



## Programme Outcomes/Programme Specific Outcomes/Course Outcomes

(Semester I to VI)

**Name of Programme: Bachelor of Multimedia and Mass Communication**

**Programme Code:UG01.02**

### Programme Outcomes:

- PO 1: Graduates will demonstrate conversance with the several psychological, social, economic and environmental issues.
- PO 2: Graduates will show increased preparedness to meet the requirements of the industry.
- PO 3: Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4: Graduates will exhibit enhanced ability to appreciate the vital link between human values and human existence.
- PO 5: Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real life problems.

### Programme Specific Outcomes:

After successful completion of the three years of B.A. (MMC) programme, the graduate will be able to:

- PSO 1: Demonstrate various skills set with respect to disciplines of Arts, Media (Advertising & Journalism), and OTT platforms.
- PSO 2: Exhibit skills of effective communication and research aptitude in Advertising and Journalism.
- PSO 3: Use analytical and research tools of media marketing.
- PSO 4: Utilize information technology tools pertaining to media and ad production.
- PSO 5: Make use of practical skills in the field of brand building, ad design, copy writing and agency management.

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**Vidhi Rajora**  
**Programme Coordinator**





- O 6: Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and manifest them with Advertising and Journalism.

**Course Outcomes:**

**Semester 1**

**Course Name: Visual Communication**

**19UBMM101**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the language of visuals.	Remembering and Understanding	6
2	Demonstrate the theoretical knowledge with the practical aspects of Visual Communication	Applying	1
3	Analyze visual communication from a critical perspective and study the effect of changes in demand & supply on equilibrium.	Analyzing	3

**Course Name: Fundamentals of Mass Communication**

**19UBMM102**

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history and development of Mass Communication	Remembering and Understanding	6
2	Develop a critical understanding of Mass Media	Applying	1
3	Examine the key elements of new media and Media Convergence	Analyzing	3

**Course Name: Current Affairs**

**19UBMM103**

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Examine current developments in various fields.	Remembering and Understanding	6
2	Predict the repercussions of unthoughtful human actions and become actively aware about burning issues covered in the media.	Applying	1
3	Draw inferences from politics, economics, environment and technology to grasp the relevance of related news.	Analyzing	3

Course Name: History of Media

19UBMM104

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand Media history through key events in the cultural history	Remembering and Understanding	6
2	Illustrate events that led to the adoption of Mass Media.	Applying	1
3	Discover how different technological transitions have shaped media industries.	Analyzing	3

Effective Communication-I

19UBMM105

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the key concepts of communication	Remembering and Understanding	6
2	Demonstrate the analytical reading and writing skills	Applying	1
3	Classify the difference between operational and functional use of language	Analyzing	3

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**Course Name: Foundation Course**

**19UBMM106**

**COURSE OUTCOMES:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Compare the diverse but united culture of India.	Remembering and Understanding	6
2	Develop perspective towards various social problems of the country.	Applying	1
3	Examine the scope of functionality towards fundamental rights and duties as a citizen of the country.	Analyzing	3

**Semester II**

**Course Name :Content Writing**

**19UBMM201**

**COURSE OUTCOMES:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Express effectively in written medium.	Remembering and Understanding	6
2	Develop a clarity of thought and crisp writing needed for Mass Communication	Applying	1
3	Analyze situation and examine its possibilities in creating content	Analyzing	3

**Introduction to Advertising**

**19UBMM202**

**COURSE OUTCOMES:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the growth of advertising	Remembering and Understanding	6
2	Build effective advertisement campaigns	Applying	1
3	Examine various advertising trends and their	Analyzing	3

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Introduction to Journalism

19UBMM203

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Interpret the history of journalism in India to understand its present context	Remembering and Understanding	6
2	Make use of the news processes	Applying	1
3	Examine the principles of good journalism to appreciate the importance of ethics	Analyzing	3

Course Name: Media Gender & Culture

19UBMM204

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the significance of culture and the media industry	Remembering and Understanding	6
2	Identify the association between media, gender and culture in the society.	Applying	1
3	Analyze changing perspectives of media, gender and culture in the globalized era.	Analyzing	3

Course Name: Effective Communication –II

19UBMM205

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the use of language in media and organizations.	Remembering and Understanding	6

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2	Develop structural and analytical reading, writing and thinking skills	Applying	1
3	Determine the key elements of communication.	Analyzing	3

Course Name: Environmental Science

19UBMM206

### COURSE OUTCOMES:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the significance of environment and its protection	Remembering and Understanding	6
2	Develop a sense of responsibility towards conservation of natural and manmade resources	Applying	1
3	Examine various policies and acts related to environment planning and management	Analyzing	3

### Semester III

Course Name: Corporate Communication and Public Relation

20UBMM301

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember & understand the basic concepts of corporate communication and public relations.	Remembering & Understanding	6
2	Develop a critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.	Applying	1

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3	Examine various elements of corporate communication and coordinate them to communicate effectively in today's competitive world.	Analyzing	3
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**Course Name: Media Studies**

**20UBMM302**

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the relationship of media with culture and society	Remembering & Understanding	6
2	Develop perspective over Media Studies in the context of trends in Global Media	Applying	1
3	Examine media theories to draw inference from the past research	Analyzing	3

**Course Name: Introduction to Photography**

**20UBMM303**

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the ability of an image in effective communication	Remembering & Understanding	6
2	Apply media photography as a language of visual communication and not just as point and shoot fun moments	Applying	1
3	Examine how picture speaks thousand words	Analyzing	3

**Course Name: Principles of Management and Marketing**

**20UBMM304**

**Course Outcomes:**

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By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the components of Marketing Mix	Remembering & Understanding	6
2	Demonstrate the roles, skills and functions of management	Applying	1
3	Examine the function of management in the context of Media	Analyzing	3

Course Name: Computers & Multimedia

20UBMM305

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the minimum requirement of the software when stepping in the industry.	Remembering & Understanding	6
2	Make use of media software to apply the acquired skills	Applying	1
3	Illustrate the knowledge in small scale projects during the academic period	Analyzing	3

Course Name: Motion Graphics and Visual Effects – I

20UBMM306

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the difference between a visual effect and a special effect	Remembering & Understanding	6

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2	Determine when to choose to create a visual effect or a special effect and decide when the two techniques can work together	Applying	1
3	Analyse the use of compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process	Analyzing	3

#### Semester IV

**Course Name: Writing and Editing for Media**

**20UBMM401**

#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand writing styles that fit various media platforms	Remembering & Understanding	6
2	Identify similarities and differences in writing for all forms of media including internet and digital	Applying	1
3	Illustrate the knowledge of different news and copy formats along with appropriate style-sheets and layout	Analyzing	3

**Course Name: Media Laws and Ethics**

**20UBMM402**

#### Course Outcomes:

After completion of the course, learners will be able to:

CO	Outcomes	Blooms Taxonomy	PSO
CO1	Remember and understand the concepts of constitution and regulatory bodies.	Remember & Understand	6
CO2	Apply the basic principles of media laws in transactions.	Apply	6
CO3	Analyse the various issues pertaining to medialaws.	Analyse	6

