



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

BACHELOR OF ARTS (Journalism & Mass Communication) Academic Year: 2021-22

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.


Dr. Sumit Narula
Director
Amity School of Communication



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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.

Note: - Correlation levels 1, 2 and 3 as defined below:
 1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)
 If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX																
SEM	COURSE CODES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
I SEM	JMC-101	-	3	1	-	3	-	-	-	-	-	-	2	3	-	-
	JMC-102	2	3	-	-	-	-	-	-	-	1	-	-	2	1	-
	JMC-103	3	-	-	3	-	-	3	-	-	2	-	1	-	-	3
	JMC-104	1	3	1	-	-	2	-	1	-	1	-	1	3	1	-
	JMC-105	-	2	-	-	1	3	3	-	2	-	1	-	-	3	1
	JMC-106	3	3	2	-	-	-	2	2	-	3	-	1	1	-	3
	JMC-107	3	2	3	-	-	3	-	-	-	2	1	2	-	3	-
	JMC-108	3	3	-	2	2	-	3	-	-	-	1	2	-	3	-
	BCU-141	1	1	-	3	-	-	-	3	-	-	-	-	3	-	1
	EVS-142	3	3	-	2	-	-	-	3	-	-	3	2	3	-	1
	BSU-143	3	3	-	3	-	-	-	3	-	2	-	3	3	-	1
FLU-144	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
II SEM	JMC-201	3	3	-	-	3	-	2	-	-	2	-	-	-	-	-
	JMC-202	2	2	1	-	3	-	-	1	1	-	-	1	3	2	1
	JMC-203	3	3	-	1	-	1	2	-	-	-	-	-	1	3	3
	JMC-204	1	2	-	-	-	3	3	3	-	-	-	-	3	-	-
	JMC-205	2	2	-	-	3	-	-	-	1	2	-	1	-	-	3
	JMC-206	2	2	-	-	-	3	3	-	-	-	2	1	-	-	-
	JMC-207	2	2	1	1	-	3	3	-	-	-	-	1	-	3	-
	BCU-241	1	1	-	3	-	-	-	3	-	2	-	-	3	-	1
	EVS-242	1	1	-	2	1	1	-	-	-	-	3	-	3	-	1
	BSU-243	3	3	-	3	-	-	-	3	-	2	-	3	3	-	1
FLU-244	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
III SEM	JMC-301	2	2	1	-	3	-	-	-	3	1	-	3	3	1	-
	JMC-302	3	3	2	3	-	2	2	-	1	-	-	3	1	2	3
	JMC-303	3	2	1	1	-	3	3	3	-	-	-	-	-	1	3
	JMC-304	2	3	-	3	-	2	2	-	-	-	-	2	3	-	-
	JMC-305	1	2	-	-	3	3	3	2	-	-	-	-	-	3	-
	JMC-306	1	3	-	-	3	-	-	-	-	2	-	3	3	-	-
	JMC-307	2	3	-	-	3	3	3	-	-	-	1	1	-	3	-
	JMC-308	1	2	-	-	-	3	3	3	-	-	1	1	-	1	3
	BCU-341	1	1	-	3	-	-	-	3	-	2	-	-	3	-	1
	BSU-343	3	3	-	3	-	-	-	3	-	2	-	3	3	-	1
FLU-344	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
IV SEM	JMC-401	1	2	-	-	-	1	-	-	3	3	-	-	1	-	3
	JMC-402	1	3	-	3	-	3	2	-	-	-	-	-	1	2	3
	JMC-403	1	3	3	2	-	2	2	-	2	2	-	-	3	-	-
	JMC-404	-	3	1	-	-	3	3	-	-	1	-	1	1	3	-
	JMC-405	-	2	-	-	-	3	3	3	3	1	-	1	1	3	2
	JMC-406	-	3	3	2	1	3	2	-	-	-	-	-	1	3	-
	JMC-407	1	3	-	-	-	-	-	-	2	1	-	1	1	3	-
	JMC-408	1	2	-	-	-	-	-	-	3	-	-	-	3	1	1
BCU-441	1	1	-	3	-	-	-	3	-	2	-	-	3	--	1	

	BSU-443	3	3	-	3	-	-	-	-	-	2	-	3	3	-	1
	FLU-444	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1
V SEM	JMC-501	1	2	-	-	1	-	-	3	3	3	-	1	3	-	1
	JMC-502	-	2	1	1	-	3	3	3	-	-	-	1	3	-	1
	JMC-503	-	3	-	-	-	3	3	2	1	1	2	1	-	3	3
	JMC-504	3	3	-	2	-	-	3	-	-	-	-	-	3	-	1
	JMC-505	1	2	-	-	3	1	-	-	-	3	-	3	1	-	3
	JMC-506	1	3	-	-	-	3	2	2	1	-	-	-	3	1	-
	JMC-507	-	3	-	-	3	2	3	-	-	-	-	1	1	3	-
	JMC-508	1	2	-	-	-	3	3	-	-	-	-	-	1	3	1
	BCU-541	1	1	-	3	-	-	-	-	-	2	-	3	3	-	1
	BSU-543	3	3	-	3	-	-	-	-	-	2	-	3	3	-	1
	FLU-544	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1
VI SEM	JMC-601	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
	SPP 601															
	SPP 602															
	SPP 603															
	SPP 604	1	1	-	3	-	-	-	-	3	3	-	2	-	3	1
	SPP 605															
	SPP 606															
	SPP 607															
	SPP 608															
	SIP-609	1	1	-	3	-	-	-	3	-	-	-	2	3	-	3
BCU-641	1	1	-	3	-	-	-	3	-	-	-	-	3	-	1	
BSU-643	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
FLU-644	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	

**Amity School of Communication
Amity University Madhya Pradesh**

PO Mapping of Bachelor of Arts (Journalism & Mass Communication) syllabus with the SDGs

Sr No	Program Outcomes (POs)	Sustainable Development Goals (SDGs)
1	PO.1 – Professionalism	SDG 4 - Quality Education (targeting quality and inclusive education)
2	PO.2 - Domain Knowledge and Skills	SDG 9 - Industry, Innovation, and Infrastructure (emphasis on building resilient infrastructure and promoting inclusive and sustainable industrialization)
3	PO.3 - Selecting the Media Specialization	SDG 10 - Reduced Inequalities (focusing on reducing inequalities within and among countries)
4	PO.4 - Continuous Learning	SDG 4 - Quality Education (encouraging lifelong learning opportunities)
5	PO.5 - Critical Thinking	SDG 16 - Peace, Justice, and Strong Institutions (promoting just, peaceful, and inclusive societies)
6	PO.6 - Digital and Technological Skills	SDG 9 - Industry, Innovation, and Infrastructure (highlighting the importance of innovation and technology)
7	PO.7 – Creativity	SDG 9 - Industry, Innovation, and Infrastructure (emphasizing creativity and innovation)
8	PO.8 - Innovative and Entrepreneurship Enhancement	SDG 9 - Industry, Innovation, and Infrastructure (focusing on promoting innovation and sustainable industrialization)
9	PO.9 - Research-related Skills	SDG 4 - Quality Education (supporting research and development in education)
10	PO.10 - Collaborating and Coordination Skills	SDG 17 - Partnerships for the Goals (encouraging partnerships for sustainable development)
11	PO.11 - Environmental Awareness and Action	SDG 6 - Clean Water and Sanitation
		SDG 7 - Affordable and Clean Energy
		SDG 12 - Responsible Consumption and Production
		SDG 13 - Climate Action
		SDG 14 - Life Below Water
		SDG 15 - Life on Land
	PO.12 - Multicultural Competence and Inclusive Spirit	SDG 4 - Quality Education
		SDG 5 - Gender Equality
		SDG 10 - Reduced Inequalities

Sr No	Program Outcomes (POs)	Sustainable Development Goals (SDGs)
12		G 16 - Peace, Justice, and Strong Institutions

Courses Mapped with various National Mission

Courses Mapped with various National Missions						
Amity School of Communication						
Sr. No.	Name of School	Program Name	Sem	Course Code	Course Name	National Mission
1	Amity School of Communication	BA(J&MC)	I	JMC-101	Communication Theories and Models	-
2	Amity School of Communication	BA(J&MC)	I	JMC-102	History and Growth of Media in India	-
3	Amity School of Communication	BA(J&MC)	I	JMC-103	Fundamentals of Advertising and Public Relations	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
4	Amity School of Communication	BA(J&MC)	I	JMC-104	Fundamentals of Print Journalism	Skill India
5	Amity School of Communication	BA(J&MC)	I	JMC-105	Introduction to Visual Communication	Startup India
6	Amity School of Communication	BA(J&MC)	I	JMC -106	State and Politics	Mission of Integrated Development of Horticulture (MIDH), Mission Indradhanush (MI)
7	Amity School of Communication	BA(J&MC)	I	JMC -107	Digital Skills for Media-I	Digital India
8	Amity School of Communication	BA(J&MC)	II	JMC-201	Specialized Reporting, Writing & Editing	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
9	Amity School of Communication	BA(J&MC)	II	JMC-202	Theories of Advertising & Public Relations	-
10	Amity School of Communication	BA(J&MC)	II	JMC-203	Basics of Radio Journalism	Skill India
11	Amity School of Communication	BA(J&MC)	II	JMC-204	Fundamentals of Photography	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
12	Amity School of Communication	BA(J&MC)	II	JMC-205	Indian Economy & Foreign Relations	Mission of Integrated Development of Horticulture (MIDH), Mission Indradhanush (MI)
13	Amity School of Communication	BA(J&MC)	II	JMC-206	Digital Skills for Media –II	Digital India
14	Amity School of Communication	BA(J&MC)	II	JMC-207	Radio Production	Skill India

15	Amity School of Communication	BA(J&MC)	III	JMC-301	Basics of Media Research	-
16	Amity School of Communication	BA(J&MC)	III	JMC-302	Television Journalism	Startup India
17	Amity School of Communication	BA(J&MC)	III	JMC-303	Writing for Advertising and Public Relations	-
18	Amity School of Communication	BA(J&MC)	III	JMC-304	Media Laws and Ethics	Mission of Integrated Development of Horticulture (MIDH), Mission Indradhanush (MI)
19	Amity School of Communication	BA(J&MC)	III	JMC-305	Film Theories and Practices	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
20	Amity School of Communication	BA(J&MC)	III	JMC-306	Development Communication	Mission of Integrated Development of Horticulture (MIDH), Mission Indradhanush (MI)
21	Amity School of Communication	BA(J&MC)	III	JMC-307	Digital Skills for Media –III	_Digital India (DI)_
22	Amity School of Communication	BA(J&MC)	III	JMC-308	Advertisement Production	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
23	Amity School of Communication	BA(J&MC)	IV	JMC-401	Applied Research in Media Studies	-
24	Amity School of Communication	BA(J&MC)	IV	JMC-402	Newsroom Practices & Anchoring Skills	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
25	Amity School of Communication	BA(J&MC)	IV	JMC-403	Media Planning & Event Management	Startup India
26	Amity School of Communication	BA(J&MC)	IV	JMC-404	Introduction to New Media	Digital India
27	Amity School of Communication	BA(J&MC)	IV	JMC-405	Fake News and Media Literacy	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
28	Amity School of Communication	BA(J&MC)	V	JMC-406	Digital Skills for Media –IV	Digital India (DI), National Mission on Education through ICT (NMEICT)
29	Amity School of Communication	BA(J&MC)	V	JMC-407	Television Production	Start up India
30	Amity School of Communication	BA(J&MC)	V	JMC-501	Advanced Research in Media Studies	Skill India

31	Amity School of Communication	BA(J&MC)	V	JMC-502	Introduction to Data Journalism	Digital India (DI), National Mission on Education through ICT (NMEICT)
32	Amity School of Communication	BA(J&MC)	V	JMC-503	Film Appreciation, Direction and Stylistation	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
33	Amity School of Communication	BA(J&MC)	V	JMC-504	Writing Skills for New Media	Startup India
34	Amity School of Communication	BA(J&MC)	V	JMC-505	Media Conflict and Peace Building	-
35	Amity School of Communication	BA(J&MC)	V	JMC-506	Corporate Communication & Brand Management	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
36	Amity School of Communication	BA(J&MC)	VI	JMC-507	Digital Skills for Media -V	Digital India
37	Amity School of Communication	BA(J&MC)	VII	JMC-601	Media and Society	-



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Course Structure: Fundamentals of Print Journalism-JMC 104

Course Title: Fundamentals of Print Journalism

Credit Units: 2

Course Level: UG Level

Course Code: JMC 104

Course Objectives:

- Enable students to understand basic concepts of news and the news process.
- Help students to understand print media industry from a journalistic perspective
- Help students to analyses about the current scenario and scope of media industry in India.

Pre-requisites: The students must possess adequate and up to date knowledge of Fundamentals of Print Journalism.

