanning, Intensive, Extensive, Loud & Silent reading, SQ3R etc.) Reading speed & Tips for improving reading skills		
	1.2 Strategies for Reading Comprehension		
	1.3 Note taking and Note Making		
2	Technical Language Development	4	31%
	2.1 Reading Manuals: What is technical language? Characteristics of technical texts User guide – manuals: (Lab reports, Brochures, Proposals, Technical specifications & descriptions) Instructions & warnings etc.		
	2.2 Difference between Literary and Technical reading		
3	Summarization	3	23%
	3.1 Summarization of reading passages, reports, chapters, books & selected passages from competitive examinations.		
	3.2 Graphic organizers for summaries: Mind maps, flow charts, tree diagrams, pyramids		

4	Activities		2	15%
	4.1	News reading, Picture reading,		
	4.2	Review of a book/journal, Paraphrasing		
Total			13	100%

References

- *Krishnaswamy N & T Sriraman. Creative English for Communication, Macmillan India Limited, 2000*
- *Mascull, Bill. Business Vocabulary in Use Advanced, Cambridge University Press, 2004*
- *Raman, Meenakshi & Singh, Prakash. Business Communication, Oxford University Press, 2006.*
- *Rizvi, Ashraf M. Effective Technical Communication, McGraw Hill Education, 2017*
- *Sethi, Anjaneer & Adhikari, Bhavana. Business Communication, Tata McGraw Hill, 2009.*
- *Varinder Kumar & Bodh Raj, Comprehension and Communication Skills in English, Kalyani Publishers, 2022.*

Semester – III

Course Code	Course Name	Credits
BEH2313N	Behavioral Science-III	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					Term Work//Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration of End Sem Exam	
Activity	Assignment	Viva	Attendance	Total			
20	40	35	05	100	-	-	100

Course Outcome

- Enhanced communication and understanding among team members
- Increased trust and respect within the team.
- Improved collaboration and problem-solving abilities.
- Greater appreciation for diversity and different perspectives.
- Clearer roles, responsibilities, and accountability.
- Stronger team unity and alignment towards common goals.

Course Objective

- To Foster open communication and active listening among team members.

- To Build trust and mutual respect within the group.
- To Encourage collaboration and shared decision-making.
- To Promote diversity and inclusion within the team.
- To Develop clear roles and responsibilities for each member.
- To Strengthen team cohesion through shared goals and experiences.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hour s	Marks Weightage (%)
1	Group formation		2	20%
	1.1	Definition and Characteristics of group		
	1.2	Importance of groups formation		
	1.3	Classification and stages of groups formation		
	1.4	Benefits of group formation		
2	Teams		2	20%
	2.1	Meaning and nature of teams		
	2.2	External and internal factors affecting team.		
	2.3	Building Effective Teams		
	2.4	Consensus Building and Collaboration		
3	Group Functions		2	20%
	3.1	External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.		
	3.2	Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.		
	3.3	Group Cohesiveness and Group Conflict		
	3.4	Adjustment in Groups		
4	Leadership			

	4.1	Meaning, Nature, and Functions	2	20%
	4.2	Self-leadership		
	4.3	Leadership styles in organization		
	4.4	Leadership in Teams		
5	Power to empower: Individual and Teams		2	20%
	5.1	Meaning, Nature, and Types of Power and Empower		
	5.2	Identify the sources and uses of Power		
	5.3	Relevance in organization and Society		
	5.4	Feeling power and powerlessness		
Total			10	100%

References	
•	<i>Forsyth, D. R. (2018). Group Dynamics. Wadsworth, Cengage Learning.</i>
•	<i>Robbins, S. P., & Judge, T. A. (2019). Organizational Behavior (18th ed.). Pearson.</i>
•	<i>Kouzes, J. M., & Posner, B. Z. (2017). The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations (6th ed.). Jossey-Bass.</i>
•	<i>Pfeffer, J. (2010). Power: Why Some People Have It—and Others Don't. Harper Business.</i>
•	<i>Lencioni, P. (2002). The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass.</i>
•	<i>Hackman, J. R., & Wageman, R. (2005). A theory of team coaching. Academy of Management Review, 30(2), 269-287.</i>

Semester III

Course Code	Course Name	Credits
VAC2314N	GRAPHIC DESIGN	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

Theory					TermWork/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn the concept of Graphics with its basics.
- Students will learn the principles of Graphic Design.
- Students will learn to use the Design Tools and elements.
- Students will learn creating textures and backgrounds, Layout, and compositions.

Course Objectives

- To understand the principles of Graphic Design.
- To understand user interface of Software.
- To use, Design Tools and elements.
- Creating textures and backgrounds, Layout, and compositions, creating final artwork.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Basic Introduction of Design Software		8	20%
	1.1	Introduction of Graphic Design, Software and their uses		
	1.2	Introduction about Photoshop		
	1.3	Tools and its uses, Effects and techniques, Layout and Compositions		
	1.4	How to create different Backgrounds, how to create forms and compositions, what is layouts and how it works?		
2	Understanding different Tools for creating Graphics:		14	30%
	2.1	Creation of effects with different tools with technique.		
	2.2	Creation of Textures and styles of Background and Letters.		
	2.3	How to improve Image quality? Image cutout and extending with tools.		
	2.4	How to create Art works with different and proper layouts? Additional Imagination of layout and composition, Work on Image.		
	2.5	Touching, retouching, finishing, stamping, cropping, mixing etc., How to create different designs with using all contain and images.		
	2.6	How to start your final Artwork from the beginning?		
3	Develop skills in typography and layout design.		7	20%
	3.1	Introduction to typography		
	3.2	Typefaces and fonts		
	3.3	Typography rules and conventions		
	3.4	Combining typefaces		
4	Gain experience with design software programs such as Adobe Photoshop and Illustrator		10	30%
	4.1	Introduction to Adobe Photoshop, Illustrator, and In Design		
	4.2	Basic functions and tools of each program		
	4.3	Creating and editing images and graphics		
	4.4	Creating layouts and designs in each program		
Total			39	100

References

- *Towards a new age Graphic Design, Principles and Formulas for Classical, Computer by Richard Williams*
- *The Elements of Graphic Design by Alex W. White.*

Semester III

Course Code	Course Name	Credits
ABC2317N	Analysis of Business Cases	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Test	Continuou s Evaluatio n	Attendanc e	Tota l						
25	20	05	50	50	3 Hours	-	-	-	100

Course Outcome

- Case Studies in Management is designed to provide students with an in-depth understanding of various management theories and practices through real-world cases.
- The course will focus on analyzing complex managerial situations, decision-making processes, and strategic implementations across different industries.
- Through the examination of case studies, students will develop critical thinking, problem-solving, and decision-making skills essential for effective managerial roles.
- Demonstrate the ability to critically assess business cases, identifying core challenges, underlying issues, and potential opportunities within various organizational contexts.
- Utilize relevant analytical frameworks and tools to interpret complex business cases, deriving insights that inform strategic decision-making processes.
- Develop coherent, evidence-based solutions and recommendations for business challenges, effectively communicating these strategies to stakeholders through both written reports and presentations.

Course Objectives

- Develop critical thinking skills by engaging students in the analysis of complex business cases.

- Enhance problem-solving abilities through the application of business theories to real-world scenarios.
- Foster strategic decision-making by evaluating various business challenges and opportunities.
- Improve analytical skills in identifying key issues and deriving insights from business case studies.
- Strengthen communication skills by teaching students to present their analyses and solutions effectively.
- Increase understanding of business dynamics across different industries and organizational contexts.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Analytical Frameworks for Case Analysis	7	25%
	SWOC Analysis (Strengths, Weaknesses, Opportunities, Challenges) PESTLE Analysis (Political, Economic, Social, Technological, Legal, Environmental) Porter's Five Forces Analysis		
2	Decision Making and Problem Solving	7	25%
	Enhance decision-making and problem-solving abilities through case analysis. Topics: Decision-Making Process Problem-Solving Strategies		
3	Strategic Management Analysis	6	25%
	Analyze strategic management issues and formulate effective strategies based on case study scenarios. Topics: Strategic Analysis Strategy Formulation and Implementation		
4	Industry-Specific Case Analysis	6	25%
	Understand industry-specific challenges and best practices in management through case studies. Topics: Industry Analysis Industry-Specific Case Studies		
	Total	26	100%

References

- *Harvard Business Review Case Studies*
- *Case Studies in Management by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson*
- *Case Studies in Strategic Management by Sanjay Mohapatra*
- *Case Studies in Marketing Management by S. Ramesh Kumar*
- *Case Studies in Organizational Behavior by Steven L. McShane and Mary Ann Von Glinow*

Semester III

Course Code	Course Name	Credits
ANM2317N	Animation – II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	02	-	01	01	-	02

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Durati on of End Sem Exam	Ter m Wor k	Pra c.		Or al
Mi d Ter m	Continuo us Evaluatio n	Attenda nce	Total						
35	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- **Advanced Animation Skills:** Students will develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively.
- **Technical Proficiency:** Students will gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software.
- **Visual Storytelling:** Students will understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in their animations.
- **Application of Innovative Methods:** Students will apply cutting-edge animation techniques to create professional-quality projects.

Course Objective

- **Enhanced Animation Skills:** Develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively.
- **Technical Proficiency:** Gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software.
- **Creative Storytelling:** Understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in animations.
- **Professional Portfolio Development:** Create a professional animation portfolio that showcases advanced skills, creativity, and understanding of industry practices, preparing for careers in animation.

Detailed Syllabus

Module / Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Foundations of Animation		6	20%
	1.1	Principles of Animation: Explore and apply the 12 principles of animation to create believable and dynamic motion.		
	1.2	Storyboarding Techniques: Learn to develop and present visual stories through storyboards, focusing on composition and narrative flow.		

	1.3	Character Design Basics: Understand the fundamentals of character design, including silhouette, shape language, and visual appeal.		
	1.4	Introduction to 3D Animation: Gain a basic understanding of 3D animation software and its interface, focusing on keyframe animation.		
2	Intermediate Animation Techniques		6	20%
	2.1	Character Rigging and Weighting: Learn advanced rigging techniques to create flexible and realistic character movements.		
	2.2	Advanced Keyframe Animation: Refine keyframe animation skills, focusing on timing, spacing, and character performance.		
	2.3	Lip Sync and Facial Animation: Explore techniques for syncing character dialogue with lip movements and expressive facial animations.		
	2.4	Camera and Cinematography: Understand the principles of camera movement and shot composition to enhance storytelling and visual interest.		
3	Specialized Animation Skills		6	30%
	3.1	Creature Animation: Study the principles of creature animation, focusing on animalistic movement and behaviour.		
	3.2	Physics-based Animation: Learn to create realistic animations using physics simulations for objects like cloth, hair, and fluid.		
	3.3	Character Animation for Games: Explore the unique challenges and techniques involved in creating animations for interactive game environments.		
	3.4	Advanced Techniques and Styles: Exploration of niche animation styles and techniques, such as motion capture, effects animation, or advanced 3D modeling.		
4	Advanced Character Animation and Dynamics		8	30%
	4.1	Complex Character Rigging: Advanced rigging techniques for creating detailed and flexible character rigs. Setup of facial rigs and body deformations for realistic movement.		

	4.2	Dynamic Motion and Simulation: Implementation of physics-based simulations for natural movement, including cloth and hair simulations. Techniques for simulating natural forces and interactions.		
	4.3	Dynamic Motion: Physics-based simulations for natural movement.		
	4.4	Complex Rigging: Advanced character rigging and facial deformation		
Total			26	100%

References
<ul style="list-style-type: none"> • <i>Williams, R. (2012). The animator's survival kit. Faber & Faber.</i>
<ul style="list-style-type: none"> • <i>Hooks, E. (2017). Acting for animators: 4th edition. Routledge.</i>
<ul style="list-style-type: none"> • <i>Maestri, G. (2006). Digital character animation 3. New Riders.</i>
<ul style="list-style-type: none"> • <i>Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.</i>
<ul style="list-style-type: none"> • <i>Roberts, S. (2007). Advanced animation: An illustrated approach. Focal Press.</i>
<ul style="list-style-type: none"> • <i>Osipa, J. (2013). Stop staring: Facial modeling and animation done right (3rd ed.). Wiley</i>

Semester III

Course Code	Course Name	Credits
PHT2317N	Photography - II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	02	-	01	01	-	02

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Prac.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
35	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Students will know Camera modes
- Student will know about lenses
- Students will know about different cameras & lenses
- Field visit Studios or art gallery, Outdoor Photography Practice.

Course Objectives

- Students will gain a basic knowledge of camera parts.
- Gain knowledge about controlling light to get desired Results.
- Technicalities to take photographs during nighttime & Day Time
- The aim of the course is to train the mind in how to see the world through a camera.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage (%)
1	Camera and its Parts	6	20%
	1.1 Introduction to Camera parts & Different Modes of Camera Dial		
	1.2 Shutter speed		
	1.3 Aperture, ISO		
	1.4 Exposure		
2	Different types of cameras	6	20%
	2.1 Pinhole camera		
	2.2 Compact camera		
	2.3 Mirrorless		
	2.4 SLR & DSLR		
3	Different types of Lenses	6	30%
	3.1 Wide Angle		
	3.2 Tele-photo lens		
	3.3 Macro Lens		
	3.4 Prime Lens		
4	Assignment: Use of Mirror Less cameras & Large Format Cameras, Sensor Size	8	30%
	4.1 Mirror less cameras		
	4.2 DSLR Crop Sensor		
	4.3 Full Frame Sensor		
	4.4 Large Format Cameras		
Total		26	100%

References
<ul style="list-style-type: none"> • <i>Prescribed Textbooks: Mastering Shutter Speed By AI Judge</i>
<ul style="list-style-type: none"> • <i>Reference Material: The Photography Journal</i>
<ul style="list-style-type: none"> • <i>Name and Publication: Melanie Pullen</i>
<ul style="list-style-type: none"> • <i>Horenstein, H. (2012). Digital Photography: A Basic Manual. Little, Brown and Company.</i>

- *Shore, S. (2007). The nature of photographs. Aperture.*
- *Birnbaum, B. (2010). The art of photography: A personal approach to artistic expression. Rocky Nook.*

Semester III

Course Code	Course Name	Credits
POL2317N	Political Science - II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	01	01	-	01	02

Internal Assessment				Term Work/ Practical/Oral		Total
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	
15	30	5	50	50	2 Hours	100

Course Outcome

- Recall the historical events and milestones that have shaped India's foreign policy.
- Explain the underlying principles and ideologies guiding India's foreign policy decisions.
- Apply theoretical frameworks to analyse contemporary challenges and opportunities in India's foreign relations.
- Compare and contrast India's foreign policy approaches with those of other major powers, such as China and the United States.
- Critically assess the successes and failures of India's foreign policy initiatives in promoting national interests and global stability.
- Develop policy recommendations to enhance India's role in regional and global governance structures.

Course Objectives

- To comprehend the historical evolution and underlying principles of India's foreign policy.
- To analyze contemporary challenges and opportunities in India's foreign relations.
- To evaluate the effectiveness and impact of India's diplomatic strategies.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Determinants of India's Foreign Policy		5	20%
	1.1	Domestic sources of India's Foreign Policy		
	1.2	International sources of India's Foreign Policy		
2	Objectives and Principles of India's Foreign Policy		6	20%
	2.1	Objectives of India's Foreign Policy		
	2.2	Principles of India's Foreign Policy		
3	Non-Alignment in Indian Foreign Policy		7	30%
	3.1	Conceptual Framework & Principles of Non-Alignment Policy		
	3.2	Relevance of Non-Alignment Policy		
4	India & the World		8	30%
	4.1	India and the major powers- US, Russia, China		
	4.2	India and Global Institutions		
Total			26	100%

References

<ul style="list-style-type: none"> Bandhopadhyaya, <i>The Making of India's Foreign Policy</i>, Allied Publishers, New Delhi (1970).
<ul style="list-style-type: none"> R. Basu, <i>The United Nations: Structure and Functions of an International Organisation</i>, Revised and Enlarged ed., Sterling, New Delhi (2004).
<ul style="list-style-type: none"> A. Mattoo & H. Jacob (eds.), <i>India and the Contemporary International System</i>, Manohar Publications in collaboration with RCSS Colombo, New Delhi (2014).
<ul style="list-style-type: none"> S. Cohen, <i>India: Emerging Power</i>, Brookings Institution Press (2002).