**Course Name: Mass Media Research**

**20UBMM403**

#### Course Outcomes:

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the scope and techniques of media research, their utility and limitations	Remembering & understanding	6
2	Make use of different Research approaches and tools to carry out research	Applying	1
3	Examine the functions of various research approaches to analyse various media studies	Analyzing	3

**Course Name: Film Communication**

**20UBMM404**

**Course Outcomes:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and Understand the history of the birth of motion pictures	Remembering & Understanding	6
2	Identify various film movements in the world and their impact on the evolution of the world cinema	Applying	1
3	Examine the culture woven around films and cinema	Analyzing	3

**Course Name: Electronic Media**

**20UBMM405**

**Course Outcomes:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the importance of creativity while dealing with various formats	Remembering & Understanding	6
2	Demonstrate the use of emerging trends to show the application of acquired skills	Applying	1

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Part - I

3	Examine the scripting requirement of radio and TV format	Analyzing	3
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**Course Name: Motion Graphics and Visual Effects – II**

**20UBMM406**

**Course Outcomes:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects and methods of applying visual effects at post production stage	Remembering & Understanding	6
2	Apply the use of green screen for visual effects	Applying	1
3	Examine a broad range of basic visual effects used in the industry	Analyzing	3



Part - II

### Semester V Journalism

Course Name: Reporting

21UBMJ501

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basic ethos of news and news-gathering	Remembering and Understanding	2
2	Apply the knowledge of news gathering in beat reporting	Applying	3
3	Analyze the use of traditional and modern tools used for gathering and writing news	Analyzing	5

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Course Name: Investigative Journalism

21UBMJ502

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the role of investigative reporting in modern journalism	Remembering and Understanding	1
2	Identify correct sources of information	Applying	5
3	Analyze the process required in conducting investigative journalism	Analyzing	3

Course Name: Features and Opinion

21UBMJ503

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the difference between hard and soft news	Remembering and Understanding	1
2	Apply the techniques of developing a story idea for writing, features, opinions, and soft stories	Applying	5
3	Analyze the use of different interview techniques and different writing styles for different types of features	Analyzing	2

Course Name: Journalism & Public Opinion

21UBMJ504

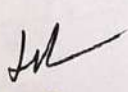
**Course Outcomes:**

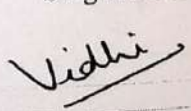
By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basic concept of journalism, media bias, media diversity and theory of media	Remembering and Understanding	1
2	Demonstrate the application of theories on real life incidents	Applying	3
3	Examine the importance of public opinion and its implications on social, political and economic	Analyzing	6

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circumstances across the world

**Course Name: Media Laws and Ethics**

**21UBMJ505**

**Course Outcomes:**

After completion of the course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concepts of media freedom and challenges in its regulation.	Remember & Understand	6
2	Apply the basic principles of media laws in transactions.	Apply	6
3	Analyze various issues pertaining to media laws.	Analyse	6

**Course Name: Mobile Journalism and New Media**

**21UBMJ506**

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the impact of mobile phones on journalism in the New Age Media	Remembering and Understanding	1
2	Connect with crowds using cell phones as a portable tool of journalism	Applying	4
3	Analyze the impact of wearables on portable media and news-casting and use it to their advantage	Analyzing	3

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**Course Name: Business And Financial Journalism (Financial Visualisation)**  
**21UBMJ507**

**COURSE OUTCOMES:** On completion of the course learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Define overall structure of Indian Financial System and global financial institutions, various types of financial services and instruments of financial system	Remembering and Understanding	1
2	Identify different types of financial markets, financial instruments and financial services	Applying	3
3	Examine the role of various institutions and regulators of Indian Financial System	Analysing	2

## Semester V Advertising

**Course Name: Copy Writing**

**21UBMA501**

**Course Outcomes:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basics of Copywriting and how to prepare brief and persuasive content	Remembering & Understanding	6
2	Build the original, strategic, compelling copy for various mediums	Applying	1
3	Examine the elements of Copywriting and create one	Analyzing	3

**Course Name: Advertising & Marketing Research**

**21UBMA502**

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### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the research in general and its various tools	Remembering & Understanding	6
2	Demonstrate comparative research study of different brands with the help of coded questionnaire in Google firm and prepare a research report in the format explained to them and present	Applying	1
3	Examine the firm's external and internal marketing environment through research to build appropriate marketing strategies	Analyzing	3

Course Name: Brand Building

21UBMA503

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concepts of brand building brand elements, brand leveraging and co-marketing	Remembering & Understanding	6
2	Build and augment the chosen brand by launching a new product category that is not in the Brand Portfolio	Applying	1
3	Examine the application of created works and their efficacy	Analyzing	3

Course Name: Agency Management

21UBMA504

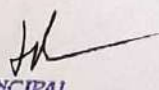
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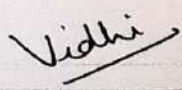
By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concept of ad agency, service and creative side of advertising	Remembering & Understanding	6

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2	Demonstrate IMC campaign using the tools of IMC	Applying	1
3	Examine how ad agency works and various sources to develop professional business plan	Analyzing	3

Course Name: Consumer Behaviour

21UBMA505

### Course Outcomes:

On Completion of the Course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the trends in consumer behavior and consumer decision making process	Remembering & Understanding	1
CO2	Demonstrate the advertising campaign keeping FLC in perspective	Applying	3
CO3	Examine the internal and external elements of consumer decision making	Analyzing	4

Course Name: Social Media Marketing

21UBMA506

### Course Outcomes:

On Completion of the course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the concept of E-marketing	Remembering & Understanding	1
CO2	Creating marketing success stories using social media	Applying	3
CO3	Analyze the new frontiers of social media marketing and the related jobs	Analyzing	4

Course Name: Direct Marketing & E-commerce

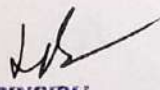
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### Course Outcomes:

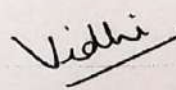
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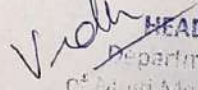
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CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand marketing in E-Commerce	Remembering & Understanding	1
CO2	Use the understanding of E-Commerce in targeting the customers directly	Applying	3
CO3	Analyze various Social Media platforms through E-commerce and their emerging significance in business	Analyzing	3

### Semester VI

### Journalism

21UBMJ601

Course Name: Digital Media

#### Course Outcomes:

CO	Course Outcomes	Bloom's Taxonomy	PO
By the end of this course, learner will be able to:			
1	understand the key goals and stages of digital campaigns	Understanding & Remembering	6
2	Apply Digital Marketing plans and strategies in real life scenarios	Applying	5
3	analyze the various Digital Media marketing Tools	Analysing	3

Course Name: Newspaper and Magazine Design

21UBMJ602

#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the process of print media production, layout, and printing	Remembering and Understanding	1
2	Make page layout with proper editing, typography, and visual aid	Applying	2
3	Analyze planning and production process of magazine for the appropriate use of Quark or InDesign	Analyzing	4

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Course Name: Contemporary Issues

21UBMJ603

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand different social, economic, and political aspects of the society as a media professional	Remembering and Understanding	1
2	Apply media strategies to create awareness on various issues and bring social progress	Applying	2
3	Analyze politics, economics, social growth, and development	Analyzing	6