Course Contents/Syllabus:

Module I: Understanding News and News Source	Weightage
News: Meaning, Definition, Nature; News Value; Basic elements of News; Hard and Soft News; Organizing the news structure: 5 Ws & I H, Inverted Pyramid;	25%
Module II: News Writing and Interview Skills	25%
Writing a lead; Deciding the news angle (Understanding the audience) Crafting the body; Writing the ending; News formats: Interpretative, Investigative; Sources of Information Interviewing: Process & Skills; Research for Interviews; Changing practices- speed, circulation and viral networking	
Module III: News Room & Basics of Editing	25%
Basic journalism terminology; The Newspaper organization; Various departments and their role; The editorial set-up; Role and responsibility of journalists, Role of sub-editors; Equation between reporters and sub-editors, Basics of editing: Meaning, Purposes, Symbols, Tools, Lead, body, Paragraphing; Grammar & Punctuation; Proof Reading; Headline /writing.	
Module IV: News Analysis	25%

Daily National and International News (newspapers, radio & TV); Background of Important news; Thumbnail sketches of chief personalities figuring in current news reports; Relevance of these reports to India and the world community or why they are considered to be important, Analyzing daily Current News;	
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Student Learning Outcomes:

- Understand, identify and define the news values and comprehend the news process.
- Identify and analyze the Indian media scenario and will distinguish between hard and soft news.
- Evaluate the Changes in a news story according to the hard news structure.
- Understand and demonstrate interviewing and newsgathering skills.
- Enable students to categorize different types of news, editing skills including proof reading and headline writing appraise and interpret the legal, ethical and social aspect of news.

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group, historical news articles .

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	5	70

Text Reading:

- Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
- Garcia, Mario R(1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.
- Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associate Press, USA.
- George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi
- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers.
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book.



Course Structure: Introduction to Visual Communication-JMC 105

Course Title: Introduction to Visual Communication

Credit Units: 2

Course Level: UG Level

Course Code: JMC 105

Course Objectives:

- Enable students to understand the history, forms, elements, theories, meaning, and principles of visual communication.
- Help students to understand how visual communication is important in every aspect of media industry.

Pre-requisites: The students must possess adequate and up to date knowledge of Visual Communication.

Course Contents/Syllabus:

Module I: Introduction to Visual Communication	Weightage
Defining an image and visual communication (VC), VC as integral part of human communication, Human Vision and 2 dimensional images, Human beings have highly developed seeing rather than hearing abilities , Historical trends and developments: from painting, installation art; Visual Information: how human body receives information: senses, brain, stimuli, heart, and body parts	35%
Module II: Basics of Visual Communication Contemporary applications: Cartography, Spatial analysis, Graphics, Visual Perception and Analytics, Advertising, Politics, Entertainment, Business etc; Medium: digital, paper, electronic, mobile communication; Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc; Principles of design: contrast, harmony, proportion, balance, and movement.	35%
Module III: Power, Visual Representation & Society Gestalt and principals of gestalts; Semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, Intellect, and the Mind; Concept of Gaze: Desire, Voyeurism, Critique of Male Gaze, and interactive gaze, Masculine and Feminine Identities; Experience of Images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images: video's sensation, dreams, and Manipulation; Film's logic and rhetoric; Advertising image's shock and seduction; Political image's public image, Public relations, and Propaganda; and Media image's persuasion and violence	30%

Student Learning Outcomes:

- Understand, identify and define the different theories of visual communication.
- Identify and analyze fundamentals of major art forms for professional problem-solving.
- Evaluate the Changes in media industry with reference to visual communication.

- Understand and demonstrate visual communication in today's world.

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group, historical news articles.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment			End Term Examination	
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	
Weightage (%)	15	10	5	70

Text Reading:

- Lester, E (2000) Visual Communication: Image with messages.
- Visual Elements of Arts and Design (1989) Longman Porter.
- Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers.
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book.



Course Structure: Digital Skills for Media-I-JMC 107

Course Title: Digital Skills for Media-I

Credit Units: 2

Course Level: UG Level

Course Code: JMC 107

Course Objectives:

- Enable students to understand the basic computer software's.
- Help students to understand how information in context to the designing of variety of print layouts works.

Pre-requisites: The students must possess adequate and up to date knowledge of computers and typing software.

Course Contents/Syllabus:

Module I: Computer Fundamentals and Ms Office	Weightage
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit; Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	40%
Module II: Introduction to Photoshop	30%
Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	
Module III: Introduction to Adobe In Design	30%
Working with In-design, Page design, News paper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Student Learning Outcomes:

- To Understand and use various software.
- To understand use of layouts.

- Understand and demonstrate use of news paper design.

Pedagogy for Course Delivery: The course will be taught using the Theory and practical's mainly the practice of MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, practice of MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design will be performed in the Lab.

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment			Attendance	End Term Examination
Components (Drop down)	Mid Term Exam	Assinment/Quiz/M CQ		
Weightage (%)	15	10	5	70

Note: The viva for the practical exam will be taken by experts of Industry/Academia.

Text Books & References

- Shalini and Adity Gupta, Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.



AMITY UNIVERSITY

MADHYA PRADESH

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

ENVIRONMENTAL STUDIES-I

Course Code: EVS – 142

Credit Units: 02

Course Contents:

Module I: The Multidisciplinary Nature of Environmental studies and Environment Environmental Education: Definition, scope, and importance, Need for public awareness, Environmental Agencies, Organisation and NGOs, Environment: Definition, importance, Segments. Case Studies related to environmental protection and role of teachers and students.

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Examination Scheme:

Components	CT	HA	S/V/Q	A	ESE
Weightage (%)	15	5	5	5	70

- Chauhan B. S. 2009: Environmental Studies, University Science Press New Delhi.
- Dhameja S.K., 2010; Environmental Studies, Katson Publisher, New Delhi.
- Smriti Srivastava, 2011: Energy Environment Ecology and Society, Katson Publisher, New Delhi.
- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India.
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopaedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. McKinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M.N. & Datta, A.K. 1987. Wastewater treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p



Course Structure: Indian Economy and Foreign Relations-JMC 205

Course Title: Indian Economy and Foreign Relations

Credit Units: 3

Course Level: UG Level

Course Code: JMC 205

Course Objectives:

- Enable students to understand major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period.
- Help students to understand paradigm shifts and turning points. Given the rapid changes taking place in India.

Pre-requisites: The students must possess adequate and up to date knowledge of Economy and foreign relations of India.

Course Contents/Syllabus:

Module I: Economic Development since Independence	Weightage
B Major features of the economy at independence; growth and development under different policy regimes, goals, constraints, institutions and policy framework; an assessment of performance, sustainability and regional contrasts; Structural change, savings and investment; Population and Human Development, Demographic trends and issues; education; health and malnutrition, Growth and Distribution, Trends and policies in poverty; inequality and unemployment, International Comparisons.	25%
Module II: Indian Economy and issues relating to planning Macroeconomic Policies and Their Impact Fiscal Policy; trade and investment policy; financial and monetary policies; labor regulation, 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, Investment models, Government Budgeting, Inclusive growth and issues arising from it.	25%
Module III: Organizations and institutions	

World Bank; The Asian Development Bank; World Economic Forum, United Nations and its various bodies, International Groupings: Like G8, and Commonwealth, National organizations: Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC) , CAG.	20%
Module IV: Indian Foreign Policy	30%
Determinants and Principles of India's Foreign Policy: Domestic and International sources of India's Foreign Policy, Objectives and Principles, Non-Alignment: Concepts, Policy and Relevance, India and World Trade Organisation (WTO), India at the United Nations: Security Council Reforms, Changing Relations with the US and Russia from Cold War to Post Cold War, India China Relations: Challenges and Prospects; Pakistan: Challenges and Prospects; Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives and Middle East: Main Issue; India and Regional Organizations :European Union (EU), Association of South East Asian Nations (ASEAN) and South Asian Association of Regional Cooperation (SAARC), Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy.	

Student Learning Outcomes:

- 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.

Pedagogy for Course Delivery: The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular with reference to Indian relations to other nations.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	

Weightage (%)	15	10	05	70

Text Reading:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. New Delhi: Allied.
- Rana, A.P. (1976) Imperatives of Non Alignment: A Conceptual Study of India's Foreign Policy Strategy in the Nehru Period. New Delhi: Macmillan.
- Mishra, K.P. (ed.) (1969) Studies in India's Foreign Policy. New Delhi: Vikas, pp. 90-06.
- Srivastava, P. (ed.) (2001) Non Alignment Movement: Extending Frontiers. New Delhi: Kanishka Publishers, pp. 177-182.
- Nayar, B.R and Paul, T.V. (2003) India in the World Order. New York: Cambridge University, Press, pp. 115-158.
- Karunakaran, K.P. (1958) India in World Affairs. Vol I. New Delhi: Oxford University Press, Chapter 9 & 10

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book



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MADHYA PRADESH

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

Course Structure: Digital Skills for Media-II-JMC 206

Course Title: Digital Skills for Media-II

Credit Units: 2

Course Level: UG Level

Course Code: JMC 206

Course Objectives:

- Enable students to understand procedures, techniques, and standard practices in motion picture post production sound.
 - Help students to acquire practical knowledge and hands-on experience of post production sound workflow.
- **Pre-requisites:** The students must possess adequate and up to date knowledge of computer.

Course Contents/Syllabus:

Module I: Basics of Sound Recording and Sound Equipments	Weightage
Voice casting, Sound Theory: Frequency, Amplitude, the art of foley, Microphone, Characteristics, Sound Recording. Fundamentals: Mic placement, Angle vs Distance, Signal to Noise Ratio, Types of Sound Equipments, Basic Recording Techniques, Basics of Digital Audio, Powering Up Hardware.	35%
Module II: Sound Recording Software	30%
I Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio program recording and editing with the help of Sound-forge.	
Module III: Sound Editing	35%
Sound Editing: dialogue editing -cleaning up audio, noise reduction, etc, Creating First Session, Making First Recording, Importing Media in to Session, Basic Editing Techniques, Using Virtual Instruments, Recording on Sound forge, Basic Mixer Terminology, Basic Automation, Basic Mixing Techniques, Creating Stereo Mix Down, Multi-track Editing, Hands on Project.	

Student Learning Outcomes:

- 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.

Pedagogy for Course Delivery: The course will be taught in regular class room as well as in studio.
List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: Yes, Sound Recording, Mic Placement, Editing of sound,

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam/Assignments	viva	Attendance	
Weightage (%)	15	10	05	70

Note: The viva for the practical exam will be taken by experts of Industry/Academia.

Text Reading:

- The Foley Grail: The Art of Performing Sound for Film, Games and Animation by Vanessa Theme Ament (2009, Focal Press)
- The Sound Effects Bible by Ric Viers (2008, Michael Wiese Productions)
- Audio Basics by Stanley R. Alten (2012, Wadsworth Publishing)

References

- Air archives.
- Radio shows.
- News and media analysis websites like The Hoot, Huffington Post etc.



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MADHYA PRADESH

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

ENVIRONMENTAL STUDIES-II

Course Code: EVS– 242 Credit Units: 02

Course Contents:

Module I: Environmental Pollution

Definition, causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects, and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

Module II: Social Issues and the Environment

From unsustainable to sustainable development, Urban problems and related to energy, Water conservation, rainwater harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns Case studies. Environmental ethics: Issues and possible solutions

Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear Accidents and Holocaust case studies.

Fireworks/Crackers – Introduction, ill effects on environment and humans.

Wasteland reclamation, Consumerism and waste products, Environmental Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act

Issues involved in enforcement of environmental legislation public awareness

Module III: Human Population and the Environment

Population growth, variation among nations Population explosion – Family Welfare Programmes Environment and human health

Human Rights

Value Education HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health Case Studies

Module IV: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural. Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	CT	HA	S/V/Q	A	ESE
Weightage (%)	15	5	5	5	70

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopaedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Wastewater treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p



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MADHYA PRADESH

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

Course Structure: Basics of Media Research- JMC 301

Course Title: Basics of Media Research

Credit Units: 3

Course Level: UG Level

Course Code: JMC 301

Course Objectives:

- To introduce basic concepts of research
- To establish relationship between mass communication, journalism & research
- To introduce methods, tools and techniques of research
- To discuss the impact of research in mass communication

Pre-requisites: Student should know about Research & various forms of media.

Course Content	Weightage %
Module I – Introduction to Media Research	35%
Meaning, definitions and types of research, Media research: Concept and Scope, Challenges and Prospect of Media Research in India, Research designs: Exploratory, Descriptive and Experimental; Approaches to research: Qualitative, Quantitative and Mixed; Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis; Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview; Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	
Module II – Media Research Process and Sampling	35%
Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research; Sampling: selecting a suitable sample using sampling methods; Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	
Module III – Media Research Report Writing and Ethical Issues	30%
Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation; Significance of Reference and Bibliography in Research; Ethical Issues in Research: Plagiarism and interviewers' guidelines	

Student Learning Outcomes:

- Understand the concepts of research, elements of research and different types of research with their importance
- Analyze various elements of research
- Identify, implement and evolve research problems and research objectives
- Enable students to understand and apply different research designs and methods to a specific research problem

Pedagogy for Course Delivery:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Seminar/ Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990.
- Argyris C. “Personality and Organisation: The Conflict Between System and Individuals “Harper and Row, New York, 1995.

