Programme Structure

Sharda School of Media, Film & Entertainment (SSMFE)

Bachelor of Arts
(Journalism & Mass Communication)

Programme Code: SDM0101

Batch 2026-2030

Programme Outcomes (PO's)

PO1: **Domain Knowledge in Mass Communication:** Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.

PO2: **Communication Skills**: Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.

PO3: **Modern Tool Usage**: Demonstrate skilled usage of modern tools and techniques to effectively communicate with the masses.

PO4: **Problem Solving Skills:** Show a sense of inquiry and investigation for raising relevant and contemporary problems, synthesizing and articulating them to solve live problems and challenges.

PO5: **Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.

PO6: **Leadership, Management and Entrepreneurial Traits**: Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.

PO7: **Innovation and Research Related Skills:** Identify, formulate, research, and analyze literature and problems and reach logical and innovative solutions and conclusions.

PO8: **Lifelong Learning:** Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.

Programme Specific Outcomes

PSO1: Expertise in the field of Broadcast, Print, Electronic and Digital Journalism

PSO2: Applied proficiency in the disciplines related to Mass Communication

List of Courses: Semester Wise

Bachelor of Arts (Journalism & Mass Communication)	Credits	Practical/ Theory	Type	Total Credits
SEMESTER - 1				**20**
1. Concepts & Principles of Communication	4	Theory	CC	
2. Fundamentals of Media Writing & Convergent Journalism	4	Practical	CC	
3. Foundation of Digital Media Marketing	3	Practical	Minor	
4. Photography & Compositing Techniques	2	Practical	CC	
5. AI in Media and Entertainment	3	Practical	SEC	
6. Communicative Essentials I	2	Practical	AEC	
7. Oral Traditions & Storytelling in Indian Culture	2	Practical	CC	
SEMESTER - 2				**20**
1. Basics of Research Methodology	4	Theory	CC	
2. Environment Management	2	Theory	AEC	
3. VAC Mulya Pravah	2	Theory	AEC	
4. Graphics & Animation	4	Practical	CC	
5. Digital Marketing Strategies	3	Practical	Minor	
6. Communicative Essentials II	2	Practical	AEC	
7. MOOC (NPTEL)	3	Practical	SEC	
SEMESTER -3				**20**
1. Contemporary Issues & Gender Studies	5	Practical	CC	
2. Mobile Journalism (MoJo)	5	Practical	CC	
3. Digital Marketing & Emerging Technologies	3	Practical	Minor	
4. Ethical Journalism and Media Compliance	2	Practical	CC	
5. MOOC (NPTEL)	3	Practical	SEC	
6. Indian Language	2	Practical	AEC	
7. Research Based Learning (Level 1)	0	Practical	AEC	
SEMESTER - 4				**20**
1. Media Entrepreneurship & Startup Development	4	Practical	CC	
2. Radio: Podcast and Audio Content Production	5	Practical	CC	
3. Advertising: Principles & Practices	2	Practical	CC	
4. Strategic Management: Public Relations & Corporate Communication	3	Practical	CC	
5. Project in Digital Marketing	3	Practical	Minor	
6. Community Connect	2	Practical	AEC	
7. Research Based Learning (Level 2)	1	Practical	AEC	
SEMESTER - 5				**20**
1. International & Intercultural Communication	4	Theory	CC	
2. Media Sociology & Psychology				

3. Film Appreciation	4	Practical	CC	
4. Health & Development Communication	4	Practical	CC	
5. Television: Audio-Visual Content Production	4	Practical	CC	
6. Event Management: Principles & Practices	2	Practical	CC	
7. Research Based Learning (Level 3)	2	Practical	AEC	
SEMESTER - 6				**20**
1. Apprenticeship 2. Final Masters Project	20	Practical	SEC	
SEMESTER - 7				**20**
1. Communication Research Methods & Techniques	4	Theory	CC	
2. Statistics for Research	4	Theory	CC	
3. Ethical Perspective of Media & Communication Research	4	Theory	CC	
4. Media & Communication Research Project	4	Practical	CC	
5. Project Digital Media Marketing	4	Practical	Minor	
SEMESTER - 8				**20**
1. Apprenticeship	20	Practical	SEC	

Programme wise Credit Distribution

Course Category	Programme wise Credit Distribution			
	Bachelor of Arts (Journalism & Mass Communication)		Bachelor of Arts (Honours) (Journalism & Mass Communication)	
	3 Year		4 Year	
	No. of Courses	Total credits	No. of Courses	Total credits
Core Courses (CC)	17	60	21	80
Multidisciplinary Courses	0	0	0	0
Minor	4	12	5	16
Dissertation/Capstone Project	0	0	0	0
Ability Enhancement Courses (AEC)	5	10	5	10
Skill Enhancement Courses (SEC)/ Vocational Courses	1	3	1	3
Practical/Tutorials/Studios	0	0	0	0
Internship	2	20	3	40
Field Projects/RBL	3	3	3	3
VAC	3	6	3	6
Total	**36**	**120**	**42**	**160**

Type	Courses x Credits	Credits	Total Credits
Core	(14x4/4x5/2x20/2x2)	120	160
Dse-Discipline Specific Elective	(4x3)	12	
Ge-General Elective			
Aecc-Ability Enhancement Compulsory Courses	(6x2/1x1)	13	
Sec-Skill Enhancement Courses	(3x2/3x3)	15	

Course Modules

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: I**
1	Course Code	**JMT1101**
2	Course Name	**Concepts & Principles of Communication**
3	Credits	**4**
4	Contact Hours (L-T-P)	**4-0-0**
	Course Type	**Core**
5	Course Objective	1. Explain the meaning of communication and why human beings communicate. 2. Explain different theories and types of communication. 3. Know the various channels of distributions of Mass Communication 4. Analyse theories, models, and their relevance in the AI era. 5. Understand AI's role in content distribution, audience engagement, and media analytics.
6	Course Outcomes	CO1: Understand the concepts and principles of Communication. CO2: Analyse the different models and types of communication. CO3: Comprehend communication principles in different contexts, including interpersonal, group, mass, and AI-integrated communication CO4: Identify various theories of mass communication. CO5: Perceive and evaluate the impact of AI and digital technologies on communication processes. CO6: Utilize AI-driven communication applications in real-world scenarios.
7	Course Description	The course aims to develop a comprehensive understanding of communication processes, theories, and models across interpersonal, group, and mass contexts, including emerging AI-integrated environments. It equips students with analytical and practical skills to evaluate communication systems, digital transformations, and audience engagement strategies. Emphasizing ethical, effective, and technology-driven communication, the course prepares learners to apply AI-enabled tools in real-world media scenarios. The course aligns with SDG 4: Quality Education by fostering critical knowledge and lifelong learning, SDG 9: Industry, Innovation and Infrastructure through digital and AI innovation, and SDG 16: Peace, Justice and Strong Institutions by promoting informed, ethical, and responsible communication practices.
8	**Outline Syllabus**	**CO Mapping**

	Unit 1	**Defining Communication**	
	1	Definition, Concept and Meaning of Communication	CO1
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO1
	Unit 2	**Introduction to Communication Models**	
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).	CO2
	2	Theodore Newcomb's model (1953)	CO2
	3	Osgood's model (1954)	CO2
	Unit 3	**Communication and Mass Communication Theories**	
	1	Communication Theories: Foundations and Importance – Hypodermic/Bullet Theory	CO3
	2	Psychological Approaches – Individual Differences Theory, Cognitive Dissonance Theory, Personal Influence Theory	CO3
	3	Sociological Theories of Mass Communication – Agenda Setting Theory, Uses and Gratification Theory, Dependency Theory	CO3
	Unit 4	**Normative and Developmental Theories of Communication**	
	1	Normative Media Theories – Authoritarian, Libertarian, Social Responsibility	CO4
	2	Media and Development – Development Theory, Democratic-Participant Media Theory	CO4
	3	Relevance in the Digital Age – AI's influence on traditional communication theories and evolving media landscapes	CO5
	Unit 5	**AI in the Communication Process**	
	1	Understanding the impact of AI on encoding, decoding, and feedback mechanisms in media.	CO5
	2	Utilizing AI tools for audience analysis, predictive content, and automated media workflows.	CO5
	3	Evaluating AI's influence on misinformation, bias, and data privacy in communication.	CO6

	Mode of Examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25	15	60	
	Text book/s*	1. Mass Communication In India by Keval J Kumar			

	Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis Mc Quail AI in Media and Journalism: A Practical Guide" by David Levy and Paul Bradshaw.

PO → **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	2	1	-	2	1	1	1	2	2
CO2	2	3	2	1	-	-	1	1	2	2
CO3	3	3	2	2	2	1	2	2	3	3
CO4	3	2	-	2	2	-	2	1	2	2
CO5	2	2	3	1	3	1	2	2	3	3
CO6	2	2	3	2	1	2	2	3	3	3
Average	**2.5**	**2.33**	**2.2**	**1.6**	**2.0**	**1.25**	**1.67**	**1.67**	**2.5**	**2.5**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMP1111**	
2	Course Name	**Fundamentals of Media Writing & Convergent Journalism**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**0-3-2**	
	Course Type	**Core**	
5	Course Objective	1. To introduce principles of media writing and convergent journalism 2. To develop cross-platform writing and storytelling skills 3. To train students in multimedia content production 4. To enhance critical thinking and ethical media practices 5. To build a professional content portfolio	
6	Course Outcomes	CO1 Explain fundamentals of media writing and convergent journalism CO2 Apply writing techniques across media platforms CO3 Create multimedia and platform-specific content CO4 Analyze and edit content using professional standards CO5 Evaluate media content ethically and critically CO6 Develop a professional multimedia portfolio	
7	Course Description	This course provides an integrated understanding of media writing and convergent journalism in a digital ecosystem. It equips students with skills to create, adapt, and produce content across print, broadcast, and online platforms using multimedia tools. The course emphasizes ethical practices, audience-centric communication, and industry-oriented content production. This aligns with SDG 4: Quality Education by enhancing professional competencies, SDG 8 – Decent Work & Economic Growth, and SDG 16: Peace, Justice and Strong Institutions by promoting ethical, transparent, and accountable journalism practices.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Fundamentals of Media Writing & Convergent Journalism**	
	1	Definition, scope, and evolution of convergent journalism.	CO1
	2	Traditional vs. convergent journalism	CO1
	3	Principles of effective writing & editing tools, Media ethics: fake news, plagiarism, copyright	CO1
	Unit 2	**Media Platforms and Content Adaptation**	

	1	Characteristics of print, broadcast, and digital media	CO2
	2	News writing, feature writing, scripting	CO2
	3	Cross-platform content adaptation, Audience analysis	CO2
	Unit 3	**Digital & Multimedia Content Creation**	
	1	SEO writing and blogging, Social media content creation	CO3
	2	Digital & Multimedia Content Creation	CO3
	3	Multimedia storytelling tools, Basics of audio, video, and photography	CO3
	Unit 4	**News Production in a Converged Environment**	
	1	Integrated newsrooms and workflows.	CO4
	2	Collaborative reporting and team dynamics.	CO4
	3	Role of social media in news dissemination.	CO4
	Unit 5	**Project**	
	1	A written news report (for print or online publication)	CO5
	2	A short video news segment (for television or social media)	CO5
	3	A podcast episode (for radio or streaming platforms)	CO6

	Mode of Examination	Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Carole Rich – *Writing and Reporting News: A Coaching Method* Stephen Quinn – *Convergent Journalism: The Fundamentals of Multimedia Reporting*			
	Other References	• Philip Kotler, Hermawan Kartajaya & Iwan Setiawan – *Content Marketing 4.0* • Strunk & White – *The Elements of Style* • Google Digital Garage – Content Marketing & SEO modules • HubSpot Academy – Content Marketing Certification • Reuters Handbook of Journalism (online)			

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	3	1	2	1	2	1
CO2	3	3	2	2	2	2	2	1	3	2
CO3	2	3	3	2	1	2	2	1	3	3
CO4	2	2	3	3	2	1	2	1	2	3
CO5	2	2	1	3	3	1	3	1	2	1
CO6	3	3	3	2	2	2	2	2	3	3
Average	**2.50**	**2.50**	**2.17**	**2.33**	**2.17**	**1.50**	**2.17**	**1.17**	**2.50**	**2.17**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMP1103**	
2	Course Name	**Foundation of Digital Media Marketing**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	**Core Minor**	
5	Course Objective	1. To impart basic concepts digital media marketing 2. To make students aware of the development and evolution of digital marketing	
6	Course Outcomes	CO1: Understand the basic concept of digital marketing CO2: Illustrate the concept of website development & SEO basics. CO3: Analyse the development of content in digital mediums in marketing. CO4: Identify Social Media Marketing (SMM) Basics. CO5: Perceive knowledge on email and mobile marketing. CO6: Formulate the strategies in marketing.	
7	Course Description	The course introduces students to the core concepts, evolution, and strategic applications of digital marketing in contemporary media environments. It develops competencies in website creation, search engine optimization (SEO), content development, social media marketing, and mobile and email marketing. Emphasizing analytical and practical skills, the course enables learners to design effective marketing strategies for digital platforms. This aligns with SDG 4: Quality Education by enhancing digital competencies, SDG 9: Industry, Innovation and Infrastructure through technological integration in marketing practices, and SDG 8: Decent Work and Economic Growth by fostering employability and entrepreneurial skills in the digital economy.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Digital Marketing**	
	1	• Meaning of Marketing • Traditional vs Digital Marketing	CO1
	2	• Definition & Scope • Evolution of Digital Marketing (brief overview) • Digital Marketing Channels (Search, Social, Email, Websites)	CO1
	3	• Key Players: Brands, Consumers, Platforms • Basic Consumer Behaviour (online vs offline)	CO1

	Unit 2	**Website Basics & Introduction to SEO**	
	1	• What is a website? • Types: Static, Dynamic, E-commerce • Basics of User Experience (UX) & Interface (UI), Mobile-friendly design (intro)	CO2
	2	• SEO • Keywords • On-page vs Off-page SEO (intro only)	CO2
	3	• Meta tags concept • URL basics • Introduction to tools Google search console	CO2
	Unit 3	**Content Marketing and Blogging**	CO3
	1	• What is content marketing? • Types: Text, Image, Video • Basics of storytelling	CO3
	2	• Blogging & Microblogging • Platforms (WordPress, Medium, Blogger) • Writing SEO-Friendly Content	CO3
	3	**Viral Content & Trends** • Case Studies of Viral Campaigns • Understanding Social Trends • User-Generated Content • AI tools for content creation	CO3
	Unit 4	**Social Media Marketing (SMM) Basics**	
	1	• Overview of Social Media Platforms • Facebook, Instagram, LinkedIn, YouTube • Platform-Specific Strategies • Social Media Algorithms	CO4
	2	**Content & Engagement** • Creating posts • Hashtags basics • Audience engagement (likes, comments, shares)	CO4
	3	**Social Media Metrics & Analytics** • What are metrics? • KPIs (reach, engagement) • Intro to analytics • AI in social media algorithms	CO4
	Unit 5	**Email and Mobile Marketing & AI**	
	1	• Introduction to Mobile Marketing • SMS Marketing (Overview)	CO5

		• Mobile Apps & Push Notifications • Introduction to Geo-Targeting	
	2	• What is Artificial Intelligence (AI) • Role of AI in Digital Marketing • AI tools for content creation • AI tools for email and marketing automation	CO6
	3	**Challenges & Ethics** • Benefits and limitations of AI • Basic ethical concerns (data privacy, misinformation)	C06

	Mode of Examination	Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Digital Marketing For Dummies by Ryan Deiss & Russ Henneberry			
	Other References	1. The Art of Digital Marketing – ***Ian Dodson*** 2. Epic Content Marketing – ***Joe Pulizzi***			