21UBMJ604

Course Name: Crime Reporting

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the types of crimes and the function of law enforcement and justice system in India	Remembering and Understanding	1
2	Apply different investigating techniques used in crime reporting	Applying	2
3	Analyze crime and determine covering techniques as a journalist	Analyzing	3

21UBMJ605

Course Name: Fake News and Fact Checking

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the difference between real news and fake news	Remembering and Understanding	1

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 Department of Multi Media and Mass Communication

Programme Coordinator





2	Check facts in any news	Applying	3
3	Analyze and verify the social media content using Media and Information Literacy	Analyzing	4

Course Name: Sports Journalism

21UBMJ606

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the tools and techniques of sports writing and analysis	Remembering and Understanding	1
2	Examine different sports tournaments from the commercial point of view	Applying	3
3	Analyze different career options in the field of sports journalism	Analyzing	5

Course Name: Lifestyle Journalism

21UBMJ607

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand how to write lifestyle journalism stories	Remembering and Understanding	1
2	Identify broader lifestyle field and a variety of sub-fields such as travel, music, movies, arts and food, along with their special interests	Applying	3
3	Analyze the impact of social media and influencers on fashion and lifestyle of different audiences	Analyzing	4

### Semester VI Advertising

Course Name: Digital Media

21UBMA601

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Programme Coordinator

HEAD

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### Course Outcomes:

CO	Course Outcomes	Bloom's Taxonomy	PO
By the end of this course, learner will be able to:			
1	understand the key goals and stages of digital campaigns	Understanding & Remembering	6
2	Apply Digital Marketing plans and strategies in real life scenarios	Applying	5
3	analyze the various Digital Media marketing Tools	Analysing	3

21UBMA602

### Course Name: Advertising Design

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the various agency departments and elements of ad design	Remembering & Understanding	6
2	Build layout for ad for different mediums	Applying	1
3	Examine knowledge of the interdependence between advertising/marketing objectives and visual expression	Analyzing	3

### Course Name: Advertising In Contemporary Society & Sales Promotion

21UBMA603

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concept and background of LPG and effects of advertising on different audience	Remembering & Understanding	6
2	Demonstrate the launch of Indian product overseas OR bring a global brand to India	Applying	1
3	Examine the advertising environment of different countries	Analyzing	3

21UBMA604

### Course Name: Media Planning & Buying

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### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concept of media & buying and media mix	Remembering & Understanding	6
2	Demonstrate Media Plan on 3 Crores budget (power point to prepare) rates for newspaper and magazine to be found from media	Applying	1
3	Examine the advertising environment of different countries	Analyzing	3

21UBMA605

Course Name: Rural Marketing & Advertising

### Course Outcome:

On Completion of the Course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the functioning of rural economy	Remembering & Understanding	1
CO2	Use the right kind of marketing mix to reach the rural consumers	Applying	2
CO3	Analyze the rural demographic and decide the right way to communicate with the audience	Analyzing	3

21UBMA606

Course Name: Entertainment & Media Marketing

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concepts of marketing in general and entertainment marketing	Remembering & Understanding	6
2	Demonstrate the marketing strategies in the field entertainment	Applying	1

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3	Examine the entertainment and media marketing trends across the world	Analyzing	3
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21UBMA607

**Course Name: Retailing & Merchandising**

**Course Outcome:**

**On Completion of the Course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the features of retailing world and retail communication and IT	Remembering & Understanding	1
CO2	Demonstrate the application of online merchandising	Applying	3
CO3	Examine the skills of retail communication and trends of information technology across the world	Analyzing	4

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**Programme Coordinator**





## Programme Outcomes/Programme Specific Outcomes/Course Outcomes

(Semester I to VI)

Name of Programme: BAFTNMP

Programme Code: UGO1.03

### Programme Outcomes:

- PO1: Graduates will demonstrate conversance with several psychological, social, economic and environmental issues.
- PO 2: Graduates will show increased preparedness to meet the requirements of the industry.
- PO 3: Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4: Graduates will exhibit an enhanced ability to appreciate the vital link between human values and human existence.
- PO 5: Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real-life problems.

**Programme Specific Outcomes:** After successful completion of the three years of B.A. (FTNMP) programme, the graduate will be able to:

- PSO 1: Demonstrate various skills set concerning disciplines of Arts, Media, OTT, TV and Film Production.
- PSO 2: Exhibit skills of effective communication and research aptitude in TV, OTT, Cinema and Film Production.
- PSO 3: Use analytical and research tools of management and marketing tools related to TV and Films.
- PSO 4: Utilize information technology tools about media, TV and Film (Documentary & Feature) production.
- PSO 5: Make use of practical skills in the field of TV Formats, documentaries, feature films and OTT platform content.

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**PSO 6:** Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and relate it with Cinema and TV production.

**Course Outcomes:**

**SEMESTER- I**

**1. Course Name: Initiation to Literature & Creative Writing**

<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Initiation to Literature &amp; Creative Writing</b>		<b>19UB FT101</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>3</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes:**

**By the end of this course, learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy</b>	<b>PSO</b>
1	Remember and understand the tenets of Indian literature including regional literature	Remembering & Understanding	6
2	Apply the various forms of literature to their creative writings	Applying	2
3	Analyse key elements of literature and online writing	Analyzing	4



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2. Course Name: **BASICS OF PHOTOGRAPHY**

<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: BASICS OF PHOTOGRAPHY</b>		<b>19UB FT102</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>4</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes: By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history of photography, how to use the camera and light and post-production techniques.	Remembering & Understanding	1
2	Apply their knowledge of camera, light and post-production techniques to take their photographs.	Applying	5
3	Analyse the key elements of photography.	Analyzing	6



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**3. Course Name: Film Communication**

<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Film Communication</b>		<b>19UBFT103</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>3</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the various aspect of cinema in India and the world.	Remembering & Understanding	1
2	Apply their knowledge of the various aspects of film communication to various films.	Applying	2
3	Analyse the key elements of film communication.	Analyzing	6

**4. Course name: Effective Communication Skills -I**

<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course name: Effective Communication Skills -I</b>		<b>19UB FT104</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>4</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>







### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSP
1	Remember and understand the key concepts of communication, thinking and translation.	Remembering & Understanding	2
2	Apply the concepts of communication skills, thinking and translation to new situations.	Applying	1
3	Analyse the key elements of communication, thinking and translation.	Analyzing	5

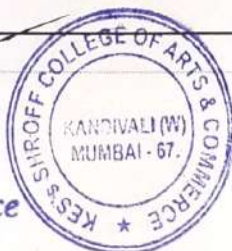
### 5. Course Name: Foundation Course

BAFTNMP		Course Code:	
Course Name: Foundation Course		19UBFT105	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		2	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	POS
1	Remember and understand various aspects of Indian society, the Indian constitution, economy and the importance of personal and social wellness.	Remembering & Understanding	1
2	Apply their knowledge to deal with the social, economic, personal and social wellbeing of the country.	Applying	2
3	Analyse the key elements of the social, economic, personal and social wellbeing of the country.	Analyzing	6