References:

- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.
- Research Methodology Practice – P. Philominathan – Shri A.V.V.M. Pushpam College – Poondi –Thanjavur
- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing House – Bombay



AMITY UNIVERSITY

MADHYA PRADESH

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

Course Structure: Media Laws and Ethics - JMC 304

Course Title: Media Laws and Ethics

Credit Units: 3

Course Level: UG Level

Course Code: JMC 304

Course Objectives:

- To introduce students to concept of ethics and ethical issues faced by the media
- To discuss various media laws with the help of case studies
- To understand the context and framework of print and broadcast media regulation in India

Pre-requisites: Nil

Course Contents/Syllabus:	Weightage
Module I : Constitution and Media	30%
Fundamental Rights; Article 19 (1) (a) and 19 (2) : Freedom of Expression; Freedom of Press & Reasonable Restrictions; Emergency and its effects upon media; Restrictions on Media, Legislature and Media; Breach of privilege of legislature, Judiciary and Media; Contempt of Court Act 1952; Defense of Media persons	
Module II: Press Laws in India-I	35 %
Brief history of Press Laws in India before Independence, First Press Regulation 1799, Gagging Act 1857. Press and Regulation Act 1867, Vernacular Press Act 1878, Indian Press Act 1910, Sea Custom act 1878, Official Secrets Act 1923, Working Journalist Act 1955 and Wage Board.1953 (IT Act, 2000), Article 66 A	
Module III : Press Laws in India-	35 %
Copyright Act, Intellectual Property Right, Press Council of India Act, 1965, Cinematograph Act 1952 , Telegraph Act.etc), Prasar Bharati Act 1990, Broadcast Bill 2000,Right to Information Act 2005, Young Persons' Act, 1956 (Harmful Publication), Cable TV Network (Regulation) Act 2002, IT Act & Cyber Crime; Hacking, Cyber Bullying & Morphing.	
Module IV : Media Ethics and Social Responsibility	35 %
Defamation and Media; Defense of Media persons in respect to torts and Indian Penal Code 1860, Whistle Blowers Act, Responsibilities and Accountability of journalists and publishers, Different types Of Media Organizations, RNI, ABC, Press Commissions, Press Council, Editors Guild and other regulatory bodies	

Student Learning Outcomes:

- Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analyse the issue of media regulation in India

Pedagogy for Course Delivery: The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme

Components	Midterm	Assignment/ Project/Seminar/Q uiz	Attendanc e	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, Oxford University Press
- BAIRD, Robert M., & al. – (ed.), The Media and Morality (Contemporary Issues), Amherst (NY), Prometheus Books, 1999.
- BUGEJA, Michael J. – Living Ethics: Developing Values in Mass Communication, Needham Heights (MA), Allyn & Bacon, 1995.
- COHEN, Elliot D., ELLIOTT, Deni, – Journalism Ethics: A Reference Handbook, Santa Barbara (CA), Abc Clio, 1998.

References:

- Baird, Robert M., & Al. – (Ed.), The Media And Morality (Contemporary Issues), Amherst (Ny), Prometheus Books, 1999.
- Chadwick, Ruth – (Ed.), The Concise Encyclopedia Of Ethics In Politics And The Media, San Diego (Ca), Academic Press, 2001.
- Gordon, A.D., Kittross, John M., – Controversies In Media Ethics, New York, Addison Wesley, 1999. [2nd Ed.]
- Makau, J.M., Arnett, R.C., – (Ed.), Communication Ethics In An Age Of Diversity, Urbana (Il), University Of Illinois Press, 1999



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MADHYA PRADESH

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

Course Structure: Development Communication - JMC 306

Course Title: Development Communication

Credit Units: 3

Course Level: UG Level

Course Code: JMC 306

Course Objectives:

- To develop understanding in the concept of development
- To understand the concept of development communication
- To understand role and use of media in development communication

Prerequisites: NIL

	Weightage
Module I: Concept of Development	
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	30%
Module II: Development Communication	
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	35%
Module III: Use of Mass Media in Social Sensitization	
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	35%

Student Learning Outcomes:

- Demonstrate knowledge about the concept of development and development communication.
- Apply strategies of development communication to real life development issues in various societies.
- Design development campaigns using different media platforms.
- Demonstrate an understanding of the political, economic and cultural dimensions of development communication.

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semin ar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

References:

- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York



Course Structure: Digital Skills for Media-III - JMC 307

Course Title: Digital Skills for Media
Course Level: UG Level

Credit Units: 2
Course Code: JMC 307

Course Objectives:

- To know about the broad knowledge of the video Editing Software's,
- To know about TV and Film Industry
- Students will study the editing of videos.

Prerequisites: Basic Understanding of Computer is must.

	Weightage
Module I: Adobe After Effects	35%
Adobe After effects Interface, Tools and Menus, Working with Adobe After effects, Video Editing, Uses of Adobe After effects as Video editing software, The functioning of Adobe After effects and its significance in various media.	
Module II: Adobe Premiere-Pro	30%
Adobe Premiere-Pro Interface, Tools and Menus, Working with Adobe Premiere-Pro, , Video Editing., Uses of Adobe Premiere-Pro as Video editing software, The functioning of Adobe Premiere-Pro and its significance in various media.	
Module III: FCP (Fine Cut Pro)	35%
FCP (Fine Cut Pro) Interface, Tools and Menus, Working with FCP (Fine Cut Pro), Video Editing with the help of FCP (Fine Cut Pro), The functioning of (Fine Cut Pro)and its significance in various media.	

Student Learning Outcomes:

- Students will be able work on Premiere-Pro and Adobe after effect and FCP.
- Students will be able to do the editing of Video.
- Understand the importance of typography and layout in design.
- Demonstrate skills to design for various media.
- Solve design problems and suggest appropriate solutions.

Pedagogy for Course Delivery:

The classes will be discussion and practical based.

Lab/ Practical details:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Assessment/ Examination Scheme:

Components	Assignment/ Viva	Attendance	Midterm	End Term Examination
Weightage (%)	10	5	15	70

Viva: The Viva of this practical will be conduct by the Experts from the Industry & Academia.

Text Reading:

- Dancyger, K. (2014). The technique of film and video editing: history, theory, and practice. CRC Press.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Worth, S., & Adair, J. (1972). Through navajo eyes. Bloomington: Indiana UP.
- Reisz, K., & Millar, G. (1971). The technique of film editing.
- Goodman, R. M., & McGrath, P. (2002). Editing digital video: the complete creative and technical guide. McGraw-Hill, Inc..

References:

- “Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio Series)” by Robert M Goodman and Patrick Mcgrath
- “Technique of Film Editing, Reissue of 2nd Edition” by Karel Reisz and Gavin Millar
- “Digital Nonlinear Editing: New Approaches to Editing Film and Video” by Thomas A Ohanian
- “Some Procedures for Sound Editing on Videotape: Using JVC Editing Control Unit RM-86U and 6-Channel Mixer MI 5000” by Richard Raskin



AMITY UNIVERSITY

MADHYA PRADESH

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

Course Structure: Applied Research in Media Studies - JMC 401

Course Title: Applied Research in Media Studies
Course Level: UG Level

Credit Units: 3
Course Code: JMC 401

Course Objectives:

- To introduce students to the application of research in mass communication
- To explore the various forms of research in different media
- To introduce students to the variety of tools used in different forms of media research
- To introduce them to the concept of research paper/articles and their execution

Pre-requisites: Basics of research; Understanding of the intricacies of different forms of mass media

Contents/Syllabus:	Weightage
Module I – Areas of Media Research	20%
Source Analysis; Message Analysis; Channel Analysis; Audience Analysis; Process, Effect and Impact Research	
Module II – Application of Media Research	60%
Research in Newspaper and Magazine Circulation Research; Readership Research; Readability Research	
Research in Television and Radio Rating Method; Non – rating Method	
Research in Public Relation Industry research; News tracking research; Competitive analysis	
Research in New Media: Social Media Research; Research on Online usage	
Module III – Statistical application in Media Research	20%
Statistics applied in Research: Frequencies and Percentages; Measures of Central tendency: Mean, median and mode; Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	

Student Learning Outcomes:

- Describe the media research analysis for source, message, channel and audience
- Classify the applications of media research in print, electronic and PR industry
- Prepare media research plans for the above mentioned industries
- Apply the basic statistical processes in various media research studies

Pedagogy for Course Delivery: Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for application of media research

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Mid Term	Assignment/Project/Seminar/Quiz/Class test	Attendance	End term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Research reports of Neilson, India
-

References:

- An Introduction to Research Procedure in Social Sciences – Gopal M. A. – Asia Publishing House – Bombay
- Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990.
- Devis Keith “Human Relation at work, McGrow Hill book company, Inc., New York, 1957.
- 8.Ghosh “Personnel Administration in India”, Sudha Publication New Delhi, 1969.
- Calhoon R.P. “Personal Management and supervision”, Application Century crafts, New York, 1967. 9. Chatterjee N.N.



AMITY UNIVERSITY

MADHYA PRADESH

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

Course Structure: Introduction to New Media - JMC 404

Course Title: Introduction to New Media
Course Level: UG Level

Credit Units: 3
Course Code: JMC 404

Course Objectives:

- It is important for a media student to understand the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. (i) In this course students will understand the emergence of the new 'reader'.
- They will come to know about convergence of media and technology.
- The course is designed to enable the student to understand the changing role of media professionals.
- They will be introduced to the concepts of web journalism.

Pre-requisites: The student should have a basic understanding of traditional media and journalism.

Course Contents/Syllabus:	Weightage
Module I : Introduction to New Media	
New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	30 %
Module II: Web Journalism	
Overview of Web Journalism , News is a conversation now – participative newsrooms structure, Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	35 %
Module III: Understanding New Media Technologies & Applications	
Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	35 %

Student Learning Outcomes:

- 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 the digital world.
- Student will be able to explain the role of a New Media Journalist.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and task-based activities.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Semin ar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction

References:

- Breuer, A 2011, Democracy promotion in the age of social media: risks and opportunities, Briefing Paper, Department 'Governance, Statehood, Security', German Development Institute.
- Eltantawy, N & Wiest, JB 2011, 'Social Media in the Egyptian Revolution: Reconsidering Resource Mobilization Theory', International Journal of Communication 5, pp. 1207-1224.
- Haenlein, M & Kaplan, MA 2010, 'Users of the world, unite! The challenges and opportunities of social media', Business Horizons, vol. 53, pp. 59-68.



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

Course Structure: Fake News and Media Literacy - JMC 405

Course Title: Fake News and Media Literacy
Course Level: UG Level

Credit Units: 3
Course Code: JMC 405

Course Objectives:

- “Fake news” has captured the attention of politicians, the media, and the general public since 2016. But the concept is hardly new; it has existed in some form for centuries. In this course, we will explore the history of fake news in different media, culminating in an examination of the modern phenomenon of fake news. We will learn information literacy techniques for evaluating news sources and will study a specific contemporary manifestation of “fake news” in depth.

Course Contents/Syllabus:	Weightage
Module I : History of Fake News	35%
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information.	
Module-II Media literacy and Real news	35 %
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives.	
Module III: Basic tools and techniques to combat fake news	30 %
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics. Fact-checking organisations around the world	

Student Learning Outcomes:

- Define fake news and discuss its history
- Describe the modern phenomenon of fake news and discuss its significance
- Identify sources of false or misleading information on a variety of media platforms
- Evaluate news and other information outlets for bias

- Describe how news items are created and disseminated across different types of media and social networks

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and task-based activities.

Lab/ Practical details, if applicable: N/A

Assessment/ Examination Scheme:

Components	Midterm	Assignment/ Project/Seminar/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	5	70

Text Reading:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala
- Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age
Paperback – April 1, 2018

References

- Media Literacy, Ninth Edition (International Student Edition)
- W. James Potter - University of California, Santa Barbara, USA
- Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age
Paperback – April 1, 2018
- Media, Culture and Society: An Introduction 2nd Edition by Paul Hodkinson
- Social Media: How to Engage, Share, and Connect Third Edition by Regina Luttrell



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

Course Structure: Digital Skills for Media-IV - JMC 406

Course Title: Digital Skills for Media-IV

Credit Units: 2

Course Level: UG Level

Course Code: JMC 406

Course Objectives:

- To familiarize students with graphics & animation.
- To familiarize students with the software related to computer graphics and animation.
- To equip the students in techniques of computer graphics & animation.

Pre-Requisite: Students must have the basic knowledge of Media Industry

Course Contents/Syllabus:	Weightage
Module I : Graphics	25%
Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	
Module II: Introduction Of Image	35 %
Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics- Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	
Module Iii: Animation	40 %
Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	

Student Learning Outcomes:

- Understand the concept of Animation & Graphics.
- Able to handle the software related to Graphics & Animation

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises.