PO → **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	1	1	-	-	-	-	1	2	2
CO2	2	1	3	1	-	-	1	1	2	3
CO3	2	2	3	2	-	1	2	2	3	3
CO4	2	2	3	1	-	1	1	2	3	3
CO5	2	2	2	1	2	1	1	2	2	3
CO6	3	2	2	3	1	3	2	3	3	3
Average	**2.33**	**1.67**	**2.33**	**1.33**	**0.5**	**1.0**	**1.17**	**1.83**	**2.5**	**2.83**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMP1105**	
2	Course Name	**Photography & Composition Techniques**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**Core**	
5	Course Objective	1. To build skills in creatively using various Image Editing Software for PCs and Mobile. 2. To develop ability of editing digital photos fluently on Adobe Photoshop.	
6	Course Outcomes	CO 1: Define the basics of photography. CO 2: Explain framing & composition. CO 3: Identify various camera lenses. CO 4: Analyse the importance of light in photography. CO 5: Evaluate digital image making process. CO6: Create and enhance the quality of a photograph on digital image editing software.	
7	Course Description	The course equips students with essential skills in visual storytelling through photography and digital image editing. It develops understanding of composition, lighting, camera lenses, and the digital image-making process, while providing hands-on experience with tools such as Adobe Photoshop for creative enhancement. The course fosters technical proficiency and aesthetic sensibility required in contemporary media production. This aligns with SDG 4: Quality Education by promoting creative and digital skills, SDG 9: Industry, Innovation and Infrastructure through technological application in media production, and SDG 8: Decent Work and Economic Growth by enhancing employability in creative industries.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Photography**	
	1	Evolution and History of photography	CO1
	2	Basic technical principles on which still camera works	CO1
	3	• Meaning and characteristics of photography • Different types of photography	CO1

	Unit 2	**Framing and Composition**	
	1	• Composition and rule of third • Depth of field and Camera Angles	CO2
	2	Balanced Frame and perspective	CO2
	3	• Contrast (Light, color, personality, surface etc.) • Lines (Vertical and Horizontal)	CO2
	Unit 3	**Camera Lens**	CO3
	1	Camera Lens and its characteristics	CO3
	2	• Focal Length Rule • Types of lenses	CO3
	3	• Wide • Normal • Telephoto, zoom lens	CO3
	Unit 4	**Importance of Light in Photography**	
	1	Cycle of Light: Before sunrise, Morning, Mid-day, Afternoon, Evening,	CO4
	2	Types of Lighting: Front lighting, Side lighting, High side light, Low side light, Top lighting, Back lighting	CO4
	3	Three-point Lighting: Key light, Fill Light and back light	CO4
	Unit 5	**Digital Image Making**	
	1	Image Resolution	CO5
	2	Major Image File Formats: JPEG, TIFF, RAW	CO5
	3	Photo editing using photoshop	CO6

	Mode of Examination	Jury/Practical/Viva			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book by by Lesa Snider			
	Other References	• The Adobe Photoshop Lightroom CC Book for Digital Photographers by Scott Kelby • Teach Yourself Lightroom by Rod Lawton (Editor) - Future Publishing Limited • Lightroom CC Complete Training by Serge Ramelli & Dare Stevens			

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1	-	-	-	-	1	2	2
CO2	2	2	1	1	-	-	-	1	2	2
CO3	2	1	2	-	-	-	-	1	2	2
CO4	3	2	2	2	-	-	1	1	3	3
CO5	2	2	3	2	1	-	2	2	3	3
CO6	3	2	3	2	1	2	2	3	3	3
Average	**2.5**	**1.67**	**2.0**	**1.17**	**0.33**	**0.33**	**0.83**	**1.5**	**2.5**	**2.5**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMT1109**	
2	Course Name	**AI in Media and Entertainment**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	**Core**	
5	Course Objective	• To introduce the fundamentals of AI and its applications in media industries. • To familiarize students with AI tools used in journalism, film, advertising, and PR. • To develop basic AI-assisted content creation skills. • To critically understand ethical concerns and societal implications of AI in media.	
6	Course Outcomes	CO1: Explain the basic concepts and evolution of AI in media CO2: Identify AI tools and applications across media sectors CO3: Apply AI tools for content creation in media fields CO4: Analyze the impact of AI on media industries and audiences CO5: Evaluate ethical issues and challenges related to AI in media CO6: Create AI-assisted media content across platforms	
7	Course Description	This course introduces students to the role of Artificial Intelligence (AI) in transforming media and entertainment industries. It focuses on practical understanding of AI-driven tools used in journalism, filmmaking, advertising, and public relations without requiring technical or coding expertise. Students will explore content creation, automation, personalization, and ethical implications of AI.The course is aligned with SDG 4 (Quality Education) – digital literacy and future-ready skills, SDG 9 (Industry, Innovation & Infrastructure) – adoption of emerging technologies, SDG 16 (Peace, Justice & Strong Institutions) – ethical AI and responsible communication.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to AI & Prompting Basics**	
	1	Basics of AI, Generative AI, and media applications	CO1
	2	What is a prompt? Types of prompts (instructional, contextual, role-based)	CO1

	3	Writing effective prompts (clarity, specificity, tone, output control) Suggested Assignments: • Rewrite a weak prompt into a strong prompt • Compare outputs of different prompts	CO5
	Unit 2	**AI in Journalism & Content Creation**	
	1	AI in news writing, editing, and translation	CO2
	2	AI for content ideation and storytelling	CO2
	3	Personalization and algorithm-driven content Suggested Assignments: • AI-generated vs human-written article comparison • Create a blog using AI prompts • Headline writing using AI	CO4
	Unit 3	**AI in Advertising & Public Relations**	
	1	AI in ad copywriting and campaign design	CO3
	2	Chatbots and audience engagement	CO3
	3	AI in PR: sentiment analysis and reputation management Suggested Assignments: • AI-generated advertising campaign • PR press release creation • Social media content calendar using AI	CO6
	Unit 4	**AI in Film, OTT & Digital Media**	
	1	AI in scriptwriting and storytelling	CO4
	2	AI tools in video, image, and audio production	CO4
	3	OTT platforms and recommendation systems Suggested Assignments: • AI-assisted short film/video • Scriptwriting using prompts • OTT content analysis	CO3
	Unit 5	**Ethics, Challenges & Future of AI in Media**	
	1	Ethical concerns: bias, deepfakes, misinformation	CO5
	2	AI and job displacement vs augmentation	CO5
	3	Future of AI in media industries Suggested Assignments/Projects: • Ethical case study analysis • Debate/panel discussion • Final AI project (campaign/video/blog)	CO6
	Mode of Examination	Jury/Practical/Viva	

		CA	CE(Viva)	ETE	

	Weightage Distribution	75	Nil	25	
	Text book/s*	Russell, S., & Norvig, P. (2021). Artificial intelligence: A modern approach (4th ed.). Pearson.			
	Other References	• Media And AI: Navigating the future of communication, Dhruv Sabharwal, Ritu S.Sood,Post Script • "Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age", Alex Connock, Routledge, 2022 • Fundamentals of Artificial Intelligence by K.R. Chowdhary Springer • "Artificial Intelligence in Digital Media: Understanding AI in Context", Sarah N. Petry, Taylor & Francis, 2020			

PO → / **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	1	1	-	1	-	-	1	2	2
CO2	2	1	3	-	-	-	1	1	2	3
CO3	2	2	3	1	-	1	2	2	3	3
CO4	2	2	2	3	2	-	2	2	2	3
CO5	2	2	1	2	3	-	2	1	2	2
CO6	3	2	3	2	1	2	2	3	3	3
Average	**2.33**	**1.67**	**2.17**	**1.33**	**1.17**	**0.67**	**1.5**	**1.67**	**2.33**	**2.67**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: I**
1	Course Code	**SKP1010**
2	Course Name	**Communication Essentials - I**
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-1-2**
	Course Type	**AEC**
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments using English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.
6	Course Outcomes	**CO1:** At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. **CO2:** At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. **CO3**: At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. **CO4:** At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. **CO5:** At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives **CO6:** At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills
7	Course Description	The course focuses on developing essential language competencies to overcome linguistic barriers in diverse socio-cultural contexts. It enhances listening, speaking, reading, and writing skills while improving grammar, pronunciation, and comprehension of varied accents. The course also promotes self-awareness, personality development, digital literacy, and professional communication, enabling students to build confidence and adapt effectively in academic and workplace environments. This aligns with SDG 4: Quality Education by strengthening foundational communication skills, SDG 8: Decent Work and Economic Growth by

		improving employability, and SDG 10: Reduced Inequalities by bridging linguistic and social gaps through inclusive communication.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Sentence Structure**	
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	**Vocabulary Building & Punctuation**	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
	Unit 3	**Writing Skills**	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO3
	Unit 4	**Digital Literacy | Effective Use of Social Media**	CO3
	1	Speaking Skill	
	2	Self-introduction/Greeting/Meeting people – Self branding	
	3	Describing people and situations - To Sir With Love (Watching a Full-length Feature Film)	CO4
	Unit 5	**Dialogues/conversations (Situation based Role Plays)**	CO4
	1	Professional Skills | Career Skills	
	2	Exploring Career Opportunities	CO5
	3	Brainstorming Techniques & Models	CO5
	4	Internal Communication	Co5
	Unit 6	**Leadership and Management Skills**	
	1	Managerial Skills	CO5
	2	Entrepreneurial Skills	CO6
	Mode of Examination	Jury/Practical/Viva	

	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication			
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press			

PO → / **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	2	3	1	-	1	-	-	2	1	1
CO2	1	3	-	2	2	2	1	3	-	1
CO3	1	2	-	3	2	2	2	3	-	1
CO4	1	3	1	3	2	1	2	2	1	1
CO5	1	2	3	2	1	1	1	3	1	2
CO6	1	2	1	2	3	3	1	2	1	2
Average	**1.17**	**2.5**	**1.0**	**2.0**	**1.83**	**1.5**	**1.17**	**2.5**	**0.67**	**1.33**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: I**	
1	Course Code	**JMT1111**	
2	Course Name	**Oral Tradition & Storytelling in Indian Culture**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**Core VAC**	
5	Course Objective	1. To introduce students to the concept and evolution of oral traditions in Indian culture. 2. To analyze storytelling as a communication tool across media platforms. 3. To develop basic storytelling skills applicable in journalism, advertising, PR, and film. 4. To sensitize students towards cultural diversity and indigenous knowledge systems.	
6	Course Outcomes	CO1: Explain the concept and significance of oral traditions in India Understand CO2: Identify various forms of storytelling across regions and media Remember / Understand CO3: Apply storytelling techniques in media content creation. CO4: Analyze the role of oral narratives in shaping public discourse and culture Analyze CO5: Evaluate storytelling strategies in contemporary media industries Evaluate CO6: Create basic storytelling outputs across media formats.	
7	Course Description	This course explores the rich heritage of Indian oral traditions and storytelling practices as foundational communication systems shaping cultural memory, identity, and media narratives. It introduces students to storytelling forms across regions and media—from folk narratives to digital storytelling—while emphasizing their relevance in contemporary communication industries. The course is aligned with SDG 4 (Quality Education) – preserving indigenous knowledge systems, SDG 11 (Sustainable Cities & Communities) – safeguarding intangible cultural heritage and SDG 16 (Peace, Justice & Strong Institutions) – promoting inclusive narratives.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Oral Tradition & Storytelling**	

	1	Concept, meaning, and characteristics of oral traditions	CO1
	2	Historical evolution in Indian context (Vedic, Folk, Tribal traditions)	CO1
	3	Oral tradition as a medium of communication Suggested Assignment: • Classroom storytelling exercise • Interview with a grandparent/community elder	CO1
	Unit 2	**Forms of Indian Oral Traditions**	
	1	Folk tales, myths, legends (e.g., Panchatantra, Jataka Tales)	CO2
	2	Performative traditions (Kathputli, Pandavani, Harikatha, Baul singing)	CO2
	3	Regional storytelling diversity and cultural identity Suggested Assignment: • Audio recording of a folk story • Presentation on a regional storytelling tradition	CO6
	Unit 3	**Storytelling in Media and Communication**	
	1	Storytelling in journalism (feature writing, narrative journalism)	CO3
	2	Storytelling in advertising and branding (emotional appeal, brand stories)	CO3
	3	Storytelling in Public Relations (corporate narratives, image building) Suggested Assignments: • Write a narrative news feature • Develop a brand story for a product	CO3
	Unit 4	**Storytelling in Film, Digital & Emerging Media**	
	1	Cinematic storytelling: script, plot, character, and narrative arcs	CO4
	2	Digital storytelling (social media, podcasts, YouTube, reels)	CO4
	3	Transmedia storytelling and audience engagement Suggested Assignments: • Create a short video story (2–3 minutes) • Podcast storytelling assignment	CO5
	Unit 5	**Contemporary Relevance & Preservation of Oral Traditions**	
	1	Role of oral traditions in cultural preservation and identity	CO5
	2	Challenges: globalization, digital shift, loss of indigenous narratives	CO5
	3	Revival strategies and policy perspectives Suggested Assignments: • Field visit/report on a local cultural storytelling practice • Documentation project (video/audio/blog)	CO6
	Mode of Examination	Jury/Practical/Viva	

		CA	CE(Viva)	ETE	

	Weightage Distribution	30	30	40	
	Text book/s*	Gaur, R. R., Sangal, R., & Bagaria, G. P. (2010). *A foundation course in human values and professional ethics*.			
	Other References	Bilimoria, P., Prabhu, J., & Sharma, R. (Eds.). (2007). *Indian ethics: Classical traditions and contemporary challenges* (Vol. 1). Ashgate. · Sharma, C. (1996). *A critical survey of Indian philosophy* (9th ed.). Motilal Banarsidass Easwaran, E. (Trans.). (2007). *The Bhagavad Gita* (2nd ed.). Nilgiri Press. Sharma, I. C. (1999). *Ethical philosophies of India* (2nd d.). HarperCollins Publishers India. Keown, D. (2005). *Buddhist ethics: A very short introduction*. Oxford University Press. Sharma, B. K**.** (2019). *Introduction to the Constitution of India* (8th ed.). Prentice-Hall of India.			

PO → / **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	2	-	-	2	-	-	1	2	2
CO2	2	2	1	-	2	-	-	1	2	2
CO3	2	3	2	1	-	1	1	2	3	3
CO4	3	2	1	3	2	-	2	2	2	3
CO5	2	2	1	2	3	-	2	1	2	2
CO6	2	3	2	2	1	2	2	3	3	3
Average	**2.33**	**2.33**	**1.17**	**1.33**	**2.0**	**0.5**	**1.17**	**1.67**	**2.33**	**2.5**

TERM 2

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**JMT1102**	
2	Course Name	**Basics of Research Methodology**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
	Course Type	**Core**	
5	Course Objective	1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in mass communication 5. Understand the steps involved in communication research	
6	Course Outcomes	CO1: Explain basics of communication research CO2: Identify the different types of communication research CO3: Describe various stages of communication research CO4: Classify data in communication research CO5: Explain and apply the research writing CO6: Discuss the ethical perspective of communication research	
7	Course Description	The course introduces students to the fundamental principles, processes, and applications of communication research in media and mass communication. It develops skills in research design, data classification, analysis, and academic writing, enabling learners to systematically investigate media-related issues. The course also emphasizes ethical considerations and responsible research practices. This aligns with SDG 4: Quality Education by strengthening research and analytical competencies, SDG 9: Industry, Innovation and Infrastructure through fostering innovation and evidence-based inquiry, and SDG 16: Peace, Justice and Strong Institutions by promoting ethical, transparent, and accountable research practices in society.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Introduction to Media & Communication Research**	
	1	Introduction to Research - Concept and Meaning of Research.	CO1

	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	Unit 2	**Types of Research**	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO2
	2	Descriptive and Analytic Research.	CO2
	3	Qualitative and Quantitative Research.	CO2
	Unit 3	**Research Process**	
	1	Identifying Research Problem and Review of Literature	CO3
	2	Research questions, Hypothesis and Research Design	CO3
	3	Sampling, Types of Sampling.	CO3
	Unit 4	**Data in Research**	
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO4
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO4
	Unit 5	**Research Writing & Ethics**	
	1	Analysis, Interpretation and Conclusion of the data.	CO5
	2	Preparation and writing a research report.	CO5
	3	Ethical perspectives of media & communication research, plagiarism.	CO6

	Mode of Examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25	15	60	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
	Other References	1.Media and communication research methods by Arthur Berger 2.Mass Communication Research Methods by Anders Hansen			