6 Course Name: Basics of Computer Systems and Application

<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Basics of Computer Systems And Application</b>		<b>19UB FT106</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>4</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>----</b>	<b>40</b>

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basics of computer, networking, design, word and digital picture processing.	Remembering & Understanding	4
2	Apply their knowledge of computer, networking, design, word and digital picture processing.	Applying	4
3	Analyse the key elements of computer, networking, design, word and digital picture processing.	Analyzing	4

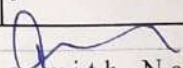
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<b>BAFTNMP</b>	<b>Course Code:</b>
<b>Course Name: Basics of Sound and SFX</b>	<b>19UBFT201</b>
<b>Total Lectures per week (1 Period is 50 minutes)</b>	<b>3</b>
<b>Credits</b>	<b>4</b>



  
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Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basics of sound, mixing consoles, microphone techniques and the production process of sound and sound for film.	Remembering & Understanding	1
2	Apply their knowledge of sound in making a soundtrack.	Applying	5
3	Analyze and determine key elements in making song and sound for film.	Analyzing	5

### 2. Course Name: Writing for Visual Media

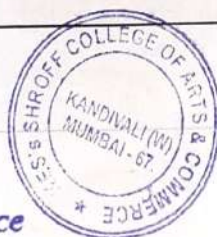
<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Writing for Visual Media</b>		<b>19UBFT202</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>3</b>	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
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CO1	Remember and understand how to think visually, the basic structure of screenplay writing, the dynamics of characterization and finalizing the script	Remembering & Understanding	2
CO2	Apply their knowledge of various aspects of visual communication to writing their scripts.	Applying	2
CO3	Analyse and determine the key elements of visual communication.	Analyzing	6

### 3. Course Name: BASICS OF CINEMATOGRAPHY-1

BAFTNMP		Course Code:	
Course Name: BASICS OF CINEMATOGRAPHY-1		19UBFT203	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the power of a picture, lighting, lenses, camera movements and digital video recording.	Remembering & Understanding	1
CO2	Apply their knowledge of cinematography to their pictures.	Applying	5

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CO3	Analyze the key elements involved in cinematography.	Analyzing	6
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#### 4. Course Name: Effective Communication Skills - II

BAFTNMP		Course Code:	
Course Name: Effective Communication Skills - II		19UBFT204	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the various aspects of effective communication.	Remembering & Understanding	1
CO2	Apply their knowledge of effective communication in various situations.	Applying	2
CO3	Analyse the key elements of effective communication skills.	Analyzing	2

#### 5. Course Name: Basics of Post Production

BAFTNMP		Course Code:	
Course Name: Basics of Post Production		19UBFT205	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60

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	Practical /Project Evaluation	40
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### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand editing theory, styles, timelines and other aspects of editing.	Remembering & Understanding	2
CO2	Apply their knowledge of editing to the raw footage.	Applying	4
CO3	Analyse and determine the key elements involved in editing.	Analysing	5

### 6. Course Name: Environmental Studies

BAFTNMP		Course Code:	
Course Name: Environmental Studies		19UBFT206	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		2	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand various aspects of environmental studies.	Remembering & Understanding	1
CO2	Apply their new knowledge to solving environmental problems.	Applying	6







CO3	Analyse and determine the key elements of various environmental problems.	Analyzing	6
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### SEMESTER - III

#### 1. Course Name: Introduction to Direction for Television: Fictional and Reality-TV

BAFTNMP		Course Code:	
Course Name: Introduction to Direction for Television: Fictional and Reality TV		20UBFT301	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the process of direction for television of various genres.	Remembering & Understanding	4
2	Apply the theoretical and practical approach to the direction of various genres.	Applying	5
3	Analyse and determine the key aspects of fictional and reality TV and other genres.	Analyzing	6

#### 2. Course Name: TV Formats and Documentary

BAFTNMP		Course Code:	
Course Name: TV Formats and Documentary		20UBFT302	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
		Hours	Marks

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Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand how television programming and making documentaries work.	Remembering & Understanding	4
2	Apply their knowledge of television programming and documentaries to other content.	Applying	5
3	Analyse and determine the key elements of television programming and documentaries.	Analyzing	6

### 3. Course Name: Postproduction in Advanced Editing

BAFTNMP		Course Code:	
Course Name: Postproduction in Advanced Editing		20UBFT303	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history of post-production, transition to digital and new editing techniques and other requirements of post-production in advanced editing.	Remembering & Understanding	4
2	Apply their knowledge of post-production	Applying	5



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	while editing raw footage.		
3	Analyse and determine the key elements of post-production in advanced editing.	Analyzing	6

4. Course Name: Screenplay Writing And Marketing

BAFTNMP		Course Code:	
Course Name: Screenplay Writing And Marketing		20UBFT304	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

Course Outcomes:

By the end of this course, learners will be able to:

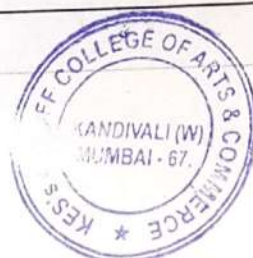
CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of screenplay writing and marketing.	Remembering & Understanding	1
2	Apply their knowledge of writing screenplays to their screenplays.	Applying	2
3	Analyse and determine the key elements of screenplay writing and marketing.	Analyzing	7

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5. Course Name: Practical TV Production

BAFTNMP		Course Code:	
Course Name: Practical TV Production		20UBFT305	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Evaluation System		Hours	Marks
	Final Film	---	60



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	Practical /Project Evaluation	40
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### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the various aspects of practical TV production and ad films.	Remembering & Understanding	1
2	Apply the principles of practical TV production and ad films to other works including their own.	Applying	2
3	Analyse and determine the key elements that go into making a TV ad film.	Analyzing	4
4	Evaluate the various processes involved in making a TV advertisement film	Evaluating	5
5	Compose and create their TV advertisement film	Creating	6

### 6. THEATER AND ACTING-I

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BAFTNMP		Course Code:	
Course Name: Theater and Acting - I		20UBFT306	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40



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Part II

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of the theatrical arts. environmental studies.	Remembering & Understanding	1
2	Apply their knowledge of theatre to other productions.	Applying	3
3	Analyze the key elements of theatre and acting.	Analysing	6

## SEMESTER- V

### 1. Course Name: Laws related to Films, TV, and Internet

BAFTNMP		Course Code:	
Course Name: Laws related to Films, TV, and Internet		21UBFT501	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal /Project Evaluation	-----	40

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 B. K. Shroff College of Arts &  
 M. H. Shroff College of Commerce  
 Bhamburda Road,  
 Kandivli (West), Mumbai-67

### Course Outcomes:

After completion of the course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the concepts of	Remember & understand	6



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	the constitution, other laws and functions of the regulatory body.		
CO2	Apply the basic principles of laws related to films and the internet in transactions.	Apply	6
CO3	Analyze the various issues about laws related to films and the internet.	Analyze	6

## 2. Course Name: New Media Theory and Practice

BAFTNMP		Course Code:	
Course Name: New Media Theory and Practice		21UBFT502	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal /Project Evaluation	-----	40

