



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Master of Business Administration (Advertising & Public Relations) Year: 2021-22
PROGRAM EDUCATIONAL OBJECTIVES

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Prof.(Dr.) Kuldip Dwivedi
D.y. Dean & I/c Dean (Academics)
Amity University Madhya Pradesh





AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Master of Business Administration (Advertising & Public Relations) Year: 2021-22

PROGRAM OUTCOMES

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.10]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC

Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding ‘Communications’ professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

COURSE OUTCOMES:

FIRST SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBM101	Communication Process & Practices of Management	<p>MBM101.1: The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life. They will learn about different types of communication and their usage.</p> <p>MBM101.2 : Students will learn about different management practices and administration practices.</p> <p>MBM101.3. Students will learn different approaches of management that includes functioning, nature and other organizations structure.</p> <p>MBM</p> <p>101.4. Students will learn about the concept of brand and branding. They will also learn the concept of brand association and equity.</p>

2.	MBM102	Principles of Media Marketing Strategy	<p>MBM102.1. Students will able to Develop Customer Relationships and Value Through Marketing.</p> <p>MBM102.2. Students will learn Link Marketing and Corporate Strategies. They will also learn the consumer behavior toward buying.</p> <p>MBM102.3. Students will Recognize Organizational Markets and Buyer Behavior</p> <p>MBM102.4. Students will be List Ways to Reach Global Markets and will also learn Ethics and Social Responsibility in Marketing.</p>
3.	MBM103	Principles of Advertising Management	<p>MBM103.1 Students will be able to identify and define the advertising concepts. The students will be able to review the advertising media.</p> <p>MBM103.2. The student will be able to understand the concept of advertisement and media and the strategy to choose the best channel for communication.</p> <p>MBM103.3 Students will be able to distinguish between advertising and advertising agency. They will learn about different services that's been provided for client needs.</p> <p>MBM103.4 The students will aspects and the process and practices of setting advertising objectives</p>

4.	MBM 104	Writing Across Platforms	<p>MBM104.1. Students will be able to Learn Strategic Communication Definitions and Basics they will Discuss the Importance of Ethics and Diversity in Strategic Communication</p> <p>MBM104.2. The student will be able to use different News writing technique and would be able to understand the Role of PR in Democracy</p> <p>MBM104.3. Students will learn about planning and role of research in strategic communication.</p> <p>MBM104.4. With this the broader learning outcome of this course will be to provide the students exposure to modern Communication concepts, tools, and techniques, and help them develop abilities and skills required for the performance of communication functions.</p>
5.	MBA105	Basics of Financial and Cost Accounting	<p>MBM105.1 The students would be able to understand the basic of financial accountings</p> <p>MBM105.2. Students will learn the basic of accounting concept</p>

			MBM105.3 students will understand the double entry accounting.
6.	MBM107	Principles of Management	<p>MBA106.1. Students will be able to identify the principles of Public Relations</p> <p>MBA106.2. Students will be able to understand the working of PRO's and to make public relation strategy for the brand.</p> <p>MBA106.3. Understand the Process for Customer Care & Complaint Handling and other branches of communication that needs to be dealt with</p> <p>MBA106.4. students will learn the ethics and the responsibilities of public relation management.</p>
7	MBM 107	INDIAN ETHOS AND BUSINESS ETHICS	<p>MBM107.1. Come to know about Ethical Principles in Business.</p> <p>MBM107.2. Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.</p> <p>MBM107.3. Come to know about Value system for Managing stress at Work.</p> <p>MBM108.4. Know the rules of Indian Companies, Role of</p>

			<p>Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.</p> <p>MBM108.5. Come to know about Law of Ethics and Contemporary Approaches to Leadership.</p>
--	--	--	---

8	MBA108	Building Organizational Culture and Communication	<p>MBM108.1. Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.</p> <p>MBM108.2. Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.</p> <p>MBM108.3. Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.</p> <p>MBM108.4. Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.</p> <p>MBA108.5. Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.</p>
---	--------	---	--