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	-	-	1	-	2	1	2	2
CO2	3	1	-	1	-	-	2	1	2	2
CO3	3	2	-	2	-	-	2	1	2	2
CO4	2	1	1	2	-	-	3	1	2	2
CO5	3	2	2	2	1	-	3	2	3	3
CO6	2	2	-	1	3	-	2	1	2	2
Average	**2.67**	**1.5**	**0.5**	**1.33**	**0.83**	**0.0**	**2.33**	**1.17**	**2.17**	**2.17**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**EVT1109**	
2	Course Name	**Environmental Management**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**VAC**	
5	Course Objective	1. Enable students to learn the concepts, principles and importance of environmental science 2. Provide students an insight of various causes of natural resource depletion and its conservation 3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion. 4. Provide knowledge of different methods of water conservation Provide and enrich the students about sustainable practices and environmental management	
6	Course Outcomes	CO1.Develop a better understanding of the principles and scope of environmental science CO2. Acquire to learn various pollution causes, effects and control and solid waste management. CO3. Interpret the effect of global warming and ozone layer depletion CO4. Comprehend about various types of natural resources and its conservation CO5. Develop a better understanding about sustainable practices and environmental management CO6. Function effectively on overall understanding of various environmental components, its protection and management.	
7	Course Description	Environmental Science emphasises on various factors as 1. Importance and scope of environmental science 2. Natural resource conservation 3. Pollution causes, effects and control methods Sustainable and Environmental environment	
8	**Outline Syllabus**		**CO Mapping**

	Unit 1	**Natural resource management**	
	1	Introduction to Natural Resources	CO1
	2	Management of Land and Forest Resources	CO1
	3	Water and Energy resource Management	CO1
	Unit 2	**Environmental Pollution Management**	
	1	Air pollution Control and Water Pollution treatment Methods	CO2
	2	Soil and Noise Pollution Management	CO2
	3	Solid waste management	CO2
	Unit 3	**Climate Change Mitigation**	
	1	Concept of Global Warming and greenhouse effect	CO3/CO6
	2	Ozone layer Depletion and its consequences	CO3/CO6
	3	Climate change, its effect on ecosystem and its mitigation. Kyoto protocol and IPCC concerns on changing climate.	CO3/CO6
	Unit 4	**Biodiversity Management**	
	1	Hot spots, Endangered and endemic species of India	CO4/CO6
	2	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions	CO4/CO6
	3	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	CO4/CO6
	Unit 5	**Sustainable practices and environmental management**	
	1	Sustainable development and sustainable consumption	CO5/CO6
	2	Environmental Issues and Management in India	CO5/CO6
	3	Environmental Management System (EMS)	CO5/CO6

	Mode of Examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25	15	60	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz			
	Other References	• Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann • The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox			

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	-	-	-	3	2	-	-
CO2	2	-	1	-	3	-	-	-	-	-
CO3	3	-	2	-	3	-	-	-	-	-
CO4	1	2	3	-	-	-	2	2	-	-
CO5	3	-	2	-	1	-	-	-	-	-
CO6	-	-	3	-	-	-	2	1	-	-
Average	**2**	**0.84**	**1.84**	**-**	**1.17**	**-**	**1.17**	**0.84**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: II**
1	Course Code	**IKT1104**
2	Course Name	**Mulya Pravah**
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-1-2**
	Course Type	**Core VAC**
5	Course Objective	1. To help the student see the need for developing a holistic perspective of life. 2. To sensitize the student about the scope of life, individual, family (inter-personal relationship), society and nature/existence with a corporeal understanding. 3. To strengthen self-reflection about life and human values. 4. To develop more confidence in virtues and commitment to learn and live with them.
6	Course Outcomes	**CO1:** Understand and articulate India's cultural legacy and human values, recognizing their role in preserving traditions **CO2**: Apply principles of professional ethics to distinguish ethical actions in diverse societal contexts. **CO3**: Analyze the relationship between constitutional, universal values, andholistic education to foster integrated citizenship. **CO4**: Demonstrate how skills and values together support a successful career. **CO5:** Develop guidelines to promote human values and ethical conduct among stakeholders in organisations. **CO6**: Embrace a global citizenship mindset, fostering inclusivity and the spirit of *Vasudhaiva Kutumbakam*.
7	Course Description	Human Values and Ethics are the bedrock for the formation of individuals, organisations, and societies. They orient people, organisations, and societies towards growth and development. These are developed through lifelong reflection, experience, and the environment in which one learns and grows. This curriculum can bring theoretical and experiential learning among the students so that they will really understand human values and their applications in everyday life. Bringing learning to reality through the outdoor experience encourages the evolution of values, such as teamwork, responsibility, and love for nature. These experiences support classroom teaching and help see the practical applicability of those ethical principles taught in class. Pedagogy includes class room and extra class room settings

		like library, nature walk, Yoga & Meditation Hall, Visit to Community organisation etc. for better delivery of content and optimal impressions of values in our future world citizens.			
8	**Outline Syllabus**				**CO Mapping**
	Unit 1	**Introduction to Indian Culture and Civilisation**			CO1
	1	What is Bharatvarsha?			CO1
	2	Basics of Vedic Literature			CO1
	3	Role of Itihasa and Purana			
	Unit 2	**Human Values and Indian Ethics**			CO2
	1	Jainism: Five Mahavratas			CO2
	2	Buddhism: Panchsila			CO2
	3	Values (*Sanatan*), The Law of Karma & Nishkama Karma			
	Unit 3	**Constitutional Values and Global Citizenship**			CO3
	1	Values embedded in the Preamble of the Indian Constitution			CO3
	2	Sensibility and responsibility towards the global environment			CO3
	3	Understanding the Universal Human Values Loksangraha and Vasudhaiva Kutumbakam			
	Unit 4	**Values for Youth**			CO4
	1	Human Dignity, Rights, Duty & Responsibility			CO1
	2	Ethical Behaviour and Decision Making			CO4
	3	Value-led Virtuous Living			CO4
	Unit 5	**Integrated Personality and Well-being**			
	1	The four antah-karanas (inner instruments), and Panch kosha (five sheaths)			CO5
	2	Stress management: meditated personality and agitated personality (Manasa Vacha Karmana)			CO5; CO6
	3	Physical, mental, social, and spiritual well-being			CO5; CO6
	Mode of Examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25	15	60	
	Text book/s* & Readings	· Gaur, R. R., Sangal, R., & Bagaria, G. P. (2010). *A foundation course in human values and professional ethics.* · Bilimoria, P., Prabhu, J., & Sharma, R. (Eds.). (2007). *Indian ethics: Classical traditions and contemporary challenges* (Vol. 1).			

		Ashgate. · Sharma, C. (1996). *A critical survey of Indian philosophy* (9th ed.). Motilal Banarsidass · Easwaran, E. (Trans.). (2007). *The Bhagavad Gita* (2nd ed.). Nilgiri Press. · Sharma, I. C. (1999). *Ethical philosophies of India* (2nd d.). HarperCollins Publishers India. · Keown, D. (2005). *Buddhist ethics: A very short introduction*. Oxford University Press. · Sharma, B. K**.** (2019). *Introduction to the Constitution of India* (8th ed.). Prentice-Hall of India.

PO → **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	2	2	-	-	3	1	-	2	1	1
CO2	1	2	-	2	3	1	1	2	1	1
CO3	2	2	-	3	3	1	2	2	1	1
CO4	1	2	1	2	2	3	1	2	1	2
CO5	1	2	-	2	3	2	2	2	1	2
CO6	2	2	-	2	3	2	1	3	1	2
Average	**1.5**	**2.0**	**0.17**	**1.83**	**2.83**	**1.67**	**1.17**	**2.17**	**1.0**	**1.5**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: II**
1	Course Code	**JMT1104**
2	Course Name	**Graphics & Animation**
3	Credits	**4**
4	Contact Hours (L-T-P)	**0-3-2**
	Course Type	**Core**
5	Course Objective	1. To provide a fundamental understanding of animation and graphics in journalism. 2. To equip students with skills to create infographics, motion graphics, and data visualizations for news media. 3. To introduce AI-driven tools for enhancing visual storytelling in digital journalism. 4. To develop an awareness of ethical considerations in AI-generated journalism and visual content. 5. To enable students to apply their knowledge through hands-on projects for news platforms and social media.
6	Course Outcomes	CO1: Understand the role of animation and graphics in modern journalism and their impact on audience engagement. CO2: Apply design principles to create visually appealing and informative infographics, motion graphics, and AI-powered visuals for news content. CO3: Analyze the use of AI-driven tools in visual journalism, including their benefits and ethical concerns. CO4: Create animated explainers and interactive data visualizations to enhance storytelling in digital news media. CO5: Evaluate the effectiveness of various AI tools for automating visual content creation in journalism. CO6: Develop a comprehensive AI-integrated visual journalism project that applies learned skills in real-world news reporting.
7	Course Description	The course equips students with essential skills in visual storytelling for contemporary journalism by integrating design principles, animation techniques, and AI-driven tools. It enables learners to create infographics, motion graphics, and data visualizations while critically analyzing the role of AI in enhancing news content and audience engagement. The course also emphasizes ethical considerations in AI-generated visuals and responsible media practices. This aligns with SDG 4: Quality Education by developing creative and digital competencies, SDG 9: Industry, Innovation and Infrastructure through technological innovation in media production, and

		SDG 16: Peace, Justice and Strong Institutions by promoting ethical and responsible visual communication in journalism.			
8	**Outline Syllabus**				**CO Mapping**
	Unit 1	**Introduction to Visual Journalism & Graphics**			
	1	Importance of visuals in journalism			CO1
	2	Evolution of animation and graphics in news media			CO1
	3	Role of infographics, data visualization, and motion graphics in storytelling			CO1
	Unit 2	**Basics of Graphic Design for Journalism**			
	1	Elements & principles of design (Color, Typography, Composition)			CO2
	2	Vector vs. Raster graphics in digital news			CO2
	3	Introduction to design software: Adobe Photoshop, Illustrator, CorelDRAW			CO2
	Unit 3	**Animation & Motion Graphics in Journalism**			
	1	Introduction to motion graphics for digital news			CO3
	2	Basics of 2D animation for journalistic storytelling			CO3
	3	Animated explainers and their role in news reporting			CO3
	Unit 4	**Data Journalism & AI-Powered Visualization**			
	1	Basics of data visualization for news reporting			CO4
	2	Creating interactive graphs & charts using AI tools			CO4
	3	Introduction to AI-driven video journalism (automated news anchoring, deepfake concerns)			CO4
	Unit 5	**Practical Project – AI-Integrated Visual Journalism**			
	1	Project: Students will create a visual journalism project using AI and traditional tools, which may include:			CO6
	2	Infographic-based news story (AI-assisted design)			CO5
	3	Motion graphic explainer (Simplifying complex news topics)			CO5
	Mode of Examination		Jury/Practical/Viva		
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	AI for Media: Artificial Intelligence in Journalism and News Production – Marcel Broersma & John Downey, Routledge, 2023.			

	Other References	• The Principles of Beautiful Web Design – Jason Beaird, James George, SitePoint, 2020. • Infographic Designers' Sketchbooks – Steven Heller & Rick Landers, Princeton Architectural Press, 2014. • Visual Journalism: Infographics from the World's Best Newsrooms and Designers – Javier Errea, Gestalten, 2018.

PO → / **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	2	1	-	1	-	-	1	2	2
CO2	2	2	3	1	-	1	1	2	3	3
CO3	2	2	3	2	2	-	2	2	2	3
CO4	2	3	3	2	-	1	2	2	3	3
CO5	2	2	3	2	2	-	2	2	2	3
CO6	3	3	3	3	1	3	3	3	3	3
Average	**2.33**	**2.33**	**2.67**	**1.67**	**1.0**	**0.83**	**1.67**	**2.0**	**2.5**	**2.83**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**JMP1102**	
2	Course Name	**Digital Marketing Strategies**	
3	Credits	3	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	**Core Minor**	
5	Course Objective	1. To impart advance concepts digital media marketing 2. To make students aware about creating digital marketing strategies.	
6	Course Outcomes	CO1: Understand the advance SEO & SEM. CO2: Illustrate the concept of Influencer & Affiliate Marketing. CO3: Analyse the Video Marketing & Podcasting techniques. CO4: Identify Paid Advertising & Performance Marketing. CO5: Perceive knowledge on E-commerce & Digital Sales Funnels. CO6: Formulate dummy subscription models in marketing.	
7	Course Description	The course provides advanced knowledge of digital marketing practices, focusing on strategic planning and execution across diverse platforms. It equips students with skills in SEO, SEM, influencer and affiliate marketing, video marketing, podcasting, paid advertising, and e-commerce models. Emphasizing data-driven decision-making and innovative campaign design, the course prepares learners to develop effective digital marketing strategies in real-world contexts. This aligns with SDG 4: Quality Education by enhancing advanced digital skills, SDG 8: Decent Work and Economic Growth by fostering employability and entrepreneurship, and SDG 9: Industry, Innovation and Infrastructure through promoting innovation in digital business and communication technologies.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Advanced SEO & SEM**	
	1	Advanced SEO Techniques • On-page SEO (content, keywords placement) • Off-page SEO (backlinks • Voice Search Optimization	CO1
	2	Search Engine Marketing (SEM) • Google Ads & Bing Ads • Pay-Per-Click (PPC) Strategy	CO1

		• Ad Copywriting & A/B Testing	
	3	SEO & SEM Tools • Google Ads Manager • Ahrefs, SEMrush, Moz • Conversion Rate Optimization (CRO)	CO1
	Unit 2	**Influencer & Affiliate Marketing**	
	1	• Influencer Marketing Strategies • Identifying & Partnering with Influencers • Micro vs. Macro Influencers	CO2
	2	Affiliate Marketing Basics • Affiliate Networks (Amazon, CJ, ShareASale) • Creating an Affiliate Strategy • Tracking and Analytics	CO2
	3	Brand Collaborations & PR in Digital Marketing • Digital PR Strategies • Case Studies of Successful Collaborations • Crisis Management in Digital PR	CO2
	Unit 3	**Video Marketing & Podcasting**	
	1	Video Content Strategy • YouTube Marketing • Short-Form vs. Long-Form Videos • Livestreaming Strategies	CO3
	2	• Podcasting as a Digital Strategy • Starting a Podcast (Equipment & Platforms) • Monetization of Podcasts • Promoting Podcasts on Social Media	CO3
	3	Interactive & AR/VR Content • Augmented Reality in Digital Marketing • Virtual Reality Storytelling • Interactive Ad Campaigns	CO3
	Unit 4	**Paid Advertising & Performance Marketing**	
	1	Google Ads & PPC Campaigns • What is paid advertising? • Google Ads & Social Media Ads (overview) • Keyword Planning & Bidding Strategies • Display & Video Advertising	CO4
	2	Social Media Advertising • Facebook, Instagram & LinkedIn Ads • Native Advertising & Sponsored Content • Target audience selection • Budgeting and ROI basics • Ad formats (display, video, sponsored posts)	CO4
	3	Programmatic Advertising & AI • Real-Time Bidding (RTB) • AI-Driven Advertising Tools	CO4

		• Ethical Considerations in AI Marketing	
	Unit 5	**E-commerce & Digital Sales Funnels**	
	1	E-commerce Marketing Strategies • What is e-commerce? • Platforms overview (Amazon, Shopify – conceptual) • Product promotion basics	CO5
	2	Sales Funnels & Lead Generation • Stages of a Digital Sales Funnel • Lead Magnets & Landing Pages, CRM & Lead Nurturing Strategies	CO5
	3	**Digital Campaign Strategy** • Planning a campaign, Campaign presentation • Setting goals & target audience, Content and platform selection • Introduction to subscription models, Drop shipping	CO6

	Mode of Examination		Jury/Practical/Viva		
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Digital Marketing For Dummies by Ryan Deiss & Russ Henneberry			
	Other References	• The Art of Digital Marketing **– *Ian Dodson*** • Epic Content Marketing **– *Joe Pulizzi***			