Semester III

Course Code	Course Name	Credits
TSM2317N	Tourism Management – II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	01	01	-	01	02

Internal Assessment				Term Work/Practical /Oral		Total
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	
15	30	05	50	50	2 Hours	100

Course Outcome

- Students will be able to remember and identify the basic concepts and types of tourism products, including heritage, wildlife, religious, and cultural tourism.
- Students will be able to describe the different types of heritage tourism, the role of heritage management organizations, and identify major wildlife sanctuaries, national parks, and biological reserves in India.
- Students will apply their understanding of religious and cultural tourism concepts to identify key centers for various religions, as well as important cultural sites and events, such as classical and folk dances, handicrafts, and tourism fairs and festivals.
- Students will critically evaluate the impact of different tourism products on the promotion and preservation of heritage, wildlife, religious, and cultural tourism in India.
- Students will evaluate the contributions of organizations like UNESCO, ASI, and INTACH in preserving and promoting heritage sites and will assess the importance of these sites in the context of tourism.
- Students will synthesize their learning by creating a comprehensive presentation or case study on a chosen tourism product, analysing its significance, impact, and potential for tourism development.

Course Objective

- To gain knowledge about the characteristics of tourist attractions in India.
- To study the Cultural aspects, Fair & festivals of India.
- To gain destination knowledge of India through different tangible and non-tangible aspects.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Tourism Products	5	15%
	1.1 Tourism Products: Definition, Concept and classification		
2	Heritage & Wildlife-based Tourism Products	7	30%
	2.1 Heritage – Meaning, Types of Heritage Tourism, Heritage Management Organizations- UNESCO, ASI, INTACH		
	2.2 Major places for heritage tourism, important monuments, circuits etc		
	2.3 Major wildlife sanctuaries, national parks and biological reserves		
3	Religious and Cultural Tourism Products	7	25%
	3.1 Religious Tourism- concept and definition, two major centers of religious tourism of each religion.		
	3.2 Cultural Tourism – Concept		
	3.3 Classical and Folk dances of India, Handicrafts and textiles: important handicraft objects and centers, Tourism Fairs and festivals.		
4	Case Study	7	30%
	4.1 Prepare a presentation on any one of the above themes and explain in detail the tourism products		
Total		26	100%

References

- *Cultural Tourism in India: A Case Study of Kerala* by N. Jayaram and A. P. Krishna (2017).
- *Heritage Tourism: Theories and Practices* by Dallen J. Timothy (2018).
- *Wildlife Tourism: Theory and Practice* by David Newsome and Susan A. Moore (2017).
- *Religious Tourism in Asia: Tradition and Change through Case Studies and Narratives* edited by Courtney Bruntz and Brooke Schedneck (2020).
- *Indian Classical Dance and Cultural Tourism: The Global Approach* by Priyanka Verma (2019).

Semester – III

Course Code	Course Name	Credits
SCW2317N	Social Work-II	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	01	-	01	01	-	02

Theory						Total
Internal Assessment			External			
Mid Term	Continuous Evaluation	Attendance	Total	End Semester Exam	Duration of End Sem Exam	
15	30	05	50	50	2 Hours	100

Course Outcome

- To understand the concepts of rural, urban and tribal communities.
- To understand the issues of rural, urban and tribal communities.
- To understand policies and programs of Urban and Rural Development and aspects of Panchayati Raj Institutions.
- To understand how to practice social work in different social work fields.

Course Objectives

- The knowledge of this subject is essential to understand the concepts of rural, urban and tribal communities.
- It will be helpful to understand the issues of rural, urban and tribal communities.
- It will be helpful to gain a fundamental knowledge on policies and programmes of Urban and Rural Development and Panchayati Raj Institutions.
- The insights from this subject will help the students to understand how to practice social work in different social work fields.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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1	Introduction to Rural Society		13	50%
	1.1	Introduction to Rural Society. Characteristics of Rural society.		
	1.2	Problems – Issues faced by the rural poor such as indebtedness, Bonded labour, Low wages, Unemployment.		
2	Introduction to urban community		13	50%
	4.1	Introduction to urban community. Characteristics of urban community. for urban development.		
	4.2	Problems- issues faced by urban community.		
	4.3	Government programmes for urban development.		
Total			26	100%

References

<ul style="list-style-type: none"> • <i>Alexander, K.C., Prasad R.R., Jahagirdar M.P. (1991) Tribals - Rehabilitation and Development, Jaipur: Rawat Publications</i> • <i>Ashok Narang (2006) Indian Rural Problems, New Delhi: Murari Lal & Sons</i> • <i>Baluchamy, S. (2004) Panchayat Raj Institutions, New Delhi: Mittal Publication</i> • <i>C.G.Pickvance, (Ed.) (1976) Urban Sociology: Critical Essays, UK : Methuen</i> • <i>Chahar, S.S. (Ed.) (2005) Governance of Grassroots Level in India, New Delhi: Kanishka</i>

Semester III

Course Code	Course Name	Credits
CES2319N	Community Outreach	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	-	-	-	-	-	03

Theory					Term Work/ Practical /Oral			Total	
Internal Assessment				End Sem Exam	Duratio n Of End Sem Exam	Ter m Wor k	Pract .		Ora l
Mid Ter m	Continuo us Evaluatio n	Attendan ce	Tota l						
-	-	-	-	100	-	-	-	-	100

Course Outcome

- Students will be able to critically evaluate the ethical implications of media practices and content in practical.
- Students will demonstrate an understanding of the ethical responsibilities of media towards community.
- Students will gain the ability to deconstruct media messages and understand the influence on a community's perception and their behaviour.
- Students will be equipped to use media as a tool for promoting social responsibility and advocating for positive change in society.

Course Objectives

- To explore the role of media practically for shaping public opinion and its ethical responsibilities in a democratic society.
- To develop the ability to critically analyze media content and its impact on social, cultural, and political issues.
- To foster an understanding of ethical journalism and responsible reporting in various media platforms.
- To examine the potential of media as a tool for advocacy and social change.

<p>Annexures: Questionnaires (if any), relevant reports, etc.</p> <p>Chapter Scheme: Chapter I: Introduction Chapter II: Conceptual Framework/National/International Scenario - Chapter III: Work profile/ assignments handled by the student Chapter IV: Conclusion and Recommendations and skill sets learnt during internship</p> <p>The report must be type written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise a maximum of 80 to 100 pages and must be submitted in two copies.</p> <p>Viva -voce: Students must appear in viva voce with their report.</p>		65%
Total		100%

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-IV

Semester IV

Course Code	Course Name	Credits
FTP2401N	Film Theory and Practice	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	02	-	02	01	-	03

Theory					Term Work/Practical /Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Demonstrate a familiarity with the major theories of film and their development.
- Students will be able to conduct film research and compose cogent, persuasive and valid essays about film.
- Students will demonstrate that they understand the pre-production, production and postproduction filmmaking process.
- Students will be able to understand the basics of camera handling and editing for film production.

Course Objectives

- To know the basics of filmmaking and cinema techniques with the introduction of principles.
- To exercise creativity and make short films.
- To analyze and put film studies in proper perspective.
- To understand the technical and the artistic aspects of film making.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Basics of Writing		11	30%
	1.1	Mis-en-Scene Compression and expansion of time		
	1.2	Script Writing Narrative composition		
	1.3	Characterization and dramatic structures Types of documentary films		
	1.4	Scripting for documentary film case studies of documentaries		
2	Editing		8	20%
	2.1	Handling and knowing the editing setup		
	2.2	Digital and analogue editing		
	2.3	Online editing & offline editing		
	2.4	Match cut, jump cut, cut-in, cut out, Parallel cutting, Action sequence, comedy sequence, romantic sequence, music video		
3	Film Theories		11	30%
	3.1	Formalist film theory, Marxist film theory,		
	3.2	Auteur theory Feminist films,		
	3.3	Case studies of Charlie Chaplin films, Alfred Hitchcock films, Satyajit Ray films, Adoor Gopalakrishnan films, Girish Kasarvalli films		
4	Basic of camera and lighting		9	20%
	4.1	Handling and knowing the camera, Recording/shooting fictional snippets (10- 12 shot story), Camera Movements, Lighting for film		
Total			39	100%

References

- *Bordwell, D., & Thompson, K. (2019). Film Art: An Introduction (12th ed.). McGraw-Hill Education.*
- *Nichols, B. (2010). Introduction to Documentary (2nd ed.). Indiana University Press*
- *Stam, R. (2000). Film Theory: An Introduction (1st ed.). Wiley-Blackwell.*
- *Metz, C. (1991). Film Language: A Semiotics of the Cinema (1st ed.). University of Chicago Press.*
- *Monaco, J. (2009). How to Read a Film: Movies, Media, and Beyond (4th ed.). Oxford University Press.*
- *Bazin, A. (2005). What Is Cinema? Volume I & II (H. Gray, Trans.). University of California Press.*

Semester IV

Course Code	Course Name	Credits
TVJ2402N	Television Journalism	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	-	-	03	-	-	03

Theory					Term Work/Practical /Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn about Television Writing.
- Student will get to know about the history and status of TV industry in India.
- Student will get to know the different TV genres and the role and responsibilities of major institutions of India.
- To give student practical exposure about TV Production and writing.

Course Objectives

- To introduce students to the history, reach and status of TV industry in India.
- To get familiar the different TV genres and the role and responsibilities of major institutions like Prasar Bharti, and News Broadcasters Association of India.
- To discuss major controversies and major stories covered by TV.
- To give student practical exposure about TV Production and writing.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Television Journalism		9	25%
	1.1	History of TV Journalism		
	1.2	Emerging Trends in the field of TV Journalism		
	1.3	Models of TV Journalism-Public, Private		
	1.4	Journalism Ethics and News Values		
	1.5	Post-Broadcasting Culture		
2	Writing for Television		9	20%
	2.1	Research & Story Ideas		
	2.2	Dealing with the sources		
	2.3	Writing Guidelines		
	2.4	Style Guides		
3	TV Production Techniques		9	20%
	3.1	Visual Grammar and Camera Techniques		
	3.2	Dealing with Sound		
	3.3	Lighting Techniques		
	3.4	Editing and Mixing		
	3.5	Transmission and Telecasting		
4	Code and Conduct of Journalism		5	15%
	4.1	Indian News, Legal Issues, Regulations. Media related Laws. Press Council of India		
	4.2	Code of Conduct and Ethics of Journalist		
	4.3	Professional Practices		
	4.4	Indian Media Industry, Society, Culture & Politics		
5	TV Journalism Practices		7	20%
	5.1	TV news scripting		
	5.2	Input and Output Department		
	5.3.	News Producers, News Packaging, Run Down		
	5.4	Reporting		

Total	39	100%
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References
<ul style="list-style-type: none"> • <i>Lippmann, W. 1997. Public opinion. New Brunswick, N.J., U.S.A: Transaction Publishers.</i>
<ul style="list-style-type: none"> • <i>Darnton, R. (1975). Writing news and telling stories. Daedalus.</i>
<ul style="list-style-type: none"> • <i>Deuze, M. (2005). What is journalism? Professional identity and ideology of journalists reconsidered. Journalism</i>
<ul style="list-style-type: none"> • <i>O'Neill, D. & Harcup, T. (2020). News Values and News Selection. In T. Hanitzsch & K. Wahl-Jorgensen (Eds.), The Handbook of Journalism Studies, 2nd edition. New York, NY: Routledge.</i>

Semester IV

Course Code	Course Name	Credits
FLC2603N	Film Criticism	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/Practical /Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to identify and apply basic concepts of film criticism to evaluate cinematic works effectively.
- Students will demonstrate the ability to interpret films through various theoretical models, understanding the deeper meanings and cultural contexts.
- Students will gain knowledge of significant national movements in world cinema, including India's contributions, and appreciate the diversity of cinematic expressions globally.
- Students will critically analyse the work of specific mainstream Hollywood directors, understanding their influence on the film industry and popular culture.

Course Objectives

- To introduce the basic concepts involved with film criticism.
- To elaborate on specific strategies used when interpreting cinema at the level of a theoretical model.
- To create awareness about important national movements of world cinema including India's contribution.

Detailed Syllabus

- To discuss work of specific Directors, form mainstream Hollywood.

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Film Criticism and Film Theories		8	25%
	1.1	Meaning and significance of Film Criticism & Influence of theatre, painting, and photography on Cinema		
	1.2	Influence of different disciplines of social sciences especially cultural studies & different genres in filmmaking		
	1.3	Introduction to different types of cinemas; mainstream, independent, and Avant Garde & different forms of cinema: fiction and non-fiction		
	1.4	Theoretical tools in film theory: classic and contemporary with focus on auteur, spectatorship, and feminist theories.		
2	Important World Film movements		6	25%
	2.1	Italian neo-Realism and its impact on world Cinema		
	2.2	French Nouvelle Vogue (1959-1964) and Cinema Verite		
	2.3	Case Study 1: Bicycle thieves directed by Victorioo De sica		
	2.4	Case study 2: Breathless directed by Jean Luc Godard		
3	Mainstream Cinema – Contemporary Hollywood Cinema		6	25%
	3.1	Definition and debates		
	3.2	Recurring themes, plots, and features despite the variety of genres		
	3.3	Emphasis on two contemporary filmmakers and their styles: Christopher Nolan and David Fincher		
	3.4	Cultural hegemony of Hollywood cinema and its politics of representation.		
4	Code and Conduct of Journalism		6	25%
	4.1	Indian News, Legal Issues, Regulations. Media related Laws. Press Council of India		
	4.2	Code of Conduct and Ethics of Journalist		
	4.3	Professional Practices		
	4.4	Indian Media Industry, Society, Culture & Politics		

Total	26	100%
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References
<ul style="list-style-type: none"> • <i>Bordwell, David & Thompson, Kristin (2004) (7th edn) Film Art: An Introduction, Mc Graw Hill: Boston.</i>
<ul style="list-style-type: none"> • <i>Monaco, James (2000) (3rd edn) How to Read a Film: Movies, Media, and Multimedia, Oxford University Press: Oxford.</i>
<ul style="list-style-type: none"> • <i>Corrigan, Timothy and White, Patricia (2004) The Film Experience: An Introduction, Bedford/St Martin's: Boston.</i>
<ul style="list-style-type: none"> • <i>Nelmes, Jil (2nd edn) (1999) Introduction to Film Studies, Routledge: New York</i>
<ul style="list-style-type: none"> • <i>Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.</i>
<ul style="list-style-type: none"> • <i>Chopra, A. (2011) First Day First Show: Writings from the Bollywood Trenches, New Delhi, Penguin Books.</i>

Semester IV

Course Code	Course Name	Credits
RDP2404N	Radio Production	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- **Understanding Radio Basics:** Students will gain a fundamental understanding of radio, including its history, structure, and key terminologies.
- **Radio Show Design Skills:** Students will develop the ability to design and plan a radio show, incorporating elements such as scripting, music selection, and audience engagement.
- **Knowledge of Radio Types:** Students will understand the different types of radio, including Internet radio, podcasts, and private channels, and how they operate.
- **Proficiency in Radio Formats:** Students will become proficient in identifying and using various radio formats, such as talk shows, news, and music programs, tailored to specific audiences.

Course Objectives

- To introduce the basic concept of Radio.
- To make them learn Radio show designing.
- To make them learn about different types of Radio (Internet radio PODCAST and private channels).
- To learn about different type of Radio formats.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	History of Radio		9	15%
	1.1	History of Radio		
	1.2	Radio as a Medium of Mass Communication		
	1.3	Radio Vs Other Media		
	1.4	Role of AIR and Prasar Bharti		
2	General Awareness about Radio		9	15%
	2.1	Radio writing/Narration		
	2.2	Radio Program Formats		
	2.3	Latest trends of Radio		
	2.4	Functions & Characteristics of Radio		
3	Script Writing for Radio Program		10	20%
	3.1	Program Planning		
	3.2	Broadcasting Guidelines		
	3.3	Scripts for various Radio Program.		
	3.4	Conceptualization and Ideation: Show Designing		
4	Commercial Radio		10	20%
	4.1	Recording for Radio		
	4.2	Radio Jingles/Ads		
	4.3	Commercialization of Radio/Radio Listening		
	4.4	Reach, Access, Impact		
5	Indian New Wave		7	15%
	5.1	Indian Parallel cinema Movement		
	5.2	Pioneers of change: Satyajit Ray, Ritwik Ghatak and Mrinal Sen		
	5.3	Middle cinema of India Important Contributors		
	5.4	Connection of Regional Cinema with the parallel Cinema Movement Case study 1: Meghe Dhaka Tara directed by Ritwik Ghatak Case study 2: Ankur directed by Shyam Benegal		
	Practical Assignment			

6	Students will be required to make a radio program under the guidance of subject faculty and submit it.	10	15%
Total		52	100%

References	
•	<i>McLeish, R. (2005). Radio Production (5th ed.). Focal Press.</i>
•	<i>Hausman, C., Benoit, P., & Messere, F. (2015). Modern Radio Production: Production, Programming, and Performance (10th ed.). Cengage Learning.</i>
•	<i>Beaman, J. (2011). Interviewing for Radio (2nd ed.). Routledge.</i>
•	<i>Hendy, D. (2000). Radio in the Global Age. Polity Press.</i>
•	<i>Keith, M. C. (2010). The Radio Station: Broadcast, Satellite, and Internet (8th ed.). Focal Press.</i>
•	<i>Starkey, G. (2013). Radio in Context. Palgrave Macmillan.</i>

Semester IV

Course Code	Course Name	Credits
MBJ2405N	Mobile Journalism (MOJO)	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/Practical/ Oral				
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract .	Oral	Total
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to develop the necessary skills and techniques.
- Students will be able to understand the prospects of Mobile Journalism.
- Students will be able to have an in-depth understanding of Mobile Journalism through social media and other streaming platforms.
- Students will be familiarized with all the current and upcoming advancements in technology concerning mobile journalism.