SECOND SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBM 201	Public Relations and Advertising Research	<p>MBM 201.1. To develop the understanding of the concept of Public Relations and Advertising Research and to understand its relevance in organizations for meeting human resource requirements.</p> <p>MBM 201.2. To develop necessary skill set for application of various Public Relations and Advertising Research including training, development and compensation.</p> <p>MBM 201.3. To integrate the knowledge of Public Relations and Advertising Research to maintain employee relations.</p> <p>MBM 201.4. Demonstrate emerging issues in Public Relations and Advertising Research.</p>

2.	MBM202	Corporate Communications: Concepts, Structure and Functions	<p>MBM 202.1. Solve the problems of Corporate Communications: Concepts, Structure and Functions, Know about Corporate Communications: Concepts, Structure and Functions Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return</p> <p>MBM202.2. Come to know the valuation of Stocks and Bonds</p> <p>MBM202.3. Will be able to make Corporate Communications: Functions Decisions and know about sources of finance - Corporate Communications</p> <p>MBM202.4. Will be able to do Corporate Communications</p>
----	--------	--	---

3.	MBM 203	STRATEGIC COMMUNICATION MANAGEMENT	<p>MBM203.1. To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>MBM203.2. Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> <p>MBM203.3. Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.</p> <p>MBM203.4. Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.</p>
----	---------	--	---

4.	MBM 204	M Advertising Strategies and Public Relations Practice	<p>MBM 204.1. To develop the understanding of research concept and research methodology to design the research framework.</p> <p>MBM 204.2. To develop necessary skill set for choosing the sample and collecting the data for research.</p> <p>MBM 204.3. To integrate the knowledge of statistical test and designing the research experiment.</p> <p>MBM 204.4. Demonstrate the art of writing the research report.</p>
----	---------	--	--

THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBM 301	Quantitative Techniques and Media Statistics	<p>MBM 301.1: Understand statistical applications in Media Research</p> <p>MBM 301.2: Comprehend how and why statistics has developed as a tool of the scientific process</p> <p>MBM 301.3: Students will Understand the appropriate application and interpretation of various inferential statistical procedures</p>

2.	MBM 302	Strategic Marketing and Brand Management	<p>MBM 302.1 Understand various techniques to increase the perceived value of a product line or brand over time.</p> <p>MBM 302.2. Comprehend Brand management as a function of marketing that uses Effective brand management to enable the price of products and build loyal customers</p> <p>MBM302.3 Understand the importance of Brand and various strategies used by an organization.</p>
3.	MBM 303	Media and Entertainment Industry: Overview	<p>MBM 303.1 Gain Knowledge of Mass Media as a Corporate Enterprise</p> <p>MBM303.2. Comprehend about the various branches in the Mass Media Industry</p> <p>MBM303.3 Comprehend about the various branches in the Mass Media Industry</p>
4.	MBM 304	Marketing in Digital World	<p>MBM304.1 Understand Digital Marketing in detail</p> <p>MBM304.2. Comprehend about Social Media Marketing</p> <p>MBM304.3 Understand the importance of Digital Marketing importance of Digital Marketing Industry</p>

5	MBM305	Financial Control and Management	<p>MBM305.1 Understand apply issues related to Management and Control</p> <p>MBM305.2. Explain the role of Management Control Systems</p> <p>MBM305.3 Identify and discuss the main issues related to designing and evaluating MCS</p> <p>Present and discuss issues related to Budgetingnt market conditions.</p>
6	MBM 306	Event Planning and Management	<p>MBM 306.1. Understand EM companies function as independent organizations.</p> <p>MBM306.2. Develop the understanding of the events as prevalent tools of marketing.</p> <p>MBM306.3. Students will Understand the appropriate application and interpretation of various inferential statistical procedures</p>