PO → **CO ↓**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	1	3	1	-	-	1	1	2	3
CO2	2	2	2	1	-	1	1	1	2	3
CO3	2	2	3	2	-	1	2	2	3	3
CO4	2	2	3	2	-	1	1	2	3	3
CO5	2	2	2	2	1	1	1	2	2	3
CO6	3	2	2	3	1	3	2	3	3	3
Average	**2.33**	**1.83**	**2.5**	**1.83**	**0.33**	**1.17**	**1.33**	**1.83**	**2.5**	**3.0**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**SKP1020**	
2	Course Name	**Communication Essentials - II**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**AEC**	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments using English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
6	Course Outcomes	**CO1:** At the end of the course a student will be able to interpret and apply correct sentence structure and punctuation as well as different parts of speech. **CO2:** At the end of the course a student will be able to analyze one's self and abilities through language learning and personality development. **CO3**: At the end of the course a student will be able to interpret and analyze self-strengths, evaluate weaknesses, utilize opportunities, and counter threats. **CO4:** At the end of the course a student will be able to evaluate people and situations and apply the knowledge to describe the same. **CO5:** At the end of the course a student will be able to examine and apply digital literacy platforms meaningfully for improving their social and professional lives **CO6:** At the end of the course a student will be able to relate the significance of Social and cultural etiquettes along with leadership, management and entrepreneurial skills	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Sentence Structure**	

	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	**Vocabulary Building & Punctuation**	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
	Unit 3	**Writing Skills**	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO3
	4	Digital Literacy | Effective Use of Social Media	CO3
	Unit 4	**Speaking Skill**	
	1	Self-introduction/Greeting/Meeting people – Self branding	
	2	Describing people and situations - To Sir With Love (Watching a Full-length Feature Film)	CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO4
	Unit 5	**Professional Skills | Career Skills**	
	1	Exploring Career Opportunities	CO5
	2	Brainstorming Techniques & Models	CO5
	3	Social and Cultural Etiquettes	CO5
	4	Internal Communication	CO5
	Unit 6	**Leadership and Management Skills**	
	1	Managerial Skills	CO5
	2	Entrepreneurial Skills	CO6

	Mode of Examination		Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	

	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	-	2	-	-	-	-	-	-
CO2	2	3	-	2	-	3	-	2	-	-
CO3	3	3	3	3	3	1	-	-	-	-
CO4	1	3	-	2		-	-	2	-	-
CO5	2	3	2	1	1	-	-	1	-	-
CO6	3	3	-	-	3	2	-	1	-	-
Average	**2.34**	**3**	**0.83**	**1.67**	**1.17**	**1**	**-**	**1**	**-**	**-**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: II**	
1	Course Code	**MOOC**	
2	Course Name	**MOOC/NPTEL**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	SEC/ Elective/ VAC/ RBL/ PBL	
5	Course Objective		
6	Course Outcomes		
7	Course Description		
8	**Outline Syllabus**		**CO Mapping**
	Unit 1-5	As per the course from MOOC NPTEL/Swayam	

TERM 3

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: III**	
1	Course Code	**JMP2101**	
2	Course Title	**Contemporary Issues & Gender Studies**	
3	Credits	**5**	
4	Contact Hours (L-T-P)	**0-4-2**	
	Course Type	**Core**	
5	Course Objective	1. Understand concepts of gender, identity, and inequality 2. Analyze contemporary gender issues in society and media. 3. Evaluate media representation of gender 4. Apply gender-sensitive approaches in media content 5. Critically assess policies and campaigns related to gender 6. Create gender-aware media content	
6	Course Outcomes	CO1: Describe the relation between media, society, and gender. CO2: Explain issues like gender sensitization and representation. CO3: Describe various facets of media and society with reference to gender. CO4: Identify how contemporary media technologies can be used to promote positive change and to study the agencies working on this. CO5: Explain the use of AI for gender based social campaigns CO6: Analyse and Design gender focused media campaigns	
7	Course Description	This course examines contemporary social issues through the lens of gender, focusing on representation, identity, and equality in media and society. Students will analyze media content, campaigns, and policies while developing sensitivity towards gender issues. The course encourages responsible journalism, ethical storytelling, and advocacy through media practices to address gender-based challenges in contemporary society. This aligns with SDG 5: Gender Equality by promoting inclusive representation, SDG 10: Reduced Inequalities by addressing social disparities, and SDG 16: Peace, Justice and Strong Institutions by encouraging ethical and responsible media practices for social change.	
8	Outline syllabus		CO Mapping
	Unit 1	**Understanding Gender & Society**	
	1	Concepts of gender, sex, identity, and stereotypes	CO1
	2	Gender roles, socialization, and patriarchy	CO1,CO2
	3	Feminist theories and intersectionality	CO2
	Unit 2	**Gender Issues in Contemporary Society**	
	1	Gender inequality, discrimination, and violence	CO2, CO5
	2	LGBTQ+ issues and gender diversity	CO2,CO3
	3	Gender, work, education, and economic participation	CO2,CO3

	Unit 3	**Gender & Media Representation**	
	1	Gender bias, objectification, and stereotypes in media	CO3
	2	Role of media in shaping gender narratives	CO3, CO5
	3	Case studies- Gender roles in film, TV, OTT, video games; AI generated characters and voices	CO3,CO4
	Unit 4	**Media, Policy & Advocacy**	
	1	Gender-related laws and policies (POSH, Domestic Violence Act, etc.)	CO5
	2	Gender-sensitive reporting and ethical journalism	CO4, CO5
	3	Gender-sensitive reporting and ethics	CO4,CO6
	Unit 5	**Gender, Digital Culture & Emerging Issues**	
	1	Gender in digital media: trolling, cyber harassment, cancel culture	CO2, CO5
	2	Influencer culture, body image, and identity politics	CO3,CO4
	3	Gender activism and social media campaigns Project : Develop a gender-sensitive media campaign**,** including: • Issue identification • Content creation (poster/video/social media) • Strategy and message	CO4,CO6

	Mode of examination	Practical		
	Weightage Distribution	CA	CE(Viva)	ETE
		30	30	40

	Text book/s*	• Nivedita Menon – *Seeing Like a Feminist* • Kamla Bhasin – *Understanding Gender* • Judith Butler – *Gender Trouble*
	Other Books	Simone de Beauvoir – *The Second Sex* bell hooks – *Feminism is for Everybody* • Laura Mulvey – *Visual Pleasure and Narrative Cinema* **E-Resources** • UN Women Reports • National Commission for Women (India)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	3	1	2	1	2	1
CO2	2	3	1	3	3	2	3	1	3	2
CO3	2	2	2	3	2	1	3	1	3	2
CO4	2	2	2	3	3	2	2	1	2	3
CO5	2	2	1	3	3	1	2	1	2	2
CO6	3	3	3	2	2	2	2	2	3	3
Average	**2.33**	**2.33**	**1.67**	**2.76**	**2.67**	**1.50**	**2.33**	**2.33**	**2.50**	**2.17**

School			**Sharda School of Media, Film& Entertainment**
Department			**Mass Communication**
Programme Code			**SDM0101**
Programme Name			**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor			**NA**
Batch: 2026-2030			**Semester: III**
1	Course Code		**JMP2103**
2	Course Title		**Mobile Journalism (MoJo)**
3	Credits		**5**
4	Contact Hours (L-T-P)		**0-4-2**
	Course Type		**Core**
5	Course Objective	The objective of this course is to: 1. To introduce students to the fundamental concepts of MoJo. 2. To understand different techniques of MoJo. 3. To familiarize the students with content production in MoJo. 4. To develop effective communication skills for academic and professional settings.	
6	Course Outcomes	CO1: Understand the concept and significance of mobile journalism CO2: Apply mobile reporting and storytelling techniques CO3: Shoot and record audio-visual content using smartphones CO4: Edit and produce content using mobile applications CO5: Analyze ethical and digital challenges in mobile journalism CO6: Create and publish professional mobile journalism content	
7	Course Description	This course introduces students to Mobile Journalism (MoJo), focusing on producing news and digital content using smartphones. It covers mobile reporting, shooting, editing, and publishing across digital platforms. Students learn to create real-time, engaging, and ethical content for social media and online news environments. This aligns with SDG 4: Quality Education by enhancing technical and creative skills, SDG 9: Industry, Innovation and Infrastructure through adoption of modern production technologies, and SDG 8: Decent Work and Economic Growth by preparing students for professional media careers.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Mobile Journalism (MOJO)**	**CO1**
	1	Concept, evolution, and significance of MOJO	
	2	Role of mobile journalism in digital media and newsrooms	**CO1, CO2**
	3	MOJO tools and equipment (smartphones, apps, accessories)	**CO2**
	Unit 2	**Mobile Reporting & Storytelling**	
	1	News gathering using mobile devices	**CO2**
	2	News gathering using mobile devices	**C02, CO6**
	3	Writing for mobile journalism (short-form storytelling)	**CO3, CO6**
	Unit 3	**Mobile Shooting Techniques**	
	1	Camera techniques: framing, angles, movements	**CO3**
	2	Lighting and composition using mobile devices	**CO3,CO4**
	3	Audio recording and mobile microphones	**CO3,CO4**
	Unit 4	**Mobile Editing & Publishing**	
	1	Editing apps for MOJO	**CO4**
	2	Adding text, captions, transitions, and effects	**CO4,CO6**
	3	Publishing on platforms (YouTube, Instagram, news portals)	**CO2,CO5,CO6**

	Unit 5	**MOJO in Practice & Emerging Trends**				
	1	Live reporting and real-time journalism				**CO2, CO6**
	2	Ethics, verification, and fake news challenges				**CO5**
	3	AI tools in mobile journalism (auto-editing, captions, voice tools)				**CO4,CO5**
	Mode of examination		JURY			
	Weightage Distribution	CA	CE(Viva)	ETE		
		30	30	40		
	Textbook/s*	• Ivo Burum – *MOJO: The Mobile Journalism Handbook* • Stephen Quinn – *Mobile Journalism*				
	Other References	• Andy Bull – *Multimedia Journalism* • Kevin Briggs – *Journalism Next*				

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PS01**	**PS02**
CO1	3	2	1	2	2	1	2	1	2	1
CO2	3	3	2	2	2	2	2	1	3	2
CO3	2	2	3	2	1	2	2	1	3	3
CO4	2	2	3	3	2	1	2	1	3	3
CO5	2	2	2	3	3	1	2	1	2	2
CO6	3	3	3	2	2	2	2	2	3	3
Average	**2.50**	**2.33**	**2.33**	**2.00**	**2.00**	**1.50**	**2.0**	**1.17**	**2.67**	**2.33**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: III**
1	Course Code	**JMP2105**
2	Course Title	**Digital Marketing & Emerging Technologies**
3	Credits	**3**
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	**Core Minor**
5	Course Objective	The objective of this course is to: 1. To impart advance concepts digital media marketing 2. To make students aware about creating digital marketing strategies.
6	Course Outcomes	After completing the course, the student will be able to CO1: Understand data analytics in digital marketing. CO2: Illustrate the concept of AI & Automation in Digital Marketing. CO3: Analyse Digital Marketing Laws & Ethics. CO4: Identify Digital Marketing Case Studies. CO5: Perceive knowledge on Freelancing & Career Opportunities. CO6: Formulate dummy Personal Brand Online.
7	Course Description	The course provides advanced understanding of data-driven digital marketing integrated with AI and automation tools. It enables students to analyze marketing analytics, legal and ethical frameworks, and real-world case studies while exploring freelancing and career opportunities in the digital ecosystem. The course also emphasizes personal branding and strategic online presence. This aligns with SDG 4: Quality Education by developing advanced digital competencies, SDG 8: Decent Work and Economic Growth by fostering employability and entrepreneurial skills, and SDG 9: Industry, Innovation and Infrastructure through the application of emerging technologies in marketing practices.

8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Data Analytics in Digital Marketing**	
	1	Introduction to digital data & its importance	CO1
	2	Overview of Google Analytics & social media insights	CO1
	3	Basic metrics: traffic, engagement, conversions, interpreting data & understanding audience behavior	CO1
	Unit 2	**AI & Automation in Digital Marketing**	
	1	AI Tools for Content Creation & SEO	CO2
	2	Chatbots & AI-Powered Customer Support	CO2
	3	Automation in Email & Social Media Marketing	CO2
	Unit 3	**Digital Marketing Laws & Ethics**	
	1	Privacy Laws (GDPR, CCPA)	CO3
	2	Copyright & Intellectual Property in Digital Content	CO3

	3	Ethical Digital Marketing Practices			CO3
	Unit 4	**Digital Marketing Case Studies**			
	1	Success Stories in Digital Branding			CO4
	2	Failure Case Studies & Lessons Learned Budgeting & ROI Calculation			CO4
	3	Innovative Campaigns & Viral Trends			CO4
	Unit 5	**Freelancing & Career Opportunities**			
	1	Building a Digital Marketing Portfolio			CO5
	2	Freelancing Platforms & Remote Work			CO5
	3	Creating a Personal Brand Online, Personal branding.			CO6
	Mode of examination	JURY			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Digital Marketing For Dummies by Ryan Deiss & Russ Henneberry			
	Other References	**2. "The Art of Digital Marketing" – *Ian Dodson*** **3. "Epic Content Marketing" – *Joe Pulizzi***			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	3	1	3	2	-	-	2	1	2	3
CO2	2	1	3	2	-	-	2	2	2	3
CO3	2	2	1	2	3	-	2	1	2	2
CO4	2	2	1	2	-	-	2	2	2	2
CO5	1	2	1	1	1	3	1	3	1	2
CO6	2	2	2	2	1	3	2	3	2	3
Average	2.0	1.67	1.83	1.83	0.83	1.0	1.83	2.0	1.83	2.5

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: III**	
1	Course Code	**JMP2107**	
2	Course Title	**Ethical Journalism and Media Compliance**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**Core**	
5	Course Objective	Objective of this course is to: 1. Provide a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. Make students aware about press laws and ethical issues and professional practices in media. 3. Inculcate the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
6	Course Outcomes	The student will be able to CO1: Define the Media Roles, Responsibilities and Privileges and its need to empower democracy. CO2: Summarize the knowledge of Indian Media and the State CO3: To gain knowledge of new age broadcasting laws to regulate media Industry. CO4: To understand the Regulatory Bodies in managing professional Code. CO5: Evaluate the provisions of Cyber law and their application CO6: To know about Social Media and OTT self-regulation.	
7	Course Description	The course provides a comprehensive understanding of media laws, ethical frameworks, and regulatory mechanisms governing print, electronic, and digital media in India and globally. It equips students with knowledge of professional responsibilities, press laws, cyber regulations, and self-regulatory practices in emerging platforms such as social media and OTT. The course fosters critical awareness of ethical decision-making and accountability in journalism. This aligns with SDG 16: Peace, Justice and Strong Institutions by promoting transparent and responsible media practices, SDG 4: Quality Education through legal literacy, and SDG 10: Reduced Inequalities by supporting fair and inclusive media representation.	
8	Outline syllabus		CO Mapping
	Unit 1	**Indian Media and the Constitution**	
	1	Media Roles, Responsibilities and Privileges	CO1
	2	Fundamental Rights, Directive Principles of State Policy	C01
	3	Media Freedom in a Democracy	C01
	Unit 2	**Indian Media and the State**	
	1	Parliamentary Privileges and Contempt of Court	C02
	2	Official Secrets Act, Sedition laws, Defamation	C02
	3	Working Journalists Act, Copyright Act, Right to Information	C02
	Unit 3	**Broadcasting Law**	

	1	Press Council of India, Prasar Bharati Act, Cable TV Network(Regulation) Act			C03
	2	Advertising code, Cinematography Act 1952			C03
	3	Film Censorship			C03
	Unit 4	**Regulatory Bodies**			
	1	Advertising Council of India			C04
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning			C04
	3	Code of Ethics: Press Council of India, AIR & Doordarshan Code,			CO4
	Unit 5	**Cyber Law**			
	1	IT Act of 2000; Amendment of IT Act in 2008			CO5
	2	Cybercrime & Measures against Digital Piracy			CO5
	3	Social Media and OTT self-regulation			CO6
	Mode of examination		Jury/Practical		
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Introduction to Media Laws and Ethics - Dr. Juhi P. Pathak, Shipra Publications, New Delhi.			
	Other References	1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Law and Ethics by M Neelamalar 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R. 6. Freedom and Fraud of the Press by Ghosh, Kekar 7. Press and Press Laws in India by Ghosh, Hemendra Prasad 8. Media Ethics and Laws by Jan R. Hakeculdar 9. The Media in your life by Jean Folkerts.			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	-	2	3	1	1	1	2	2
CO2	3	2	-	1	2	-	1	1	2	2
CO3	2	1	2	2	2	-	1	1	2	2
CO4	2	2	-	2	3	1	1	1	2	2
CO5	2	2	2	3	3	-	2	2	2	2
CO6	2	2	2	1	3	1	1	2	2	3
Average	2.33	1.83	1.0	1.83	2.67	0.5	1.17	1.33	2.0	2.17