**Course Outcomes:**  
After completion of the course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Understand the technological concepts of designing a webpage and website	Understanding & Remembering	6
CO2	Apply various tools and techniques in real-life scenarios	Applying	5
CO3	Analyze the culture of New media and convergence	Analysing	3



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### 3. Course Name: Overview of Production Management

BAFTNMP		Course Code:	
Course Name: Overview of Production Management		21UBFT503	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

#### Course Outcomes:

By the end of this course the learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the basics of media project management.	Remembering & understanding	2
CO2	Apply the principles of media project management to new projects.	Applying	3
CO3	Analyse and determine the key elements of media project management.	Analysing	1

### 4. Course Name: Concepts of Marketing and Publicity Design for Films and TV

BAFTNMP		Course Code:	
Course Name: Concepts of Marketing and Publicity Design for Films and TV		21UBFT504	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

#### Course Outcomes:







By the end of this course the learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the key concepts of marketing and publicity design for films and TV.	Remembering & Understanding	2
CO2	Apply the concepts to various areas of marketing and publicity design for films and TV.	Applying	3
CO3	Analyse and determine the key elements of marketing and publicity design for films and TV.	Analyzing	4

#### 5. Course Name: Advanced Practical Filmmaking

BAFTNMP		Course Code:	
Course Name: Advanced Practical Filmmaking		21UBFT505	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

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#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the process and production pipeline of Music Video creation.	Remembering & understanding	2
CO2	Apply the principles, process and production pipeline and construct Music Videos	Applying	3
CO3	Analyze and determine the key elements involved in the Music Video making process.	Analysing	4
CO4	Evaluate the various processes involved in making Music Videos	Evaluating	5
CO5	Compose and create their Music Videos	Creating	6

#### 6. Course Name: Film Studies and Contemporary Hindi Cinema



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<b>BAFTNMP</b>			
Course Name: Film Studies and Contemporary Hindi Cinema			Course Code:
Total Lectures per week (1 Period is 50 minutes)			21UBFT506
Credits			3
Evaluation System			3
			Hours Marks
			Theory Examination 2 Hrs. 60
			Practical /Project Evaluation ----- 40

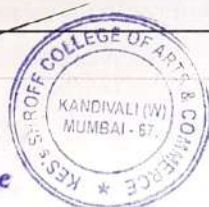
**Course Outcomes:**  
 By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the various aspects of film theory and contemporary Hindi cinema.	Remembering & Understanding	2
CO2	Apply the theories to the appreciation of various films.	Applying	3
CO3	Analyse and determine the key elements of film theory and contemporary Hindi cinema.	Analysing	6

**7. Course Name: Media Research**

<b>BAFTNMP</b>		Course Code:	
Course Name: Media Research		21UBFT507	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
		Hours	Marks

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Evaluation System			
Theory Examination		2 Hrs.	60
Practical /Project Evaluation		-----	40

**Course Outcomes:**  
 By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand different research approaches and the tools to carry out research.	Remembering & Understanding	2
CO2	Apply the different research approaches and use the tools to explain and conduct media research.	Applying	3
CO3	Analyse and determine the key elements of media research.	Analyzing	3

**SEMESTER- VI**

<b>BAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Final Project - Short Film (30 Mins)</b>		<b>21UBFT601</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>20</b>	
		Hours	Marks
<b>Evaluation System</b>	<b>Theory Examination</b>	2 Hrs.	60
	<b>Practical /Project Evaluation</b>	-----	40

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**Course Outcomes:**  
 By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand various aspects involved in making short films.	Remembering & Understanding	2
CO2	Apply the different aspects of filmmaking in making short films.	Applying	3
CO3	Analyse and determine the key elements involved in making short films.	Analyzing	4
CO4	Evaluate the various processes involved in making short films	Evaluating	5

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C05	Compose and create their short film	Creating	6
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**Programme Outcomes/Programme Specific Outcomes/Course Outcomes**

(Semester I to IV)

**Name of Programme:** MAFTNMP ) **Programme Code:** PG01.02

**Programme Outcomes:**

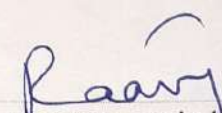
- PO1:** Post-Graduates will demonstrate conversance with several psychological, social, economic and environmental issues.
- PO 2:** Post-Graduates will show increased preparedness to meet the requirements of the industry.
- PO 3:** Post-Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4:** Post-Graduates will exhibit an enhanced ability to appreciate the vital link between human values and human existence.
- PO 5:** Post-Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real-life problems.

**Programme Specific Outcomes:** After successful completion of the two years of the M.A. (FTNMP) programme, the post-graduate will be able to:

- PSO 1:** Demonstrate various skills set concerning disciplines of Arts, Media, OTT, TV, Film, and other New Media Production.
- PSO 2:** Exhibit skills of effective communication and research aptitude in TV, OTT, Cinema and Films Production.
- PSO 3:** Use analytical and research tools to practice media criticism, management, and marketing.
- PSO 4:** Utilize information technology tools about media, TV and production.
- PSO 5:** Make use of practical skills in the field of TV, documentary, feature films, OTT platforms, and new media content.

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**PSO 6:** Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and relate it with Cinema, Television and New Media production.

**Course Outcomes:**

**SEMESTER- I**

**1. Course Name: WRITING FOR MEDIA**

MAFTNMP		Semester – I	
Course Name: WRITING FOR MEDIA		Course Code: 19MFT101	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**Course Outcomes:**

**By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the structure of the screenplay	Remembering and Understanding	1
2	Apply the technique of storyboarding	Applying	3
3	Analyse the intricacies involved in writing for different media	Analyzing	6
4	Evaluate the need of composition, perspective, and lighting while writing	Evaluating	2
5	Create a screenplay with strong characterization, story, and dialogues	Creating	5

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2. Course Name: PHOTOGRAPHY AND CINEMATOGRAPHY

Course Name: PHOTOGRAPHY AND CINEMATOGRAPHY		Course Code: 19MFT102	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

COURSE OUTCOMES: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand what makes a good picture	Remembering and Understanding	1
2	Apply basic photographic sense in taking pictures	Applying	2
3	Analyse the intricacies involved in taking a photograph	Analyzing	3
4	Evaluate the light, distance, exposure, and other technical requirements required to click a picture	Evaluating	4
5	Create professional picture art	Creating	5



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3. Course Name: SOUND DESIGN AND SFX

MAFTNMP		Semester – I	
Course Name: SOUND DESIGN AND SFX		Course Code: 19MFT103	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**COURSE OUTCOMES:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the nature of sound and recording devices	Remembering and Understanding	1
2	Apply the basics of sync sound, mixing console, analog v/s digital workflow, etc. in designing sound	Applying	2
3	Analyse the need for a particular kind of sound in a film	Analyzing	3
4	Evaluate the requirement of sound effects in postproduction	Evaluating	4
5	Create audiography for films and for all other practical purposes	Creating	5



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4. Course Name: **FILM & TELEVISION THEORY AND APPRECIATION**