Course Objectives

- To provide the students with the necessary skills.
- To make understand the techniques and prospects of Mobile Journalism.
- To offer an in-depth understanding of Mobile Journalism through social media and other streaming platforms.
- To familiarize students with all the current and upcoming advancements in technology concerning mobile journalism.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Mobile Journalism		10	20%
	1.1	The evolution of M- Learning and understanding about Mobile Journalism.		
	1.2	Influence of Mobile Journalism		
	1.3	Niche-Focused Mobile News Delivery.		
	1.4	Mobile centric reporting and editing.		
2	Mobile Journalism		10	20%
	2.1	Workflow with Mobile Journalism		
	2.2	Introduction to Mobile Applications, uploading process, techniques of generating audiences.		
	2.3	Writing for mobile application, creation of Trends (Hash tags, tagging, linking accounts etc).		
3	Planning		10	20%
	3.1	The difference between mobile and desktop, best practices, knowing your audience.		
	3.2	Newsgathering, creation of story ideas, News Sources and Content.		
	3.3	Mobile Journalist		
	3.4	Being in trend		
4	News Product and Future		10	20%
	4.1	Planning, building mobile products		
	4.2	Future of Mobile Journalism		
	4.3	About the rise of Google Glass and Glass Journalism.		
	4.4	About augmented reality storytelling and journalism.		
5	Practical Assignment		12	20%
	Students are required to make a project through mobile under the guidance of subject mentor.			
Total			52	100%

References

- *Burum, I., & Quinn, S. (2016). MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad. Focal Press.*
- *Westlund, O., & Quinn, S. (2018). Mobile Journalism: Producing News with Your Smartphone. Routledge.*
- *Newman, N. (2019). Journalism, Media, and Technology Trends and Predictions. Reuters Institute for the Study of Journalism.*
- *Hill, S. (2020). Mobile-First Journalism: Producing News for Social and Interactive Media. Routledge.*
- *Ingram, M., & Chen, A. (2021). Smartphone Journalism: New Opportunities for Media Professionals. Palgrave Macmillan.*
- *González, C., & Viñarás, M. (2018). Mobile Journalism in the Newsroom: A New Paradigm for Multimedia Journalism. Springer.*

Semester IV

Course Code	Course Name	Credits
FLF2411N	FRENCH IV	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Mid Term	Viva	Continuou s Evaluation	Attendanc e	Tota l			
15	20	10	05	50	50	75 mins	100

Course Outcome

- Enhance students' language skills in both spoken and written forms.
- Apply and the communicate tasks related to topics covered already
- Acquire current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks.
- To speak with near-native pronunciation and intonation, effectively conveying meaning and emotion.
- To differentiate positively or negatively.

Course Objectives

- To strengthen the language of the students in both oral and written.
- To revise the grammar in application and the communication tasks related to topics covered already.

- To get acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks.
- To engage the students to speak with near-native pronunciation and intonation, effectively conveying meaning and emotion.
- To differentiate positively or negatively.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	DOSSIER 6 – Nous rêvons d’aller dans un pays francophone		13	50%
	Leçon 1	100% photo		
	Leçon 2	Voyager autrement		
	Leçon 3	Tour de France		
	Leçon 4	Séjour au Maroc		
	Leçon 5	Quand partir ?		
	Leçon 6	Carnets de voyages		
2	DOSSIER 7 – Nous allons vivre « à la française »		13	50%
	Leçon 1	Manger français à Bogota		
	Leçon 2	La France à Budapest		
	Leçon 3	Les français et les livres		
	Leçon 4	Retour aux sources		
	Leçon 5	S’habiller « à la française »		
	Leçon 6	Petits coins de France		
Total			26	100%

References

<ul style="list-style-type: none"> • <i>Berthet, Hugot et al. Alter Ego - Méthode de Français, A1: Hachette, 2012.</i>
<ul style="list-style-type: none"> • <i>Bruno Girardeau et Nelly Mous. Réussir le DELF A1. Paris : Didier, 2011.</i>
<ul style="list-style-type: none"> • <i>Loiseau Y., Mérieux R. Connexions 1, cahier d'exercices. Didier, Paris, 2017.</i>
<ul style="list-style-type: none"> • <i>Loiseau Y. & Mérieux R. Connexions 1, Guide pédagogique. Didier, Paris, 2017.</i>
<ul style="list-style-type: none"> • <i>Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, 2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2018.</i>
<ul style="list-style-type: none"> • <i>Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.</i>
<ul style="list-style-type: none"> • <i>Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.</i>

Semester IV

Course Code	Course Name	Credits
FLG2411N	GERMAN IV	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Mid Term	Viva	Continuous Evaluation	Attendance	Total			
15	20	10	05	50	50	75 mins	100

Course Outcome

- Communicate in everyday situations in writing.
- Talk about their daily routine.
- Communicate verbally with a dialogue-partner with respect to basic topics, provided the partner speaks slowly, clearly and is willing to help.
- Frame and understand simple sentences in past tense.
- Have a basic conversation using vocabulary related to clothes and apparel.

Course Objectives

- To communicate in everyday situations in writing.
- To talk about their daily routine.
- To communicate verbally with a dialogue-partner with respect to basic topics, provided the partner speaks slowly, clearly and is willing to help.

- To frame and understand simple sentences in past tense.
- To have a basic conversation using vocabulary related to clothes and apparel.

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Kapitel 9		6	25%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Perfekt - Partizip II - Konnektoren und Konjunktionen (und,oder, aber) 		
2	Kapitel 9		7	25%
	Thematischer Aspekt	<ul style="list-style-type: none"> - einen Tagesablauf beschreiben - über Vergangenes sprechen - Stellenanzeigen verstehen - Meinung über Jobs äußern, Blogs über Jobs verstehen - ein Telefongespräch vorbereiten, telefonieren und nachfragen - über Jobs sprechen 		
3	Kapitel 10		6	25%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Interrogativartikel: welcher im Nom. U. Akku. - Demonstrativartikel: dies im Nom. U. Akku. - Partizip II: Trennbare u. nicht trennbare Verben - Personalpronomen im Dativ - Verben im Dativ 		
4	Kapitel 10		7	25%
	Thematischer Aspekt	<ul style="list-style-type: none"> - über Kleidung sprechen - Farben - Chat über einen Einkauf verstehen - über Vergangenes berichten - Gespräche beim Kleiderkauf 		

		führen - sich im Kaufhaus orientieren - Informationen über Berlin verstehen und recherchieren		
Total			26	100%

References	
•	<i>Aufderstraße, Hartmut. Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch. Ismaning: Max Hueber Verlag 2012.</i>
•	<i>Braun, Anna, and Daniela Wimmer. Schritte Plus A1/1: Arbeitsbuch. Hueber Verlag, 2020.</i>
•	<i>Dengler, Stefanie. Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache. Langenscheidt, 2012.</i>
•	<i>Funk, Hermann, et al. studio d A1: Deutsch als Fremdsprache. Cornelsen Verlag, 2015.</i>
•	<i>Langenscheidt. Langenscheidt Pocket Dictionary German: German-English, English-German. Langenscheidt Publishing Group, 2022.</i>
•	<i>Niebisch, Daniela, et al. Lagune A1: Kursbuch. Hueber Verlag, 2016.</i>

Semester IV

Course Code	Course Name	Credits
FLS2411N	SPANISH IV	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Mid Term	Viva	Continuous Evaluation	Attendance	Total			
15	20	10	05	50	50	75 mins	100

Course Outcome

- Write and speak about geography, food, culture and themselves effectively.
- Demonstrate effective use of interrogatives in Spanish and use them appropriately to form questions and answer them.
- Get a deep knowledge about the future tense, and they will be able to frame sentences using simple future.
- Use past perfect tense to talk about activities and events that happened in the past.
- Understand how to write a formal or business E-mail.

Course Objectives

- To strengthen the language of the students in both oral and written form.
- To enable the students to use interrogatives in Spanish.

- To enable the students to use simple future tense to frame and speak sentences about future.
- To enable students to write and speak about past tense.
- To teach how to write a formal E-mail.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	María tiene suerte		8	31%
	1.1	El verbo TENER		
	1.2	Las expresiones con el verbo TENER		
	1.3	Acuerdo y desacuerdo		
2	¿Sabes conducir?		7	27%
	2.1	El verbo Saber y Conocer		
	2.2	Las diferencias entre Saber y Conocer		
	2.3	El futuro simple en español		
	2.4	Un ensayo basado en el futuro simple		
3	¿Quién quiere aprender español?		5	19%
	3.1	Los interrogativos y las preguntas usando el interrogativo		
	3.2	La cultura de España		
4	¿Dónde has estado?		6	23%
	4.1	El pretérito perfecto en español		
	4.2	Escribir correo electrónico usando el pretérito perfecto.		
Total			26	100%

References

- Blanco, Begoña. *Nuevo avance. Con CD Audio. 2011.*
- Bregstein, Barbara. *Easy Spanish Step-By-Step. McGraw Hill Professional, 2005.*
- García, Concha Moreno, et al. *Nuevo avance. Con CD Audio. 2011.*
- Hutchinson, Sam. *Los Numeros - Numbers. Find and Speak Spanish, 2022.*

<ul style="list-style-type: none"> • <i>Meredith, Susan. Spanish for Beginners Flashcards. 2010.</i>
<ul style="list-style-type: none"> • <i>Moreno, Concha, et al. Nuevo Avance Básico alumno +CD. 2010.</i>
<ul style="list-style-type: none"> • <i>Richmond, Dorothy. Practice Makes Perfect Spanish Verb Tenses, Second Edition. McGraw Hill Professional, 2010.</i>
<ul style="list-style-type: none"> • <i>Richmond, Dorothy. Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition. McGraw-Hill Education, 2020.</i>
<ul style="list-style-type: none"> • <i>Rivano, Emilio. El verbo gustar y otros así. 2022.</i>
<ul style="list-style-type: none"> • <i>Rivas, Celestino. Daily Spanish For Beginners. 2019.</i>
<ul style="list-style-type: none"> • <i>Thomas, Scott. The Big Red Book of Spanish Vocabulary. NTC Foreign Language, 2006.</i>
<ul style="list-style-type: none"> • <i>Velarde, J. Gutierrez. Los Verbos Ser y Estar En Español. 2018.</i>
<ul style="list-style-type: none"> • <i>Weibel, Peter. The Big Red Book of Spanish Idioms: 4,000 Idiomatic Expressions. McGraw Hill Professional, 2004.</i>

Semester IV

Course Code	Course Name	Credits
CSE2412N	Effective Writing Skills	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Internal				Term Work/Practical/Oral		Total
Mid-Sem Exam	Continuous Evaluation	Attendance	Total Internal	End Sem Exam	Duration Of End Sem Exam	
15	30	05	50	50	2 Hours	100

Course Outcome

- Articulate and apply guidelines for effective writing, avoiding common errors in various contexts.
- Demonstrate proficiency in crafting well-structured paragraphs, assignments, and letters, adhering to prescribed formats and guidelines.
- Compose official documents, including memos, notices, circulars, agendas, and minutes, following established formats and guidelines.
- Understand the principles of report writing, distinguish between types of reports, and effectively create project reports.
- Recognize the advantages and opportunities of social networking for professional growth, and they will be able to make meaningful contacts.

Course Objectives

- To demonstrate understanding of effective writing fundamentals.
- To master various forms of writing.
- To develop proficiency in official correspondence.

- To acquire report writing skills.
- To explore the professional aspects of writing.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Writing Skills		3	23%
	1.1	Guidelines to Effective Writing Skills, Avoiding Common Errors		
	1.2	Paragraph Writing Assignment Writing		
	1.3	Plagiarism		
2	Letter Writing		3	23%
	2.1	Types of letters		
	2.2	Formats & Guidelines		
3	Official Correspondence		4	31%
	3.1	Memo & Notice		
	3.2	Circulars, Agenda and Minutes		
4	Report Writing		3	23%
	4.1	Principles of Report Writing,		
	4.2	Types of Report Writing		
	4.3	Project Report Writing		
	4.4	Social Networking: Advantages, Opportunities, Making Contacts		
Total			13	100

References

- *Working in English, Jones, Cambridge*
- *Business Communication, Raman –Prakash, Oxford*
- *Speaking Personally, Porter-Ladousse, Cambridge*
- *Speaking Effectively, Jermy Comfort, et.al, Cambridge*
- *Anjaneethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill*

Semester IV

Course Code	Course Name	Credits
BEH2413N	Behavioural Science IV	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					Term Work/Practical/Oral		
Internal Assessment					End Sem Exam	Duration of End Sem Exam	Total
Activity	Assignment	Viva	Attendance	Total			
20	40	35	05	100	-	-	100

Course Outcome

- Knowledge of this subject is essential to understand about Stress and Coping Strategies as a human is very important concept to understand Stress as stress.
- To help students become aware of the signs and symptoms of stress early, to prevent chronic stress.
- To help students identify potential sources of stress and to develop an awareness that they can cope with the stress in their lives.
- To Enhanced emotional resilience and stability.
- Better work-life balance and reduced burnout.
- Strengthened support networks and relationships.

Course Objective

- To introduce the student to stress and coping mechanisms.
- To take students, step by step, through an interactive understanding of each of the basic related to stress and coping mechanisms.
- To give the student a basic understanding of stress and coping mechanisms so that they can have a better understanding of how to cope with stressors.
- To give the student a basic understanding which will act as a foundation for dealing with general life stress.
- To develop an understanding of stress and coping mechanisms.
- To understand the ability to recognize and manage stress triggers.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Introduction of Stress		2	20%
	1.1	Nature, Meaning & characteristics of Stress.		
	1.2	Psychological meaning of Stress		
	1.3	Primary appraisal, secondary appraisal, and past experiences		

	1.4	Sign and Symptoms of Stress		
2	Types & Sources of stress		2	20%
	2.1	Stages of stress, The physiology of stress		
	2.2	Stimulus-oriented approach.		
	2.3	The transactional and interactional model.		
	2.4	Pressure – environment fit model of stress.		
3	Causes and symptoms of stress		2	20%
	3.1	Personal, Organizational and Environmental		
	3.2	Cognitive & Behavioral symptoms		
	3.3	Stress and Immune system		
	3.4	GAD and symptoms in general life		
4	Consequences of stress		2	20%
	4.1	Effect on behavior and personality		
	4.2	Effect of stress on performance		
	4.3	Individual and Organizational consequences with special focus on health		
	4.4	Effect of stress on physical health		
5	Strategies for stress management		2	20%
	5.1	Coping with Stress: Stress management techniques, Meditation procedure		
	5.2	Meditation procedure and Biofeedback		
	5.3	Positive health, happiness, and wellbeing		
	5.4	Relaxation Techniques		
Total			10	100%

References	
•	<i>McEwen, B. S. (2002). The End of Stress as We Know It. Dana Press</i>
•	<i>Sapolsky, R. M. (2004). Why Zebras Don't Get Ulcers (3rd ed.). Holt Paperbacks.</i>
•	<i>Marmot, M. G., & Wilkinson, R. G. (2006). Social Determinants of Health (2nd ed.). Oxford University Press.</i>
•	<i>Cohen, S., Janicki-Deverts, D., & Miller, G. E. (2007). Psychological stress and disease. JAMA, 298(14), 1685-1687.</i>

- *Seligman, M. E. P. (2011). Flourish: A Visionary New Understanding of Happiness and Well-being. Atria Books.*
- *Ganster, D. C., & Rosen, C. C. (2013). Work stress and employee health: A multidisciplinary review. Journal of Management, 39(5), 1085-1122.*

Semester IV

Course Code	Course Name	Credits
VAC2414N	Motion Graphics	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory						Term Work/Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	2 Hours	-	-	-	100

Course Outcome

- Students will learn the concept of Graphics with its basics.
- Students will learn the principles of Graphic Design.
- Students will learn to use the Design Tools and elements.
- Students will learn creating textures and backgrounds, Layout, and compositions.