Lab/ Practicals: Training of Graphics and Animation Software

Lab/ Practical details :

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Assessment/ Examination Scheme:

Components	Assignment/Viva	Attendance	Midterm	End Term Examination
Weightage (%)	10	5	15	70

Viva: The Viva of this practical will be conduct by the Industry Expert.

Text Reading:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Wesley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

References:

- “Character Animation: 2D Skills for Better 3D” by Steve Roberts
- “Mastering Unity 2D Game Development” by Ashley Godbold and Simon Jackson
- “Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics” by Liz Blazer
- “Gpu Gems 2: Programming Techniques for High – Performance Graphics and General – Purpose Computation” by Matt Pharr and Randima Fernando (Series Editor)
- “3D Animation Essentials (Essentials (John Wiley))” by Andy Beane



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

Course Structure: Advanced Research in Media Studies - JMC-501

Course Title: Advanced Research in Media Studies

Credit

Units: 3

**Course Level: UG Level
501**

Course Code: JMC

Course Objectives:

This course is intended to provide students with an introduction to statistics as research tool. The emphasis in this course will be upon understanding statistical concepts and applying and interpreting tests of statistical inference. Content will include but not be limited to: scaling, visual representations of data, descriptive statistics, correlation and simple regression, sampling distributions, and the assumptions associated with and the application of selected inferential statistical procedures (including t-tests, chi-square, and one-way ANOVA). Computer software (SPSS) will be employed to assist in the analysis of data for this course.

- To introduce students to statistical applications in communication research
- To comprehend how and why statistics has developed as a tool of the scientific process
- To understand the appropriate application and interpretation of various inferential statistical procedures, including
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites: Student should know about various forms of media

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Correlation & Regression Analysis	25%
Descriptors/Topics Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R ² : Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	
Module II – Test of Significance	

Descriptors/Topics Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	25%
Module III – Analysis of Variance (ANOVA) and Time	
Descriptors/Topics Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	25%
Module IV – Factor Analysis Methods	
Descriptors/Topics Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett’s Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	25%

Learning Outcome: After completion of this course the students will be able to

- Understand the concepts of various research methodologies
- Analyze various statistical tools as research methods
- Identify and implement a hypothesis related to a given research problem
- Enable students to design a research methodology for a given situation

Pedagogy for Course Delivery:

- Power-point presentation
- Practical Exercise for various Research Methods
- Usage of SPSS

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

- K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar: Statistical Methods for Research: A Step by Step Approach Using IBM SPSS, Atlantic Publishers and Distributors (P) Ltd; Edition (2016).



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

Course Structure: Media Conflict and Peace Building - JMC-505

Course Title: Media Conflict and Peace Building

Credit Units: 3

**Course Level: UG Level
505**

Course Code: JMC

Course Objectives:

- (i) To develop an understanding of how this media content influences us and how we in turn can influence others
- (ii) Use these media skills to critique the media with the media perspectives.
- (iii) To understand the role of Media during War and Conflict.

Pre-requisites: The student should have a basic understanding of media.

Course Contents/Syllabus:

	Weightage (%)
Module I: Role of Media and Communication in Conflict	40 %
Descriptors/Topics Peace journalism, War Journalism, Reporting Conflict: Impact of the global/national/Local Press, Conflict and Communication: Journalists in Conflicts and Conflict Resolution, News Media in National and International conflict, Legal conditions and mandates for media interventions, Public information, media, and the mandate	
Module II: Media and Communication in Conflict Prevention and Peace-Building	40%
Descriptors/Topics Media's Role in the Escalation of Violent Conflicts, Media as a Conflict Generator, Media as Conflict Mitigator, Resolver (Communal riots, terrorism agents), Media and conflict resolution: Phases and Nature of Media for Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring and beyond	

Module III: ICT and Peacebuilding	20 %
Descriptors/Topics ICT for Conflict Transformation and Peace building, Challenges Future for ICT in Peace building, ICT during warfare and Terrorism	

Learning Outcomes:

- Understand the concepts of Media Conflict and Peace Building
- Analyze various perspectives and the vital role of Media during War and Conflict
- Identify, implement and evolve Conflict Resolution
- Evaluate ICT for Conflict Transformation and Peace building
- Enable students to learn the Legal conditions and mandates for media interventions

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials.

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components	Mid Term Exam	Assignment	
Attendance			
Weightage (%)	15	10	7

Text Books

- Ahmar, M., 1999. The Media of Conflict. War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Allan, T. and Seaton, J. 1999. The Media of Conflict: War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Arno, A. and Dissanayake, W. 1984. The News Media in National and International Conflict. London: Westview Press.
- Azar, E 1990, The Management of Protracted Social Conflict, Dartmouth, Aldershot.
- Bromley, M. and Sonnenberg, U. 1998. Reporting Ethnic Minorities and Ethnic Conflict. Beyond Good and Evil. Maastricht: European Journalism Center.


Dr. Sumit Narula
Director



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

Course Structure: Digital Skills for Media-V - JMC-507

Course Title: Digital Skills for Media-V

Credit Units: 2

**Course Level: UG Level
507**

Course Code: JMC

Course Objectives:

Define the principle of Web page design

- Define the basics in web design
- Visualize the basic concept of HTML.
- Recognize the elements of HTML.
- Introduce basics concept of CSS.
- Develop the concept of web publishing

Pre-requisites:

- Basic knowledge in HTML tags & skill of creating web pages should be known
- Knowledge of basic Computer hardware & software is also necessary.

Course Contents/Syllabus:

	Weightage (%)
Module I: Web Designing Principles	25 %
Descriptors/Topics Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept, Why create a web site, Web Standards, Audience requirement.	
Module II: Introduction to HTML	25%
Descriptors/Topics What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls	
Module III: Introduction to Cascading Style Sheets	

Descriptors/Topics Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), CSS Color, Creating page Layout and Site Designs.	30%
Module IV: Web Publishing or Hosting	20 %
Descriptors/Topics Creating the Web Site, Saving the site, working on the web site, Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites	

Learning Outcomes:

- Understand the concepts of Web Designing
- Analyze various principles involved in developing a web site
- Identify, implement and evolve Cascading Style Sheets
- Evaluate the working of the web site
- Enable students to creating Titles for web pages and Themes-Publishing

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and practical's in lab.

Lab/ Practical details, if applicable: Yes

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
50 %	50 %	100

Theory Assessment (L&P):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Assignment	Attendance	Viva	
Weightage (%)	20	5	25	50

Viva: The Viva of this practical will be conduct by Experts of the Industry/Academia

Text Books

1. Kogent Learning Solutions Inc., HTML 5 in simple steps Dreamtech Press
2. A beginner's guide to HTML NCSA,14th May,2003
3. Murray,Tom/LynchburgCreating a Web Page and Web Site College,2002
4. Murray,Tom/LynchburgCreating a Web Page and Web Site College,2002
5. Reference Books
6. Web Designing & Architecture-Educational Technology Centre University of Buffalo
7. Steven M. Schafer HTML, XHTML, and CSS Bible, 5ed Wiley India
8. John Duckett Beginning HTML, XHTML, CSS, and JavaScript Wiley India
9. Ian Pouncey, Richard York Beginning CSS: Cascading Style Sheets for Web Design Wiley India

10. Kogent Learning Web Technologies: HTML, Javascript Wiley India
 11. Kogent Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press.



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MADHYA PRADESH

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

Course Structure: Short Film/Documentary Production - JMC-508

Course Title: Short Film/Documentary Production

Credit Units: 2

**Course Level: UG Level
508**

Course Code: JMC

Course Objectives: To assess the knowledge of student regarding Film Production.

Pre-Requisite: Student must have the knowledge of script writing, camera handling, editing etc.

Pedagogy: This practical project will be conducted in Group under the guidance of the faculty responsible for the guidance of this project.

Expected outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth and practical Knowledge. The examination for the same will be conducted as follows

Viva: The Viva of this practical will be conducted by the Industry Expert.

Examination Scheme for Practical (P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Practical (P) Assessment

Components (Drop down)	Attendance	Practical Project	Viva
Weightage (%)	5	45	50



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

Course Structure: Media and Society – JMC 601

Course Title: Media & Society

Credit Units: 3

**Course Level: UG Level
601**

Course Code: JMC

Course Objectives: At the End of this course, the students will be able to,

1. Explore the functions of mass media on society
2. Explore the functions of mass media on culture

Pre-Requisite: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

	Weightage
Module I: History and Culture of India	20 %
Descriptors/Topics Early History of India, Medieval History of India, Advent of European invasion, Characteristics of Indian culture, Unity in diversity race, color, language, customs, Effects of Mass Media on Culture; Media and Cultural Imperialism.	
Module II: Mass Media & Audience	30%
Descriptors/Topics Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media, Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.	
Module III: Mass Media as Text	30 %
Descriptors/Topics Media as text.: Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.), Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture.	
Module IV: Media as consciousness Industry	20 %
Descriptors/Topics Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy	

Learning Outcomes:

- Understand the concepts related to media, culture and society.
- Analyze various the impact of mass media on culture and society.
- Identify, implement and evolve approaches to media analysis and realism
- Evaluate the Media and Popular culture-commodities
- Enable students to recognize Media as a consciousness Industry

Teaching Pedagogy: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment			End Term Examination
Components	Mid Term Exam	Assignment	Attendance
Weightage (%)	15	10	5
			70

Text Books

1. Henry Jenkins, Sam Ford & Joshua Green, Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.

Books for References

1. Data, K B, Mass Media and Society: Issues and Challenges, Akansha, 2007
2. R.W. Brislin, Understanding Culture's Influence on Behavior, Harcourt College Publishers.



AMITY UNIVERSITY

MADHYA PRADESH

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

Course Structure: Specialized Project: Short Film/Documentary Production – JMC 607

Course Title: Specialized Project: Short Film/Documentary Production

Credit Units: 9

Course Level: UG Level
607

Course Code: JMC

Course Objective:

- The students can choose a specific area of Film production in which they want to specialize, viz. Film, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making, Entertainment Based programming etc.
- Film Appreciation is intended as a journey through the world of film.
- Students will be introduced to the accumulated critical opinions reviewing 100 years of film-making.
- Here you can learn more about the passages of film-analysis, discussion of film, the period genres, movements in film-style and so much more.
- This course is useful for professionals who need to be informed and conversant about the film-industry; for the layman who wants to know as much as he can about the world of film for his personal enjoyment; or for the student, hoping to become familiar with the 'lay-of-the-land' for film-criticism

Guidance

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Student Learning Outcomes:

- Understand the concept and purpose of Summer Project.
- Analyze various practical research approaches to the theoretical based knowledge.
- Identify, implement and evolve different research perspectives and comprehensive understanding of the assigned topic.
- Evaluate the earlier studies conducted by researchers and give a new approach to the same.
- Enable students to have a pilot study and to carry out a novel study on different modules of media and communication

Examination Scheme:

- | | |
|-------------------------------------|-----------|
| a) Duration of Project - | 8 weeks |
| b) Total marks for summer project - | 100 marks |

Internal Marks

- | | |
|-----------------------|----------|
| I) Timely Submission | 5 marks |
| II) Content | |
| i) Clarity | 10 marks |
| ii) Comprehensiveness | 10 marks |
| iii) Originality | 5 marks |

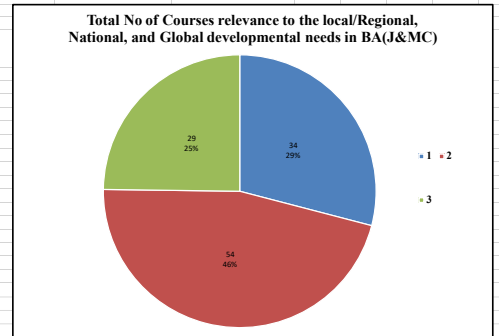
External Marks

Project Presentation/Viva*

70 marks

*Viva will be conducted by external Industry Expert.