MAFTNMP		Semester – I	
Course Name: <b>FILM &amp; TELEVISION THEORY AND APPRECIATION</b>		Course Code: <b>19MFT104</b>	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**COURSE OUTCOMES:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history of cinema	Remembering and Understanding	1
2	Apply the understanding of various movements in cinema and their prominent masters to decode cinema	Applying	2
3	Analyse films using different theories	Analyzing	3
4	Evaluate the need for the appropriate kind of studio system	Evaluating	5
5	Create a narrative structure form films and television	Creating	6



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**SEMESTER-II**

**1. Course Name: POST PRODUCTION & COMPUTER GRAPHICS**

MAFTNMP		Semester – II	
Course Name: POST PRODUCTION & COMPUTER GRAPHICS		Course Code: 19MFT201	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**COURSE OUTCOMES:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basics of video editing and aesthetics	Remembering and Understanding	1
2	Apply various edit styles and patterns	Applying	2
3	Analyse various types of editing and possibilities like rhythm, pace, dramatic continuity, etc.	Analyzing	3
4	Evaluate the need for different dramatic effects and choose an editing technique accordingly	Evaluating	4
5	Create computer graphics using advanced software	Creating	5



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2. Course Name: NEW MEDIA THEORY AND PRACTICE

MAFTNMP		Semester – II	
Course Name: NEW MEDIA THEORY AND PRACTICE		Course Code: 19MFT202	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history of new media	Remembering and Understanding	1
2	Apply the theories related to new media in understanding culture	Applying	3
3	Analyse different social institutions and laws affecting media	Analyzing	6
4	Evaluate the best possible platform of media for a particular content	Evaluating	2
5	Create content for all possible media – print, television, radio, internet, and mobile devices	Creating	5

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**3. Course Name: DIRECTION FOR TELEVISION**

MAFTNMP		Semester – II	
Course Name: DIRECTION FOR TELEVISION		Course Code: 19MFT203	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the role of a director	Remembering and Understanding	1
2	Apply their knowledge of direction in managing a creative team	Applying	2
3	Analyse the films of legendary filmmakers to learn their craft	Analyzing	6
4	Evaluate the need for a particular kind of lighting, perspective, structure, and cinematography for film	Evaluating	3
5	Create a TV series as a director	Creating	5



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4. Course Name: PRACTICAL FILM PRODUCTION (FICTION AND NONFICTION)

MAFTNMP		Semester – II	
Course Name: PRACTICAL FILM PRODUCTION (FICTION AND NONFICTION)		Course Code: 19MFT204	
Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal	-----	40
Total Marks			100

**COURSE OUTCOMES:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the use of professional cameras and software	Remembering and Understanding	1
2	Apply their knowledge of professional cameras and editing software	Applying	2
3	Analyse the story and determine technical elements accordingly	Analyzing	4
4	Evaluate the required process of filmmaking and the production workflow for a short film production	Evaluating	3
5	Create a professional level short film individually	Creating	5



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### SEMESTER-III

#### 1. Course Name: Web Production and Programming

<b>MAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Web Production and Programming</b>		<b>20MFT301</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

#### Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand HTML and the use of multimedia	Remembering and Understanding	1
2	Apply their knowledge of HTML5 & CSS3 in designing websites	Applying	2
3	Analyse different HTML5 formats and canvas tags	Analyzing	3
4	Evaluate the need for transition, animation, and other effects on CSS3	Evaluating	4
5	Create codes with easily available, replicable examples	Creating	5

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**2. Course Name: Visual Communication**

<b>MAFTNMP</b>		<b>Course Code:</b>	
<b>Course Name: Visual Communication</b>		<b>20MFT302</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

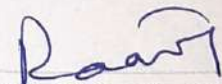
**Course Outcomes: By the end of this course, learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy</b>	<b>PSO</b>
1	Remember and understand aesthetics and perception	Remembering and Understanding	1
2	Apply cognition, rhetoric, and semiotic theory to decode visual literature	Applying	2
3	Analyse various cultures by using the theory of visual communication	Analyzing	6
4	Evaluate the practice of visual communication in practical filmmaking	Evaluating	3
5	Create a composite critique of visual literature	Creating	5



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3. Course Name: Electronic Media Criticism

MAFTNMP		Course Code:	
Course Name: Electronic Media Criticism		20MFT303	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand how to critique various forms of media	Remembering and Understanding	1
2	Apply theories in judging electronic media content	Applying	2
3	Analyse the relationship between audience and media content	Analyzing	6
4	Evaluate the electronic content producers and audience perception of content	Evaluating	3
5	Create a composite critique of electronic media	Creating	5

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4. Course Name: Media Economics

MAFTNMP		Course Code:	
Course Name: Media Economics		20MFT304	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the economics of media	Remembering and Understanding	1
2	Apply the understanding of economics to understand the business of media and its contribution to the economy	Applying	2
3	Analyse motion picture, TV, newspaper, and other media industries	Analyzing	3
4	Evaluate different media markets	Evaluating	6
5	Create a body of research in the area of media economics	Creating	5



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5. Course Name: Laws Related To Film, TV And Internet

MAFTNMP	
Course Name: Laws Related To Film, TV And Internet	Course Code: 20MFT305
Total Lectures per week (1 Period is 50 minutes)	4
Credits	6
Evaluation System	Hours
	Marks
	Theory Examination
	2 Hrs.
	60
	Practical /Project Evaluation
	-----
	40

Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand press as business	Remembering and Understanding	1
2	Apply the knowledge of Press Acts in doing lawful journalism	Applying	2
3	Analyse the legal environment in the country and its effects on the quality of journalism	Analyzing	3
4	Evaluate legislative aspects of the press and rights and duties of all stakeholders	Evaluating	6
5	Create pieces of journalism that are lawful and ethical	Creating	5



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## SEMESTER-IV

1. Course Name: Perspective In Media Business

MAFTNMP		Course Code:	
Course Name: Perspective In Media Business		20MFT401	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand media and entertainment as a business	Remembering and Understanding	1
2	Apply the knowledge of cost and budgeting to get a deeper insight into media industry	Applying	2
3	Analyse the media business and challenges faced by it	Analyzing	3
4	Evaluate the business potential of animation and gaming industry	Evaluating	6
5	Create a comprehensive and well-informed plan to make a career into the emerging branch of media	Creating	5



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2. Course Name: Marketing And Publicity Design

MAFTNMP		Course Code:	
Course Name: Marketing And Publicity Design		20MFT402	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand film marketing and publicity design	Remembering and Understanding	1
2	Apply their knowledge of marketing to do market research	Applying	2
3	Analyse the consumer behavior in media industry	Analyzing	6
4	Evaluate the best possible use of various tools needed for marketing and publicity design	Evaluating	3
5	Create a thorough marketing plan to plan and buy media and to target the market	Creating	5

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3. Course Name: Practical Filmmaking

MAFTNMP		Course Code:	
Course Name: Practical Filmmaking		20MFT403	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		12	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

**Course Outcomes:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the process of filmmaking	Remembering and Understanding	1
2	Apply their knowledge of filmmaking to create a workflow for making a film	Applying	2
3	Analyse different cameras and software to be used in filmmaking	Analyzing	3
4	Evaluate the best possible market and platform to launch their own web series	Evaluating	6
5	Create a professional quality 15 minute documentary or fiction film	Creating	5

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**Programme Outcomes/Programme Specific Outcomes/Course Outcomes**

**(Semester I to IV)**

**Name of Programme:** MA in (Communication & Journalism)

**Programme Code:** PG01.03

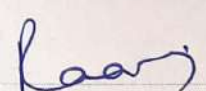
**Programme Outcomes:**

- PO 1:** Post-Graduates will demonstrate conversance with several psychological, social, economic and environmental issues.
- PO 2:** Post-Graduates will show increased preparedness to meet the requirements of the industry.
- PO 3:** Post-Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4:** Post-Graduates will exhibit an enhanced ability to appreciate the vital link between human values and human existence.
- PO 5:** Post-Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real-life problems.