Course Objectives

- To understand the principles of Graphic Design.
- To understand user interface of Software
- To use, Design Tools and elements.
- Creating textures and backgrounds, Layout, and compositions, creating final artwork.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Basic Introduction of Design Software		13	30%
	1.1	Introduction of Graphic Design, Software and their uses		
	1.2	Introduction about Photoshop		
	1.3	Tools and its uses, Effects and techniques, Layout and Compositions		
	1.4	How to create different Backgrounds, how to create forms and compositions, what is layouts and how it works?		
2	Understanding different Tools for creating Graphics:		13	30%
	2.1	Creation of effects with different tools with technique.		
	2.2	Creation of Textures and styles of Background and Letters.		
	2.3	How to improve Image quality? Image cutout and extending with tools.		
	2.4	How to create Art works with different and proper layouts? Additional Imagination of layout and composition, Work on Image.		
	2.5	Touching, retouching, finishing, stamping, cropping, mixing etc., How to create different designs with using all contain and images.		
	2.6	How to start your final Artwork from the beginning?		
3	Develop skills in typography and layout design.		13	20%
	3.1	Introduction to typography		
	3.2	Typefaces and fonts		
	3.3	Typography rules and conventions		
	3.4	Combining typefaces		
4	Gain experience with design software programs		13	
	4.1	Introduction to Adobe Photoshop, Illustrator, and In Design		

	4.2	Basic functions and tools of each program		20%
	4.3	Creating and editing images and graphics		
	4.4	Creating layouts and designs in each program		
Total			52	100%

References

- *Towards a new age Graphic Design, Principles and Formulas for Classical, Computer by Richard Williams*
- *The Elements of Graphic Design by Alex W. White.*

Semester IV

Course Code	Course Name	Credits
DBC2417N	Development of Business Cases	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Practical		Oral
Test	Continuous Evaluation	Attendance	Total						
25	20	05	50	50	3 Hours	-	-	-	100

Course Outcome

- Case Studies in Management is designed to provide students with an in-depth understanding of various management theories and practices through real-world cases.
- The course will focus on analyzing complex managerial situations, decision-making processes, and strategic implementations across different industries.
- Through the examination of case studies, students will develop critical thinking, problem-solving, and decision-making skills essential for effective managerial roles.
- Gain the ability to structure and develop comprehensive business cases from initial concept to final presentation.
- Utilize analytical tools and frameworks to assess business situations and justify strategic decisions within a business case.
- Demonstrate the skills to present well-reasoned business cases that effectively communicate solutions to stakeholders.

Course Objectives

- To Introduce students to the principles and methodologies of developing effective case studies.
- To Equip students with the skills to analyze and interpret data collected for case studies.
- To Develop student’s abilities to effectively communicate case study findings through written reports and presentations.
- To introduce the fundamentals of structuring and organizing business cases for various industries.
- To equip students with the skills to analyze business problems and develop data-driven solutions.
- To foster the ability to effectively communicate business case findings and recommendations to diverse audiences.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Case Study Design Fundamentals	7	25%
	<ol style="list-style-type: none"> 1. Understanding the Purpose and Scope of Case Studies 2. Identifying Case Study Subjects and Scenarios 3. Structuring Case Study Content 4. Data Collection Methods for Case Study Development 		
2	Data Analysis and Interpretation Techniques	7	25%
	<ol style="list-style-type: none"> 1. Data Collection Methods for Case Studies 2. Qualitative and Quantitative Data Analysis Techniques 3. Coding and Categorizing Data 4. Drawing Conclusions and Making Recommendations 		
3	Case Study Writing and Presentation Skills	6	25%
	<ol style="list-style-type: none"> 1. Structuring Case Study Reports 2. Writing Clear and Concise Case Study Narratives 3. Creating Engaging Visuals for Case Study Presentations 4. Delivering Compelling Case Study Presentations 		

	Peer Review and Feedback		
4	<ol style="list-style-type: none"> 1. Providing Constructive Feedback 2. Peer Review Techniques 3. Incorporating Feedback into Case Study Revisions 4. Finalizing Case Study Documents 	6	25%
	Total	26	100%

References
<ul style="list-style-type: none"> • <i>Harvard Business Review Case Studies</i>
<ul style="list-style-type: none"> • <i>Case Studies in Management by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson</i>
<ul style="list-style-type: none"> • <i>Case Studies in Strategic Management by Sanjay Mohapatra</i>
<ul style="list-style-type: none"> • <i>Case Studies in Marketing Management by S. Ramesh Kumar</i>
<ul style="list-style-type: none"> • <i>Case Studies in Organizational Behavior by Steven L. McShane and Mary Ann Von Glinow</i>

Semester – IV

Course Code	Course Name	Credits
ANM2417N	Animation - III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	02	-	01	01	-	02

Theory				Term Work/Practical/ Oral			Total		
Internal Assessment			End Sem Exam	Duration of End Sem Exam	Term Work	Prac .		Oral	
Mid Term	Continuous Evaluation	Attendance							Total
35	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Advanced Animation Skills: Students will demonstrate proficiency in advanced animation techniques, including character animation, rigging, and effects.
- Creative Storytelling: Students will develop the ability to create compelling narratives and visual stories through animation.
- Technical Proficiency: Students will gain advanced technical skills in animation software and tools.
- Professional Portfolio: Students will create a professional animation portfolio showcasing their skills and creativity.

Course Objective

- To enhance students' proficiency in advanced animation software and techniques.
- To develop a deep understanding of character animation, storytelling, and visual communication.

- To cultivate critical thinking and problem-solving skills in animation production.
- To prepare students for careers in animation through the creation of a professional animation portfolio.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage (%)
1	Advanced Character Animation		6 20%
	1.1	Character Acting and Emotion: Explore advanced techniques for character acting, conveying emotions, and creating believable performances.	
	1.2	Advanced Rigging and Controls: Learn advanced rigging techniques to create flexible and expressive character rigs.	
	1.3	Lip Sync and Facial Animation: Master the art of lip syncing and facial animation to bring characters to life.	
	1.4	Advanced Animation Exercises: Practice advanced animation exercises to refine animation skills and techniques.	
2	Visual Storytelling and Cinematography		6 20%
	2.1	Storyboarding for Animation: Develop storyboarding skills for animation, focusing on shot composition, pacing, and visual storytelling.	
	2.2	Cinematic Techniques in Animation: Explore advanced cinematic techniques, such as camera angles, lighting, and mood, to enhance storytelling.	
	2.3	Editing and Timing: Animating to Audio: Sync animation with audio tracks, including dialogue, music, and sound effects, to create cohesive storytelling.	
	2.4	Animating to Audio: Sync animation with audio tracks, including dialogue, music, and sound effects, to create cohesive storytelling.	
3	Advanced Animation Production		6 30%
	3.1	Short Film Production: Collaborate with peers to produce a short, animated film, applying advanced animation techniques and principles.	

	3.2	Visual Effects and Dynamics: Learn to create visual effects and dynamics, such as particle systems, cloth simulations, and fluid dynamics, in animation.		
	3.3	Motion Capture and Performance Capture: Explore the use of motion capture and performance capture technologies in animation production.		
	3.4	Interactive Animation: Learn about interactive animation techniques for games and other interactive media.		
4	Advanced Rigging Techniques:		8	30%
	4.1	Character and Object Rigging: Development of complex rigs for characters and objects with advanced controls and deformations.		
	4.2	Sophisticated Animation Methods: Character Animation: Techniques for animating detailed character interactions and nuanced movements.		
	4.3	Motion Capture Integration: Data Utilization: Importing and refining motion capture data for enhanced realism in character animations.		
	4.4	Advanced Visual Effects: Effects Creation: Techniques for creating and integrating complex visual effects, including particle systems and fluid dynamics.		
Total			26	100%

References	
•	<i>Williams, R. (2012). The animator's survival kit. Faber & Faber.</i>
•	<i>Hooks, E. (2017). Acting for animators: 4th edition. Routledge.</i>
•	<i>Vaughan, W. (2012). Digital modeling. New Riders.</i>
•	<i>Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.</i>
•	<i>Goldberg, E. (2008). Character animation crash course! Silman-James Press.</i>
•	<i>Osipa, J. (2013). Stop staring: Facial modeling and animation done right (3rd ed.). Wiley.</i>

Semester IV

Course Code	Course Name	Credits
PHT2417N	Photography III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	02	-	01	01	-	02

Theory						Term Work/Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration of End Sem Exam	Term Work	Pra c.	Or al	
Mid Term	Contin uous Evaluation	Attendan ce	Total						
35	10	05	50	50	2 Hours	-	-	-	100

Course Outcome

- Students will know about Product Photography.
- Students will learn about Glamour Studio Photography.
- How to control exposure during event photography.
- How to use a camera in wildlife photography.

Course Objective

- Students will get an overview on different genres of photography.
- Analyzing the difference of the photography culture.
- Analyzing the difference of the photography, composition and technical aspects used in shooting related subjects.
- The aim of the course is to train the mind in how to see the world through a camera.

Detailed Syllabus				
Module/ Unit	Course Module / Contents		Hours	Marks Weightage (%)
1	Photojournalism		6	20%
	1.1	What is Photojournalism		
	1.2	How to deal with people		
	1.3	How to get information		
	1.4	How to find perfect frame		
2	Table-top Photography		6	20%
	2.1	Product Selection		
	2.2	Props Selection		
	2.3	Gear-Camera selection		
	2.4	How to use light		
3	Glamour Photography		6	30%
	3.1	How to use Artificial light		
	3.2	One point – Two point – Three Point lighting		
	3.3	Makeup		
	3.4	Retouching		
4	Assignment: Assignment: Shooting Travel Photography, Portrait Photography		8	30%
	4.1	Framing		
	4.2	Composition		
	4.3	Color Palette		
	4.4	Techniques		
Total			26	100%

References
<ul style="list-style-type: none"> • Prescribed Textbooks: World of DSLR
<ul style="list-style-type: none"> • Reference Material: The British Journal of Photography
<ul style="list-style-type: none"> • Name and Publication: online Journal Ang, T., & Studd, R. (2013). Digital Photography Step by Step. DK.

- | |
|--|
| <ul style="list-style-type: none">• Frost, L. (2019). <i>Creative Photography Ideas Using Adobe Photoshop: 75 Workshops to Enhance Your Photographs</i>. Ilex Press. |
| <ul style="list-style-type: none">• Hirsch, R. (2014). <i>Seizing the light: A history of photography</i>. McGraw-Hill Education. |
| <ul style="list-style-type: none">• Sontag, S. (1977). <i>On photography</i>. Farrar, Straus, and Giroux. |

Semester IV

Course Code	Course Name	Credits
POL2417N	Political Science - III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	01	01	-	01	02

Internal Assessment				Term Work/Practical/Oral		
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Duration of End Sem Exam	Total
15	30	05	50	50	2 Hours	100

Course Outcome

- Memorize the structure and functions of different branches of the Indian government, including the legislature, executive, and judiciary.
- Explain the principles of Indian democracy and the features of its political system, including federalism, secularism, and parliamentary democracy.
- Apply theoretical concepts and frameworks to analyse current political issues and trends in Indian society.
- Compare and contrast different political ideologies and movements influencing Indian politics, such as socialism, liberalism, and nationalism.
- Critically assess the strengths and weaknesses of India's democratic institutions and governance structures.
- Develop strategies for enhancing political participation, accountability, and representation in the Indian political system.

Course Objectives

- To understand the structure and functioning of the Indian political system: This objective aims to provide students with a comprehensive understanding of the institutions, processes, and principles that govern the Indian political system.
- To analyze the dynamics of Indian democracy and governance: This objective focuses on examining the various dimensions of Indian democracy, including electoral politics, political parties, federalism, and governance challenges.

- To evaluate the impact of socio-economic and cultural factors on Indian politics: This objective aims to explore the interplay between socio-economic, cultural, and political factors in shaping the Indian polity.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Introduction to Indian Political System	5	20%
	1.1 Introduction to key concepts: democracy, federalism, secularism		
	1.2 Historical background of Indian political system		
2	Institutions of Indian Democracy	6	20%
	2.1 Parliament and Legislative Process		
	2.2 Executive Branch		
	2.3 Judiciary and Legal System		
3	Political Dynamics in India	7	30%
	3.1 Evolution of party system in India		
	3.2 Electoral process, party competition, and electoral reforms		
4	Contemporary Issues and Challenges	8	30%
	4.1 Regionalism in Indian Politics		
	4.2 New Social Movements since the 1970s, Environmental Movements, Women's Movements, Human Rights Movements		
Total		26	100%

References

- *B. Chandra, Essays on Colonialism, Orient Longman, Delhi, (1999).*
- *S. Sarkar, Modern India, Macmillan, Delhi (1983).*
- *B. Chandra et. al. (eds.), India's Struggle for Independence, Penguin UK, 2016.*
- *P. Brass, The Politics of India since Independence, Cambridge University Press, Cambridge (1994).*
- *B.Chakrabarty & R.K.Pandey, Indian government and Politics. SAGE Publications India, New Delhi (2008).*
- *Hoveyda, Indian Government and Politics, Pearson Education India, New Delhi (2010).*

Semester IV

Course Code	Course Name	Credits
TSM2417N	Tourism Management – III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	01	01	-	01	02

Internal Assessment				Term Work/Practical/Oral		
Mid Term	Continuous Evaluation	Attendance	Total Internal	End Sem Exam	Duration of End Sem Exam	Total
15	30	5	50	50	2 Hours	100

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Mapping Trends in Tourism		25%
	1.1	Domestic and International Trends and Patterns in Indian Tourism Travel.	
	1.2	Factors responsible for growth and development of Indian tourism	
	1.3	Foreign Tourist Arrivals accounting.	
2	Current Tourism Scenario in India		30%
	2.1	State Tourism Organizations: - Changing pattern observed on the arrival of tourists.	
	2.2	Mapping and analyzing of tourism trends of the following states: - Tamil Nadu, Uttar Pradesh, Karnataka, Madhya Pradesh, Delhi, Maharashtra.	
3	Emerging Tourism Trends		

	3.1	Emerging trends within tourists and travelers	7	30%
	3.2	Emerging tourism products of India		
	3.3	Emerging technologies, change in scope of tourism		
4	Case Study		5	15%
	4.1	Presentation on any latest/emerging tourism trend in the country and explain in detail.		
Total			26	100%

References	
•	<i>Tourism: Principles and Practice</i> by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill (2017).
•	<i>Emerging Trends in Tourism and Hospitality</i> by B. I. Mahajan and S. R. Vyas (2018).
•	<i>Indian Tourism: Past, Present, and Future</i> by Patrick M. Casabona (2020).
•	<i>Tourism in India: New Trends and Opportunities</i> by Ratandeep Singh (2016).
•	<i>Sustainable Tourism Practices in the Tourism Industry</i> by James E. S. Higham and Michael Lück (2016).

Semester IV

Course Code	Course Name	Credits
SCW2417N	Social Work – III	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	01	-	01	01	-	02

Internal Assessment				Term Work/ Practical/Oral	
Mid Term	Continuous Evaluation	Attendance	Total	End Sem Exam	Total
15	30	05	50	50	100

Course Outcome

- Students will understand conceptual and theoretical aspects of social problems in India.
- Students will be aware of the problems and crimes of society.
- Students will be able to understand the problems and effects of individuals, family & society.
- Students should be able to handle social problems and treatment. In future, they would contribute to social policy making as social work professionals.