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	MBM 401	LEGAL ASPECTS OF BUSINESS IN MEDIA	<p>MBM401.1. Describe the LEGAL ASPECTS OF BUSINESS IN MEDIA analysis for source, message, channel and audience</p> <p>MBM 401.2. Classify the applications LEGAL ASPECTS OF BUSINESS IN MEDIA, electronic and PR industry</p> <p>MBM401.3. Prepare LEGAL ASPECTS OF BUSINESS IN MEDIA plans for the above-mentioned industries</p> <p>MBM401.4. Apply LEGAL ASPECTS OF BUSINESS IN MEDIA processes in various media studies</p>
2.	MBM402	CUSTOMER RELATIONSHIP MANAGEMENT: BUSINESS, IDENTITY AND REPUTATION	<p>MBM402.1 To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.</p> <p>MBM402.2. To apply concepts of women entrepreneurship under different market conditions.</p> <p>MBM402.3 To analyse Rural Entrepreneurship of different types in different market conditions.</p>

			MBM402.4 To integrate the concept of Family Business & Social Entrepreneurship under various conditions.
--	--	--	---



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MASTER OF ARTS (Journalism & Mass Communication) Academic Year: 2021-22
PROGRAM EDUCATIONAL OBJECTIVES

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.



AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MASTER OF ARTS (Journalism & Mass Communication) Academic Year: 2021-22
PROGRAMME OUTCOMES AND PROGRAMME-SPECIFIC OUTCOMES

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

1.	JMC111	THEORIES OF COMMUNICAT ION	<ul style="list-style-type: none">• JMC111.1 Understand the communication process.• JMC111.2 Learn about the different models of communication.• JMC111.3 Learn about the different theories of communication• Understand and describe the conceptual framework of control and techniques of control.
----	---------------	----------------------------------	--

2.	JMC 112	BASICS OF PRINT JOURNALISM	<ul style="list-style-type: none"> • JMC112.1 Understanding the History of Print Media. • JMC112.2 Learn about the Anatomy of News. • JMC112.3 Learn about the News Gathering Process. • JMC112.4 Understanding the Editing and Layout planning of News Paper
3.	JMC 113	MEDIA DESIGNING	<ul style="list-style-type: none"> • JMC113.1 Understanding the basics of Design. • JMC113.2 Learn about the Typography. • JMC113.3 Learn about the Designing Softwares
4.	JMC 114	ADVERTISING PRINCIPLES AND PRACTICES	<ul style="list-style-type: none"> • JMC114.1 The course introduces the students to concepts of advertising. • JMC114.2 The course will provide them with the knowledge of Indian advertising scenario. • JMC114.3 The course is designed to make students understand the relationship between advertising and marketing. • JMC114.4 The course shall familiarize the students with the social and ethical issues concerning advertising in society.

5.	JMC 115	AESTHETICS OF PHOTOGRAPHY	<ul style="list-style-type: none"> • JMC115.1 The course introduces the students to concepts of Photography. JMC115.2 The course will provide them with the knowledge of visual perception. • JMC115.3 The course is designed to make students to understand the principles of visual communication.
6.	JMC 116	INTRODUCTION TO RADIO	<ul style="list-style-type: none"> • JMC116.1 The course introduces the students to concepts of Radio as a Medium. • JMC116.2 The course will provide them with the knowledge of Expansion of Radio. • JMC116.3 The course is designed to make students to understand the Broadcasting Policy.

7.	JMC 117	MASS MEDIA INDUSTRY	<ul style="list-style-type: none">• JMC117.1 The course introduces the students to concepts of Media and Entertainment.• JMC117.2 The course will provide them with the knowledge of Contemporary Practices in media industry.• JMC117.3 The course is designed to make students to understand the Culture of Media.
----	---------	------------------------	--

8.	JMC 118	POLITICAL COMMUNICATIO N	<ul style="list-style-type: none"> • JMC118.1 The course introduces the students to concepts of Political Communication as an emerging Discipline. • JMC118.2 The course will provide them with the knowledge of International dimensions of Political Communication. • JMC118.3 The course is designed to make students to understand politics and its relation to nation-building. • JMC118.4 The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.
----	---------	--------------------------------	--