**Programme Specific Outcomes:** After successful completion of the two years of the M.A. (CJ) programme, the post-graduate will be able to

- PSO 1:** Demonstrate various skills set concerning disciplines of Arts, Media (Communication & Journalism), and OTT platforms.
- PSO 2:** Exhibit skills of effective communication and research aptitude in Advertising and Journalism.
- PSO 3:** Use analytical and research tools of media marketing.
- PSO 4:** Utilize information technology tools about media and ad production.
- PSO 5:** Make use of practical skills in the field of brand building, ad design, copywriting and agency management.
- PSO 6:** Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and manifest them with Communication and Journalism.



  
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**Course Outcomes:**

**SEMESTER-I**

**1. Course Name: Communication Theory**

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Communication Theory</b>		<b>20MACJ101</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes:**

**By the end of this course, learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy</b>	<b>PSO</b>
1	Remember and understand communication theory	Remembering and Understanding	1
2	Apply communication theory in relation to mass communication	Applying	2
3	Analyse the communication universe and the media sphere	Analyzing	3
4	Evaluate communication theory in the social, political and economic environment	Evaluating	5

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5	Create generalized theories to explain public opinion and mass culture phenomena	Creating	6
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**2. Course Name: Media Economics**

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Media Economics</b>		<b>20MACJ102</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand how economic forces affect the operation of Media industry	Remembering and Understanding	1
2	Apply economic theories and concepts to the mass media and mass communication in India and the world	Applying	2
3	Analyse the role of economics in the operation of any form of media	Analyzing	3
4	Evaluate changing markets and their influence on new media	Evaluating	4

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5	Create a robust media enterprise based on a sound economic decision	Creating	5
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3. Course Name: Reporting and Editing

M.A. (Communication and Journalism)		Course Code:	
Course Name: Reporting and Editing		20MACJ103	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	.....	40

Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the purpose, process and technique of writing for the news media	Remembering and Understanding	1
2	Translate proficiently for news in different genres and platforms	Applying	2
3	Analyze different reporting styles	Analyzing	3
4	Evaluate various reporting principles needed to create news for different platforms	Evaluating	5







5	Create, write, and edit news pieces across media platforms	Creating	6
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4. Course Name: Media Criticism

M.A. (Communication and Journalism)		Course Code:	
Course Name: Media Criticism		20MACJ104	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	....	40

Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the ideological agendas of the media	Remembering and Understanding	1
2	Apply media theories to understand electronic media	Applying	4
3	Analyse different forms of media with the help of media theories	Analyzing	3

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4	Evaluate different forms of media to see their political biases and agendas	Evaluating	5
5	Create a well-rounded and foolproof media critique	Creating	6

**SEMESTER-II**

**1. Course Name: Introduction to Television Studies**

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Introduction to Television Studies</b>		<b>20MCJ201</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes: By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand television as a medium	Remembering and Understanding	1
2	Apply the understanding of television in understanding of the culture	Applying	2
3	Analyse the power of television over the society	Analyzing	3

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4	Evaluate the changing relationship between television and its audience	Evaluating	4
5	Create a critique of culture centered around television	Creating	6

2. Course Name: Introduction to Film Studies

M.A. (Communication and Journalism)		Course Code:	
Course Name: Introduction to Film Studies		20MCJ202	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	.....	40

**Course Outcomes:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of cinema and film	Remembering and Understanding	1
2	Apply the knowledge of various film movements in the world in understanding the evolution of cinema	Applying	2







3	Analyse films on the basis of their form and function	Analyzing	3
4	Evaluate the objective quality of cinema	Evaluating	5
5	Create a technical and unbiased critique of films	Creating	6

**3. Course Name: Introduction to Media Research**

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Introduction to Media Research</b>		<b>20MCJ203</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>.....</b>	<b>40</b>

**Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcome	Bloom's Taxonomy	PSO
1	Remember and understand the importance of research in media	Remembering and Understanding	1







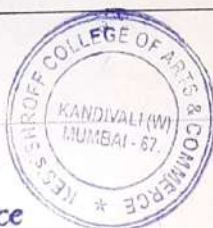
2	Apply various media theories and methodologies to conduct research	Applying	2
3	Analyse statistics, hypothesis and types of errors	Analyzing	3
4	Evaluate propaganda, politics, public relation, and ethics in the research area	Evaluating	6
5	Create concrete research in the field of media	Creating	5

**4. Course Name: Ethics, Constitution and Media Laws**

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Ethics, Constitution and Media Laws</b>		<b>20MCJ204</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>.....</b>	<b>40</b>

**Course Outcomes: By the end of this course, learners will be able to:**

CO	Course Outcome	Bloom's Taxonomy	PSO
1	Remember and understand the history, philosophy and influence of ethics in media	Remembering and Understanding	1







Part II

2	Apply the understanding of religion and constitution to explore the ethics of media	Applying	2
3	Analyse the interconnection among ethics, law, constitution, and religion	Analyzing	3
4	Evaluate ethical issues involved with the environment, human rights, law, etc.	Evaluating	6
5	Create a work of journalism emerging from legal and ethical practices	Creating	5

### SEMESTER- III

#### 1. Course Name: Social Science Research Design

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Social Science Research Design</b>		<b>21MCJ301</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>.....</b>	<b>40</b>

#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of social science research.	Remembering & Understanding	2







2	Apply their knowledge of social science research to their own research.	Applying	3
3	Analyse key elements of social science research to their own research.	Analyzing	3
4	Evaluate data and different research writing styles.	Evaluating	3
5	Compose and construct their own research designs	Creating	3

## 2. Course Name: Culture Studies and Media

M.A. (Communication and Journalism)		Course Code:	
Course Name: Culture Studies and Media		21MCJ302	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	....	40

**Course Outcomes:** By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of mass media and its simultaneous effects on culture.	Remembering & Understanding	1

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2	Apply these aspects of media and its effect on culture in different contexts.	Applying	2
3	Analyse and determine these aspects of media and its effect in different contexts.	Analyzing	6
4	Evaluate the connection between media and culture.	Evaluating	6
5	Create and design ways in which media and culture can influence each other.	Creating	6

### 3. Course Name: Media Management

M.A. (Communication and Journalism)		Course Code:	
Course Name: Media Management		21MCJ303	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	.....	40

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of media business and commerce.	Remembering & Understanding	2