Course Objectives

- To study the basic concepts of social problems and social work approaches.
- To understand various social problems and its management and legislative measures.
- To understand role of social work and social worker in management of social problems.
- To study social development and social change process to deal with social problems.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Social Problems		13	50%
	1.1	Social problems: Meaning, Concept and Definitions,		
	1.2	Classification of social problems.		
	1.3	Causes and consequences of social problems.		
	1.4	Social work approach in the prevention, control, and management of social problems.		
2	Various Social Problems in India		13	50%
	2.1	Extent, causes, management and legislative measures		
	2.2	Youth Unrest, Human Trafficking, Substance Abuse, Beggary, Commercial Sex Work, Corruption, Terrorism, Child labour, Role of social worker in identifying social problems and developing strategies for help		
	2.3	Case-studies		
Total			26	100%

References

- *Ahuja, Ram (1992), Social Problems in India, Rawat Publications, Jaipur.*
- *Keneth, Henry (1978), Social Problems: Institutional and Interpersonal Perspectives, Scott, Foresman and Company, Illinois, London.*
- *Merton, Robert K, and Robert Nisbet (1971), Contemporary Social Problems, Fourth Edition, Harcourt Brace and Co., New York.*

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-V

Semester V

Course Code	Course Name	Credits
RGJ2501N	Regional Journalism	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn practical aspects of non-English media.
- Students will be engaged in multilingual content.
- Students will get thorough knowledge on non-English media as an academic discipline.
- Students will get a deeper understanding about the regional media.
- Students will be encouraged to gain a multicultural understanding of media and news.
- Students will be encouraged to work in regional news reporting formats.

Course Objectives

- The students will be able to get jobs in non-English media.
- To enable students to conduct case study of different regional media platforms.
- To help students analyze multilingual content.
- To inculcate an attitude of critical evaluation of the structure and form of regional media amongst students.
- To work in regional news reporting formats.

- To gain a multicultural understanding of media and news.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction to Regional Journalism in India		9	20%
	1.1	History and Evolution of Regional Journalism in India		
	1.2	Role of Language and Culture in Regional Journalism		
	1.3	Key Regional Media Outlets in India		
	1.4	Comparison of National vs. Regional Journalism		
2	The Role of Regional Journalism in Indian Democracy		8	15%
	2.1	Regional Media as the Fourth Estate		
	2.2	Impact of Regional Journalism on Elections and Political Discourse		
	2.3	Case Studies of Regional Media Influencing Public Opinion		
	2.4	Role of Regional Journalism in Grassroots Activism		
3	Challenges in Regional Journalism		9	15%
	3.1	Financial and Operational Challenges in Regional Media		
	3.2	Censorship and Freedom of the Press		
	3.3	The Digital Divide: Urban vs. Rural Journalism		
	3.4	Safety and Security of Regional Journalists		
4	Cultural and Social Impact of Regional Journalism		7	15%
	4.1	Preservation of Local Languages and Dialects through Journalism		
	4.2	Influence of Regional Media on Social Change and Development		
	4.3	Representation of Marginalized Communities in Regional Media		

	4.4	The Role of Regional Media in Shaping Regional Identity		
5	Ethical Considerations in Regional Journalism		10	20%
	5.1	Ethics in Reporting: Case Studies from Regional Media		
	5.2	Sensationalism vs. Responsible Journalism		
	5.3	Ethical Dilemmas in Covering Sensitive Local Issues		
	5.4	Regulatory Framework and Self-Regulation in Regional Journalism		
6	Future Trends in Regional Journalism		9	15%
	6.1	The Impact of Digital Media on Regional Journalism		
	6.2	Emerging Technologies and Their Influence on Regional News		
	6.3	The Role of social media in Regional Journalism		
	6.4	The Future of Regional Journalism in a Globalized World		
Total			52	100%

References

<ul style="list-style-type: none"> • Ninan, S. (2007). <i>Headline state: Regional newspapers and political communication in India</i>. Sage Publications. • Jeffrey, R. (2000). <i>India's newspaper revolution: Capitalism, politics, and the Indian-language press, 1977-99</i>. Oxford University Press. • Rao, U. (2010). <i>News as culture: Journalistic practices and the remaking of Indian leadership traditions</i>. Berghahn Books. • Ranganathan, M., & Rodrigues, U. (Eds.). (2010). <i>Indian news media: From observer to participant</i>. Sage Publications. • Bhattacharya, R. (2013). <i>Regional journalism in India: The changing dynamics</i>. Routledge. • Kumar, K. J. (2014). <i>Mass communication in India</i>. Jaico Publishing House.
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Semester V

Course Code	Course Name	Credits
DFM2402N	Documentary Film Making	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to develop an idea to a script based on research.
- Students will apply different forms of documentary films.
- Students will recognize the different platforms to showcase a documentary film.
- Students will learn about the techniques of documentary films.
- Students will be encouraged to conduct research upon various socio-economic demographics.
- Students will be exposed to good documentaries to develop a directorial sense.

Course Objectives

- To familiarize students with the essentials of documentary filmmaking.
- To learn the art of storytelling through documentary films.
- To introduce the student to the filmmaking process starting from research, conducting interviews, and showcasing the film at various platforms.
- To learn more about the techniques of film making.
- To inculcate a good aesthetic and visual sense toward film making.
- To gain a better understanding of diverse cultures, people and situations.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Documentary Films		10	20 %
	1.1	History of Documentary films		
	1.2	Documentary Films Vs Fiction. Types of Documentary films.		
	1.3	Documentary film treatment. Narration and Anchor Based Documentary Films. Narration and Anchor Based Documentary Films		
1.4	Indian Documentary Films. International Documentary Films.			
2	Pre-Production process in documentary film		10	25%
	2.1	Selecting a Topic and Idea development. Research for Documentaries.		
	2.2	Writing Script for documentaries. Identification of target audience and participants.		
	2.3	Developing a theme and Visualization of Material. Constraints in documentary filmmaking.		
2.4	Contingencies in Documentary Film Shoot.			
3	Production of Documentary		10	15%
	3.1	Selection of Camera and other equipment's Creating production design		
	3.2	Importance of lighting and sound on live location. Narration Composition according to subject. Assembling raw footages of Film.		
	3.3	Sound Mixing and Design. Using stock royal free footages and montages. Production Checklist		
3.4	Shooting styles of documentary films			
4	Ethics and Methodologies		10	20%
	4.1	Using Archival Material		
	4.2	Using Archival Material		
4.3	Writing Proposals			

	4.4	Sponsored and Commissioned Films. Film Festivals.		
5	Project Work		12	20%
	Students are required to make a 2-minute documentary film.			
Total			52	100%

References	
•	<i>Michael Rabiger.(2004). Directing the Documentary. London: Focal Press.</i>
•	<i>Alan Rosenthal. (2007). Writing, Directing, and Producing Documentary Films and Videos. Illinois: Southern Illinois University Press.</i>
•	<i>Sturken,M. & Cartwright, L. (2001).Practices of Looking: An Introduction to Visual Culture. London: Oxford University Press</i>
•	<i>Barnouw, E. (1993). Documentary: A history of non-fiction film. Oxford University Press.</i>
•	<i>Winston, B. (1995). Claiming the real: The documentary film revisited. British Film Institute.</i>
•	<i>Nichols, B. (2017). Introduction to documentary (3rd ed.). Indiana University Press.</i>

Semester V

Course Code	Course Name	Credits
DVP2503N	Development Communication	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory						Term Work/ Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will have a thorough understanding of development issues.
- Students will contribute to the development of the country as future mass communicators.
- Students will develop broad ideas on developmental issues.
- Students will focus on problem solving around developmental issues.
- Students will be encouraged to be up to date about contemporary issues.
- Students will be sensitized towards various social, political and economic issues.

Course Objectives

- To develop an understanding of the developmental issues prevailing in the country.
- To make students understand the importance of the subject.
- To help students to contribute to the development of the country as media professionals.
- To inculcate broad ideas on developmental issues.
- To find solutions to the various issues that they identify.
- To sensitize students on millennium developmental goals.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Introduction to Development		12 20%
	1.1	Definition, meaning and process of development.	
	1.2	Characteristics of underdeveloped and developed economies.	
	1.3	Ingredients (5Ms) of development and money generation	
	1.4	Indicators of development	
2	Development Theories		12 20%
	2.1	Theories and paradigms of development – unilinear and non-unilinear theories/paradigms.	
	2.2	Dominant Paradigm of development	
	2.3	Trickledown theory	
	2.4	Diffusion of Innovation	
2.5	Theory of Magic multiplier and localized approach		
3	Development Communication - Concept and Theories		10 20%
	3.1	Approaches: Diffusion of Innovation, Magic Multiplier, Localised Approach	
3.2	Development Support Communication - Extension Approach: Health and Family Welfare Women Empowerment, Literacy & Education		
4	Media and Development		8 20%
	4.1	Role of communication in development process	
	4.2	Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective, ICT, SITE	
	4.3	Mobile communication and development	
	4.4	NGOs and development	

5	Communication in different Indian perspectives		10	20%
	5.1	Communication for rural development:		
	5.2	Communication for urban development		
	5.3	Communication for Tribal development		
Total			52	100%

References
<ul style="list-style-type: none"> • <i>Balan, K.R., & Rayudu, C.S. (1994). Public Relations in Action. New Delhi: Castle Book</i>
<ul style="list-style-type: none"> • <i>Tripathy, M. (2011) Public Relations and Power. London: Sage Publication.</i>
<ul style="list-style-type: none"> • <i>Sachdeva, I. S. (2009). Public Relations: Principles and Practices, New Delhi: Oxford University Press.</i>
<ul style="list-style-type: none"> • <i>Jethwaney, J.N. & Sarkar, N.N. (2015). Public Relations Management, New Delhi: Sterling private</i>
<ul style="list-style-type: none"> • <i>Jethwaney, J. (2010). Corporate Communication: Principles and Practices. Oxford University press</i>

Semester V

Course Code	Course Name	Credits
DGJ2504N	Digital Journalism	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral				
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn the changing landscape of Journalism in the era of Internet.
- Students will acquire the skills to create and write News for digital platforms.
- Students will gain the knowledge of creating and editing Audio-Video content for digital platforms.
- Students will also learn the ethical and legal challenges of digital journalism.
- Students will be taught multimedia as discourse.

Course Objectives

- To get familiar with digital journalism elements.
- To help students to acquire knowledge of Online Journalism.

- To inform them about the era of Internet and changing scenario.
- To help students understand the changing landscape of Journalism.
- To help students develop a mindset towards digital age and ethical journalism.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Overview of online Journalism		10	20%
	1.1	Introduction to Online Journalism. The Emergence of Online Journalism. Growth and development of Online journalism.		
	1.2	What is Multimedia Journalism? The distinctive characteristic of Online Journalism.		
	1.3	Online Newspaper, Elements of Online Journalism, Emergence and practice.		
	1.4	Internet Television and Online Radio.		
2	Elements of Online Journalism		10	20%
	2.1	Audio/Visual medium. SEO. White Hat SEO. Black Hat SEO. Usage and utility of SEO for promoting the content.		
	2.2	Use of Texts/Animation/Still photos/Graphics for making the content engaging.		
	2.3	Enhancing News stories for Online News presentation.		
	2.4	Presenting News stories for different platforms. Using Hyperlinks for News story writing.		
	2.5	Data Journalism. Sources for the collection of Data. Online credible websites for the collection of data. Verification of Data.		
3	The changing landscape and Citizen participation		10	
	3.1	Web 2.0. Introduction to Web 2.0. Characteristics of Web 2.0. Citizen		

		Journalism. Participatory culture on Online platforms.		20%
	3.2	Crowdsourcing, News and Broadcast on Web. Gatekeeping. Changing roles of Gatekeepers.		
	3.3	AI. Impact of AI on Journalism. Citizen journalism and participation, Blogging.		
4	Security, Ethical and Legal Challenges		10	20%
	4.1	Cookies, Hacking and Online Trolling. Right to privacy of citizens and investigative reporting.		
	4.2	Fake News and Misinformation. Challenges of Fake News and Misinformation		
	4.3	Tools for verification of Fake News and Misinformation. Graphic manipulation and Plagiarism.		
5	Audio-Video Journalism Online		12	20%
	5.1	Audio-Video Journalism: The concept, Use of smartphones/camera: News gathering and Shooting news video clips. Mobile Journalism and its impact on News.		
	5.2	Editing video with various apps for different online platforms. Creating Audio and video news content.		
	5.3	Use of an audio recorder, editing tools for audio, video and online content using free & open-source software.		
Total			52	100%

References

<ul style="list-style-type: none"> ● Bradshaw, P. (2018). <i>The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age</i> (2nd ed.). Routledge. ● Franklin, B. (Ed.). (2013). <i>The Future of Journalism: In an Age of Digital Media and Economic Uncertainty</i>. Routledge. ● Kawamoto, K. (Ed.). (2003). <i>Digital Journalism: Emerging Media and the Changing Horizons of Journalism</i>. Rowman & Littlefield Publishers. ● Pavlik, J. V. (2013). <i>Media in the Digital Age</i>. Columbia University Press. ● Steensen, S., & Ahva, L. (Eds.). (2015). <i>Theories of Journalism in a Digital Age</i>. Routledge. ● Zelizer, B. (Ed.). (2015). <i>Journalism and Memory</i>. Palgrave Macmillan.
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Semester V

Course Code	Course Name	Credits
MDC2505N	Media Criticism	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/ Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand media sphere from a critical lens.
- Students will be able to understand the connection between media and politics.
- Students will elaborate upon how ownership patterns influence the news manufacturing process.
- Students will analyze media trends from a global perspective.
- Students will develop critical thinking and positive criticism.

Course Objectives

- To provide a clear understanding of the theories of media and communication.
- To build the frames of reference for media criticism in connection to the trends, movements, and principles of media functioning.
- To get through understanding on problems and issues in the media sphere.
- To understand the ownership patterns in the media sphere.
- To encourage positive criticism.

Detailed Syllabus

Module / Unit	Course Module / Contents	Hours	Marks Weigtage %	
1	Introduction to Understanding about Media Criticism		13	20%
	1.1	Overview of media criticism, its significance, and evolution.		
	1.2	The definition of criticism and its significance		
	1.3	Analyzing different media genres (news, entertainment, advertising) and their textual elements.		
	1.4	The Role of Media Critics		
	1.5	The Role of Media Critics: Responsibilities of media critics in the modern media landscape.		
2	The Key Theories of Media Criticism		7	20%
	2.1	Marxism		
	2.2	Feminism		
	2.3	Post-colonialism		
3	Media Representation and Identity		10	20%
	3.1	Gender Representation in Media, Race and Ethnicity in Media, Class and Media Representation, LGBTQ+ Representation in Media		
	3.2	Media, Power, and Politics		
	3.3	Media and Democracy		
	3.4	The Rise of Celebrity Politician		
4	Media Regulation and Ethics		11	20%
	4.1	Censorships, Secrecy, Regulations		
	4.2	Ownership and Control		
	4.3	Readers, Viewers, and Advertisers		
	4.4	Hierarchy in the Newsroom		

5	New Challenges in Media Criticism		11	20%
	5.1	The Rise of social media		
	5.2	Fake News and Misinformation		
	5.3	The Role of Algorithms in Media		
	5.4	User-Generated Content and Citizen Journalism		
Total			52	100%

References
• <i>Berger, A. A. (1997). Media Analysis Techniques. Sage Publications.</i>
• <i>Fiske, J. (1987). Television Culture. Routledge.</i>
• <i>Hall, S. (1997). Representation: Cultural Representations and Signifying Practices. Sage Publications.</i>
• <i>McChesney, R. W. (2004). The Problem of the Media: U.S. Communication Politics in the Twenty-First Century. Monthly Review Press.</i>
• <i>Silverstone, R. (1999). Why Study the Media?. Sage Publications.</i>
• <i>Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. NYU Press.</i>

Semester V

Course Code	Course Name	Credits
FLF2511N	FRENCH V	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration of End Sem Exam	
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal			
15	20	10	05	50	50	75 mins	100

Course Outcome

- Enhance proficiency in both spoken and written language.
- Develop familiarity with modern social communication skills, both oral (such as dialogues and telephone conversations) and written, and to perform basic communication tasks effectively.
- Write a review of a movie or a show.
- Describe a person using good vocabulary and different adjectives.
- Apply various tenses and moods in French using subjunctive tense.

Course Objectives

- To strengthen the language of the students in both oral and written.