SECOND SEMESTER

1.	JMC 211	Communication Research	<ul style="list-style-type: none"> • To Learn about the Micro and Macro Economics variable in details and understand about the difference. • To understand about the aggregate's variable of national Income and circular flow of income in different sector. • To Study about the Full employment Approaches and Income Level. • To Learn about the Inflation and Deflation in money Market.
----	----------------	---------------------------	---

			<ul style="list-style-type: none"> To understand about the linkage of money market to international transaction.
2.	JMC 212	Television Journalism	<ul style="list-style-type: none"> To learn about the Television Journalism Standard and the process of maintaining statutory record. To study about the journal entries in the book of the Television Journalism in different phases like issue Forfeiture and reissue of share. To study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture. Preparation and presentation of final accounts of joint stock companies as per Television Journalism. To study about the accounting Procedure of holding and subsidiaries company. To learn about the different method of valuation of Television Journalism.
3.	JMC 213	Radio Production	<ul style="list-style-type: none"> To learn about Factors Effecting Radio Production, Levels of Human Behaviour; Disciplines contributing to OB. To study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception. To study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature). To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of

			TA, Organizational communication, making communication effective, Power.
4.	JMC 214	Visual Designing and Production	<ul style="list-style-type: none"> • To learn about Nature and role of Visual Designing and Production Manager's job. Visual Designing and Production as a career. • To study about the Types of Visual Designing and Production organization. Coordination of selling functions with other marketing activities. • To study about the Visual Designing and Production: Concept and procedure of devising salesterritories, Routing and Scheduling of Visual Designing and Production. • Recruitment and Selection of sales personnel (domestic and international perspective. Sales training. • To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up. • To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

5.	JMC 215	Specialized Reporting	<ul style="list-style-type: none"> • The aim of the course is to introduce beat reporting and explain the existing beat structure at the local and national level • The coverage of specialized beats pertaining to government, politics, sports & business will be discussed. Students will also be familiarized with investigative reporting. • The coverage of specialized beats pertaining to Local government, politics, Local sports & Area business will be discussed. Students will also be familiarized with deep investigative reporting.
6.	JMC 216	Film Theory and Practices	<ul style="list-style-type: none"> • Students are introduced to principles and methodology of filmmaking. • Apart from filmmaking, preliminary idea to film appreciation will also be introduced. • The ability to analyse and put film studies in proper perspective will be intended during the course. • Documentary realism will be pitted against mainstream commercial film genres.

7.	JMC 217	Public Relations and Corporate Communication	<ul style="list-style-type: none"> • The main objective of this course is to introduce the basics of PR and its practice to the students • The course is designed in a manner to reinforce the basic concepts of effective public relations • The course will make students understand the workings of the media - and the 'new media' landscape.
8.	JMC 218	Folk and Popular Media of India	<ul style="list-style-type: none"> • Understand how folk media reflects societal concerns. • Describe the scope and characteristics of folk media. • Know the roots and type of folk-art form.

THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	JMC 311	NEW MEDIA ECOLOGY	<i>JMC311.1 learn to design and create a website.</i> <i>JMC311.2 learn to create content for websites and curate content.</i> <i>JMC311.3 enable a student to enhance a website visually.</i>
2.	JMC 312	ADVANCE FILM THEORY & PRACTICES	JMC312.1 learn to design and create a website. JMC312.2 learn to create content for websites and curate content. JMC312.3 enable a student to enhance a website visually.