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: III**	
1	Course Code	**MOOC**	
2	Course Name	MOOC/NPTEL	
3	Credits	3	
4	Contact Hours (L-T-P)	Contact Hours (L-T-P)	
	Course Type	**Core**/ AEC/ SEC/ Elective/ VAC/ RBL/ PBL	
5	Course Objective		
6	Course Outcomes		
7	Course Description		
8	**Outline Syllabus**		**CO Mapping**
	Unit 1-5	As per the course from MOOC NPTEL/Swayam	

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: III**	
1	Course Code	**RBL001**	
2	Course Title	**Research Based Learning – I**	
3	Credits	**0**	
4	Contact Hours (L-T-P)	**0-0-2**	
	Course Type	**AEC**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course focuses on developing foundational research competencies by encouraging students to identify, analyze, and address media-related issues through systematic inquiry. It enhances critical thinking, problem-solving, and academic writing skills while fostering curiosity about the relationship between media and society. Students learn to design, evaluate, and present research projects with ethical rigor. This aligns with SDG 4: Quality Education by strengthening research and analytical abilities, SDG 9: Industry, Innovation and Infrastructure through promoting innovation and inquiry, and SDG 16: Peace, Justice and Strong Institutions by encouraging ethical and responsible research practices in society.	
8	Outline syllabus		CO Mapping
	Unit 1	● Start of Project/ Dissertation	**CO1**
	Unit 2	● List of Project/ Dissertation proposal area shall be floated to the students	**CO2**
	Unit 3	● Mutual Agreement signed between Supervisor & Student	**CO3**
	Unit 4	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	**CO4**

	Unit 5	• First Review of Topic • Second Review of Topic • Approval of Topic • Mapping of Dissertation/ Projects to PO-PSO	**CO5,C06**
	Mode of examination	Only An Audit course	
	Breakage Distribution	CA 30 CE(Viva) 30 ETE (40)	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3
Average	**3**	**3**	**2.84**	**2.17**	**2.17**	**2.5**	**3**	**3**	**2**	**3**

TERM 4

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: IV**	
1	Course Code	**JMP2102**	
2	Course Title	**Media Entrepreneurship & Startup Development**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**0-3-2**	
	Course Type	**Core**	
5	Course Objective	The objective of this course is: • To develop entrepreneurial thinking within media and communication contexts • To understand media business models and revenue streams • To enable students to create and manage media startups • To build skills in pitching, branding, and monetization • To integrate digital tools and innovation in media ventures	
6	Course Outcomes	**CO1:** Understand fundamentals of entrepreneurship in media industries **CO2:** Analyze media business models and startup ecosystems **CO3:** Develop viable media startup ideas and strategies **CO4:** Design business plans and revenue models **CO5:** Pitch and present media ventures effectively **CO6:**Apply digital tools and platforms for media entrepreneurship	
7	Course Description	This course equips students with the knowledge and skills required to conceptualize, develop, and manage entrepreneurial ventures in the media and creative industries. It explores media business models, digital platforms, content monetization strategies, and startup ecosystems. Through practical assignments and a capstone project, students learn to create innovative media solutions, develop business plans, and pitch viable startup ideas using contemporary tools, including AI and digital technologies. This Course aligns with SDG 8: Decent Work and Economic Growth, SDG 9: Industry, Innovation, and Infrastructure, SDG 4: Quality Education	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Media Entrepreneurship**	
	1	Concept of entrepreneurship in media	CO1
	2	• Startup ecosystem in media & entertainment • Identifying opportunities in digital media	CO1
	3	• Case studies of successful media startups • Assignment: Identify 3 startup ideas in media (pitch note)	CO1, CO2
	Unit 2	**Media Business Models & Revenue Streams**	
	1	Traditional vs digital media business models	CO2
	2	Revenue streams: Ads, subscription, OTT, Influencer Economy, Branding & Positioning	CO2
	3	• Content monetization strategies • Assignment: Analyze revenue model of a platform (YouTube/OTT/news portal)	CO2
	Unit 3	**Startup Planning & Strategy**	
	1	Business plan development	CO3

	2	Target audience & market research, Competitor analysis, Legal & ethical aspects	CO3, CO4, CO5
	3	Assignment**:** Develop a detailed business plan (group work)	CO4, CO5
	Unit 4	**Startup Planning, Innovation, and Digital Tools**	
	1	Business plan development and value proposition	CO4
	2	Role of AI and digital tools in media entrepreneurship	CO4, CO5
	3	• Legal, ethical, and sustainability issues in startups • Assignment: Build a basic prototype such as a channel concept, digital page, podcast identity, or media app idea with a short plan.	CO5, CO6
	Unit 5	**Project: Media Startup Pitch**	
	1	Finalization of startup idea and target market, Integration of business plan, branding, and revenue model	CO5
	2	Pitch deck preparation and investor communication, Finalization of startup idea and target market	CO6
	3	Assignment**:** Develop and pitch a complete media startup plan with branding kit, business model canvas, prototype, and pitch deck	CO6

	Mode of examination	**JURY**			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	

Text book/s*	• Ferrier, M. & Mays, E. – *Media Innovation and Entrepreneurship* • Connock, A. – *Entrepreneurship in Media and Entertainment*
Other References	• Ries, E. – *The Lean Startup* • Drucker, P. – *Innovation and Entrepreneurship* • Briggs, M. – *Entrepreneurial Journalist's Toolkit*

POs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	2	2	3	0	3	2	1	1	0	1
CO2	1	3	2	2	0	1	2	1	0	2
CO3	0	2	2	3	2	3	3	2	0	2
CO4	2	2	3	3	0	2	3	2	1	3
CO5	2	3	2	2	1	3	2	2	1	2
CO6	1	2	3	2	1	2	2	3	1	2
Average	**1.33**	**2.33**	**2.5**	**2.0**	**1.17**	**2.17**	**2.17**	**1.83**	**0.5**	**2.0**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: IV**
1	Course Code	**JMP2104**
2	Course Title	**Radio: Podcast and Audio Content Production**
3	Credits	**5**
4	Contact Hours (L-T-P)	**0-4-2**
	Course Type	**Core**
5	Course Objective	**The objective of this course is to:** **1** To equip students with the knowledge and skills required to create high-quality audio content, covering the entire podcast production process from ideation and scripting to recording, editing, and distribution. **2** To develop an understanding of audience engagement, storytelling techniques, and monetization strategies, enabling students to produce compelling and marketable podcasts for various platforms.
6	Course Outcomes	After completing the course, students will be able to CO1: **Explain** the fundamental concepts of podcasting, including its history, types, and audience engagement strategies. CO2: **Understand** the key elements of audio storytelling and pre-production planning, including scripting, research, and content structuring. CO3: **Demonstrate** proficiency in using audio recording and editing software to produce high-quality podcast content. CO4: **Examine** different podcast formats and identify best practices in sound design, editing techniques, and audience engagement strategies. CO5: **Assess** the effectiveness of a podcast episode by critiquing sound quality, storytelling techniques, and distribution strategies. CO6: **Produce** a fully developed podcast episode, incorporating scripting, recording, editing, and marketing strategies for distribution on digital platforms.
7	Course Description	The course will equip students with comprehensive skills in creating, producing, and distributing high-quality audio content across digital platforms. It focuses on podcasting fundamentals, storytelling techniques, scripting, recording, editing, and audience engagement, along with strategies for monetization and distribution. Through practical exposure, students develop the ability to produce compelling and market-ready podcasts. This aligns with SDG 4: Quality Education by enhancing creative and technical competencies, SDG 9: Industry, Innovation and Infrastructure using digital audio technologies, and SDG 8:

		Decent Work and Economic Growth by fostering employability and entrepreneurial opportunities in the media industry.				
8	**Outline syllabus**					**CO Mapping**
	Unit 1	**Evolution of Radio, Podcasting & RJ Culture**				
	1	History of radio broadcasting and podcasting				CO1
	2	Rise of FM radio and RJ culture, Podcast ecosystem and formats				CO1
	3	Audience engagement and listening behavior **Suggested Assignment:** Analyze a popular radio show and identify RJ style and audience connect				CO1
	Unit 2	**Audio Writing, Scripting & RJ Presentation**				
	1	Writing for the ear (conversational style), Script formats for radio and podcasts				CO2
	2	RJ talk breaks, linking, and show structuring, Voice modulation, pronunciation, and spontaneity.				CO2
	3	**Suggested Assignment:** Write a radio show script including RJ links and Record a 3–5-minute RJ-style presentation				CO2
	Unit 3	**Audio Production & Studio Techniques**				
	1	Basics of sound and microphones, acoustics, and sound quality				CO3
	2	Recording & editing techniques for clear and professional sound, AI-driven Editing tools, Ethical considerations				CO3
	3	Voice modulation, pronunciation, and storytelling techniques Suggested Assignment: 1. Record and edit an RJ show segment 2. Create a sound-based storytelling piece				CO3
	Unit 4	**Podcast & Radio Show Production**				
	1	Program formats: music shows, talk shows, interviews				CO4
	2	Podcast production workflow				CO4
	3	Hosting and distribution platforms				CO4
	Unit 5	**Advanced Practices & Industry Trends**				
	1	RJ personality development and audience engagement				CO5
	2	Monetization and sponsorships, Analytics and audience feedback, AI tools in audio production				CO5
	3	**Project:** Students will produce a **complete audio show portfolio** including: • RJ-led radio show (live or recorded) • Podcast episode (scripted and edited) • Audio branding and promotion plan.				CO6
	Mode of examination	Jury/Practical				
	Weightage Distribution	CA	CE(Viva)	ETE		
		30	30	40		
	Textbook/s*	**Sound Reporting: The NPR Guide to Audio Journalism and Production –** *Jonathan Kern* **Publisher:** University of Chicago Press				

	Other References	▪ **Out on the Wire: The Storytelling Secrets of the New Masters of Radio –** *Jessica Abel*, **Publisher:** Broadway Books (Penguin Random House) ▪ **Podcasting For Dummies –** *Tee Morris & Chuck Tomasi* For Dummies (John Wiley & Sons) ▪ **Sound Reporting: The NPR Guide to Audio Journalism and Production –** *Jonathan Kern* **Publisher:** University of Chicago Press ▪ **"Mass Communication in India"** – Keval J. Kumar *Explores the evolution of mass media in India, including the rise of digital audio platforms and podcasting trends.*

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	3	2	1	2	1	2	1
CO2	2	3	2	2	2	2	3	1	3	3
CO3	2	3	3	2	1	2	2	1	3	3
CO4	2	2	3	3	2	1	2	1	2	2
CO5	2	2	1	3	3	1	2	1	1	1
CO6	3	3	3	2	2	2	3	2	3	3
Average	**2.33**	**2.50**	**2.17**	**2.50**	**2.00**	**1.50**	**2.33**	**1.17**	**2.17**	**2.50**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: IV**	
1	Course Code	**JMP2106**	
2	Course Title	**Advertising: Principles & Practices**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**Core**	
5	Course Objective	The objective of this course is to: 1. To understand the fundamentals of advertising and its role in marketing communication 2. To develop creative and strategic thinking for advertising campaigns 3. To familiarize students with media planning and digital advertising tools 4. To analyze consumer behavior and brand positioning 5. To create industry-relevant advertising content	
6	Course Outcomes	After completing the course, the student will be able to - CO1-Understand principles and evolution of advertising CO2-Apply creative strategies in advertisement development. CO3-Analyze consumer behavior and target audiences CO4 -Develop advertising campaigns across media platforms CO5-Evaluate advertising effectiveness and ethics. CO6-Create professional advertising content and portfolio	
7	Course Description	This course introduces the principles and practices of advertising in a digital and socially responsible media environment. It focuses on consumer behaviour, creative strategy, media planning, and integrated campaign development across traditional and digital platforms. The course encourages ethical advertising practices, critical thinking, and responsible communication aligned with SDG 4 (Quality Education)**,** SDG 8 (Decent Work & Economic Growth)**,** and SDG 12 (Responsible Consumption & Production)**.** Students will develop creative and professional skills to design impactful advertising content while understanding the role of media in promoting sustainable development and informed consumer choices in society.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Advertising Basics**	
	1	Meaning, nature, scope, and evolution of advertising, Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO1
	2	Types of advertising: commercial, social, political, Role of advertising in marketing communication & ethics	CO1
	3	**Suggested Assignments:** Analyze two advertisements based on objective and appeal	CO1
	Unit 2	**Consumer Behaviour & Brand Strategy**	
	1	Consumer decision-making process and influencing factors	CO2

	2	Segmentation, Targeting, Positioning (STP), Brand identity, image, and emotional vs rational appeals	CO2
	3	**Suggested Assignments:** Create a consumer persona, and Analyze brand positioning of a selected product	CO2
	Unit 3	**Creative Strategy & Copywriting**	
	1	Creative thinking, idea generation, Copywriting techniques: headlines, slogans, body copy	CO3
	2	Visual storytelling and elements of design in advertising	CO3
	3	**Suggested Assignments:** Create a print advertisement, and write 5 slogans for a product	CO3
	Unit 4	**Media Planning & Digital Advertising**	
	1	Media planning, media mix, and scheduling	CO4
	2	Digital advertising: social media, influencer marketing	CO4
	3	Basics of SEO, content marketing, and online campaigns	CO4
	Unit 5	**Integrated Advertising Campaign Planning & Execution**	
	1	Campaign planning, budgeting, and execution process	CO6
	2	Measuring effectiveness: ROI, engagement, analytics	CO5
	3	Emerging trends: AI, programmatic advertising, case studies	CO5
	Mode of examination	Jury/Practical	

Weightage Distribution	CA	CE(Viva)	ETE	
	30	30	40	

Text book/s*	1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. 2. Advertising Management,-2010, Jaishri , Jethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press.
Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PSO1	PSO2
CO1	3	3	3	2	3	2	2	3	3	1
CO2	3	2	2	2	3	2	3	1	2	2
CO3	3	3	3	3	2	2	3	2	2	1
CO4	3	3	2	2	2	2	2	3	2	3
CO5	3	2	3	3	3	3	2	1	3	3
CO6	3	3	2	3	2	3	2	2	3	2
Average	**3**	**2.34**	**2.34**	**2**	**2.5**	**2**	**2.5**	**2.5**	**2.34**	**2.34**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: IV**	
1	Course Code	**JMP2108**	
2	Course Title	**Strategic Management: Public Relations & Corporate Communication**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-2-2**	
5	Course Type	**Core**	
6	Course Objective	The objective of this course is to: 1. To understand the principles, theories, and ethics of public relations and corporate communication. 2. To develop strategic communication and reputation management skills. 3. To apply research and planning techniques in real-world PR campaigns	
7	Course Outcomes	After completing the course, the student will be able to - **CO1.** Explain the role of PR and corporate communication in organizational strategy and public engagement. **CO2.** Design and execute communication plans for diverse stakeholders. **CO3.** Manage media relations, press conferences, and crisis communication. **CO4.** Apply digital tools and analytics in corporate communication campaigns. **CO5.** Evaluate ethical, social, and cultural aspects of PR practices. **CO6.** Produce PR campaigns integrating CSR, branding, and corporate reputation.	
8	Course Description	The course inculcates a comprehensive understanding of strategic communication, reputation management, and stakeholder engagement in organizational contexts. It equips students with skills to design and implement PR campaigns, manage media relations and crises, and utilize digital tools for effective communication. The course also emphasizes ethical, social, and cultural dimensions of public relations. This aligns with SDG 4: Quality Education by enhancing professional communication skills, SDG 8: Decent Work and Economic Growth by preparing students for industry roles, and SDG 16: Peace, Justice and Strong Institutions by promoting transparent, ethical, and responsible communication practices.	
9	Outline syllabus		CO Mapping
	Unit 1	**Public Relation: An Introduction**	
	1	PR: Concept and Principles	CO1
	2	Origin and Development of PR	CO1
	3	PR in Public Sector and PR in Private Sector	CO1
	Unit 2	**Writing and Editing Skills in Public Relation**	
	1	Multi News Release, Press Release	CO2
	2	House Journal, Press Conference	CO2
	3	• Bulletin Board, Backgrounders • Prepare a **press release** announcing a new CSR initiative.	CO2