- To get the students acquainted with the current social communication skills, oral (dialogue, telephone conversations, etc.) and written and perform simple communication tasks.
- To talk about a film or a show.
- To describe a person using good vocabularies and different adjectives
- To use the different tenses, different moods in French.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Module I		8	50%
	Leçon 1	Histoires d'étudiants		
	Leçon 2	Un dîner en ville		
2	Module II		6	30%
	Leçon 1	Soirée déguisée Un dîner en ville		
	Leçon 2	Chez l'habitant		
3	Module III		6	10%
	Leçon 1	Un peu de culture ?		
4	Module IV		6	10%
	Leçon 1	Une soirée originale		
Total			26	100%

References

- Berthet, Hugot et al. *Alter Ego - Méthode de Français, A1: Hachette, 2012.*
- Bruno Girardeau et Nelly Mous. *Réussir le DELF A1. Paris : Didier, 2011.*
- Loiseau Y., Mérieux R. *Connexions 1, cahier d'exercices. Didier, Paris, 2017.*
- Loiseau Y. & Mérieux R. *Connexions 1, Guide pédagogique. Didier, Paris, 2017.*
- *Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2017.*

<ul style="list-style-type: none"> • <i>Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier,2018.</i>
<ul style="list-style-type: none"> • <i>Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris,2018.</i>
<ul style="list-style-type: none"> • <i>Nathalie Hirschsprung, Tony Tricot, Cosmopolite 1 Méthode de Français A1. Hachette, 2017.</i>
<ul style="list-style-type: none"> • <i>Nathalie Hirschsprung, Tony Tricot. Cosmopolite 1 Cahier d'activités A1. Hachette, 2017.</i>

Semester V

Course Code	Course Name	Credits
FLG2511N	GERMAN V	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral		Total
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal			
15	20	10	05	50	50	75 mins	100

Course Outcome

- Handle situations which one normally encounters while travelling.
- Take part in conversations and discussions pertaining to familiar topics such as family, hobbies, travel etc. without prior preparation.
- Develop the listening comprehension skills
- Understand programs on television or radio and inform oneself about current events or areas of interest/ provided the speaker speaks clearly.
- Have a basic conversation using vocabulary related to body parts and basic diseases.

Course Objectives

- To handle situations which one normally encounters while travelling.

- To take part in conversations and discussions pertaining to familiar topics such as family, hobbies, travel etc. without prior preparation.
- To develop listening comprehension skills.
- To understand programs on television or radio and informing oneself about current events or areas of interest/ provided the speaker speaks clearly.
- To have a basic conversation using vocabulary related to body parts and basic diseases.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Kapitel 11		6	25%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Imperativ: du, ihr, Sie - Modalverben: dürfen, sollen 		
2	Kapitel 11		7	25%
	Thematischer Aspekt	<ul style="list-style-type: none"> - persönliche Angaben machen - Körperteile nennen - eine Sportübung verstehen und erklären - Aufforderungen wiedergeben - Gespräche beim Arzt führen - Anweisungen verstehen und geben - Gesundheitstipps verstehen und geben - Wörter erschließen 		
3	Kapitel 12		6	25%
	Grammatischer Aspekt	<ul style="list-style-type: none"> - Pronomen: man - Fragewörter: wer, wen, wem, was(Nom. u. Akk.) Ort: wo, wohin, woher, wann & wie - Zeitadverbien: zuerst, dann, später, zum Schluss 		

4	Kapitel 12		7	25%
	Thematischer Aspekt	<ul style="list-style-type: none"> - Vorschläge für eine Stadttour verstehen - einen Weg beschreiben - eine Postkarte schreiben - die Jahreszeiten kennen lernen - das Wetter beschreiben - Reiseberichte verstehen - Probleme im Hotel beschreiben - sich im Hotel beschweren - über Reiseziele sprechen 		
Total			26	100%

References
<ul style="list-style-type: none"> • <i>Aufderstraße, Hartmut. Lagune 1. Deutsch als Fremdsprache: Kursbuch und Arbeitsbuch. Ismaning: Max Hueber Verlag 2012.</i>
<ul style="list-style-type: none"> • <i>Braun, Anna, and Daniela Wimmer. Schritte Plus A1/1: Arbeitsbuch. Hueber Verlag, 2020.</i>
<ul style="list-style-type: none"> • <i>Dengler, Stefanie. Netzwerk A1. Teil2. Kurs- Und Arbeitsbuch: Deutsch Als Fremdsprache. Langenscheidt, 2012.</i>
<ul style="list-style-type: none"> • <i>Funk, Hermann, et al. studio d A1: Deutsch als Fremdsprache. Cornelsen Verlag, 2015.</i>
<ul style="list-style-type: none"> • <i>Langenscheidt. Langenscheidt Pocket Dictionary German: German-English, English-German. Langenscheidt Publishing Group, 2022.</i>
<ul style="list-style-type: none"> • <i>Niebisch, Daniela, et al. Lagune A1: Kursbuch. Hueber Verlag, 2016.</i>

Semester V

Course Code	Course Name	Credits
FLS2511N	SPANISH V	02

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	-	-	02	-	-	02

Theory					Term Work/ Practical/Oral		
Internal Assessment					End Sem Exam	Duration Of End Sem Exam	Total
Mid Term	Viva	Continuous Evaluation	Attendance	Total Internal			
15	20	10	05	50	50	75 mins	100

Course Outcomes

- Understand how to conjugate verbs with vocal changes and use them effectively in sentences.
- Revise all the grammar topics which were taught in the previous semesters.
- Describe events, activities and incidents that occurred in the past using preterit tense effectively and efficiently.
- Understand and apply vocabulary based on shops, restaurants and airports and will be able to communicate at the given places.
- Actively engage in mock viva sessions, applying the skills learned throughout the course. This practical experience will enhance their ability to handle real-life conversations with native speakers.

Course Objectives

- To enable the students to comprehend and make use of verbs with vocal changes.
- To revise the grammar in application and the communication tasks related to topics covered already.
- To enable the students to use preterit tense to describe events that happened in the past.
- To enhance the vocabulary of the students based on shops, restaurants and airport.
- Simulate and participate in mock Vivas and conversations.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	El español y tú		5	20%
	1.1	Las preposiciones del lugar		
	1.2	Expresiones cotidianas		
2	¿Sabes verbos con cambios vocales?		5	20%
	2.1	Los verbos regulares en español		
	2.2	Los verbos con cambios vocales. (AR, ER, IR)		
3	¿Qué comiste ayer?		8	30%
	3.1	Introducción del pretérito indefinido en español.		
	3.2	Los verbos regulares en el pretérito indefinido		
4	¿Dónde estuviste ayer, Juan?		8	30%
	4.1	Los verbos irregulares en el pretérito indefinido		
	4.2	Un ensayo usando el pretérito indefinido.		
Total			26	100%

References

- Blanco, Begoña. *Nuevo avance. Con CD Audio. 2011.*
- Bregstein, Barbara. *Easy Spanish Step-By-Step. McGraw Hill Professional, 2005.*
- García, Concha Moreno, et al. *Nuevo avance. Con CD Audio.2011.*
- Hutchinson, Sam. *Los Numeros - Numbers. Find and Speak Spanish, 2022.*
- Meredith, Susan. *Spanish for Beginners Flashcards. 2010.*

<ul style="list-style-type: none"> • <i>Moreno, Concha, et al. Nuevo Avance Básico alumno +CD. 2010.</i>
<ul style="list-style-type: none"> • <i>Richmond, Dorothy. Practice Makes Perfect Spanish Verb Tenses, Second Edition. McGraw Hill Professional, 2010.</i>
<ul style="list-style-type: none"> • <i>Richmond, Dorothy. Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition. McGraw-Hill Education, 2020.</i>
<ul style="list-style-type: none"> • <i>Rivano, Emilio. El verbo gustar y otros así. 2022.</i>
<ul style="list-style-type: none"> • <i>Rivas, Celestino. Daily Spanish For Beginners. 2019.</i>
<ul style="list-style-type: none"> • <i>Thomas, Scott. The Big Red Book of Spanish Vocabulary. NTC Foreign Language, 2006.</i>
<ul style="list-style-type: none"> • <i>Velarde, J. Gutierrez. Los Verbos Ser y Estar En Español. 2018.</i>
<ul style="list-style-type: none"> • <i>Weibel, Peter. The Big Red Book of Spanish Idioms: 4,000 Idiomatic Expressions. McGraw Hill Professional, 2004.</i>

Semester V

Course Code	Course Name	Credits
CSE2512N	Employability Skill	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Internal				Term Work/ Practical/Oral		Total
Test	Continuous Assessment	Attendance	Total Internal	End Sem Exam	Duration Of End Sem Exam	
15	30	05	50	50	2 Hours	100

Course Outcomes

- Categorize different types of interviews, recognize various interview styles, and demonstrate fundamental skills required when facing interviews.
- Create professional resumes, covering letters, and follow-up letters, showcasing their ability to articulate their qualifications and experiences during job applications and interviews.
- Perform a SWOT analysis, identifying their strengths, weaknesses, opportunities, and threats, fostering self-awareness, and aiding in strategic career planning.
- Understand and apply social etiquette, including the proper way to shake hands and exchange business cards. They will also demonstrate knowledge of dining etiquette and appropriate behavior in a professional setting such as the cubicle.
- Enact in mock interview sessions, applying the skills learned throughout the course. This practical experience will enhance their ability to handle real-life interview scenarios.

Course Objectives

- To understand and apply interview techniques.
- To develop effective interview skills.
- To conduct self-discovery through swot analysis.
- To master Professional Etiquette.
- to simulate and participate in mock interview sessions.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Interviews		5	38%
	1.1	Types of Interviews and Styles of Interview		
	1.2	Facing Interviews-Fundamentals		
	1.3	Practice Session Conducting Interviews		
	1.4	Fundamentals and Practice Session, Mock Interview Sessions		
2	Interview Skills		5	38%
	2.1	Resume Writing,		
	2.2	Covering Letters		
	2.3	Interview Follow Up Letters		
3	Self- Discovery		1	8%
	3.1	SWOT [Strengths, Weakness, Opportunities, and Threats] Analysis		
4	Employability Skills		2	16%
	4.1	Conflict Management		
	4.2	Work Ethics		
Total			13	100

References

- *Working in English, Jones, Cambridge*
- *Business Communication, Raman –Prakash, Oxford*
- *Speaking Personally, Porter-Ladousse, Cambridge*
- *Speaking Effectively, Jermy Comfort, et.al, Cambridge*
- *Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill*

Semester V

Course Code	Course Name	Credits
BEH2513N	Behavioural Science - V	01

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
01	-	-	01	-	-	01

Theory					End Sem Exam	Duration of End Sem Exam	Total
Internal Assessment				Total			
Activity	Continuous Evaluation	Viva	Attendance		Total		
20	40	35	05	100	-	-	100

Course Outcome

- A strong personality fosters resilience and adaptability in diverse life situations.
- Nationalism fosters a sense of belonging and unity among citizens.
- Human values form the foundation of ethical behavior and moral integrity.
- Personality development enhances effective communication and interpersonal relationships.
- It strengthens cultural identity and promotes the preservation of traditions and heritage.
- They promote empathy, compassion, and respect for others, fostering harmonious societies.

Course Objectives

- To Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- Inculcating patriotism and national pride.
- To develop an understanding of the importance of human values.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Individual differences & Personality		2	20%
	1.1	Personality: Definition & Relevance		
	1.2	Importance of nature & nurture in Personality Development		
	1.3	Importance and Recognition of Individual differences in Personality		
	1.4	Accepting and Managing Individual differences (adjustment mechanisms) Intuition, Judgement, Perception & Sensation (MBTI) BIG5 Factors		
	Managing Diversity			
	2.1	Defining Diversity		
	2.2	Affirmation Action and Managing Diversity		
	2.3	Increasing Diversity in Work Force		
	2.4	Barriers and Challenges in Managing Diversity		
3	Socialization		2	20%
	3.1	Nature of Socialization		
	3.2	Social Interaction		
	3.3	Interaction of Socialization Process		
	3.4	Contributions to Society and Nation		
4	Patriotism and National Pride		2	20%
	4.1	Sense of pride and patriotism		
	4.2	Importance of discipline and hard work		
	4.3	National Integrity, Integrity, accountability, and national pride.		
	4.4	National pride and prejudice.		

5	Human Rights, Values and Ethics		2	20%
	5.1	Meaning and Importance of human rights		
	5.3	Human rights awareness		
	5.3	Obligation to respect, character-based system of human rights		
5.4	Values and Ethics- Learning based on project work on Scriptures like- Ramayana, Mahabharata, Gita etc.			
Total			10	100%

References
<ul style="list-style-type: none"> ● <i>Pervin, L. A., & John, O. P. (2001). Personality: Theory and Research (8th ed.). Wiley.</i>
<ul style="list-style-type: none"> ● <i>Jayne, M. E. A., & Dipboye, R. L. (2004). Workforce diversity: A key to improve productivity. Journal of Human Resource Management, 43(4), 409-424.</i>
<ul style="list-style-type: none"> ● <i>Nettle, D. (2007). The Nature of Personality: Genes, Culture, and National Character. MIT Press.</i>
<ul style="list-style-type: none"> ● <i>Kirton, G., & Greene, A. M. (2015). The Dynamics of Managing Diversity: A Critical Approach (4th ed.). Routledge.</i>
<ul style="list-style-type: none"> ● <i>Funder, D. C. (2019). The Personality Puzzle (8th ed.). W. W. Norton & Company.</i>
<ul style="list-style-type: none"> ● <i>Barak, M. E. M. (2021). Managing Diversity: Toward a Globally Inclusive Workplace (5th ed.). SAGE Publications.</i>

Semester V

Course Code	Course Name	Credits
SIP2521N	INTERNSHIP	05

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	-	-	-	-	-	05

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Test	Continuous Evaluation	Attendance	Total						
-	-	-	-	-	-	50	-	50	100

Course Outcome

- Students will be able to get practical exposure about the subjects.
- Students will be able to enhance their ability to absorb an interdisciplinary approach.
- Students will get familiarized with various measurement and scaling techniques.
- Students will be able to write a report and give a presentation of their work.

Course Objectives

- To refine the practical exposure of the corporate functioning.
- To help students to apply their theoretical understanding on the concerned project.
- To bridge the gap between theory and practice.
- To enhance the intellectual ability and attributes related to data handling and report writing.

Detailed Syllabus

Course Module / Contents	Hours	Marks Weightage
<p>Guidelines: Every student shall be required to undergo practical training in a media organization approved by the Institute for four weeks, normally in the Summer Vacation, after the end of the semester examinations.</p> <p>The candidates shall be required to undergo training in the various areas of the media organization concerned. The work done by the candidate during the training period shall be submitted in the form of a training report.</p> <p>The last date for the receipt of the training report in the department shall be one month after the date of completion of training, i.e. at the beginning of the next semester.</p> <p>Components of the Report: The outcome of Summer Internship is the Project Report. A project report should have the following components: Cover Page: This should contain the title of the report with the name of the name of the media organization where the student interned, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.</p>		10%
<p>Acknowledgement: Various organizations and individuals who might have aided/co-operation during his/her internship.</p> <p>Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.</p> <p>Body of the Report: The body of the report should have these four logical divisions.</p> <p>Introduction: This will cover the overview of the media organization in which the student has interned, rationale/ need / justification for interning with the organization, expectations from the internship and Chapter Planning.</p> <p>Body of the Report: The body of the report should have these four logical divisions.</p> <p>Work Profile/ Assignments Handled by the Student:(using the tools and techniques mentioned in the methodology).</p>	The week/hours will be assigned by the supervisor as per academic calendar.	15%

<p>Conclusion and Recommendations and Skill Sets Learnt during Internship: In this section, the concluding observations based on the main findings and suggestions are to be provided.</p> <p>Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.</p> <p>Annexures: Questionnaires (if any), relevant reports, etc.</p> <p>Chapter Scheme: Chapter I: Introduction 20 marks Chapter II: Conceptual Framework/National/International Scenario 5 marks Chapter III: Work profile/ assignments handled by the student 35 marks. Chapter IV: Conclusion and Recommendations and skill sets learnt during internship 15 marks.</p> <p>The report must be type written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise a maximum of 80 to 100 pages and must be submitted in two copies.</p>		75%
Total		100%

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-VI

Semester VI

Course Code	Course Name	Credits
NCI2601N	News and Contemporary Issues	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	-	-	04	-	-	04

Theory				Term Work/Practical/Oral			Total		
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work		Pract.	Oral
Mid Term	Continuou s Evaluation	Attendanc e	Tota l						
10	15	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will develop the knowledge of contemporary issues at national and international level.
- Students will get a chance to discuss and debate contemporary issues.
- Students will enhance their critical views about the issues around the world.
- Students of journalism will be able to present their opinions about the current scenarios with their understanding and learning of the world.
- Students will be able to analyse and deliberate upon the contemporary news stories.