3.	JMC 313	DEVELOPMENT COMMUNICATION	<p>JMC313.1 To enhance students understanding in the concept of development & To increase understanding about community and organization</p> <p>JMC313.2 • To increase student's knowledge in development communication</p> <p>JMC313.3 To introduce need of different communication approaches for different settings</p>
----	---------	------------------------------	--

			cost variance and Overhead Variance.
4.	JMC 314	EVENT AND BRAND MANAGEMENT	<p>JMC314.1 To initiate the students into the world of corporate communications,</p> <p>JMC314.2 learn public relations and technical writing.</p> <p>JMC3114.3 • To pave the way for the students to choose the career of professional corporate Communicators.</p>

5.	JMC 315	WEB DESIGNING	<p>JMC315.1 Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.</p> <p>JMC315.2 Study the history of graphic design to the present era.</p> <p>JMC 315.3 Study the layout theory applied to digital and print production. Understand the print production process</p> <p>JMC 315.4 Understand the mechanics, principles, and life cycle of the digital publishing process.</p> <p>JMC 315.5 Understand the print production process</p>
----	---------	---------------	---

6.	JMC 316	ANCHORING AND NEWS ROOM PRACTICES	<p>JMC316.1 To make the students deliver information in a professional manner</p> <p>JMC316.2 To make the students prepare anchor scripts of their own</p> <p>JMC316.3 To enable students handle situations of live</p> <p>JMC316.4 To understand the challenges and find solutions of working as a media professional</p>
----	---------	---	--

7.	JMC 317	MEDIA ETHICS, LAWS AND REGULATIONS	<p>JMC317.1 To introduce students to ethical issues and legal restraints placed upon media</p> <p>JMC317.2 To discuss the conflicting traditions of a free but regulated mass media</p> <p>JMC317.3 To describe the various media laws</p> <p>JMC317.4. To understand the context and framework of media regulation in India</p> <p>JMC317.5. To discuss the issues arising from regulation of the media</p> <p>JMC317.6. To locate the role of various stakeholders in content regulation of the media</p>
----	---------	--	---

8.	JMC 318	MEDIA ECONOMICS	<p>JMC318.1 To familiarize students with the concepts of economics being used in media.</p> <p>JMC318.2 To enable students to understand the economics of Media production.</p> <p>JMC318.3 To enable students to understand the organisational functioning of Media production houses.</p> <p>JMC318.4 To familiarize students with relationship of media economics with public policy.</p>
----	---------	--------------------	--

S. No.	Course Code	Course Title	Outcome
1	JMC 411	FILM APPRECIATION	<p>MAJMC-411 Describe the FILM APPRECIATION analysis for source, message, channel and audience</p> <p>MAJMC-411 Classify the applications FILM APPRECIATION t, electronic and PR industry</p> <p>MAJMC-411 Prepare FILM APPRECIATION plans for the above-mentioned industries</p> <p>MAJMC-411 Apply FILM APPRECIATION processes in various media studies</p>
2	JMC 412	CURRENT AFFAIRS AND MEDIA ANALYSIS	<p>MAJMC412 Students will select the Language of news and fundamentals and content</p> <p>MAJMC412 Students will understand the relationship between theory and practice</p> <p>MAJMC412 Students will be classify various fascinating aspects of current affairs and news</p> <p>MAJMC412 Students will be able to define the crucial fine points that make Cine</p> <p>MAJMC412 Students will be capable to create a simple script and implement a shoot based on the same</p>



AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

BACHELOR OF ARTS (Journalism & Mass Communication)

PROGRAM EDUCATIONAL OBJECTIVES

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.



AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

BACHELOR OF ARTS (Journalism & Mass Communication) Academic Year: 2021-22
PROGRAMME OUTCOMES AND PROGRAMME-SPECIFIC OUTCOMES

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

COURSE OUTCOMES:

FIRST SEMESTER

S. No.	Course Code	Course Title	Outcome
1	JMC 101	Communication Theories and Models	<ul style="list-style-type: none">• JMC101.1 The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life. They will learn about different types of communication and their usage.• JMC101.2 Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information. Students will learn about different models along with different case studies.• JMC 101.3 Students will learn the new trends in mass communication and how technology is changing the way communication is done.