	Unit 3	**Strategic Public Relation & Corporate Communication**	
	1	• Political and Civic Communication • Internal and External Communication	CO3
	2	Steps in PR campaign planning: research, objective, strategy, execution, evaluation	CO3
	3	Create a Public Relations Campaign	CO3
	Unit 4	**Digital and Crisis Communication**	
	1	Digital PR: online reputation management, social media engagement, influencer relations	CO4
	2	Use of AI and analytics in PR decision-making	CO4
	3	• Crisis communication: issues management, reputation recovery, and damage control • Case studies: handling PR crises in the digital age (e.g., Zomato, Indigo, Meta)	CO4
	Unit 5	**CSR, Ethics, and Global Trends**	
	1	Corporate Social Responsibility (CSR) and sustainability communication	CO5
	2	Ethics, transparency, and accountability in PR practices	CO5
	3	• Emerging trends: ESG (Environmental, Social, Governance), AI-based stakeholder analytics, and brand activism. • Create a **CSR communication plan** aligned with UN Sustainable Development Goals (SDGs).	CO6

10	Mode of examination	Theory		
11	Weightage Distribution	CA	CE(Viva)	ETE
		30	30	40
12	Text book/s*	Public Relation By J. Jethawaney, N.D. Phinix, New Delhi		
13	Other References	1. The Public Relation Handbook, Alison Theaker, Routeledge 2. Sage Handbook of Public Relations, Robet L. Heath 3. Jansampark By Gulab Kothari, Patrika Publication, Jaipur 4. Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch		

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PSO1	PSO2
CO1	2	2	2	2	3	3	3	1	2	2
CO2	3	3	3	3	3	2	2	2	3	3
CO3	2	3	2	3	2	2	3	3	2	2
CO4	3	3	3	1	2	1	2	1	3	2
CO5	2	2	3	2	1	2	3	3	2	2
CO6	3	3	2	2	3	2	3	2	3	3
Average	**2.5**	**2.67**	**2.5**	**2.17**	**2.34**	**2**	**2.67**	**2**	**2.5**	**2.34**

School			**Sharda School of Media, Film& Entertainment**
Department			**Mass Communication**
Programme Code			**SDM0101**
Programme Name			**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor			**NA**
Batch: 2026-2030			**Semester: IV**
1	Course Code		**JMP2110**
2	Course Title		**Project in Digital Marketing**
3	Credits		**3**
4	Contact Hours (L-T-P)		**0-2-2**
	Course Type		**Core**
5	Course Objective	The objective of this course is to: 6. To impart advance concepts digital media marketing 7. To make students aware about creating digital marketing strategies.	
6	Course Outcomes	After completing the course, the student will be able to CO1: Understand data analytics in digital marketing. CO2: Illustrate the concept of AI & Automation in Digital Marketing. CO3: Analyse the Digital Marketing Laws & Ethics. CO4: Identify Digital Marketing Case Studies. CO5: Perceive knowledge on Freelancing & Career Opportunities. CO6: Formulate dummy Personal Brand Online.	
7	Course Description	The course provides hands-on exposure to advanced digital marketing practices through project-based learning. It enables students to apply data analytics, AI and automation tools, and strategic thinking to real-world marketing scenarios. The course also emphasizes legal, ethical, and professional aspects while encouraging learners to explore freelancing opportunities and build personal brands online. This aligns with SDG 4: Quality Education by enhancing practical and analytical skills, SDG 8: Decent Work and Economic Growth by fostering employability and entrepreneurship, and SDG 9: Industry, Innovation and Infrastructure through the application of innovative digital marketing technologies.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Project Preparation**	
	1	Choosing a Real-World Project (Brand, startup	CO1
	2	Goals and target audience, Competitor analysis, Platform selection	CO1
	3	Execution & Performance Metrics	CO1
	Unit 2	**Advanced Social Media Strategy**	
	1	Content planning (social media, blog, video), multi-platform strategy, Branding consistency	CO2
	2	Crisis Management in social media	CO2
	3	Social Media Monetization	CO2
	Unit 3	**Campaign Execution and Tools**	
	1	Running social media campaigns, Using tools (Canva, AI tools, scheduling tools)	CO3
	2	Engagement and audience interaction	CO3
	3	Tracking performance, The Future of Search & AI	CO3
	Unit 4	**Performance Analysis & Optimization**	

	1	Measuring results (reach, engagement, conversions)	CO4
	2	Identifying strengths & weaknesses Improving campaign performance	CO4
	3	Ethical considerations in campaigns, Cultural Sensitivity in Branding	CO4
	Unit 5	**Final Project**	
	1	Creating a digital portfolio (blog/social/project), Personal branding (LinkedIn/profile building)	CO5
	2	Final project Report	CO5
	3	Presentation	CO6

	Mode of examination	JURY			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Digital Marketing For Dummies by Ryan Deiss & Russ Henneberry			
	Other References	**4.** "The Art of Digital Marketing" **– *Ian Dodson*** **5.** "Epic Content Marketing" **– *Joe Pulizzi***			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	3	1	3	2	-	-	2	1	2	3
CO2	2	1	3	2	-	-	2	2	2	3
CO3	2	2	1	2	3	-	2	1	2	2
CO4	2	2	1	2	-	-	2	2	2	2
CO5	1	2	1	1	1	3	1	3	1	2
CO6	2	2	2	2	1	3	2	3	2	3
Average	**2.0**	**1.67**	**1.83**	**1.83**	**0.83**	**1.0**	**1.83**	**2.0**	**1.83**	**2.5**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: IV**
1	Course Code	**CCP104**
2	Course Title	**Community Connect**
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-2-0**
	Course Type	**AEC**
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	On completion of the course, the student will be able to CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7.1	**T**heme	**Major Sub-themes for research:** ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time).

		● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. ● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	Abstract(250 words) a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report h. Methodology i. Results, finding, conclusion j. Recommendation/plan of action k. References l. Appendices Note: Research report should base on primary data.
8.4	Guideline for Report Writing	**Title Page: The following elements must be included:** Title of the article; Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); Name of the faculty guide and Co-guide Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper. **Text: Manuscripts should be submitted in Word.** ● Use a normal, plain font (e.g., 12-point Times Roman) for text. ● Use italics for emphasis. ● Use the automatic page numbering function to number the pages. Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) **Reference list:** ● The list of references should only include works that are cited in the text and that have been published or accepted for publication. ● The entries in the list should be in alphabetical order.

		Journal article ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992) ● Book chapter ● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002) ● Online document ● Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 ● Always use the standard abbreviation of a journal's name according to the ISSN List of Title Word Abbreviations, see ● www.issn.org/2-22661-LTWA-online.php ● For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. ● End Note style (zip, 2 kB)
8.5	Format:	**The report should be Spiral/ hardbound** ● The Design of the Cover page to report will be given by the Coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	**I**mportant Dates:	1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) CA 30 CE(Viva) 30 ETE (40)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	1	1	3	2	2	1	3	1	2
CO2	2	2	2	2	3	1	2	3	2	2
CO3	2	3	2	3	3	3	3	2	2	1
CO4	3	2	3	3	3	2	3	2	2	3
CO5	3	3	3	2	3	3	3	2	3	2
CO6	2	3	2	1	1	2	3	3	3	3
Average	**2.17**	**2.34**	**2.17**	**2.34**	**2.5**	**2.17**	**2.5**	**2.5**	**2.17**	**2.17**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: IV**	
1	Course Code	**RBL002**	
2	Course Title	**Research Based Learning – II**	
3	Credits	**1**	
4	Contact Hours (L-T-P)	**0-0-2**	
	Course Type	**AEC**	
5	Course Objective	The objective of this course is to: 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem-solving skills of the students.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research. CO2. Demonstrate understanding of research and apply it. CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course advances students' research competencies by emphasizing independent inquiry, critical analysis, and application of research methodologies in media and communication studies. It enables learners to identify relevant research problems, evaluate and refine their projects, and present findings with academic rigor and ethical responsibility. The course fosters deeper engagement with societal issues and encourages evidence-based problem-solving. This aligns with SDG 4: Quality Education by strengthening advanced research skills, SDG 9: Industry, Innovation and Infrastructure through promoting innovation and inquiry, and SDG 16: Peace, Justice and Strong Institutions by encouraging ethical, transparent, and responsible research practices.	
8	Outline syllabus		CO Mapping
	Unit 1	● Dissertation/ Project Monitoring Stage	**CO1**
	Unit 2	● Progress of Project/ Dissertation after topic approval	**CO2**
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval	**CO3**

	Unit 4	● First Review of the project by internal committee (R1)			**CO4**
	Unit 5	● Second Review of the project by internal committee (R2)			**CO5, CO6**
	Mode of examination	Audit course			
	Weightage Distribution	CA - 30	CE (Viva) – 30	ETE – 40	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	2	3	3	3	2	2
CO2	3	2	3	2	2	3	3	3	2	3
CO3	2	2	3	2	2	3	3	3	2	3
CO4	1	2	3	3	2	2	3	2	2	1
CO5	3	3	2	2	3	2	2	2	3	2
CO6	3	2	3	3	2	2	3	2	2	3
Average	**2.5**	**2.17**	**2.84**	**2.17**	**2.17**	**2.5**	**2.84**	**2.5**	**2.17**	**2.34**

Term 5

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: V**
1	Course Code	**JMP3101**
2	Course Title	**International and Intercultural Communication**
3	Credits	**4**
4	Contact Hours (L-T-P)	**0-3-2**
	Course Type	**Core Elective**
5	Course Objective	The objective of this course is to: 1. Expose students to the role of mass media in a global context 2. Introduce international/transnational media organizations 3. Understand the debate on new world information and communication order 4. Look at globalization and its outcomes in developing nations. 5. Understand the basic concept of intercultural communication.
6	Course Outcomes	After completing the course, the student will be able to CO1: Tell the History of world media. CO2: Explain the meaning of international relationship. CO3: Analyze the diplomatic relationship of countries across the world. CO4: Build and in-depth understanding Intercultural Communication. CO5: Categorize different communication theories related to international communication CO6: Evaluate and discuss the concept of diversity and underlying unity in Indian culture
7	Course Description	The course explores the role of media in a globalized world, focusing on international media systems, cross-cultural interactions, and communication theories. It enables students to understand global media history, diplomatic relations, and the impact of globalization on developing societies. The course also fosters awareness of cultural diversity, intercultural sensitivity, and unity within diversity. This aligns with SDG 4: Quality Education by promoting global knowledge, SDG 10: Reduced Inequalities by encouraging intercultural understanding, and SDG 16: Peace, Justice and Strong Institutions by strengthening dialogue and cooperation across cultures and nations.
8	**Outline syllabus**	**CO Mapping**
	Unit 1	Introduction to International and Intercultural Communication	
	1	Definition and scope of international and intercultural communication	CO1
	2	Key concepts: culture, identity, cultural competence	CO1
	3	Theories of intercultural communication: cultural dimensions, uncertainty reduction, communication accommodation	CO1
	Unit 2	**Intercultural Communication Competence**	
	1	Strategies for improving intercultural communication competence	CO2

	2	Cultural adaptation and adjustment in intercultural encounters	CO2
	3	Overcoming intercultural communication barriers: stereotypes, prejudice, and ethnocentrism	CO2
	Unit 3	**International/Transnational Organizations**	
	1	News Agencies – Evolution and Functions	CO3
	2	Non-Aligned News Agencies Pool (NANAP) -operations, success and failure.	CO3
	3	New International Information and Economic order Demand for NWICO.	CO3
	Unit 4	**Key Concepts in Intercultural Communication**	
	1	Key Concepts – Communication, Culture, Cross-Cultural and Inter-Cultural Communication.	CO4
	2	Culture- Definition, Components of Culture.	CO4
	3	Barriers to Intercultural Communication.	CO4
	Unit 5	**Variables of Intercultural Communication**	
	1	Ethnocentric Impulse and Cultural Shock.	CO5
	2	Cultural translation, Intercultural Conflict, Intercultural Relationships and cultural adaptation.	CO5
	3	Development model of Intercultural Sensitivity by MJ Bennet.	CO6

	Mode of examination	JURY			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	

Text book/s*	An Introduction to Intercultural Communication: Identities in a Global Community by Fred E. Jandt
Other References	1. Intercultural Communication: The Indian Context by Ramesh N Rao 2. Intercultural Communication in Context by Judith Martin and Thomas Nakayama

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	3	3	3	3	3	3
CO2	2	3	2	2	3	2	2	2	2	3
CO3	3	3	3	2	3	3	2	3	2	2
CO4	2	3	2	3	2	3	3	2	3	3
CO5	3	2	3	3	3	3	3	3	3	2
CO6	3	2	3	2	2	2	3	2	1	3
Average	**2.67**	**2.5**	**2.67**	**2.5**	**2.67**	**2.67**	**2.67**	**2.5**	**2.34**	**2.67**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: V**	
1	Course Code	**JMP3103**	
2	Course Title	**Media: Sociology & Psychology**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**0-3-2**	
	Course Type	**Core Elective**	
5	Course Objective	The objective of this course is to: 1. Familiarize the student with the sociology and psychology of media. 2. Demonstrate how theories from sociology and psychology apply to media and emerging technologies, including persuasion, attention, social influence, cognition, engagement and emotion	
6	Course Outcomes	The student will be able to CO1 Explain and relate media and society CO2: Develop an understanding of sociology of mass media. CO3: Outline effects of media content in different genres. CO4: Develop an understanding of media psychology. CO5: Evaluate the psychology of media audiences. CO6: Perceive the knowledge of sociology and psychology of media.	
7	Course Description	The course explores the dynamic relationship between media, society, and human behavior by integrating sociological and psychological perspectives. It enables students to understand media influence, audience behavior, cognition, emotion, and social structures across various media forms and genres. The course also examines how emerging technologies shape perception and engagement. This aligns with SDG 4:Quality Education by strengthening analytical and interdisciplinary understanding, SDG 10: Reduced Inequalities by examining social structures and representation, and SDG 16: Peace, Justice and Strong Institutions by promoting responsible and informed media consumption and communication.	
8	Outline syllabus		CO Mapping
	Unit 1	**Media & Society - an Introduction**	
	1	Understanding Society, interrelation of media & society	CO1
	2	Social Structure, Indian Social System	CO1
	3	Media & Its Audiences – Media & Individual Citizens	CO1
	Unit 2	**Sociology of Mass Media**	
	1	Sociology of Mass Media, Mass Media in Socialization and Social Relations	CO2, CO6
	2	Model of Media & Social World	CO2
	3	Role of Media in inculcating Ideology	CO2
	Unit 3	**Media content and different genres**	
	1	Society & Religion – Basic understanding of various	CO3

		religious values.				
	2	Role of media in gender sensitization				CO3
	3	Media & Content – Gender, Race and Class, Global Media Content.				CO3
	Unit 4	**Introduction to Media Psychology**				
	1	Definition, need and importance of media psychology				CO4, CO6
	2	Psychological effects and influence of media – media violence				CO4
	3	Media effect and pornography, advertising, television				CO4
	Unit 5	**Psychology of media audiences**				
	1	Psychology of media audiences				CO5
	2	Media & Adolescent, media & women				CO5
	3	Sports, audience's participation & reality shows.				CO5
	Mode of examination		Theory			
	Weightage Distribution		CA	CE(Viva)	ETE	
			30	30	40	
	Text book/s*	• Media/Society: Industry, Images & Audience by David Croteau • Media Psychology by David Giles				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	3	3	3	3	3	3	3
CO2	2	3	2	2	3	2	2	2	2	3
CO3	3	3	3	2	3	3	2	3	2	2
CO4	2	3	2	3	2	3	3	2	3	3
CO5	3	2	3	3	3	3	3	3	3	2
CO6	3	2	3	2	2	2	3	2	1	3
Average	**2.67**	**2.5**	**2.67**	**2.5**	**2.67**	**2.67**	**2.67**	**2.5**	**2.34**	**2.67**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: V**	
1	Course Code	**JMP3105**	
2	Course Title	**Film Appreciation**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**0-3-2**	
5	Course Type	**Core**	
6	Course Objective	1. Familiarize the student with the language and aesthetics of films 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Enable the students to discuss International Cinema & their film making styles. 4. Help the student critically analyse films with the intent of writing film reviews	
7	Course Outcomes	After completing the course, students will be able to: CO1: Identify and recall the nuances of cinematic terms CO2: Classify films into genres and sub-themes CO3: Determine the semiotics used in films. CO4: Correlate the trends of Contemporary Indian Cinema CO5: Evaluate major turning points and trends in international films CO6: Write reviews of Indian and International movies made under various genres	
8	Course Description	The course introduces students to the language, aesthetics, and techniques of cinema, enabling them to understand storytelling, genres, and visual semiotics in films. It provides exposure to mainstream, parallel, regional, and international cinema, fostering critical analysis of cinematic trends and styles. The course develops the ability to interpret films and write informed reviews. This aligns with SDG 4: Quality Education by enhancing critical and creative thinking, SDG 10: Reduced Inequalities by promoting diverse cultural perspectives, and SDG 16: Peace, Justice and Strong Institutions by encouraging reflective and responsible engagement with media content.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Intro to Language of Cinema**	
	A	Common Cinematic Terms (Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO1
	B	Film Genres- Fiction	CO1
	C	Non-fiction	CO1
	Unit 2	**Basics of Film Appreciation**	
	A	Evolution of Cinema (Silent, Talkies, Colour Films)	CO2
	B	Semiotics in Cinema	CO2