Course Objectives

- To prepare students for the job market and pursue higher studies by providing them knowledge about current affairs.
- To make students aware about the contemporary issues in the world.
- To develop an understanding about the media field and industry.
- To develop a deep knowledge of the system in India and abroad.
- To develop better communicative skills.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	International News and Contemporary Issues		11	20%
	1.1	Daily international news (Newspapers, Radio & TV). Background to the daily news.		
	1.2	Thumbnail sketches of chief personalities figuring in current news reports.		
	1.3	Relevance of these reports to India and the world community or why they are important.		
	1.4	Important actions taken under the UN umbrella over past 10 years Regions of conflict in the world		
2	National News and Contemporary Issues		11	20%
	2.1	Daily domestic News and contemporary Issues. Background of the News and detailed history.		
	2.2	Thumbnail sketches of chief personalities figuring in current news reports		
	2.3	Important bills, acts and Constitutional amendments passed by Indian Parliament over past 5 years Important Supreme Court rulings over past five years.		
	2.4	The political, economic, social scenario of the country. Challenges and development.		
3	Economic News and Issues		10	
	3.1	Regional economic groupings of the world and their functioning.		
	3.2	The European Union and its expansion. The World Bank. The Asian Development Bank. World Economic Forum.		

	3.3	Profile of the Indian economy (industry, agriculture, infrastructure, growth rates, world ranking, role of planning, budgets and government policies)		25%
	3.4	World top 15 economies. Its development model and issues.		
	Science & Technology (Development and Issues)			
4	4.1	Space and planetary probes. The US and Russian Space Programme.	10	20%
	4.2	China's and India's space programmes and plans to send manned mission to Moon. Nanotechnology		
	4.3	Latest developments in biotechnology. Nuclear power production and risks.		
	4.4	The year's Nobel Prizes, notable works and recognitions.		
	News and issues for discussions			
5	5.1	Globalisation. The impact of Globalisation on the economic, cultural and political development.	10	20%
	5.2	Issues related to the environment.		
	5.3	US dominated world order – politically, culturally and economically. Parliamentary versus Presidential government.		
	5.4	Naxalism and Marxism. Clash of civilizations. Criminalization of politics. Reservation. Restructuring the UN.		
	5.5	Parliamentary versus Presidential government. Should the nuclear club remain exclusive? NATO and other international organisations. Restructuring the UN.		
Total			52	100%

References

<ul style="list-style-type: none"> ● McNair, B. (2017). <i>An Introduction to Political Communication (6th ed.)</i>. Routledge. ● Zelizer, B. (2011). <i>About to Die: How News Images Move the Public</i>. Oxford University P ● Curran, J., & Seaton, J. (2018). <i>Power Without Responsibility: The Press, Broadcasting, and the Internet in Britain (8th ed.)</i>. Routledge. ● Tumber, H., & Waisbord, S. (2019). <i>The Routledge Companion to Media and Scandal</i>. Routledge. ● Allan, S. (2010). <i>News Culture (3rd ed.)</i>. McGraw-Hill Education.
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- *Wahl-Jorgensen, K., & Hanitzsch, T. (Eds.). (2009). The Handbook of Journalism Studies. Routledge.*

Semester VI

Course Code	Course Name	Credits
BRM2602N	Brand Management	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand the brand its importance
- Students will be able launch a brand.
- Students will be able to make strategies for Branding.
- Students will be able to take decisions.

Course Objectives

- To familiarize students with the power of Branding.
- To teach students about the basic concepts related to brands.
- To explain the various tools of marketing & communication revolve around launching, building and sustaining brands.
- To help students to launch a brand.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Introduction to Brand Management	10	20%
	1.1 Evolution of Brands and Branding Concepts		
	1.2 The Role of Brand Management in Marketing		
	1.3 The Role of Brand Management in Marketing		
	1.4 Brand Equity and Measurement		
2	Marketing Management	10	20%
	2.1 Brand Equity and Measurement		
	2.2 The Role of Advertising, Public Relations, and Digital Media in Branding		
	2.3 Integrated Marketing Communication (IMC) and Branding		
	2.4 Managing Brand Communication in Crisis Situations		
3	Case Study	10	20%
	3.1 Case Studies on Successful Brands		
	3.2 Brand vs. Product		
	3.3 Brand Perspectives – Visual / Verbal, Positioning, Value, Brand Image, Value Added, Perceptual Appeal & Personality perspectives.		
	3.4 Case Studies on Digital Branding Success Stories		
4	Brand Management and Ethics	10	20%
	4.1 Ethical Considerations in Brand Management		
	4.2 Managing Brands in the Global Marketplace		
	4.3 Sustainability and Corporate Social Responsibility (CSR) in Branding		
	4.4 Challenges and Opportunities in Branding		
5	Assessment Methods	10	20%
	Case Study Analysis and Presentation		
	Brand Audit Project		
	Develop a blueprint for a product's brand promotion		
Total		52	100%

References

- *Aaker, D. A. (2014). Aaker on branding: 20 principles that drive success. Morgan James Publishing*
- *Keller, K. L. (2012). Strategic brand management: Building, measuring, and managing brand equity (4th ed.). Pearson Education.*
- *Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking (5th ed.). Kogan Page Publishers.*
- *Davis, M. (2009). The fundamentals of branding. AVA Publishing.*
- *Holt, D. B. (2004). How brands become icons: The principles of cultural branding. Harvard Business School Press.*
- *Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity (5th ed.). Pearson Education.*

Semester VI

Course Code	Course Name	Credits
EVM2603N	Event Management	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn to evaluate the range and functions of the events.
- Students will be understanding the classification of events and will be able to explain their role in contributing to a destination's sense of place.
- Students will learn to create the steps to create a successful event.
- Students will learn to develop and apply the appropriate marketing techniques for events.

Course Objectives

- To introduce students to the various types of events, their significance, and their diverse functions in society.
- To equip students with the knowledge to classify different events and understand their impact on enhancing a destination's identity and cultural significance.
- To Provide students with a step-by-step approach to planning and organizing successful events, focusing on logistics, budgeting, and execution.

- Teach students how to develop and implement effective marketing strategies tailored specifically for promoting events.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Event and Event Management		8	15%
	1.1	Event: Definition and Types		
	1.2	Event Management: Definition and Elements		
	1.3	5C's of Event Management		
	1.4	Event Management Organization		
2	Understanding about Event Theme		8	15%
	2.1	Venue, Target Audience		
	2.2	Developing and Implementing the Event Plan		
	2.3	Layout, Theme		
	2.4	Backdrop, Banner, Décor		
3	Event Management and Promotion		10	20%
	3.1	Talent management		
	3.2	Understanding audience choice		
	3.3	Understanding the relevance of each media to event promotion		
	3.4	Sponsorships		
4	Event Management Workflow		8	15%
	4.1	Event Proposal Planning: Licenses, Permissions and Legalities		
	4.2	Event Budget, Covering Cost and Methods of Revenue Generation		
	4.3	Event Promotion: Tools and Media Coordination 4		
	4.4	Risk Management and Insurance		
5	Evaluation, Assessment & Trends			
	5.1	Evaluation Assessment: Techniques and Application		

	5.2	Establishing tangible objectives and sensitivity in evaluation	8	15%
	5.3	Point of View: Event Organizers and Clients		
	5.4	Monitoring and Controlling the Event		
6	Exercises/Assignments		10	20%
	6.1	Conceptualize, Organize and Evaluate an event as per the following steps: a. Conduct and analyze pre-event survey b. Prepare event brief c. Prepare a Gantt chart to organizing event. d. Prepare checklist for the event e. Prepare a budget estimate for the event f. Write a proposal for potential sponsors for the event g. Design creatives and collaterals h. Prepare an event floor plan/ event design and layout i. Develop event crisis/ risk management plan j. Prepare a monitoring plan and questionnaire for final evaluation k. File final report about the event along with multi-media Presentation		
Total			52	100%

References

<ul style="list-style-type: none"> ● <i>Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.</i> ● <i>Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.</i> ● <i>K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House</i> ● <i>K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.</i> ● <i>Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.</i> ● <i>Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.</i>
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Semester VI

Course Code	Course Name	Credits
MUL2604N	Multimedia	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory				Term Work/Practical/Oral					
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Apply graphic design principles in the ideation, development, and production of visual messages.
- Apply appropriate format & layout solutions including grids, margins, type hierarchy.
- Arrangement and categorization of content according to hierarchy for better communication
- Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.

Course Objectives

- To identify the application of format, layout & type hierarchy principles for organization of information.
- To understand the use of designed materials to achieve communication goals.

- To utilize relevant applications of tools and technology in the creation, reproduction, and distribution of visual messages.
- To critically reflect upon design responses incorporating different typographical approaches for arrange of media and audiences.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Introduction		10	20%
	1.1	Introduction, Classification		
	1.2	Elements (Video, Sound, Text, Graphics, Animation, etc.)		
	1.3	Characteristics of multimedia, Constraints of multimedia		
	1.4	Application of multimedia in various industries, Challenges of multimedia.		
2	Design Concepts		10	20%
	2.1	User Interface Design and Navigation, Understanding the hierarchy of information in designing layout solutions		
	2.2	Understanding of grids and layouts. Analyse and interpret the way information is presented in a variety of publications.		
	2.3	Pre-Production and Planning and Design		
	2.4	Postproduction Evaluation		
3	Adobe In Design		12	20%
	3.1	Adobe In Design: Page layout techniques		
	3.2	Brief History of Grids in Modern Graphics		
	3.3	Modular grid, Column grid		
	3.4	Golden proportion, etc.		
4	Conceptualization		10	20%
	4.1	Coffee table book / Magazine concepts		
	4.2	Development of concepts that are thoughtful, original, and creative.		

	4.3	Development of technical digital skills and techniques.		
	4.4	Careful attention to execution, technique, and completion of projects.		
	4.5	Effective visual and verbal presentation skills.		
5	Practical Exercise		10	20%
	5.1	Students are required to make a project to develop and enhance multimedia storytelling skills by creating a comprehensive multimedia news package that integrates text, video, audio, and graphics.		
Total			52	100%

References

<ul style="list-style-type: none"> • <i>Chapman, N., & Chapman, J. (2004). Digital Multimedia (2nd ed.). Wiley.</i> • <i>Li, Z. N., & Drew, M. S. (2004). Fundamentals of Multimedia. Pearson Education</i> • <i>Ze-Nian, L., & Mark, S. D. (2014). Multimedia: Making It Work (8th ed.). McGraw-Hill Education.</i> • <i>Vaughan, T. (2010). Multimedia: Making It Work (8th ed.). McGraw-Hill Education.</i> • <i>Burg, J. (2005). The Science of Digital Media. Prentice Hall.</i> • <i>Steinmetz, R., & Nahrstedt, K. (2002). Multimedia Systems. Springer.</i>

Semester VI

Course Code	Course Name	Credits
DGP2605N	Digital Photography	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory				Term Work/Practical/Oral					
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	Total
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will learn the basics of photography.
- Students will learn about digital photography and its importance in today's environment.
- Students will learn to make their portfolios.
- Students will be able to give digital presentations.

Course Objectives

- To know the basics of photography.
- To learn the comparatively new area of digital photography and imaging.
- To start maintaining the portfolios.
- To make digital presentations and undertake practical assignments.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	Artificial Lighting & its control		10	20%
	1.1	Electronic flash & its synchronization		
	1.2	One, two- & three-point lighting		
	1.3	Working on the Subject		
	1.4	Electronic flash & its synchronization		
2	Subject & Composition Variation for various genres		10	20%
	2.1	Portrait		
	2.2	Wildlife		
	2.3	Product		
	2.4	Nature & landscapes		
	2.5	Night photography		
	2.6	Journalism (photography for newspapers & magazines)		
3	Understanding Digital Photography		12	20%
	3.1	Digital Image Construction (Size & Resolution of Digital Images)		
	3.2	Uses, Advantages and Limitations of Digital over Conventional Photography		
	3.3	Image Sensors (CCD and CMOS)		
	3.4	Formats of a Digital Image		
	3.5	Types of Digital Cameras		
4	Digital Image Manipulation		10	20%
	4.1	Problems with Digital Photographs		
	4.2	Commonly used image editors		
	4.3	Editing images with Adobe Photoshop and Photoshop Elements		
	4.4	Printing and Sharing Digital Images		
5	Advanced Photography Practical		10	
	5.1	Practicing Outdoor Photography		

	5.2	Photography Assignments and Projects		20%
	5.3	Developing Personal Digital Portfolio		
	5.4	Digital I Image Manipulation using various computer software		
6	Practical Exercise		12	20%
	6.1	Students are required to do practical exercise. The exercise will help students build a comprehensive portfolio, showcasing their ability to think creatively and apply technical skills in digital photography.		
Total			52	100%

References

<ul style="list-style-type: none"> • <i>Freeman, M. (2020). The Photographer's Eye: A Graphic Guide. Focal Press.</i> • <i>Kelby, S. (2020). The Digital Photography Book: The step-by-step secrets for how to make your photos look like the pros! (Vol. 1). Peachpit Press.</i> • <i>Evening, M. (2018). Adobe Photoshop CC for Photographers: 2018 Edition. Focal Press.</i> • <i>Peterson, B. (2015). Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera. Amphoto Books.</i> • <i>Ang, T. (2016). Digital Photography Complete Course. DK Publishing</i> • <i>Collins, A. (2018). The Art of Photography: A Personal Approach to Artistic Expression. Rocky Nook.</i>

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-VII

Semester VII

Course Code	Course Name	Credits
MDR2701N	Media Research	05

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	04	-	03	02	-	05

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to develop the basic understating of research and media research.
- Students will be able to understand the methodology for media research.
- Students will get familiarized with various measurement and scaling techniques.
- Students will be able to write a research paper.

Course Objectives

- To define research and media research.
- To explain the process of media research.
- To describe the Research methodology for media and types of sampling.
- To describe the steps involved in report writing.

Detailed Syllabus

Module/ Unit	Course Module / Contents		Hours	Marks Weightage
1	An Introduction to Research		11	20%
	1.1	Research: Meaning and definition, objectives of research		
	1.2	Types of Research – Basic & Applied Research		
	1.3	Approaches to Research: Qualitative and Quantitative		
	1.4	Media Research: Meaning and Scope		
2	Survey in Media Research		10	15%
	2.1	Survey, Public Opinion Surveys, TRPs, Tele Web Survey		
	2.2	Readership Survey & IRS		
	2.3	Election Related Survey: Opinion Poll and Exit Poll		
	2.4	Media Research Agencies: BARC, ABC, MAP, RAM		
3	Research Design		11	20%
	3.1	Research Design: Meaning, definition & need of a research design		
	3.2	Research Design: different Types, Hypotheses /Research Questions		
	3.3	Research designs used for different types of Research		
	3.4	Research Methods: Survey, Content Analysis and Case Study		
4	Research Problem		10	15%
	4.1	Defining the Research Problem		
	4.2	Selection of a problems		
	4.3	Techniques involved in defining a problem.		
	4.4	Research limitations		
	Sampling			
	5.1	Sampling: Definition & need		

5	5.2	Sampling: concept of population, sample & its characteristics, sample size & sample unit	11	15%
	5.3	Census & Sample Survey, steps in a sample design Criteria for selecting a sampling procedure.		
	5.4	Types of Sampling Designs: Probability Sample & Non-Probability Sampling & its further types		
6	Measurement & Scaling Techniques		12	15%
	6.1	Measurement in Research, Measurement Scales		
	6.2	Nominal, Ordinal, Interval & Ratio Scale		
	6.3	Sources of Error in Measurement, Scaling: Meaning of scaling		
	6.4	Important scaling techniques: Rating Scales, Arbitrary Scales		
Total			65	100%

References
<ul style="list-style-type: none"> • <i>Kothari, C.R. (2004) Research Methodology Methods and Techniques. 2nd Edition, New Age International Publishers, New Delhi</i>
<ul style="list-style-type: none"> • <i>Maxwell, J.A. (2013) Qualitative Research Design An Interactive Approach. Sage, Thousand Oaks.</i>
<ul style="list-style-type: none"> • <i>Berger, A. A. (2014). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (3rd ed.). SAGE Publications.</i>
<ul style="list-style-type: none"> • <i>Jensen, K. B. (Ed.). (2020). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies (3rd ed.). Routledge.</i>
<ul style="list-style-type: none"> • <i>Priest, S. H. (2010). Doing Media Research: An Introduction (2nd ed.). SAGE Publications.</i>
<ul style="list-style-type: none"> • <i>Wimmer, R. D., & Dominick, J. R. (2013). Mass Media Research: An Introduction (10th ed.). Wadsworth Cengage Learning.</i>

Semester VII

Course Code	Course Name	Credits
MMT2702N	Media Management	06

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
04	04	-	04	02	-	06

Theory						Term Work/Practical/Oral			Total
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.	Oral	
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to understand the concept of media management and media ownership.
- Students will be able to understand media laws and regulation bodies.
- Students will be able to understand Global media giants.
- Students will get to know the contemporary practice in media management.