S.No.	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	1.1.1 Curricula developed and implemented have relevance to the local/regional, national and global developmental needs, which is reflected in the Programme outcomes (POs), Programme Specific Outcomes(PSOs) and Course Outcomes(COs) of the Programmes offered by the University.		
						LOCAL/REGIONAL	NATIONAL	GLOBAL
Bachelor of Arts (Journalism and Mass Communication) (Academic Session 2021-22)								
1	Amity School of Communication	BA(J&MC)	I	JMC101	COMMUNICATION THEORIES AND MODELS		1	1
2				JMC102	HISTORY AND GROWTH OF MEDIA IN INDIA	1	1	
3				JMC103	FUNDAMENTALS OF ADVERTISING AND PUBLIC RELATIONS	1	1	1
4				JMC104	FUNDAMENTALS OF PRINT JOURNALISM	1	1	
5				JMC105	INTRODUCTION TO VISUAL COMMUNICATION	1	1	1
6				JMC106	STATE AND POLITICS	1	1	
7				JMC107	DIGITAL SKILLS FOR MEDIA-I			1
8				JMC108	PRINT MEDIA PRODUCTION	1	1	
9				BCU141	COMMUNICATION SKILLS-I	1	1	1
10				EVS142	ENVIRONMENTAL STUDIES-I	1	1	
11				BSU143	BEHAVIOURAL SCIENCE-I	1	1	1
12				FLU144	FRENCH-I			1
13				JMC201	SPECIALIZED REPORTING, WRITING & EDITING	1	1	
14				JMC202	THEORIES OF ADVERTISING & PUBLIC RELATIONS	1	1	1
15				JMC203	BASICS OF RADIO JOURNALISM	1	1	
16				JMC204	FUNDAMENTALS OF PHOTOGRAPHY	1	1	
17				JMC205	INDIAN ECONOMY & FOREIGN RELATIONS	1	1	1
18				JMC206	DIGITAL SKILLS FOR MEDIA -II			1
19				JMC207	RADIO PRODUCTION	1	1	
20				BCU241	COMMUNICATION SKILLS-II	1	1	1
21				EVS242	ENVIRONMENTAL STUDIES-II	1	1	1
22				BSU243	BEHAVIOURAL SCIENCE-II	1	1	1
23				FLU244	FRENCH-II			1
24				JMC301	BASICS OF MEDIA RESEARCH		1	
25				JMC302	TELEVISION JOURNALISM	1	1	
26				JMC303	WRITING FOR ADVERTISING AND PUBLIC RELATIONS	1	1	
27				JMC304	MEDIA LAWS AND ETHICS	1	1	
28				JMC305	FILM THEORIES AND PRACTICES		1	
29				JMC306	DEVELOPMENT COMMUNICATION	1	1	1
30				JMC307	DIGITAL SKILLS FOR MEDIA -III			1
31				JMC308	ADVERTISEMENT PRODUCTION	1	1	
32				BCU341	COMMUNICATION SKILLS-III	1	1	1
33				BSU343	BEHAVIOURAL SCIENCE-III	1	1	
34				FLU344	FRENCH-III			1
35				JMC401	APPLIED RESEARCH IN MEDIA STUDIES		1	
36				JMC402	NEWSROOM PRACTICES & ANCHORING SKILLS	1	1	
37				JMC403	MEDIA PLANNING & EVENT MANAGEMENT	1	1	
38				JMC404	INTRODUCTION TO NEW MEDIA	1	1	1
39				JMC405	FAKE NEWS AND MEDIA LITERACY	1	1	1
40				JMC406	DIGITAL SKILLS FOR MEDIA -IV			1
41				JMC407	TELEVISION PRODUCTION	1	1	
42				JMC408	TERM PAPER	1	1	
43				BCU441	COMMUNICATION SKILLS-IV	1	1	1
44				BSU443	BEHAVIOURAL SCIENCE-IV	1	1	
45				FLU444	FRENCH-IV			1
46				JMC501	ADVANCED RESEARCH IN MEDIA STUDIES		1	
47				JMC502	INTRODUCTION TO DATA JOURNALISM		1	1
48				JMC503	FILM APPRECIATION, DIRECTION AND STYLISATION		1	
49				JMC504	WRITING SKILLS FOR NEW MEDIA	1	1	
50				JMC505	MEDIA CONFLICT AND PEACE BUILDING		1	1
51				JMC506	CORPORATE COMMUNICATION & BRAND MANAGEMENT		1	
52				JMC507	DIGITAL SKILLS FOR MEDIA -V			1
53				JMC508	SHORT FILM/DOCUMENTARY PRODUCTION	1	1	1
54				BCU541	COMMUNICATION SKILLS-V	1	1	1
55				BSU543	BEHAVIOURAL SCIENCE-V	1	1	1
56				FLU544	FRENCH-V			1
57				JMC601	MEDIA AND SOCIETY	1	1	1
58				SPP	SPECIALIZED PROJECT			
59				SPP 602	1. NEWS PAPER OR MAGAZINE DESIGN			
60				SPP 603	2. PHOTOGRAPHY PORTFOLIO			
61				SPP 604	3. ADVERTISEMENT PRODUCTION	1	1	
62				SPP 605	4. RADIO PRODUCTION			
63				SPP 606	5. TELEVISION PRODUCTION			
64				SPP 607	6. SHORT FILM/DOCUMENTARY PRODUCTION			
65				SSP 608	7. WEBSITE DESIGNING			
66				SIP-609	SUMMER INTERNSHIP PROJECT		1	
67				BCU641	COMMUNICATION SKILLS-V	1	1	1
68				BSU643	BEHAVIOURAL SCIENCE-V	1	1	1
69				FLU644	FRENCH-V			1
ASCO BA(J&MC) Total No of Courses relevance to the local/Regional, National, and Global developmental needs in BA(J&MC)						34	54	29




Course Outcomes:

COURSE OUTCOMES:

FIRST SEMESTER

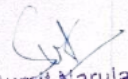
S. No.	Course Code	Course Title	Outcome
1	JMC 101	Communication Theories and Models	<ul style="list-style-type: none">• JMC101.1 The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life. They will learn about 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.


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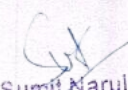
2..	JMC 102	History and Growth of Media in India	<ul style="list-style-type: none">• JMC102.1 Students will able to learn the early stage of media followed by different types of media used in early days.• JMC102.2 Students will learn the history of newspaper Industry. They will also learn the development 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
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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.

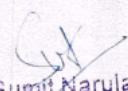

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6.	JMC 106	State and Politics	<ul style="list-style-type: none"> • JMC106.1 Students will be able to identify the power and functioning of Democratic institutions • • JMC106.2 Students will be able to understand the working of judiciary, from their 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



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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.

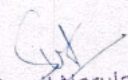

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4..	JMC 204	Fundamentals of Photography	<ul style="list-style-type: none"> □ • Understand the fundamental concept of the medium of photography; Combine the science and art on photography. □ • Understand the history of the medium, Design storytelling 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.

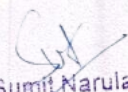

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THIRD SEMESTER

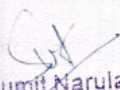
S. No.	Course Code	Course Title	Outcome
1.	JMC 301	Basics of Media Research	<ul style="list-style-type: none">• BAJMC 301.1 Students will be able to outline the fundamentals of research.• BAJMC 301.2 Students will describe the relationship between mass communication, journalism & research.• BAJMC 301.3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


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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


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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. <p>BAJMC 304.4 Students will analyse the positive & negative aspects of the TV industry</p>
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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


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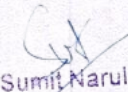
2.	JMC 402	News Room Practices & Anchoring Skills	<ul style="list-style-type: none"> • BAJMC 402 Students will select the Language of Cinema and fundamentals of film form and content • • BAJMC 402 Students will understand the relationship between theory and practice • • BAJMC 402 Students will be able to classify various fascinating aspects of Cinema • • BAJMC 402 Students will be able to define the crucial fine points that make Cine • 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


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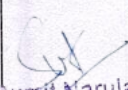
5.	JMC 405	Indian Media Industry	<ul style="list-style-type: none"> • Student will be able to explain New Media, its origin and evolution and impact on readers, business and society. • Student will be able to distinguish New Media from print and electronic media • Student will identify the milestones 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

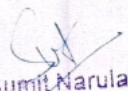
S. No.	Course Code	Course Title	Outcome
1.	JMC 501	Advanced Research in Media Studies	<ul style="list-style-type: none">• BAJMC501.1 To introduce students to statistical applications in communication research• BAJMC501.2 To comprehend how and why statistics has developed as a tool of the scientific process• 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


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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

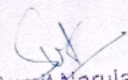

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			during War and Conflict.
6.	JMC 506	Integrated Marketing Communication	<ul style="list-style-type: none"> • BAJMC506.1 To develop an understanding of Integrating marketing is useful in the contemporary scenario • BAJMC506.2 To develop an understanding 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


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SIXTH SEMESTER

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


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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.

Program 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.

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[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.


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Note: - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX																
SEM	COURSE CODES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
I SEM	JMC-101	-	3	1	-	3	-	-	-	-	-	-	2	3	-	-
	JMC-102	2	3	-	-	-	-	-	-	-	1	-	-	2	1	-
	JMC-103	3	-	-	3	-	-	3	-	-	2	-	1	-	-	3
	JMC-104	1	3	1	-	-	2	-	1	-	1	-	1	3	1	-
	JMC-105	-	2	-	-	1	3	3	-	2	-	1	-	-	3	1
	JMC-106	3	3	2	-	-	-	2	2	-	3	-	1	1	-	3
	JMC-107	3	2	3	-	-	3	-	-	-	2	1	2	-	3	-
	JMC-108	3	3	-	2	2	-	3	-	-	-	1	2	-	3	-
	BCU-141	1	1	-	3	-	-	-	3	-	-	-	-	3	-	1
	EVS-142	3	3	-	2	-	-	-	3	-	-	3	2	3	-	1
	BSU-143	3	3	-	3	-	-	-	3	-	2	-	3	3	-	1
FLU-144	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
II SEM	JMC-201	3	3	-	-	3	-	2	-	-	2	-	-	-	-	-
	JMC-202	2	2	1	-	3	-	-	1	1	-	-	1	3	2	1
	JMC-203	3	3	-	1	-	1	2	-	-	-	-	-	1	3	3
	JMC-204	1	2	-	-	-	3	3	3	-	-	-	-	3	-	-
	JMC-205	2	2	-	-	3	-	-	-	1	2	-	1	-	-	3
	JMC-206	2	2	-	-	-	3	3	-	-	-	2	1	-	-	-
	JMC-207	2	2	1	1	-	3	3	-	-	-	-	1	-	3	-
	BCU-241	1	1	-	3	-	-	-	3	-	2	-	-	3	-	1
	EVS-242	1	1	-	2	1	1	-	-	-	-	3	-	3	-	1
	BSU-243	3	3	-	3	-	-	-	3	-	2	-	3	3	-	1
FLU-244	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
III SEM	JMC-301	2	2	1	-	3	-	-	-	3	1	-	3	3	1	-
	JMC-302	3	3	2	3	-	2	2	-	1	-	-	3	1	2	3
	JMC-303	3	2	1	1	-	3	3	3	-	-	-	-	-	1	3
	JMC-304	2	3	-	3	-	2	2	-	-	-	-	2	3	-	-
	JMC-305	1	2	-	-	3	3	3	2	-	-	-	-	-	3	-
	JMC-306	1	3	-	-	3	-	-	-	-	2	-	3	3	-	-
	JMC-307	2	3	-	-	3	3	3	-	-	-	1	1	-	3	-
	JMC-308	1	2	-	-	-	3	3	3	-	-	1	1	-	1	3
	BCU-341	1	1	-	3	-	-	-	3	-	2	-	-	3	-	1
	BSU-343	3	3	-	3	-	-	-	3	-	2	-	3	3	-	1
FLU-344	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
IV SEM	JMC-401	1	2	-	-	-	1	-	-	3	3	-	-	1	-	3
	JMC-402	1	3	-	3	-	3	2	-	-	-	-	-	1	2	3
	JMC-403	1	3	3	2	-	2	2	-	2	2	-	-	3	-	-
	JMC-404	-	3	1	-	-	3	3	-	-	1	-	1	1	3	-
	JMC-405	-	2	-	-	-	3	3	3	3	1	-	1	1	3	2
	JMC-406	-	3	3	2	1	3	2	-	-	-	-	-	1	3	-
	JMC-407	1	3	-	-	-	-	-	-	2	1	-	1	1	3	-
	JMC-408	1	2	-	-	-	-	-	-	3	-	-	-	3	1	1
	BCU-441	1	1	-	3	-	-	-	3	-	2	-	-	3	-	1
	BSU-443	3	3	-	3	-	-	-	-	-	2	-	3	3	-	1
FLU-444	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
	JMC-501	1	2	-	-	1	-	-	3	3	3	1	3	3	-	1
	JMC-502	-	2	1	1	-	3	3	3	-	-	-	1	3	-	1
	JMC-503	-	3	-	-	-	3	3	2	1	1	2	3	3	-	3
	JMC-504	3	3	-	2	-	-	3	-	-	-	-	-	3	-	1

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V SEM	JMC-505	1	2	-	-	3	1	-	-	-	3	-	3	1	-	3
	JMC-506	1	3	-	-	-	3	2	2	1	-	-	-	3	1	-
	JMC-507	-	3	-	-	3	2	3	-	-	-	-	1	1	3	-
	JMC-508	1	2	-	-	-	3	3	-	-	-	-	-	1	3	1
	BCU-541	1	1	-	3	-	-	-	-	-	2	-	3	3	-	1
	BSU-543	3	3	-	3	-	-	-	-	-	2	-	3	3	-	1
	FLU-544	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1
VI SEM	JMC-601	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
	SPP 601															
	SPP 602															
	SPP 603															
	SPP 604	1	1	-	3	-	-	-	-	3	3	-	2	-	3	1
	SPP 605															
	SPP 606															
	SPP 607															
	SPP 608															
	SIP-609	1	1	-	3	-	-	-	3	-	-	-	2	3	-	3
BCU-641	1	1	-	3	-	-	-	3	-	-	-	-	3	-	1	
BSU-643	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	
FLU-644	3	3	-	3	-	-	-	3	-	-	-	3	3	-	1	