	C	Cinematography, Sound and Editing			CO2
	Unit 3	**Hindi and Parallel Indian Cinema**			
	A	Introduction to Indian Cinema and its development			CO3
	B	Important films and filmmakers of mainstream Indian Cinema			CO3
	C	Parallel Indian Cinema			CO3
	Unit 4	**Regional and Offbeat Indian Cinema**			
	A	Regional Indian Cinema			CO4
	B	Offbeat regional cinema			CO4
	C	Impact of the single screen v/s multiplex system			CO4
	Unit 5	**Overview of International Cinema**			
	A	European Cinema			CO5
	B	Cinema in Asian Countries			CO5
	C	Major turning points and trends in international cinema			CO6
10	Mode of examination	Theory			
11	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
12	Text book/s*	1. Film Art, Film History by David Bordwell & Kristin Thomson, Publisher: McGraw-Hill 2. How to Read a Film: Movies, Media, and Beyond-James Monaco			
13	Other References	● Understanding the Film: An Introduction to Film ● Appreciation, Mcgraw- Hill Education ● Our Films: their films by Satyajit Ray, Publisher: Orient BlackSwan, Education; 10th edition (1 August 2012),, Publisher: Oxford University Press; 30th edition (15 July 2009)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
CO1	2	2	3	-	3	2	1	1	-	-
CO2	1	3	-	-	-	-	-	1	-	-
CO3	-	-	2	3	2	3	3	2	-	-
CO4	3	2	-	-		-	-	-	-	-
CO5	2	-	2	-	1	1	2	2	-	-
CO6	-	1	1	-	2	-	-	3	-	-
Average	**1.34**	**1.34**	**1.34**	**0.5**	**1.34**	**1**	**1**	**1.5**		

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: V**
1	Course Code	**JMP3107**
2	Course Title	**Health & Development Communication**
3	Credits	**4**
4	Contact Hours (L-T-P)	**0-3-2**
	Course Type	**Core**
5	Course Objective	1. Understand the concept of development and its communication dimensions, including global frameworks like SDGs. 2. Examine key paradigms and theories related to development and health communication. 3. Analyze the role of communication in influencing public health and social change. 4. Develop skills to design, implement, and evaluate communication campaigns in health and development sectors. 5. Apply Behaviour Change Communication (BCC) strategies to address real-world issues. 6. Create effective communication messages and content using traditional and digital media tools, including AI-assisted strategies
6	Course Outcomes	On completing the course, the graduate will be able to: • **CO1:** Explain key concepts, paradigms, and issues in development communication and SDGs. • **CO2:** Apply major theories of health and development communication to analyze real-world scenarios. • **CO3:** Critically evaluate health communication campaigns and identify their strengths and limitations. • **CO4:** Design and plan communication campaigns addressing health and development issues. • **CO5:** Demonstrate understanding of Behaviour Change Communication (BCC) strategies in different contexts. • **CO6:** Create effective, culturally sensitive communication messages for diverse audiences using multiple media platforms.
7	Course Description	The course explores the role of communication in addressing developmental challenges and promoting social and behavioral change. It equips students with knowledge of development theories, health communication models, and the use of media and ICT for advocacy and public awareness. The course emphasizes analysis of real-world campaigns and designing targeted communication strategies for diverse audiences. This aligns with SDG 3: Good Health and Well-being by promoting health awareness, SDG 4: Quality Education by enhancing knowledge and skills, and SDG 10: Reduced Inequalities by addressing communication gaps in development and social inclusion.
8	Outline syllabus	CO Mapping
	Unit 1	**Foundation of Development Communication**
	1	• Concept of Development: Dimensions, issues, and Sustainable Development Goals (SDGs) • Paradigms of Development: Dominant, Opposing, Participatory Models — CO1

	2	• Introduction to Development Communication: Meaning, scope, and features • Role of Community Media and regional communication practices	CO1
	3	**Assignment:** • Write a short analytical report on how SDGs are communicated in India through media (1000 words) OR Field observation of a community media initiative	CO1, CO2
	Unit 2	**Theories of Health & Development Communication**	
	1	• Development Models: Rostow's Stages of Growth, Transmission Models Critical Theories: World System Theory, Neo-Marxist Perspective	CO2
	2	• Health Communication Theories: Health Belief Model, Diffusion of Innovation • Behavioural Theories: Social Cognitive Theory, Theory of Planned Behaviour	CO1, CO2
	3	**Assignment:** Case study analysis of a campaign using any one theory (presentation + report)	CO2; CO3
	Unit 3	**Health Communication Campaigns**	
	1	• Campaign Planning: Objectives, audience segmentation, strategy design • Implementation & Evaluation: Monitoring tools and impact assessment	CO3, CO4
	2	Case studies: Anti-smoking, HIV awareness, vaccination campaigns; Role of AI and digital media in health communication campaigns	CO3, CO4
	3	**Assignment:** Design a health communication campaign plan (group project)	C04, CO5
	Unit 4	**Behaviour Change Communication (BCC)**	
	1	Concept, process, and models of Behaviour Change Communication, BCC in Health, Environment, and Sustainable Consumption	CO3, C04
	2	Participatory Communication and community engagement strategies, BCC for social mobilization and policy advocacy (case studies)	CO4
	3	**Assignment:** Develop a BCC strategy for a selected issue (sanitation, nutrition, environment, etc.)	CO3, C04
	Unit 5	**Message Design for Health & Development Communication**	
	1	Principles of message design: audience analysis, framing, ethics, Creative strategies: storytelling, visuals, and multimedia tools.	CO5
	2	Designing IEC materials for health and development campaigns, Digital platforms and content creation for social impact communication.	CO5
	3	**Assignment:** Create a campaign message set (poster/video/social media content) for a selected issue	CO6

Mode of examination	Jury		
Weightage Distribution	CA - 30	CE (Viva) - 30	ETE - 40

Text book/s*	1.Srinivas R. Melkote. Communication for Development in the Third World, Sage, New Delhi, 2015. 2.Arvind Singhal, Do Kyun Kim, Gary L Kreps (Eds.). Health Communication: Strategies for Developing Global Health Programs: 5, 2013. 3.Ritu S Sood, Message Design for Development Communication, Surinder Kumar and Sons
Other References	● Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu

	● Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi ● Paolo Mefalopulos. Development Communication Sourcebook Broadening the Boundaries of Communication. World Bank, 2008. ● Uma Narula. Development Communication-Theory and Practice, 2019.

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	3	-	-	3	3	2
CO2	3	-	-	-	3	-	-	3	2	2
CO3	3	-	-	-	3	-	-	3	3	3
CO4	3	-	-	-	3	-	-	3	-	2
CO5	3	3	-	2	3	-	2	3	3	3
CO6	3	-	3	-	3	-	-	3	3	3
Average	**3**	**0.5**	**0.5**	**0.33**	**3**	**0**	**0.33**	**3**	**2.33**	**2.5**

School			**Sharda School of Media, Film& Entertainment**
Department			**Mass Communication**
Programme Code			**SDM0101**
Programme Name			**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor			**NA**
Batch: 2026-2030			**Semester: V**
1	Course Code	**JMP3109**	
2	Course Title	**Television: Audio-Visual Content Production**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**0-3-2**	
	Course Type	**Core**	
5	Course Objective	The objective of this course is to: Familiarize the students with the various aspects of Audio-Visual Content and Broadcast production. Inculcate the skills of writing and equipment handling	
6	Course Outcomes	The student will be able to CO1. Understand fundamentals of television production and programme formats CO2. Apply scripting and visual storytelling techniques for TV and digital media CO3. Operate camera, lighting, and sound equipment effectively CO4. Produce and edit audio-visual content using professional tools CO5. Analyze television news production, workflows, and media ethics CO6: Create portfolio: Producing news stories, documentaries, short film etc	
7	Course Description	This course introduces students to the principles and practices of television and audio-visual content production in a dynamic digital media environment. It focuses on scripting, camera techniques, lighting, sound, editing, and the integration of AI tools in video production. Students gain hands-on experience in creating news packages, interviews, and short-form content for television and online platforms. This aligns with SDG 4: Quality Education by enhancing technical and creative skills, SDG 9: Industry, Innovation and Infrastructure through adoption of modern production technologies, and SDG 8: Decent Work and Economic Growth by preparing students for professional media careers.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Television Production**	
	1	Evolution of television and digital video platforms	**CO1**
	2	Types of TV programmes (news, talk shows, documentaries, OTT content) .	**CO1, CO2**
	3	Pre-production process: idea, research, scripting basics	**CO2**
	Unit 2	**Scriptwriting & Visual Storytelling**	
	1	Writing for television: scripts, storyboards, shot division	**CO3**
	2	Elements of visual storytelling: framing, composition, continuity .	**CO2,CO3**
	3	Writing for news, interviews, and short video formats	**CO2**
	Unit 3	**Camera, Lighting & Sound Techniques**	
	1	Camera operations: shots, angles, movements	**CO3**
	2	Lighting techniques: three-point lighting, mood creation	**CO3**

	3	Sound recording: microphones, audio quality, sync sound	**CO4**
	Unit 4	**Television News Production & Components**	
	1	**Components of TV News:** Anchor intro (anchor link), Reporter package (PKG) , Voice-over (VO) and VO-SOT, Sound bites (SOT) and interviews, Piece to Camera (PTC), Graphics and tickers	**CO4**
	2	Understanding Newsroom workflow	**CO4**
	3	Writing & structuring TV news	**CO4, CO5**
	Unit 5	**AI in enhancing AV Production**	
	1	AI in Audio Processing: AI voiceovers, synthetic speech, sound enhancement tools. AI in Video Production: Automated editing, deep learning-based scene detection, AI-generated visuals.	**CO5**
	2	Immersive storytelling techniques, Case studies on AI-driven productions	**CO5**
	3	Producing news stories, documentaries, short film	**CO6**

	Mode of examination	Jury / Practical		
	Weightage Distribution	CA	CE(Viva)	ETE
		30	30	40
	Text book/s*	• Herbert Zettl – Television Production Handbook • Gerald Millerson & Jim Owens – Television Production		
	Other References	• Michael Rabiger – Directing: Film Techniques and Aesthetics • Ken Dancyger – The Technique of Film and Video Editing • Paul Wheeler – High Definition Cinematography • Blain Brown – Cinematography: Theory and Practices		

POs COs	**PO 1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CO1	3	2	1	2	2	1	2	1	2	1
CO2	3	3	2	2	2	2	2	1	3	2
CO3	2	2	3	2	1	2	2	1	3	3
CO4	2	2	3	3	2	1	2	1	3	3
CO5	2	2	2	3	3	1	2	1	2	2
CO6	3	3	3	2	2	2	2	2	3	3
Average	**2.50**	**2.33**	**2.33**	**2.00**	**2.00**	**1.50**	**2.0**	**1.17**	**2.67**	**2.33**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: V**	
1	Course Code	**JMP3111**	
2	Course Title	**Event Management: Principles & Practices**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Core**	
5	Course Objective	The objective of this course is to: 1. To give formal instructions and training to students to be future managers of the Event Industry. 2. To develop technical proficiency to effectively adjust, grow and excel in the field of Event Management. 3. To make student proficiency in planning, concept, designing and lay out of an Event	
6	Course Outcomes	The student will be able to CO1: Explain and understand the concept of Event Management. CO2: Apply team management and plan and organize an event. CO3: Evaluate the marketing and advertising in event management. CO4: Apply skills of leader or manager during event. CO5: Develop strategies to Handle Accounting and Crisis Management for any event. CO6: Organize an event	
7	Course Description	The course will equip students with comprehensive knowledge and practical skills required to plan, design, and execute events effectively. It focuses on event conceptualization, team and leadership management, marketing strategies, budgeting, and crisis handling in dynamic environments. The course emphasizes hands-on learning to develop professional competencies for the event industry. This aligns with SDG 4: Quality Education by enhancing managerial and practical skills, SDG 8: Decent Work and Economic Growth by preparing students for careers in the event industry, and SDG 9: Industry, Innovation and Infrastructure through innovative event planning and management practices.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction and Principles of Event Management**	
	1	Definition and Historical Perspective of Event Management.	CO1
	2	Principles of event Management, concept and designing.	CO1
	3	SWOT Analysis.	CO1
	Unit 2	**Event Planning and Team Management**	
	1	Aim of event, develop a mission.	CO2
	2	Preparing event proposal.	CO2
	3	Budget and Balance sheet.	CO2
	Unit 3	**Event Marketing and Advertising**	
	1	Process of marketing, Marketing mix, Sponsorship.	CO3
	2	Image, Branding.	CO3

	3	Brief Understanding of Publicity and Public relations.			CO3
	Unit 4	**Event Leadership and Communication**			
	1	Leadership skills, Managing team.			CO4
	2	Managing meetings.			CO4
	3	Written communications,			CO4
	Unit 5	**Event Safety and Security and Accounting**			
	1	Crowed management.			CO5
	2	Emergency planning.			CO5
	3	Organize an event (any one type)			CO6
	Mode of examination	Jury/Practical			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
	Text book/s*	Event Management By Lynn Van Der Wagen and Brenda R Carlos.			
	Other References	1. Successful Event Management By Anton Shone and Bryn Parry. 2. Event Management for Dummies by Laura Capell. 3. Marketing Your Event Planning Business: A Creative Approach to Gaining The Competitive Edge by Judy Allen. 4. The Accidental Creative: How To Be Brilliant At A Moment's Notice by Todd Henry 5. Planning and Management of Meetings, Expositions, Events and Conventions (Hardcover) .			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	2	3	2	2	2	1	2
CO2	3	2	2	3	1	3	2	3	3	2
CO3	3	3	3	3	3	3	3	3	2	3
CO4	2	2	3	2	2	3	2	3	3	3
CO5	1	2	2	3	3	2	3	3	2	2
CO6	3	3	3	2	1	3	3	2	3	3
Average	**2.5**	**2.5**	**2.67**	**2.5**	**2.17**	**2.67**	**2.5**	**2.67**	**2.34**	**2.5**