2..	JMC 102	History and Growth of Media in India	<ul style="list-style-type: none">• JMC102.1 Students will able to learn the early stage of media followed by different types of media used in early days. • JMC102.2 Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India. • JMC102.3 Students will be able to describe the history of press in India during the colonial era. • JMC 102.4 Students will be able to discuss the developments of the press post independence
-----	---------	--------------------------------------	--

3.	JMC103	Fundamentals of Advertising and Public Relations	<ul style="list-style-type: none"> • JMC102.1 student will be able to identify and define the advertising concepts. student will be able to review the advertising media. • JMC102.2 The student will be able to analyze the Indian advertising scenario. • • JMC103.3 Students will be able to distinguish between advertising and Public Relation. They will learn the concept of PR and its application in industry. JMC103.4 The students will aspects and the process and practices of Public relation.
4.	JMC 104	Fundamentals of Print Journalism	<ul style="list-style-type: none"> • JMC104.1 Students will be able to identify news values and comprehend the news process • JMC104.2 The student will be able to use different News writing technique and would be able to understand the concept of interviewing. • • JMC104.3 Students will learn the News room structure of a print media house and also the basics of editing. • • JMC104.4 Students will learn the importance of news and how to do the news analysis.
5.	JMC 105	Introduction to Visual Communication	<ul style="list-style-type: none"> • JMC105.1 The students would be able to understand Visual communication as an integral part of human communication. • JMC105.2 Students will learn the basic of visual communication with respect to different mediums and their usage. • JMC105.3 students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.

6.	JMC 106	State and Politics	<ul style="list-style-type: none"> • JMC106.1 Students will be able to identify the power and functioning of Democratic institutions • • JMC106.2 Students will be able to understand the working of judiciary, from their responsibilities to their functioning. • JMC106.3 Understanding the functioning of different assembly and to understand how their working effect normal people. Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs. Students will also run the electoral system of India
7.	JMC 107	Digital Skills for Media-1	<ul style="list-style-type: none"> • JMC107.1 Students will understand the basic computer fundamentals. • • JMC107.2 Students will learn the basics of Photoshop and CorelDraw • JMC107.3 Students will learn the basics of Quark express and Indesign.
8.	JMC 108	Print Media Production	<ul style="list-style-type: none"> • Student Will use the knowledge to produce newspaper

SECOND SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	JMC 201	Specialized Reporting, Writing & Editing	<ul style="list-style-type: none">•• Understand the concepts of various Theories related to News.•• Analyze various how to treat various National and International News.•• Identify, implement and evolve strategies for creating Credible News.•• Enable students to discuss on various National and International issues.
2.	JMC202	Theories of Advertising & Public Relations	Understand the concepts of various Theories related to Ad & Pr Understand the different theoretical perspective of advertising and public relations.
3..	JMC 203	Basics of Radio Journalism	<ul style="list-style-type: none">•• Understand the write record, produce and edit several formats of radio programmes including news stories, and features.•• Understand the history of the radio industry will be able to work in professional atmosphere of radio station.•• Understand the challenges and solutions of the radio industry.

4..	JMC 204	Fundamentals of Photography	<ul style="list-style-type: none"> □ • Understand the fundamental concept of the medium of photography; Combine the science and art on photography. □ • Understand the history of the medium, Design storytelling through this visual medium. • Understand the challenges and solutions of the Photography.
5.	JMC 205	Indian Economy and Foreign Relations	<ul style="list-style-type: none"> • Understand the concepts of various Theories related to Economy. • Analyze how to treat various National and International Relations. • Evaluate the Global Economic Trends and Issues. • Enable students to discuss on various National and International issues.
6.	JMC 206	Digital Skills for Media-II	<ul style="list-style-type: none"> • Understand the concepts of Sound. • Analyze how to record sound and edit that. • Evaluate basic concepts of Computer fundamentals. • Enable students to understand about working of studio.
7.	JMC 207	Radio Production	<ul style="list-style-type: none"> • Students will submit the project at the time of end term examination which will be beneficial for their career growth. • Enable students to understand about studio techniques.