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Amity University Madhya Pradesh
MA Journalism and Mass Communication Syllabus [PO's] Mapping with SDG's

Sr No	Program Outcomes (POs)	Sustainable Development Goals (SDGs)
1	PO.1 – Professionalism	SDG 4 - Quality Education (targeting quality and inclusive education)
2	PO.2 - Domain Knowledge and Skills	SDG 9 - Industry, Innovation, and Infrastructure (emphasis on building resilient infrastructure and promoting inclusive and sustainable industrialization)
3	PO.3 - Selecting the Media Specialization	SDG 10 - Reduced Inequalities (focusing on reducing inequalities within and among countries)
4	PO.4 - Continuous Learning	SDG 4 - Quality Education (encouraging lifelong learning opportunities)
5	PO.5 - Critical Thinking	SDG 16 - Peace, Justice, and Strong Institutions (promoting just, peaceful, and inclusive societies)
6	PO.6 - Digital and Technological Skills	SDG 9 - Industry, Innovation, and Infrastructure (highlighting the importance of innovation and technology)
7	PO.7 – Creativity	SDG 9 - Industry, Innovation, and Infrastructure (emphasizing creativity and innovation)
8	PO.8 - Innovative and Entrepreneurship Enhancement	SDG 9 - Industry, Innovation, and Infrastructure (focusing on promoting innovation and sustainable industrialization)
9	PO.9 - Research-related Skills	SDG 4 - Quality Education (supporting research and development in education)
10	PO.10 - Collaborating and Coordination Skills	SDG 17 - Partnerships for the Goals (encouraging partnerships for sustainable development)


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Courses Mapped with various National Missions

Amity School of Communication

Sr. No.	Name of School	Program Name	Sem	Course Code	Course Name	National Mission
1	Amity School of Communication	MA(J&MC)	I	JMC111	Theories of Communication	-
2	Amity School of Communication	MA(J&MC)	I	JMC112	Basics of Print Journalism	Skill India
3	Amity School of Communication	MA(J&MC)	I	JMC113	Media Designing	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Start-up India
4	Amity School of Communication	MA(J&MC)	I	JMC114	Advertising Principals and Practices	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
5	Amity School of Communication	MA(J&MC)	I	JMC115	Aesthetics of Photography	Skill India
6	Amity School of Communication	MA(J&MC)	I	JMC116	Introduction to Radio	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
7	Amity School of Communication	MA(J&MC)	I	JMC117	Mass Media Industry	—
8	Amity School of Communication	MA(J&MC)	I	JMC118	Political Communication	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
11	Amity School of Communication	MA(J&MC)	II	JMC211	Communication Research	-
12	Amity School of Communication	MA(J&MC)	II	JMC212	Television Journalism	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
13	Amity School of Communication	MA(J&MC)	II	JMC213	Radio Production	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
14	Amity School of Communication	MA(J&MC)	II	JMC214	Visual Designing and Production	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
15	Amity School of Communication	MA(J&MC)	II	JMC215	Specialized Reporting	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

16	Amity School of Communication	MA(J&MC)	II	JMC216	Film Theory and Practices	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
17	Amity School of Communication	MA(J&MC)	II	JMC217	Public Relation & Corporate Communication	-
18	Amity School of Communication	MA(J&MC)	II	JMC218	Folk & Popular Media of India	Ayushman Bharat-National Health Protection Mission (AB-NHPM), Mission Indradhanush (MI)
20	Amity School of Communication	MA(J&MC)	III	JMC311	Advanced Communication Research	-
21	Amity School of Communication	MA(J&MC)	III	JMC312	Film Appreciation	Startup India
22	Amity School of Communication	MA(J&MC)	III	JMC313	Development Communication	Ayushman Bharat-National Health Protection Mission (AB-NHPM), Mission Indradhanush (MI)
23	Amity School of Communication	MA(J&MC)	III	JMC314	Event & Brand Management	Startup India
24	Amity School of Communication	MA(J&MC)	III	JMC315	Web Designing	Digital India (DI), National Mission on Education through ICT (NMEICT)
25	Amity School of Communication	MA(J&MC)	III	JMC316	Anchoring & News Practices	Skill India
26	Amity School of Communication	MA(J&MC)	III	JMC317	Media Ethics, Laws and Regulation	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
27	Amity School of Communication	MA(J&MC)	III	JMC318	New Media Ecology	Digital India (DI)
29	Amity School of Communication	MA(J&MC)	IV	JMC411	Media Economics	-
30	Amity School of Communication	MA(J&MC)	IV	JMC412	Media Analysis and Current Affairs	-


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MADHYA PRADESH

Course Title: BASICS OF PRINT JOURNALISM

Course Code: JMC112

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: The course aims to introduce basic concepts of print journalism and familiarize students with the functioning of a newspaper organization. The students will comprehend the basics of news, news writing and newsgathering to enable them to fulfil journalistic roles. In addition, basic editing and layout planning will be discussed.

Pre-requisites: Students should have an interest in journalism and current affairs. They should keep abreast with the daily news events in order to understand the nuances of newsgathering and reporting.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media History	20 %
Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	
Module II: Anatomy of News	20 %
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	30 %
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	30 %
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

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- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co. Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.


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AMITY UNIVERSITY

MADHYA PRADESH

Course Title: MASS MEDIA INDUSTRY

Course Code: JMC117

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today’s media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Media and Entertainment(M&E)	30%
Four Pillars Of M&E, Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	
Module II: Contemporary Practices	40%
Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT),The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), Language Newspaper, Penetration And Hyper Localisation, Newspaper Distribution Chain In India, VFX In Domestic Production, Augmented Reality Vs Virtual Reality, Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III: Media and Culture	30%
Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc),	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	Director

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Text & References:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala


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Course Title: COMMUNICATION RESEARCH

Course Code: JMC211

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce the students to the concept of communication research
- To establish relationship between mass communication, journalism & research
- To explain to students the various research designs and approaches to research
- To discuss the media research process and various sampling techniques
- To introduce students to statistical applications in communication research
- To discuss research report writing methods and ethical issues in communication research

Pre-requisites:

Student should know about various forms of media

Course Contents/Syllabus:

Modules	Weightage (%)
Module I – Introduction to Communication Research	25%
Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	
Module II – Communication Research Process	30%
Steps of Research Process: Study the Situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Policy Implications and Conclusion. Sampling: Meaning, Strategies, Methods and Types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	
Module III – Statistical application	20%
Statistics Applied in Research: Frequencies and Percentages; Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion: Range, Standard Deviation and Mean Deviation;	
Module IV – Report Writing and Ethical Issues in Communication Research	25%
Types of Communication Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research Ethical Issues in Research: Plagiarism, Interviewers Guidelines	

Pedagogy for Course Delivery:

- Power-point presentation
- Relevant research papers as examples for explaining the concepts
- Practical exercise for research methods and sampling

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

(Signature)
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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	0	100

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Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Research Assignment	Presentation	Attendance	
Weightage (%)	10	10	05	05	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.


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MADHYA PRADESH

Course Title: SPECIALIZED REPORTING

Course Code: JMC215

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

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.

Pre-requisites: The student must know the basics of print journalism including various aspects of news, news values, news writing and newsgathering. He should have understood the role and responsibilities of a journalist.

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Beat Reporting	25 %
Covering A News Beat, Covering Local Beats, Crime Reporting, Education Reporting, Health Reporting, Civic Issues Reporting, Covering Local Government	
Module II Covering the state and politics	25 %
Covering National Level Beats, Covering the Government (PIB, Ministries, Independent Bodies)	
Political Reporting (Political Structure in India, Covering Political Parties/Events/Rallies/Elections), Parliament Reporting (Parliament Structure, Reporting on Legislature) Legal Reporting (Structure & Jurisdiction of Courts, Reporting Court Hearings, Precautions)	
Module III Business and Sports Reporting	25 %
Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic Policy (Ministries of Commerce, Finance, Industry, Company Affairs and Other Infrastructure Ministries), How to Develop Good Sports Writing Skills, Covering Local, National and International Level Events	
Module IV Specialized Reporting	25 %
Investigative Reporting: Definition, Elements, Tools, Sting Operations and Latest Trends Investigative Reporting Case Studies: Indian And International, Disaster Reporting Environmental Reporting, Page 3 And Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
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Components (Drop down)	CT	P	V	A	EE
Weightage (%)	10	10	5	5	70

Text & References:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co. Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.


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MADHYA PRADESH

Course Title: FOLK AND POPULAR MEDIA OF INDIA
Course Code: JMC218
Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

On completion of the course students should be able to:

1. Understand how folk media reflects societal concerns.
2. Describe the scope and characteristics of folk media.
3. Know the roots and type of folk-art form.

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Folk Media – Definition, Meaning	40%
Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	
Module II: Popular and Traditional Media	20%
Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	
Module III: Folk Media and its Implications	40%
Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of Communication	

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of PR campaigns
- Writing exercises
- Mock Press Conferences/ media interview/ speech and presentations in class

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Attendance	Class Test	Home assignment	Presentation	
Weightage (%)	5	10	10	5	70

Text & References:

- Singer, Melton(ed) Traditions in India: Structure and Change, American Folk society, 1957
- Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
- Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- Gargi, Balwant: Folk Theater in India, Bombay: Rupa & Co, 1991 - Sri Vastva, Sahab lal, Folk Culture and Oral Tradition New Delhi, Abhinav Publication, 1974


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Course Title: NEW MEDIA ECOLOGY

Course Code: JMC311

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: It is important for a media student to understand the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape.

(i) In this course student will learn to design and create a website.

(ii) They will learn to create content for websites and curate content.

(iii) This course will also give an overview of digital marketing content.

(iv) The course will enable a student to enhance a website visually.

Pre-requisites: The student should have a basic understanding of New Media and its emergence in the world.

Course Contents/Syllabus:

Modules I:	Weightage (%)
Module I Understanding New Media	35%
Definition and Nature: Cyber Culture, New Media, Media Ecology, Virtual Space, Characteristics (Archiving, Simulating, Networking, Hyper Linking, Interface), Digital Media and Virtual Reality, New Media Literacy (Basic, Specialised, Advanced)	
Module II Basic Concepts	35 %
Digital Activism (Cute-Cat Theory), Digital Native, Digital Novice, Digital Immigrant, Digital Identity, Digital Dark Age, Digital Dementia, Cyborg, Search Engine Optimization Etc.,	
Module III: Applications, laws and Ethics	30 %
Social Networking, Instant Messaging, Digital Marketing, Freedom of Speech and Expression [Art 19(1a)], Reasonable Restrictions, Art [19(2)], Unethical New Media Practices (Hate Speech, Memes, Trolls Etc, Online Privacy and Preventive Measures), SOPA and PIPA, Mindful Communication	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and task-based activities.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

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Text & References:

- Briggs Mark., Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Bloomstein Margot. Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project
- Rao Srinivas: Web Traffic & Content Strategies


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MADHYA PRADESH

Course Title: DEVELOPMENT COMMUNICATION

Course Code: JMC313

Credit Units: 3

L	T	P/S	TOTAL CREDIT UNITS
3	0	0	3

Course Objectives:

- To enhance students understanding in the concept of development & To increase understanding about community and organization
- To increase student’s knowledge in development communication
- To understand role of different Government and Non-government Organizations in development communication
- To introduce need of different communication approaches for different settings

Prerequisites: NIL

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Concept of Development Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	20%
Module II Concept of Community, Structure and Organization Concept and Characteristics of a Community, Structure and Organization of Different Types of Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Prs, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	20%
Module III Development Communication Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	20%
Module IV: Approaches in Development Communication Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play, Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	40%

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group

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Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA**Text:**

1. Narula Uma, Har Anand., Development Communication – Theory and Practice,
2. Gupta V.S., Communication and Development Concept., New Delhi
3. Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India
4. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
5. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
6. Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
8. Michael P Longman., Economic Development in the Third World, Todaro, New York


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MADHYA PRADESH

Course Title: MEDIA ETHICS, LAWS AND REGULATIONS

Course Code: JMC317

Credits: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To describe the various media laws
- To understand the context and framework of media regulation in India
- To discuss the issues arising from regulation of the media
- To locate the role of various stakeholders in content regulation of the media

Pre-requisites: Nil

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Media Ethics	20 %
Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)	
Module II Freedom of Press	10 %
Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship	
Module III Media Laws	40 %
Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information Cinematograph Act, Indecent Representation of Women Act.	
Module IV Media Regulation	30 %
Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board) Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, The Role of Stakeholders in Content Regulation, Self-Regulation	

Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	Viva	Attendance	
Weightage (%)	10	10	5	5	70

Lab/ Practical/ Studio Assessment: NA

Text & References:

(Signature)
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- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics



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MADHYA PRADESH

Course Title: CURRENT AFFAIRS AND MEDIA ANALYSIS

Course Code: JMC412

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

The students are now in the brink of entering the job market or pursuing higher studies. Before stepping out, the modules will serve as a refresher course which will comprehensively cover current newsmakers and events in the national and international arenas. Also, national and international organization’s in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

Prerequisites: Students should have adequate and up to date knowledge of current affairs.