School		**Sharda School of Media, Film& Entertainment**			
Department		**Mass Communication**			
Programme Code		**SDM0101**			
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**			
Specialisation / Minor		**NA**			
Batch: 2026-2030		**Semester: V**			
1	Course Code	**RBL007**			
2	Course Title	**Research Based Learning III**			
3	Credits	**2**			
4	Contact Hours (L-T-P)	**0-0-4**			
	Course Type	**AEC**			
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.			
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.			
7	Course Description	The course is designed to inculcate the research value and skills among the students.			
8	Outline syllabus				CO Mapping
	Unit 1	● Dissertation/ Project Implementation Stage			**CO1**
	Unit 2	● First Review (R1)			**CO2**
	Unit 3	● Second Review (R2)			**CO3, CO4**
	Unit 4	● Review (R3) by internal committee			**CO5, CO6**
	Mode of examination	Jury/Viva/Practical			
	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	3	3
CO3	3	3	3	2	2	3	3	3	3	3
CO4	3	2	3	3	2	2	3	3	3	2
CO5	2	2	2	2	3	2	2	3	3	2
CO6	3	2	3	3	2	2	3	3	3	2
Average	**2.84**	**2.5**	**2.84**	**2.17**	**2.17**	**2.5**	**2.84**	**3**	**2.84**	**2.5**

Term 6

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: VI**
1	Course Code	**JMP3102**
2	Course Title	**Apprenticeship**
3	Credits	**20**
4	Contact Hours (L-T-P)	**0-0-40**
5	Course Type	**Core Elective**
6	Course Objective	1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training. 2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.
7	Course Outcomes	The student will be able to : CO1: Get hand on working experience in the media industry. CO2: Understand and overcome the issues and problems encountered during the summer training or summer project. CO3: Get proper experience and will be able to lay ground for a better career. CO4 : Graduates will be well-prepared to embark on their professional careers in media organizations, having acquired the necessary skills, knowledge, and practical experience to contribute effectively to the industry. CO5: Students will produce a comprehensive internship report as per the faculty's guidelines, showcasing their ability to communicate effectively and professionally document their experiences and insights gained during the internship. CO6: Through the internship, students will have the opportunity to build professional networks within the media industry, establishing valuable connections that may contribute to their future career development and opportunities.
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism. Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	2	2	3	2	3	3
CO2	3	2	2	2	2	2	2	2	3	3
CO3	3	2	2	3	2	2	3	2	3	3
CO4	3	3	2	3	2	2	3	2	3	3
CO5	3	2	2	2	2	2	2	2	3	3
CO6	3	2	2	3	2	2	3	2	3	3
Average	**3**	**2.3**	**2**	**2.67**	**2**	**2**	**2.67**	**2**	**3**	**3**

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: VI**
1	Course Code	**JMP3104**
2	Course Title	**Final Masters Project**
3	Credits	**20**
4	Contact Hours (L-T-P)	**0-0-40**
5	Course Type	**Core Elective**
6	Course Objective	1. To enable students to conceptualize and execute an independent research or practice-based media project. 2. To develop a professional portfolio demonstrating domain-specific skills and competencies. 3. To foster critical thinking, ethical awareness, and socially responsible communication aligned with SDGs. 4. To enhance employability through industry-oriented output and reflective learning practices.
7	Course Outcomes	The student will be able to : CO1 Demonstrate comprehensive understanding of selected media domain and project framework CO2 Apply research methodologies or production techniques in project execution CO3 Analyze media content, audience, and communication strategies within the chosen domain CO4 Evaluate ethical, social, and developmental implications of media practices CO5 Create a professional portfolio showcasing technical and creative competencies CO6 Present and defend the project with clarity, coherence, and professional standards
8	Course Description	This course serves as the culminating academic and professional experience for postgraduate students in Journalism and Mass Communication. It integrates theoretical knowledge with practical application through the development of a domain-specific portfolio and a research-based or practice-led project. Students will specialize in a chosen domain such as: Journalism (Print/Digital/TV), Advertising & Public Relations, Digital Media & Content Creation, Film & Audio-Visual Production, Development Communication. The course emphasizes critical inquiry, media ethics, storytelling, innovation, and employability, aligning with the Sustainable Development Goals (SDGs) by encouraging socially responsible media practices, inclusive communication, and sustainable storytelling.

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	2	2	3	2	3	3
CO2	3	2	2	2	2	2	2	2	3	3
CO3	3	2	2	3	2	2	3	2	3	3
CO4	3	3	2	3	2	2	3	2	3	3
CO5	3	2	2	2	2	2	2	2	3	3
CO6	3	2	2	3	2	2	3	2	3	3
Average	**3**	**2.3**	**2**	**2.67**	**2**	**2**	**2.67**	**2**	**3**	**3**

Term 7

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: VII**	
1	Course Code	**JMT4001**	
2	Course Title	**Communication Research Methods & Techniques**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
5	Course Type	**Core**	
6	Course Objective	● To impart in-depth knowledge of nature of research methods used in communication research. ● To provide theoretical knowledge of Communication Research Methods and Tools. ● To develop critical and analytical thinking on of Communication Research Methods and Tools.	
7	Course Outcomes	After completing the course students will be able to - CO1: Describe various research methods employed in communication research. CO2: Outline opportunities and challenges in descriptive research methods. CO3: Illustrate and construct various descriptive research tools CO4: Apply the measurement scales CO5: Analyze various sampling techniques CO6: Evaluate the sampling problems, bias and errors	
8	Course Description	The course is designed primarily for the students to get an in-depth knowledge of communication research methods and tools.	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Research Methods**	
	A	Research Method: Nature and Concept	CO1
	B	Communication Research Approaches	CO1
	C	Research Tools: Nature and Concept	CO1
	Unit 2	**Descriptive Research Methods**	
	A	Longitudinal, Cross Sectional	CO2
	B	Census and Survey	CO2
	C	Panel Studies, Trend Studies, Time series Studies	CO2
	Unit 3	**Descriptive Research Tools**	
	A	Schedule, Questionnaire	CO3
	B	Interview and Observation	CO3
	C	Pre-testing of Questionnaire, Pilot Study	CO3
	Unit 4	**Measurement Scales and Distributions**	
	A	Levels of Measurement NOIR	CO4

	B	Likert Scale: Nature and Background				CO4
	C	Attitude Scales, Thurston Scales, Guttmann Scale, Ranking Scales				CO4
	Unit 5	**Sampling Techniques**				
	A	Population, Sample, Sampling Frame				CO5
	B	Types of Sampling, Sampling Matrix				CO5
	C	Sampling Problems, Bias and Errors				CO6
10	Mode of examination		THEORY			
11	Weightage Distribution	CA	MTE	ETE		
		15	10	75		
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer				
13	Other References	• Media and communication research methods by Arthur Berger • Mass Communication Research Methods by Anders Hansen				

POs COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	2	3	1	3
CO2	2	2	2	3	2	2	3	2	2	2
CO3	3	2	2	2	3	1	1	2	2	2
CO4	1	1	3	3	2	2	3	1	3	1
CO5	3	2	2	2	3	3	3	2	2	2
CO6	3	2	2	3	2	3	3	2	2	2
Average	**2.5**	**2**	**2**	**2.5**	**2.5**	**2.17**	**2.5**	**2**	**2**	**2**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: VII**	
1	Course Code	**JMT4003**	
2	Course Title	**Statistics for Research**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
5	Course Type	**Core**	
6	Course Objective	● To impart basic knowledge of statistics for social science research. ● To develop critical and analytical thinking on statistics required for social sciences research.	
7	Course Outcomes	After completing the course students will be able to - CO1: Develop an understanding of the concept of Statistics. CO2: Define descriptive statistics. CO3: Acquaint with SPSS. CO4: Apply the basic data analysis through SPSS. CO5: Analyze various descriptive stats through SPSS. CO6: Explain the ethical consideration in using statistics in media & communication research.	
8	Course Description	The course is designed primarily for the students to develop an understanding of the concept of statistics in media and communication research.	
9	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction**	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	CO1
	C	Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	CO1
	Unit 2	**Descriptive Statistics**	
	A	Statistical Series: Importance and Limitations	CO2
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO2
	C	Measures of Variability	CO2
	Unit 3	**Introduction to SPSS**	
	A	An Overview and Major features of SPSS	CO3
	B	Basic Features of SPSS: Menu and Options	CO3
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO3
	Unit 4	**Descriptive Statistics through SPSS**	
	A	Calculation of Frequency analysis	CO4
	B	Graphical Representation of Data	CO4

	C	Calculation of Mean, Median and Mode	CO4
	Unit 5	**Quantitative Analysis**	
	A	Reliability and Consistency Analysis: Uses and Interpretation	CO5
	B	Normality Analysis: Uses and Interpretation, T-Test: Uses and Interpretation	CO5
	C	Ethical consideration for using statistics in media and communication research	CO6

10	Mode of examination	Jury		
11	Weightage Distribution	CA	MTE	ETE
		15	10	75
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	1	3	3	3	3
CO2	3	3	3	3	1	3	1	3	1	3
CO3	2	2	2	3	3	3	2	1	2	3
CO4	2	3	3	2	2	3	3	2	3	2
CO5	3	1	1	3	3	3	3	3	3	2
CO6	3	3	3	1	3	2	2	3	3	2
Average	**2.67**	**2.5**	**2.5**	**2.5**	**2.5**	**2.5**	**2.34**	**2.5**	**2.5**	**2.5**

School		**Sharda School of Media, Film& Entertainment**	
Department		**Mass Communication**	
Programme Code		**SDM0101**	
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**	
Specialisation / Minor		**NA**	
Batch: 2026-2030		**Semester: VII**	
1	Course Code	**JMT4005**	
2	Course Title	**Ethical Perspective of Media & Communication Research**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
5	Course Type	**Core**	
6	Course Objective	● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report. ● Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics. ● Hands-on sessions are designed to identify research misconduct and predatory publications.	
7	Course Outcomes	After completing the course students will be able to CO1: Define various philosophies related to research ethics. CO2: Demonstrate scientific ethical conduct CO3: Build of the publication ethics CO4: Examine the open access publication CO5: Apply the publication ethics CO6: Evaluate the publication misconduct	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Philosophy and Research**	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	Unit 2	**Scientific Conduct**	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	Unit 3	**Publication Ethics**	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3
	Unit 4	**Open Access Publication**	
	A	Open access publication & initiatives	CO4
	B	Software tools to identify predatory journals	CO4

	C	Online resources to check publisher copyright & Self-archiving policies				CO4
	Unit 5	**Publication Misconducts**				
	A	Subject specific ethical issues				CO6
	B	Case studies				CO5
	C	Complaints and appeals				CO5
10	Mode of examination	Jury				
11	Weightage Distribution	CA	MTE	ETE		
		15	10	75		
12	Text book/s*	Bird, A. (2006). Philosophy of Science. Routledge				
13	Other References	Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance (2019)				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	2	2	3	3	1	3	3
CO2	3	2	1	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	3	3	2	3
CO4	2	3	2	2	2	3	3	2	3	2
CO5	2	2	3	3	3	2	3	1	3	2
CO6	2	3	3	3	3	3	3	3	3	3
Average	**2.5**	**2.67**	**2.34**	**2.67**	**2.67**	**2.67**	**3**	**2.17**	**2.84**	**2.67**

School		**Sharda School of Media, Film& Entertainment**			
Department		**Mass Communication**			
Programme Code		**SDM0101**			
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**			
Specialisation / Minor		**NA**			
Batch: 2026-2030		**Semester: VII**			
1	Course Code	**JMP4001**			
2	Course Title	**Media & Communication Research Project**			
3	Credits	**4**			
4	Contact Hours (L-T-P)	**0-3-2**			
5	Course Type	**Core**			
6	Course Objective	● To develop research skills ● To develop various tools for different research methods.			
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of brief received. CO2: Build research tools. CO3: Develop a thesis based on first-hand study and research. CO4: Organize the thesis in order. CO5: Justify and present thesis. CO6: Construct a project report for the problem and the solution thesis.			
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.			
9	**Outline syllabus**				
	Unit 1-5	**Research Project**		CO1, CO2, CO3, CO4, CO5, CO6	
10	Mode of examination		Jury		Jury
11	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs Cos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	2	3	1	3	3
CO2	2	2	2	2	3	3	3	3	3	2
CO3	3	3	2	2	2	3	3	2	2	3
CO4	1	3	3	3	3	3	3	3	3	1
CO5	3	3	3	3	3	2	3	2	3	3
CO6	3	3	2	3	3	3	3	3	3	3
Average	**2.5**	**2.84**	**2.5**	**2.67**	**2.84**	**2.67**	**3**	**2.34**	**2.84**	**2.5**

School		**Sharda School of Media, Film& Entertainment**			
Department		**Mass Communication**			
Programme Code		**SDM0101**			
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**			
Specialisation / Minor		**NA**			
Batch: 2026-2030		**Semester: VII**			
1	Course Code	**JMP4003**			
2	Course Title	**Project Digital Media Marketing II**			
3	Credits	**4**			
4	Contact Hours (L-T-P)	**0-0-8**			
5	Course Type	**Core Minor**			
6	Course Objective	● To develop skills in Digital Media Marketing ● To develop various tools for marketing techniques.			
7	Course Outcomes	After completing the course, students will be able to – CO1: Define problem on basis of digital media marketing. CO2: Build marketing tools. CO3: Develop a project based on first-hand study in marketing. CO4: Organize the project in order. CO5: Justify and present project. CO6: Construct a project report on digital media marketing.			
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to make project on digital media marketing.			
9	**Outline syllabus**				
	Unit 1-5	**Research Project**			CO1, CO2, CO3, CO4, CO5, CO6
10	Mode of examination			Jury	Jury
11	Weightage Distribution	CA	CE(Viva)	ETE	
		30	30	40	
12	Text book/s*	6. Damian Ryan& Calvin Jones. Understanding DIGITAL Marketing, 2009, ISBN 9780749453893			
13	Other References	**7.** Dave Evans., Susan Bratton, Social Media Marketing: The Next Generation of Business Engagement. Wiley , 2010, ISBN: 978-0-470-63403-5 2. George Pain(2019).			

Course Articulation Matrix

POs Cos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	3	3	2	3	1	3	3
CO2	2	2	2	2	3	3	3	3	3	2
CO3	3	3	2	2	2	3	3	2	2	3
CO4	1	3	3	3	3	3	3	3	3	1
CO5	3	3	3	3	3	2	3	2	3	3
CO6	3	3	2	3	3	3	3	3	3	3
Average	**2.5**	**2.84**	**2.5**	**2.67**	**2.84**	**2.67**	**3**	**2.34**	**2.84**	**2.5**

Term 8

School		**Sharda School of Media, Film& Entertainment**
Department		**Mass Communication**
Programme Code		**SDM0101**
Programme Name		**Bachelor of Arts (Journalism & Mass Communication)**
Specialisation / Minor		**NA**
Batch: 2026-2030		**Semester: VIII**
1	Course Code	**JMP4002**
2	Course Title	**Apprenticeship**
3	Credits	**20**
4	Contact Hours (L-T-P)	**0-0-40**
5	Course Type	**Core Elective**
6	Course Objective	1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training. 2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.
7	Course Outcomes	The student will be able to : CO1: Get hand on working experience in the media industry. CO2: Understand and overcome the issues and problems encountered during the summer training or summer project. CO3: Get proper experience and will be able to lay ground for a better career. CO4 : Graduates will be well-prepared to embark on their professional careers in media organizations, having acquired the necessary skills, knowledge, and practical experience to contribute effectively to the industry. CO5: Students will produce a comprehensive internship report as per the faculty's guidelines, showcasing their ability to communicate effectively and professionally document their experiences and insights gained during the internship. CO6: Through the internship, students will have the opportunity to build professional networks within the media industry, establishing valuable connections that may contribute to their future career development and opportunities.
8	Course Description	The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism. Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.

Course Articulation

POs **COs**	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	2	2	3	2	3	3
CO2	3	2	2	2	2	2	2	2	3	3
CO3	3	2	2	3	2	2	3	2	3	3
CO4	3	3	2	3	2	2	3	2	3	3
CO5	3	2	2	2	2	2	2	2	3	3
CO6	3	2	2	3	2	2	3	2	3	3
Average	**3**	**2.3**	**2**	**2.67**	**2**	**2**	**2.67**	**2**	**3**	**3**