THIRD SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	JMC 301	Basics of Media Research	<ul style="list-style-type: none">• BAJMC 301.1 Students will be able to outline the fundamentals of research.• BAJMC 301.2 Students will describe the relationship between mass communication, journalism & research.• BAJMC 301.3 Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.

2.	JMC 302	Global Media Scenario	<ul style="list-style-type: none"> • BAJMC 302.1 Student will be able to relate themselves towards an understanding of media operations in the global market • BAJMC 302.2 Students will learn the polemics of culture and identity. • • Students will understand the Technologies that started the process of globalization. • BAJMC 302.3 Students will be well versed with the ways in which historically, media are globalized in environments and situations of conflict. • BAJMC 302.4 Students will understand the Technologies that started the process of globalization.
3.	JMC 303	Advanced Television Journalism	<ul style="list-style-type: none"> • BAJMC 303.1 Students will be able to identify how to write, shoot and edit news related stories. • BAJMC 303.2 Students will explain the relationship between the industry and the viewers. • BAJMC 303.3 Students will operate with the working process. • BAJMC 303.4 Students will analyse the positive & negative aspects of the TV industry

4.	JMC 304	Basics of Newsroom Practices	<ul style="list-style-type: none">• BAJMC 304.1 Students will be able to identify how to write, shoot and edit news related stories.• BAJMC 304.2 Students will explain the relationship between the industry and the viewers.• BAJMC 304.3 Students will operate with the working process. BAJMC 304.4 Students will analyse the positive & negative aspects of the TV industry
----	---------	------------------------------	--

5.	JMC 305	Advertising Strategies	<input type="checkbox"/> BAJMC 304.1 Students will be able to identify how to write, shoot and edit news related stories. <input type="checkbox"/> BAJMC 304.2 Students will explain the relationship between the industry and the viewers. <input type="checkbox"/> BAJMC 304.3 Students will operate with the working process. BAJMC 304.4 Students will analyse the positive & negative aspects of the TV industry
6.	JMC 306	Writing for TV	<ul style="list-style-type: none"> • BAJMC 306.1 Students will familiarize students with concept of script, film & TV language. • BAJMC 306.2 Students will be acquainted with scripting for film, TV and video. • BAJMC 306.3 Students will understand Creating business plans and pitch for various clients. • BAJMC 306.4 Students will be acquainted with the formats of electronic media scripts and checklist for script revision.

FOURTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	JMC 401	Applied Research in Media Studies	<ul style="list-style-type: none"> • BAJMC 401 Describe the media research analysis for source, message, channel and audience • • BAJMC 401 Classify the applications of media research in print, electronic and PR industry • • BAJMC 401 Prepare media research plans for the above-mentioned industries • • BAJMC 401 Apply the basic statistical processes in various media research studies

2.	JMC 402	News Room Practices & Anchoring Skills	<ul style="list-style-type: none"> • BAJMC 402 Students will select the Language of Cinema and fundamentals of film form and content • • BAJMC 402 Students will understand the relationship between theory and practice • • BAJMC 402 Students will be able to classify various fascinating aspects of Cinema • • BAJMC 402 Students will be able to define the crucial fine points that make Cinema • BAJMC 402 Students will be capable to create a simple script and implement a shoot based on the same •
3.	JMC 403	Media Planning and Event Management	<ul style="list-style-type: none"> • BAJMC 403 Students will identify the concept of idea generation and converting the concept into actual programme. • • BAJMC 403 Students will be able to outline quality lighting setups for different genres of TV programme • BAJMC 403 Students will be able to demonstrate audience rating for the betterment of Production quality
4.	JMC 404	Introduction to New Media	<ul style="list-style-type: none"> • BAJMC 404 • Students will be able to recognize and explain the concept and importance of New Media • • BAJMC 404 Students will be able to distinguish between communication and development communication • • BAJMC 404 Students will be able to describe use of different media in development communication