Course Contents/Syllabus:

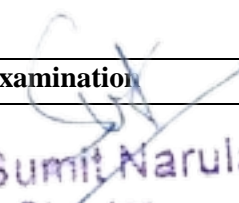
Modules	Weightage (%)
Module I Overview	25 %
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	25 %
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	
Module III Global Economic Trends and Issues	25 %
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World’s Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	25 %
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
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100%	NA	100%
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects

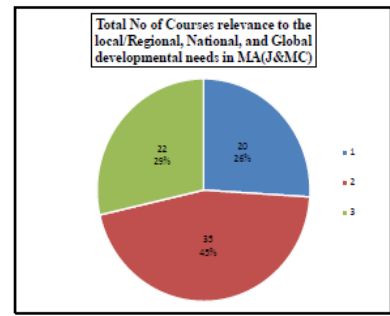
Other Reference materials

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- **Daily newspapers**
- **News and media analysis websites like The Hoot, Huffington Post etc.**
- **Manorama Year Book**


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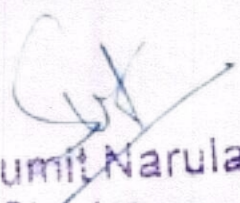
S.No.	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	1.1.1 Curricula developed and implemented have relevance to the local/regional, national, and global developmental needs, which is reflected in the Programme outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes(COs) of the Programmes offered by the University.		
						LOCAL/REGIONAL	NATIONAL	GLOBAL
Master of Arts (Journalism and Mass Communication) (Academic Session 2021-22)								
1	Amity School of Communication	MAJ&MC	I	JMC-111	THEORIES OF COMMUNICATION		1	1
2				JMC-112	BASICS OF PRINT JOURNALISM		1	1
3				JMC-113	MEDIA DESIGNING	1	1	1
4				JMC-114	ADVERTISING PRINCIPLES AND PRACTICES		1	1
5				JMC-115	AEISTICS OF PHOTOGRAPHY	1	1	1
6				JMC-116	INTRODUCTION TO RADIO	1	1	
7				JMC-117	MASS MEDIA INDUSTRY		1	
8				JMC-118	POLITICAL COMMUNICATION	1	1	1
9				BSP-143	BEHAVIOURAL SCIENCE-I		1	1
10				BCP-141	ADVANCED COMMUNICATION-I	1	1	1
11			FLP-144	FRENCH-I			1	
12			JMC-211	COMMUNICATION RESEARCH		1	1	
13			JMC-212	TELEVISION JOURNALISM	1	1		
14			JMC-213	RADIO PRODUCTION	1	1		
15			JMC-214	VISUAL DESIGNING AND PRODUCTION	1	1	1	
16			JMC-215	SPECIALIZED REPORTING		1		
17			JMC-216	FILM THEORY AND PRACTICES	1	1	1	
18			JMC-217	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	1	1	1	
19			JMC-218	FOLK AND POPULAR MEDIA OF INDIA	1			
20			BSP-243	BEHAVIOURAL SCIENCE-II		1	1	
21			BCP-241	ADVANCED COMMUNICATION-II	1	1	1	
22			FLP-244	FRENCH-II			1	
23			JMC-311	ADVANCED COMMUNICATION RESEARCH		1	1	
24			JMC-312	FILM APPRECIATION		1		
25			JMC-313	DEVELOPMENT COMMUNICATION		1	1	
26			JMC-314	EVENT AND BRAND MANAGEMENT		1		
27			JMC-315	WEB DESIGNING	1	1		
28			JMC-316	ANCHORING & NEWSROOM PRACTICES	1	1		
29			JMC-317	MEDIA ETHICS, LAWS AND REGULATIONS	1	1		
30			JMC-318	NEW MEDIA ECOLOGY		1		
31			BSP-343	BEHAVIOURAL SCIENCE-III		1	1	
32			BCP-341	ADVANCED COMMUNICATION-III	1	1	1	
33			FLP-344	FRENCH-III			1	
34			JMC-411	MEDIA ECONOMICS		1	1	
35			JMC-412	MEDIA ANALYSIS AND CURRENT AFFAIRS	1	1		
36			JMC-413	INTERNSHIP		1		
37			JMC-414	DISSERTATION/SPECIALIZED PROJECT		1		
38			BSP-443	BEHAVIOURAL SCIENCE-IV		1	1	
39			BCP-441	ADVANCED COMMUNICATION-IV	1	1	1	
40			FLP-444	FRENCH-IV			1	
	ASCO	MA(J&MC)	Total No of Courses: relevance to the local,Regional, National, and Global developmental needs in MA(J&MC)			20	35	22




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Course Outcomes:

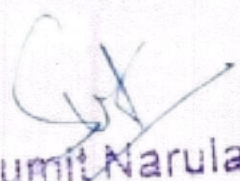
1.	JMC111	THEORIES OF COMMUNICAT ION	<ul style="list-style-type: none">• JMC111.1 Understand the communication process.• JMC111.2 Learn about the different models of communication.• JMC111.3 Learn about the different theories of communication• Understand and describe the conceptual framework of control and techniques of control.
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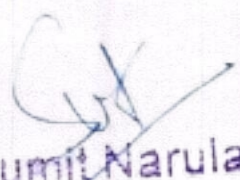
2.	JMC 112	BASICS OF PRINT JOURNALI SM	<ul style="list-style-type: none"> • JMC112.1 Understanding the History of Print Media. • JMC112.2 Learn about the Anatomy of News. • JMC112.3 Learn about the News Gathering Process. • JMC112.4 Understanding the Editing and Layout planning of News Paper
3.	JMC 113	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	ADVERT ISING PRINCIPL ES AND PRACTIC ES	<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.


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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.


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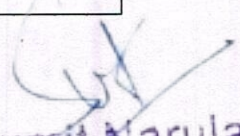
7.	JMC 117	MASS MEDIA INDUSTRY	<ul style="list-style-type: none">• JMC117.1 The course introduces the students to concepts of Media and Entertainment.• JMC117.2 The course will provide them with the knowledge of Contemporary Practices in media industry.• JMC117.3 The course is designed to make students to understand the Culture of Media.
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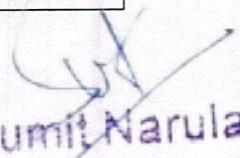
8.	JMC 118	POLITICAL COMMUNICATIO N	<ul style="list-style-type: none"> • JMC118.1 The course introduces the students to concepts of Political Communication as an emerging Discipline. • JMC118.2 The course will provide them with the knowledge of International dimensions of Political Communication. • JMC118.3 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.
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SECOND SEMESTER

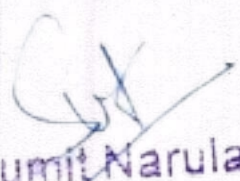
1.	JMC 211	Communication Research	<ul style="list-style-type: none"> • To Learn about the Micro and Macro Economics variable in details and understand about the difference. • To understand about the aggregate's variable of national Income and circular flow of income in different sector. • To Study about the Full employment Approaches and Income Level. • To Learn about the Inflation and Deflation in money Market.
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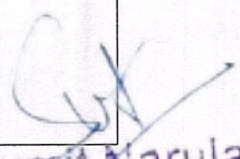
			<ul style="list-style-type: none"> To understand about the linkage of money market to international transaction.
2.	JMC 212	Television Journalism	<ul style="list-style-type: none"> To learn about the Television Journalism Standard and the process of maintaining statutory record. To study about the journal 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


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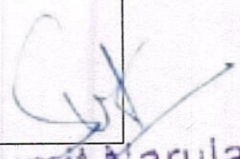
			TA, Organizational communication, making communication effective, Power.
4.	JMC 214	Visual Designing and Production	<ul style="list-style-type: none"> • To learn about Nature and role of Visual Designing and Production Manager's job. Visual Designing and Production as a career. • To study about the Types 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.


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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.

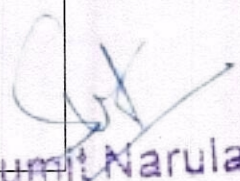

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7.	JMC 217	Public Relations and Corporate Communication	<ul style="list-style-type: none"> • The main objective of this course is to introduce the basics of PR and its practice to the students • The course is designed in a manner to reinforce the basic 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.

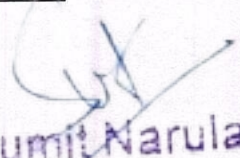

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THIRD SEMESTER

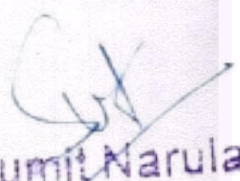
S. No.	Course Code	Course Title	Outcome
1.	JMC 311	NEW MEDIA ECOLOGY	<i>JMC311.1 learn to design and create a website.</i> <i>JMC311.2 learn to create content for websites and curate content.</i> <i>JMC311.3 enable a student to enhance a website visually.</i>
2.	JMC 312	ADVANCE FILM THEORY & PRACTICES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


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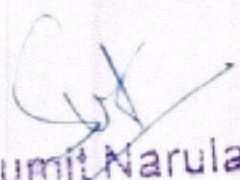
3.	JMC 313	DEVELOPMENT COMMUNICATION	<p>JMC313.1 To enhance students understanding in the concept of development & To increase understanding about community and organization</p> <p>JMC313.2 • To increase student's knowledge in development communication</p> <p>JMC313.3 To introduce need of different communication approaches for different settings</p>
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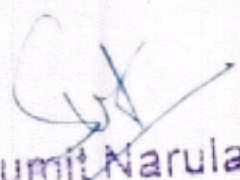
			cost variance and Overhead Variance.
4.	JMC 314	EVENT AND BRAND MANAGEMENT	<p>JMC314.1 To initiate the students into the world of corporate communications,</p> <p>JMC314.2 learn public relations and technical writing.</p> <p>JMC3114.3 • To pave the way for the students to choose the career of professional corporate Communicators.</p>


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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>
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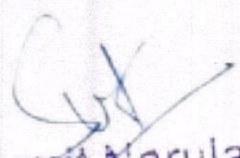
6.	JMC 316	ANCHORING AND NEWS ROOM PRACTICES	<p>JMC316.1 To make the students deliver information in a professional manner</p> <p>JMC316.2 To make the students prepare anchor scripts of their own</p> <p>JMC316.3 To enable students handle situations of live</p> <p>JMC316.4 To understand the challenges and find solutions of working as a media professional</p>
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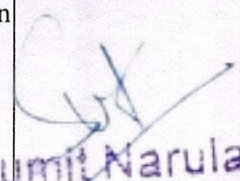
7.	JMC 317	MEDIA ETHICS, LAWS AND REGULATIONS	<p>JMC317.1 To introduce students to ethical issues and legal restraints placed upon media</p> <p>JMC317.2 To discuss the conflicting traditions of a free but regulated mass media</p> <p>JMC317.3 To describe the various media laws</p> <p>JMC317.4. To understand 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>
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8.	JMC 318	MEDIA ECONOMICS	JMC318.1 To familiarize students with the concepts of economics being used in media. JMC318.2 To enable students to understand the economics of Media production. JMC318.3 To enable students to understand the organisational functioning of Media production houses. JMC318.4 To familiarize students with relationship of media economics with public policy.
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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>


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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY SCHOOL OF COMMUNICATION

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MBA (Advertising & Public Relations) Academic 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.

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.

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[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.