Course Objectives

- To know about media management and how ownership has changed.
- To understand the Media operation within the framework of ethics and laws.
- To learn about media laws and ethics.
- To understand the contemporary practice of Media.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Management - Functions and Principles	13	15%
	1 Management: Definition, Need and Principles		
	2 Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination		
	3 Management: Responsibility, Authority and Accountability		
	4 Leadership: Importance, Needs and Types		
2	Media Management: An Introduction	12	15%
	1 Media as an industry		
	2 Professional Journalists becoming managers.		
	3 Ownership patterns of mass media		
	4 Organizational structure: Different Departments, General Management, Control and co-ordination, Hierarchy		
3	Contemporary Practices in Media Management	15	20%
	1 Media ventures: Growth of Indian Print Media Business, Indian TV Industry, Resurgence of Radio Industry, The Indian Film Industry		
	2 Problems, process, and prospects of Indian Media Business		
	3 Media Industry: Changing commercial equations vis-à-vis market and audience		
	4 Establishing a Media Organization or Start Up		
4	Media and Globalization	12	15%
	1 Foreign equity in Indian media		
	2 The concept of global media		
	3 Global media giants and their selected holdings		
	4 Globalization of media and its impact		
	Media Laws and Regulation Bodies		
	1 Laws governing media: The Contempt of Courts Act, Defamation,		

5	2	The Copyright Act (Concept of piracy), Right to Information Act	13	20%
	3	The Official Secrets Act, right to privacy, Freedom of media		
	4	The code of media ethics		
6	Media Marketing		13	15%
	1	Marketing Media Products		
	2	Media Business: Innovation and Entrepreneurship		
	3	Media Entrepreneurship and its Challenges		
	4	Emerging Trends in Entertainment and Media Industry		
Total			78	100%

References

<ul style="list-style-type: none"> • H, Dennis. (2012) <i>Media management in the age of Giants</i>. University of New Mexico Press • Herrick, D. F. (2003). <i>Media Management in the age of Giants: Business Dynamics of Journalism</i>. Ames: Iowa State Press. • Kotler, P. (2003). <i>Marketing Management</i>. Upper Saddle River, New Jersey's: Prentice Hall. • Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). <i>Handbook of Media Management and Economics</i>. Mahwah, NJ: L. Erlbaum Associates. • <i>Mass Media in India 1994-95</i>. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India • Alexander, A. (2004). <i>Media Economics: Theory and Practice</i>. Mahwah, NJ: Lawrence Erlbaum.
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Semester VII

Course Code	Course Name	Credits
MPP2703N	Media Planning & Buying	05

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
03	04	-	03	02	-	05

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- Students will be able to describe the need for media planning in advertising.
- Students will identify with the process of media planning and buying.
- Students will select appropriate media for advertising.
- Students will develop effective media plans according to objectives, calculate the media evaluation and predict future trends.

Course Objectives

- To introduce concepts of Media planning and Buying
- To understand various media used in advertising and their calculations.
- To prepare media plan and assess its implication.
- To understand the challenges and trends in Media planning and buying.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
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1	Media Planning Concept and Application		10	15%
	1.1	Media Planning: Introduction		
	1.2	Need for media planning in Advertising		
	1.3	Media planning theories- Bill Harvey's Expansion model, Recency Model		
	1.4	Media planning terminologies		
2	Media Types and Evaluation		12	20%
	2.1	Source of Media Information- population census, INS, IRS, ABC, INFA, NRS, Data on market share.		
	2.2	Broadcast media- advantages and disadvantages- TAM		
	2.3	Print- Advantages and disadvantages. Circulation and Readership evaluation Outdoor Media- Advantages and disadvantages Evaluation of OOH media		
	2.4	Digital Media- Internet and Mobile Evaluation in Digital media Traditional media and Non-traditional Media		
3	Key Aspects of Media Buying		10	15%
	3.1	Audience Targeting		
	3.2	Negotiation		
	3.3	Placement: the advertising budget across different channels to maximize reach and effectiveness.		
	3.4	Budget Management, Monitoring and Optimization		
4	The Media Plan and Strategy		11	15%
	4.1	Media brief and understanding about market analysis		
	4.2	Establishing Media objective and Media plan		
	4.3	Developing and Implementing media strategy Media mix and IMC approach		
	4.4	Media Budgeting		
5	Media Buying and Negotiations		10	15%
	5.1	Media buying structure, role, and responsibilities.		
	5.2	Negotiations and strategies		
	5.3	Execution, monitoring and evaluation		
	5.4	Media audit		
6	Practical Exercise		12	20%
	6.1	Students will create a comprehensive media plan for a fictional product or service.		
Total			65	100%

References

- *Katz, Helen; (Jun 2010. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. Routledge.*
- *Croteam, David; Hoynes, William D (2005). The Business of Media. Corporate Media and the Public Interest. SAGE Publications, Inc*
- *Albarran, Alan B (2002). Media Economic (Understanding markets, Industries and Concepts). Wiley-Blackwell*
- *Menon, Arpita; (2010). Media Planning and Buying. TataMcGraw Hill Education Private Limited.*
- *Surmanek, Jim; (Jan 1996). Media Planning: A Practical Guide. McGraw-Hill.*
- *Sissors, Jack Z., Goodrich, William B. (1996). Media Planning Workbook, McGraw-Hill Humanities/Social Sciences/Language.*

Semester VII

Course Code	Course Name	Credits
REM2704N	Research Methodology	04

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
02	04	-	02	02	-	04

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
15	10	05	30	70	3 Hours	-	-	-	100

Course Outcome

- The students will be able to understand and comprehend the basics of research methodology and apply them in research/ project work.
- The students will be able to take up and implement a research project/ study
- The students will also enable them to collect the data, edit it properly and analyze it accordingly. Thus, it will facilitate students' prosperity in higher education.
- The students will develop skills in qualitative and quantitative data analysis and presentation.

Course Objectives

- To provide a systematic framework that guides the entire research process from start to finish.
- To enable the students to prepare report writing and framing Research proposals.
- To familiarize the students with the principles of scientific methodology in business enquiry, to develop analytical skills of business research, and to develop the skills for scientific communications.

- To address the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours	Marks Weightage
1	Introduction to Research and Methodology		15%
	1.1	Meaning, objectives and motivations in research, Characteristics and limitations of research	
	1.2	Components of research work	
	1.3	Criteria of good research and Research process	
	1.4	Types of Research, Fundamental, Pure or Theoretical Research – Applied Research – –Descriptive Research – Evaluation Research – Experimental Research – Survey Research – Qualitative Research – Quantitative Research – Historical Research	
2	Research Design		20%
	2.1	Research Design – definition – essentials and types of research design	
	2.2	Errors and types of errors in research design.	
	2.3	Research problem: Selecting and analyzing the research problem –	
	2.4	problem statement formulation – formulation of hypothesis.	
3	Literature Review		15%
	3.1	Literature Review: an introduction	
	3.3	Purpose, sources, and literature review procedure.	
	3.3	How to write and cite it.	
	3.4	Objectives: Learning Objectives; Definitions; Formulation of the research objectives.	

4	Measurement		8	15%
	4.1	Variables in Research, Data Collection methods – primary and secondary data		
	4.2	Measurement and scaling: Different scales – Construction of instrument - Validity and Reliability of instrument		
	4.3	Construction of questionnaire and instrument – validation of instruments.		
4.4	Sample size determination - Sample design and sampling techniques			
5	Research Study		8	15%
	5.1	Research report and its structure		
	5.2	Journal articles – Components of journal article. Explanation of various components.		
	5.3	Structure of an abstract, keywords, Referencing styles and bibliography		
5.4	Thesis and dissertations. components of thesis and dissertations			
6	Media Research Practical Exercise		10	20%
	6.1	Using any of the research techniques the student will conduct media research culminating into hard and soft copies of the report. A media research will have to be conducted by the student who will prepare the report based on the following steps: a. Selection of a research topic b. Write Research Proposal/ Abstract/ Synopsis c. Introduction to the topic d. Formulate the research problem e. Significance of the study f. Set the objectives and hypothesis of the research g. Review of literature h. Application of methods and tools for data collection i. Data tabulation and analysis j. Write a research report and draw a conclusion on the research conducted k. Write		

References

- *Kothari, C.R. (2004) Research Methodology Methods and Techniques. 2nd Edition, New Age International Publishers, New Delhi*
- *Maxwell, J.A. (2013) Qualitative Research Design An Interactive Approach. Sage, Thousand Oaks.*
- *Berger, A. A. (2014). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (3rd ed.). SAGE Publications.*
- *Jensen, K. B. (Ed.). (2020). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies (3rd ed.). Routledge.*
- *Priest, S. H. (2010). Doing Media Research: An Introduction (2nd ed.). SAGE Publications.*
- *Wimmer, R. D., & Dominick, J. R. (2013). Mass Media Research: An Introduction (10th ed.). Wadsworth Cengage Learning.*

		bibliography and references according to APA style format		
Total			52	100%

Semester VII

Course Code	Course Name	Credits
PPD2705N	Professional Project - I	03

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	-	-	-	-	-	03

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
-	-	-	-	-	-	50	-	50	100

Course Outcome

- Students will be able to generate and present original media project ideas that meet industry standards and effectively engage target audiences.
- Students will demonstrate proficiency in planning and managing all aspects of media productions, including timelines, budgets, and resource allocation.
- Students will produce high-quality content using advanced media tools and technologies across various platforms.
- Students will lead and work effectively in teams, successfully managing collaboration with diverse stakeholders throughout project execution.

Course Objectives

- To teach students how to develop and articulate clear, innovative ideas for media projects, ensuring alignment with industry standards and target audience expectations.
- To equip students with the skills to create comprehensive project plans, including timelines, budgets, and resource allocation, to effectively manage media productions.

- To enhance students' abilities in utilizing media tools and technologies essential for producing professional-grade content across various platforms.
- To foster teamwork and leadership skills, enabling students to collaborate efficiently with diverse stakeholders throughout the project lifecycle.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours/week	Marks Weightage
1	Project Outlines: The students can opt for any of the following specialized area:	The hours/week will be assigned by the supervisor as per the academic session.	10%
	<ul style="list-style-type: none"> • Print/ Publishing • Advertising • Public Relations • Photography/ Videography/Film • Electronic Communication • Radio/Podcasting/web radio • Event • AD/PR Campaign 		
2	Detail of Project Making		
	As per the interest and opportunity, students can do a project or join any project under any media professional/ media organization.		
3	Evaluation		
	After completing the project, students are required to document their project under their supervisor and submit the project on the given date by the supervisor and to appear for final viva-voce.		
Total			100%

SYLLABUS

**B. A. (Journalism and Mass Communication)
(Honours/Honours With Research)**

SEMESTER-VIII

Semester VIII

Course Code	Course Name	Credits
MRS2801N	Media Research Seminar	06

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	-	-	-	-	-	06

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
-	-	-	-	-	-	50	-	50	100

Course Outcome

- Students will learn to explore plenty of knowledge concerning education and issues.
- Students will learn to make a dissertation and the techniques of research.
- Students will learn to demonstrate their research work.
- Students will get familiarized with various measurement and scaling techniques of research.

Course Objectives

- To understand the contemporary and historical issues concerning education.
- To demonstrate his/her competence in using systematic research procedures.
- To overview of dissertation proposal process; pretest and assignments; process of developing and writing dissertation proposal.
- To review of selected dissertation problem and purpose statements due, Hypotheses/research questions and method of procedure.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours/Week	Marks Weightage
1	Student Learning: Students will be required to write a research paper for a research topic, they can choose any topic from their previous semester or as per their interest.	The hours/ Week will be assigned by the supervisor as per academic session	5%
2	Develop Research Proposal: Students will be instructed to develop a research proposal, following the method of research and get approved by their supervisor.		10%
3	Writing Research Paper: Ensure that all the procedures and methods (i.e., design, instrument selection, sample selection, data collection, and data analysis) are explained in detail.		10%
4	Research paper presentation in the Seminar and evaluation done by the external and supervisor: It is mandatory for each student to present the research paper. The supervisor and external will evaluate the research paper based on their work and viva-voce.		75%
	Total		100%

Semester VIII

Course Code	Course Name	Credits
MPP2802N	Media Production Portfolio	05

Contact Hours			Credits Assigned			
Theory	Practical/Industrial work	Tutorial	Theory	Practical	Tutorial	Total
-	-	-	-	-	-	05

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
-	-	-	-	-	-	50	-	50	100

Course Outcome

- Students will successfully conceptualize and pitch unique media projects that demonstrate a strong alignment with their creative vision and technical skills.
- Students will produce high-quality media content using advanced tools and techniques, meeting industry standards across various platforms.
- Students will curate a polished portfolio that effectively highlights their diverse media production capabilities and enhances their professional profile.
- Students will demonstrate the ability to critically assess their work, incorporating feedback to refine and improve their production processes.

Course Objectives

- To guide students in developing unique and innovative ideas for media projects that reflect their creative vision and technical expertise.
- To enable students to proficiently use industry-standard tools and techniques in the creation of diverse media content.

- To assist students in assembling a professional portfolio that showcases their media production skills across various formats and platforms.
- To encourage students to critically evaluate their own work, identifying areas of strength and opportunities for improvement in their production process.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours/Week	Marks Weightage
1	Major Areas of Writing: <ul style="list-style-type: none"> • Press Release • Feature • Media financial channels • Editorial/Article • News Story • News Analysis • Ad Copy (TV/radio/print) • Letter to Editor • Movie Review 	The hours/ Week will be assigned by the supervisor as per academic session/calendar	10%
2	Guidelines for Media Production Portfolio: <ul style="list-style-type: none"> • Thorough reading of relevant study material and references. • Students will choose the current topics for every area of writing. • Students will discuss the topics with the guide and will take the approval • Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman. • Students will have to make a proper formal document that includes -Title Page, Table of Contents, Acknowledgement, Write ups. 		15%
3	Final Evaluation by Supervisor: Students must be present with their prepared portfolio for Viva-voce.		75%
Total			100%

Semester VIII

Course Code	Course Name	Credits
PPD2824N	Professional Project – II	06

Contact Hours			Credits Assigned			
Theory	Practical	Tutorial	Theory	Practical	Tutorial	Total
-	-	-	-	-	-	06

Theory					Term Work/Practical/Oral			Total	
Internal Assessment				End Sem Exam	Duration Of End Sem Exam	Term Work	Pract.		Oral
Mid Term	Continuous Evaluation	Attendance	Total						
-	-	-	-	-	-	50	-	50	100

Course Outcome

- Students will be able to generate and present original media project ideas that meet industry standards and effectively engage target audiences.
- Students will demonstrate proficiency in planning and managing all aspects of media productions, including timelines, budgets, and resource allocation.
- Students will produce high-quality content using advanced media tools and technologies across various platforms.
- Students will lead and work effectively in teams, successfully managing collaboration with diverse stakeholders throughout project execution.

Course Objectives

- To teach students how to develop and articulate clear, innovative ideas for media projects, ensuring alignment with industry standards and target audience expectations.

- To equip students with the skills to create comprehensive project plans, including timelines, budgets, and resource allocation, to effectively manage media productions.
- To enhance students' abilities in utilizing media tools and technologies essential for producing professional-grade content across various platforms.
- To foster teamwork and leadership skills, enabling students to collaborate efficiently with diverse stakeholders throughout the project lifecycle.

Detailed Syllabus

Module/ Unit	Course Module / Contents	Hours/Week	Marks Weightage
1	<p>Project Outlines: The students can opt for any of the following specialized area:</p> <ul style="list-style-type: none"> • Print/ Publishing • Advertising • Public Relations • Photography/ Videography/Film • Electronic Communication • Radio/Podcasting/web radio • Event • AD/PR Campaign 	<p>The hours/ Week will be assigned by the supervisor as per academic session</p>	25%
2	<p>Detail of project making:</p> <ul style="list-style-type: none"> • As per the interest and opportunity, students can do a project or join any project under any media professional/ media organization. • After completing the project, students are required to document their project under their supervisor and submit the project on the given date by the supervisor and the students should be present for their viva-voce. 		75%
Total			100%

****The End****