2	Apply the various aspects of media business and commerce to various situations.	Applying	3
3	Analyse the key elements of media business and commerce.	Analyzing	3
4	Evaluate and determine various aspects of media business and commerce.	Evaluating	3
5	Create and implement their own media business plans.	Creating	5

#### 4. Course Name: Media Advocacy

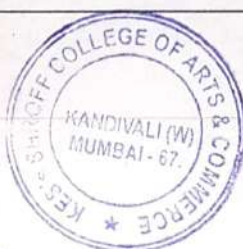
M.A. (Communication and Journalism)		Course Code:	
Course Name: Media Advocacy		21MCJ304	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	.....	40

#### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
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1	Remember and understand various aspects of media advocacy.	Remembering & Understanding	2
2	Apply their knowledge of media advocacy to various situations.	Applying	3
3	Analyse the key elements of media advocacy in various situations.	Analyzing	5
4	Evaluate and determine various aspects of media advocacy.	Evaluating	5
5	Create and plan their own media advocacy campaign.	Creating	6

**5. Course Name: Video Games and Media**

<b>M.A. (Communication and Journalism)</b>		<b>Course Code:</b>	
<b>Course Name: Video Games and Media</b>		<b>21MCJ305</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2</b>	<b>60</b>
	<b>Practical /Project Evaluation</b>	<b>-----</b>	<b>40</b>

**Course Outcomes: By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PSO
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1	Remember and understand various aspects of video games.	Remembering & Understanding	2
2	Apply their knowledge of video games to various situations.	Applying	3
3	Analyse and determine the key elements of video games in various situations.	Analyzing	4
4	Evaluate and determine various aspects of video games.	Evaluating	5
5	Create and plan their own video games business.	Creating	6

**6. Course Name: Multimedia Production**

<b>Master of Arts with Communication and Journalism</b>		<b>Course Code:</b>	
<b>Course Name: Multimedia Production</b>		<b>21MCJ306</b>	
<b>Total Lectures per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>6</b>	
<b>Evaluation System</b>		<b>Hours</b>	<b>Marks</b>
	<b>Theory Examination</b>	<b>2 Hrs.</b>	<b>60</b>
	<b>Practical /Project/ Unit Test</b>	<b>-----</b>	<b>40</b>

**Course Outcomes: By the end of this course, learners will be able to:**

CO	Course Outcomes	Bloom's Taxonomy	PO
By the end of this course, learner will be able to:			





1	understand the key goals and stages of multimedia production	Understanding & Remembering	3
2	Apply various concepts of multimedia to generate and produce multimedia products	Applying	2
3	Analyze the various web authoring tools to secure the content.	Analysing	1

#### SEMESTER-IV

##### 1. Course Name: Public Relations in the Private and Public Sector

M.A. (Communication and Journalism)		Course Code:	
Course Name: Public Relations in the Private and Public Sector		21MCJ401	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	.....	40

#### Course Outcomes:

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of public relations.	Remembering & Understanding	2
2	Apply their knowledge of public relations to various situations.	Applying	3
3	Analyse and determine the key elements of public relations to various situations.	Analyzing	3
4	Evaluate and determine various aspects of public relations.	Evaluating	5
5	Create and plan their own public relations exercise.	Creating	6

## 2. Course Name: Dissertation

M.A. (Communication and Journalism)		Course Code:	
Course Name: Dissertation		21MCJ402	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	.....	.....
	Practical /Project Evaluation	.....	.....

## Course Outcomes:

By the end of this course, learners will be able to:

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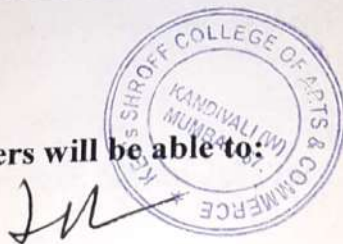
CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the various aspects of writing a dissertation.	Remembering & Understanding	2
2	Apply their knowledge of writing dissertations to their own.	Applying	3
3	Analyse and determine the key elements of writing dissertations to their own writing.	Analyzing	3
4	Evaluate and determine various aspects of writing a dissertation.	Evaluating	3
5	Create and plan their own dissertation.	Creating	6

3. Course Name: Digital Media Marketing

M.A. (Communication and Journalism)		Course Code:	
Course Name: Digital Media Marketing		20MCJ403	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2	60
	Practical /Project Evaluation	.....	40

Course Outcomes:

By the end of this course, learners will be able to:



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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the various aspects of digital media marketing.	Remembering & Understanding	2
2	Apply their knowledge of digital media marketing in various contexts.	Applying	3
3	Analyse the key elements of digital media marketing.	Analyzing	4
4	Evaluate and determine various aspects of digital media marketing.	Evaluating	5
5	Create and plan their own their own digital media marketing campaigns.	Creating	6

4. Course Name: Political Communication

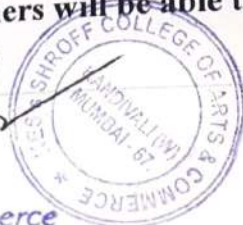
M.A. (Communication and Journalism)	Course Code:	
Course Name: Political Communication	21MCJ404	
Total Lectures per week (1 Period is 50 minutes)	4	
Credits	6	
Evaluation System	Hours	Marks
	2 Hrs.	60
	-----	40

Course Outcomes:

By the end of this course, learners will be able to:

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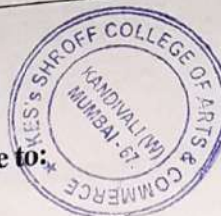


CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of political communication and civic engagement.	Remembering & Understanding	2
2	Apply their knowledge of political communication to various fields.	Applying	2
3	Analyse the key determinants of political communication.	Analyzing	3
4	Evaluate and determine various aspects of political communication.	Evaluating	3
5	Create and plan their own methods to gauge public opinion using the concepts of polarisation and contentious politics.	Creating	6

5. Sports Journalism		Course Code:	
M.A. (Communication and Journalism)		21MCJ405	
Course Name: Sports Journalism		4	
Total Lectures per week (1 Period is 50 minutes)		6	
Credits		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation	-----	40

### Course Outcomes:

By the end of this course, learners will be able to:



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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of sports journalism.	Remembering & Understanding	2
2	Apply their knowledge of sports journalism to various contexts.	Applying	3
3	Analyse and determine the key elements of sports journalism.	Analyzing	3
4	Evaluate and determine various aspects of sports journalism.	Evaluating	2
5	Create and plan their sports features.	Creating	6

#### 6. Course Name: Financial Journalism

M.A. (Communication and Journalism)		Course Code:	
Course Name: Financial Journalism		21MCJ406	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		6	
Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Internal & Project Evaluation	-----	40

**Course Outcomes:** By the end of this course, learners will be able to:



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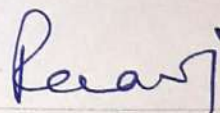


CO	Course Outcomes	Bloom's Taxonomy	PSO
CO 1.	Define key economic and financial data, using state-of-the-art Bloomberg terminals.	Remember and Understanding	1
CO 2.	Utilize skills required for Interviewing financial experts, Researching financial data, Writing financial news and features.	Apply	3
CO 3.	Examine and Find stories and features and explain complex economic terms so readers can understand them.	Analyse	1



  
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