5.	JMC 405	Indian Media Industry	<ul style="list-style-type: none"> • Student will be able to explain New Media, its origin and evolution and impact on readers, business and society. • Student will be able to distinguish New Media from print and electronic media • Student will identify the milestones of internet journalism in India and worldwide • Student will be able to define important terms of digital world • Student will be able to explain the role of a New Media Journalist.
6.	JMC 406	Digital Skills for Media-IV	<ul style="list-style-type: none"> • BAJMC 406 Understanding that EM companies function as independent organizations • BAJMC 406 Analyzing the role of events in building/developing corporate image • BAJMC 406 Evaluating student participation in discussions during case studies to help them become industry ready • BAJMC 406 Provide an insight into the important aspects of crisis/risk management in events. • BAJMC 406 Creating a combination of PR, advertising and promotions that help a corporate organization.

FIFTH SEMESTER

S. No.	Course Code	Course Title	Outcome
1.	JMC 501	Advanced Research in Media Studies	<ul style="list-style-type: none">• BAJMC501.1 To introduce students to statistical applications in communication research•• BAJMC501.2 To comprehend how and why statistics has developed as a tool of the scientific process • BAJMC501.3 To understand the appropriate application and interpretation of various inferential statistical procedures, including • BAJMC501.4 To discuss research report writing methods and ethical issues in communication research

2.	JMC 502	Introduction to Data Journalism	<ul style="list-style-type: none"> • JMC502.1 To understand basic knowledge of the emerging concepts of Data Journalism. • JMC502.2 To understand the knowledge of working with spreadsheet • JMC502.3 To understand the basic knowledge about the data driven stories
3.	JMC 503	Film Appreciation, Direction and Stylization	<ul style="list-style-type: none"> • JMC502.1 Describe the value of film viewing and Summarize early film history. • JMC502.2 Define film psychology and Describe general ideas on art theory as a consumer habit • BAJMC503.3 The student will be able Summarize the filmmaking process and Define 100 years of film styles and movements. • BAJMC503.4 The students will be able to appraise and interpret the legal, ethical and social aspect of film
4.	JMC 504	Writing Skills for New Media	<ul style="list-style-type: none"> • BAJMC504.1 In this course students will understand the emergence of the new 'reader'. • BAJMC504.2 They will come to know about convergence of media and technology. • BAJMC504.3 The course is designed to enable the student to understand the changing role of media professionals. • BAJMC504.4 They will be introduced to the concepts of web journalism.
5.	JMC 505	Media Conflict and Peace Building	<ul style="list-style-type: none"> • BAJMC505.1 To develop an understanding of how this media content influences us and how we can influence others • BAJMC505.2 Use these media skills to critique the media with the media. • BAJMC505.3 Students will be able To understand the role of Media

			during War and Conflict.
6.	JMC 506	Integrated Marketing Communication	<ul style="list-style-type: none"> • BAJMC506.1 To develop an understanding of Integrating marketing is useful in the contemporary scenario • BAJMC506.2 To develop an understanding of Integrating marketing is useful in the Indian scenario. • BAJMC506.3 To develop an understanding of Integrating marketing is useful in the Indian scenario.
7.	JMC 507	Digital Skills for Media-V	<ul style="list-style-type: none"> • BAJMC507.1 Define the principle of Web page design • BAJMC507.2 Define the basics in web design & Visualize the basic concept of HTML. • BAJMC507.3 Recognize the elements of HTML. Introduce basics concept of CSS. • BAJMC507.4 Develop the concept of web publishing

SIXTH SEMESTER

S. No.	Course Code	Course Title	Outcome
10.	JMC 601	Media & Society	<ul style="list-style-type: none"><li data-bbox="826 555 1327 719">• BAJMC601.1 To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management<li data-bbox="826 748 1327 875">• BAJMC601.2 To enable the students to integrate various functions with organizational goals and strategies.