Note: - Correlation levels 1, 2 and 3 as defined below:


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1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)
If there is no correlation, put “-”

PROGRAMME ARTICULATION MATRIX																
SEM	COURSE CODES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
I SEM	MBM-101	3	3	-	3	2	-	-	-	-	2	-	3	1	3	-
	MBM-102	-	3	-	-	-	3	-	1	1	-	-	1	-	-	3
	MBM-103	2	3	1	-	2	-	-	2	1	2	-	1	3	-	-
	MBM-104	3	3	-	3	2	-	-	1	-	1	-	3	2	3	-
	MBM-105	-	-	-	-	-	1	-	-	-	-	-	-	2	1	1
	MBM-106	-	2	1	-	-	-	3	2	-	2	-	-	1	1	3
	MBM-107	-	-	-	-	-	-	-	-	-	-	-	-	3	1	1
	MBM 108	-	1	-	-	-	1	-	2	3	1	1	1	3	1	1
	BSP-143	3	-	-	-	-	-	-	-	-	3	3	3	2	3	-
	BCM-141	-	-	-	-	-	-	-	2	2	-	-	2	-	3	-
FLP-144	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	
II SEM	MBM-201	-	2	3	-	-	-	-	-	-	-	3	1	3	1	1
	MBM-202	2	3	2	3	-	-	-	-	-	-	-	1	1	-	3
	MBM-203	2	3	-	3	3	-	-	-	-	-	-	2	3	-	1
	MBM-204	-	-	-	-	-	-	3	3	2	-	2	2	3	-	1
	MBM-205	-	-	-	-	3	-	-	-	3	2	-	-	3	-	1
	MBM-206	-	-	3	-	3	-	-	-	-	-	1	-	3	-	1
	MBM-207	1	3	-	-	3	3	-	-	-	2	-	-	3	-	1
	MBM-208	-	-	3	-	3	-	-	-	-	-	-	-	1	1	3
	BCM-241	-	-	-	-	-	-	-	2	2	-	-	2	-	3	-
	BSP-243	3	-	-	-	-	-	-	-	-	3	3	3	-	3	-
FLP-244	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	
III SEM	MBM-301	3	2	-	-	3	3	-	-	-	-	-	1	3	-	2
	MBM-302	3	2	-	-	2	2	1	-	-	-	-	-	3	-	2
	MBM-303	3	2	1	1	-	3	-	-	-	-	-	2	1	3	1
	MBM-304	1	2	1	-	-	3	-	1	-	-	-	1	2	1	3
	MBM-305	3	-	-	-	3	-	-	1	2	-	-	-	3	1	2
	MBM-306	3	-	-	-	3	2	-	-	2	-	-	1	3	-	2
	MBM-307	-	2	-	-	-	3	-	-	2	1	-	1	1	2	3
	MBM-308	-	-	-	-	-	-	-	3	-	-	3	-	1	-	3
	BCM-341	-	-	-	-	-	-	-	3	3	-	-	2	-	-	-
	BSP-343	3	-	-	-	-	-	-	-	-	3	3	3	-	3	-
FLP-344	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	
IV SEM	MBM-401	1	2	-	-	1	-	-	-	3	-	-	1	-	3	1
	MBM 420	-	2	3	-	3	-	-	-	-	-	-	1	3	-	2
	SIP-413	-	-	-	-	-	-	-	-	-	-	-	1	3	-	2
	DSA-414	-	-	-	-	-	-	-	-	-	-	3	-	1	3	2
	BCM-441	3	-	-	-	-	-	-	3	3	-	-	2	-	3	-
	BSP-443	-	-	-	-	-	-	-	-	-	3	3	3	-	3	-
	FLP-444	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-


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MBA in Advertisement and Public Relation Syllabus [PO's] Mapping with SDG's

Sr No	Program Outcomes (POs)	Sustainable Development Goals (SDGs)
1	PO.1 - Strategic Communication Proficiency	SDG 17 - Partnerships for the Goals
2	PO.2 - Integrated Marketing Campaign Development	SDG 8 - Decent Work and Economic Growth
3	PO.3 - Audience Analysis and Segmentation	SDG 10 - Reduced Inequalities
4	PO.4 - Crisis Communication Management	SDG 16 - Peace, Justice, and Strong Institutions
5	PO.5 - Media Planning and Buying Expertise	SDG 9 - Industry, Innovation, and Infrastructure
6	PO.6 - Digital Marketing Mastery	SDG 9 - Industry, Innovation, and Infrastructure
7	PO.7 - Public Relations and Stakeholder Engagement	SDG 17 - Partnerships for the Goals
8	PO.8 - Measurable Performance Metrics	SDG 9 - Industry, Innovation, and Infrastructure
9	PO.9 - Global Perspective & Ethical Decision	SDG 10 - Reduced Inequalities
10	PO.10 - Independent Proficiency in Roles	SDG 8 - Decent Work and Economic Growth
11	PO.11 - Research and Reasoning Aptitude	SDG 4 - Quality Education
12	PO.12 - Leadership Development	SDG 4 - Quality Education


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Courses Mapped with various National Mission

Courses Mapped with various National Missions

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Sr. No.	Name of School	Program Name	Sem	Course Code	Course Name	National Mission
1	Amity School of Communication	MBA (Adv & PR)	I	MBM 101	Communication Process & Practices of Management	Make in India
2	Amity School of Communication	MBA (Adv & PR)	I	MBM 102	Principles of Media Marketing Strategy	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
3	Amity School of Communication	MBA (Adv & PR)	I	MBM 103	Principles of Advertising Management	Startup India
4	Amity School of Communication	MBA (Adv & PR)	I	MBM 104	Strategic Communication: Writing Across Platforms	Startup India
5	Amity School of Communication	MBA (Adv & PR)	I	MBM 105	Basics of Financial and Cost Accounting	Digital India (DI), National Mission on Education through ICT (NMEICT)
6	Amity School of Communication	MBA (Adv & PR)	II	MBM 106	Principles of Public Relationship Management	Make in India
7	Amity School of Communication	MBA (Adv & PR)	II	MBM 107	Indian Financial System and Market	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
8	Amity School of Communication	MBA (Adv & PR)	II	MBM 108	Building Organizational Culture and Communication	Startup India
9	Amity School of Communication	MBA (Adv & PR)	II	MBM 201	Public Relations and Advertising Research	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
10	Amity School of Communication	MBA (Adv & PR)	II	MBM 202	Corporate Communications:	Make in India


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					Concepts, Structure and Functions	
11	Amity School of Communication	MBA (Adv & PR)	II	MBM 203	Strategic Communication Management	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
12	Amity School of Communication	MBA (Adv & PR)	II	MBM 204	Advertising Strategies and Public Relations Practices	Startup India
13	Amity School of Communication	MBA (Adv & PR)	II	MBM 205	Communicating Corporate Social Responsibility	Make in India
14	Amity School of Communication	MBA (Adv & PR)	II	MBM 206	Corporate Accounting	Startup India
15	Amity School of Communication	MBA (Adv & PR)	II	MBM 207	Production: Campaign Designing	Digital India (DI), National Mission on Education through ICT (NMEICT)
16	Amity School of Communication	MBA (Adv & PR)	II	MBM 208	Seminar Paper: Corporate Image Building	Startup India
17	Amity School of Communication	MBA (Adv & PR)	III	MBM 301	Quantitative Techniques and Media Statistics	Skill India/Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Startup India
18	Amity School of Communication	MBA (Adv & PR)	III	MBM 302	Strategic Marketing and Brand Management	Digital India (DI)
19	Amity School of Communication	MBA (Adv & PR)	III	MBM 303	Media and Entertainment Industry: Overview	Startup India
20	Amity School of Communication	MBA (Adv & PR)	III	MBM 304	Marketing in Digital World	Digital India (DI)
21	Amity School of Communication	MBA (Adv & PR)	III	MBM 305	Financial Control and Management	Startup India
22	Amity School of Communication	MBA (Adv & PR)	III	MBM 306	Event Planning and Management	Digital India (DI)
23	Amity School of Communication	MBA (Adv & PR)	III	MBM 307	Production: New Media as tools of Advertising and Public Relations	Digital India (DI), National Mission on Education through ICT (NMEICT)
24	Amity School of Communication	MBA (Adv & PR)	IV	MBM 401	Legal Aspects of Business in Media	Make in India
25	Amity School of Communication	MBA (Adv & PR)	IV	MBM 402	Customer Relationship Management: Business, Identity and Reputation	Skill India/Pradhan Mantri Kaushal Vikas Yojana

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						(PMKVY) and Startup India
26	Amity School of Communication	MBA (Adv & PR)	IV	MBM 403	Internship	Startup India


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AMITY UNIVERSITY

MADHYA PRADESH

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

Course Structure: Principles of Public Relations Management- MBM-106

Course Title: Principles of Public Relationship Management

Credit Units: 3

Course Level: PG Level

Course Code: MBM 106

Course Objectives:

- Help students to understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular technique.
- Understand how public relations theory and practice developed and how public relations are practiced in different countries.

Pre-requisites: The students must possess fair understanding of public relations and adequate knowledge of different medium of communication.

Course Contents/Syllabus:

	Weightage (%)
Module I: Principle of Public Relations	25%
Definition – Meaning – Importance – Objectives – Scope and Functions – Organization of Public Relations of Corporate Bodies – Internal Organization – Seeking Consultancy Service -Role of Public Relations for Corporate Internal Security in Managing Delegates and Visitors – Qualities of Good Public Relations Personnel – Selection, Training and Development of Public Relations Staff	
Module II: Public Relation and Strategy	25%
Descriptors/Topics Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Corporates in India – Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management	
Module III: Public Relations Communications	25%
Descriptors/Topics Meaning – Importance – Process for Customer Care & Complaint Handling – Process to Collect Dues & keep the Customer – Communication with Aids to Trade =- Bankers, Insurance Agents and Local Bodies, Public Relations Materials & its Importance – Organizing Press Conferences – Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions – Essentials in Presentations in Seminars / Conferences – Dress code – Audio Visual Aids – Communication Skills – Contents of Presentation – Time Management – Feedback Analysis – Information Management – Sources – Importance in Public Relations Management	
Module IV: Public Relations Management – Ethics	25%
Descriptors/Topics Do's & Don'ts in Public Relations Management – Customers & Investors Education – Selection & Importance of Brand Ambassadors – Public Relations Functions in the light of : Right to Information – Consumerism – NGO Activism – Code of Conduct in Advertisement – Outsourcing of Public Relations – Importance, Selection, Control	

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Course Structure: Building Organizational Culture and Communication-MBM 108

Course Title: Building Organizational Culture and Communication

Credit Units: 3

Course Level: PG Level

Course Code: MBM 108

Course Objectives:

- To enable students to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- Help students in learning the complexities associated with management of individual behavior in the organization.
- To help students in analyzing the complexities associated with management of the group behavior in the organization.

Pre-requisites: The student must possess a fair understanding of the hierarchy and the working structure of an organization and also adequate knowledge of different types of communication.

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Organizational Behaviour	15%
Descriptors/Topics Definition & meaning of Organizational Behaviour, Why to Study Organizational Behaviour, Organizational Behaviour model, New Challenges for Organizational Behaviour Manager Learning: Nature of Learning, How Learning Occurs, Learning & Organizational Behaviour Case Study Analysis	
Module II: Individual Personality	25%
Descriptors/Topics Meaning & Definition, Determinants of Personality, Personality Traits, Personality & Organizational Behaviour Perception: Meaning & Definition, Perceptual Process, Importance Of Perception In Organizational Behaviour Motivation: Nature & Importance, Herzberg's Two Factor Theory, Maslow's Need Hierarchy Theory, Alderfer's Erg Theory Case Study Analysis	
Module III: Importance of Communication	35%
Descriptors/Topics Communication as a Tool for Improving Interpersonal Effectiveness Groups in Organisation: Nature, Types, Why Do People Join Groups, Group Cohesiveness & Group Decision Making, Managerial Implications, Effective Team Building Leadership: Leadership & Management, Theories of Leadership: Trait Theory, Behavioral Theory, Contingency Theory, Leadership & Followership, How To Be An Effective Leader Conflict: Nature of Conflict & Conflict Resolution Analysis: An Introduction To Transactional Analysis and Case Study Analysis	
Module IV: Organisational Culture	

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Descriptors/Topics**25%**

Organizational Culture and Climate – Factors Affecting Organizational Climate – Importance, Job Satisfaction – Determinants – Measurements – Influence on Behavior, Organizational Change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to Change – Managing change, Stress – Work Stressors – Prevention and Management of Stress – Balancing work and Life, Organizational development – Characteristics – Objectives – Organizational Effectiveness

Student Learning Outcomes:

- Understand the concept of communication in the organization.
- To familiarize with the working culture of different departments.
- To identify the importance of communication to develop strategies for positive image of the organization.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, tutorials and discussion exercises. It will also include case studies and workshops along with group discussion.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	05	70

Text Reading:

- The Blackwell Handbook of Cross-Cultural Management by Martin J. Gannon (Editor); Karen L. Newman (Editor)
- Handbook of Human Factors Testing and Evaluation by Samuel G. Charlton
- Handbook of Industrial and Organizational Psychology by Marvin D. Dunnette
- Handbook of Organizational Performance: behavior analysis and management by C Merle Johnson (Editor); William K. Redmon (Editor); Thomas C. Mawhinney (Editor)

References

- Martins, E. C., & Terblanche, F. (2003). Building organisational culture that stimulates creativity and innovation. *European journal of innovation management*.
- Sinclair, A. (1993). Approaches to organisational culture and ethics. *Journal of Business ethics*, 12(1), 63-73.
- Understand and use different types of stakeholders involved in private and public organizations that use public relations strategies.
- Understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
- Identify, analyze, and discuss actual case studies and/or strategic communication and PR campaigns.

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Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	05	70

Text Reading:

- Fraser P. Seitel, Practice of Public Relations, 1980 Columbus, Charles, E. Merrill Pub
- H. Frazier Moore, Public Relations: Principles, Cases and Problems, 1981, Illinois
- Scott, M. Cutlip and Allen H. Center, Effective Public Relations, 1982, Prentice Hall.
- Cutlip Scott M. & Center Allen H. -Effective Public Relation (Prentice-Hall) 1982
- Seitel Fraser P. Practice of Public Relations, Columbus-Charles E. Merrill Pub.
- Kaul J.M. -Public Relations in India, Naya Prakash, 1988

References

- Agrawal, R. K. (2018). *Principle of Management Accounting*. Educreation Publishing.
- Arya, A., Glover, J., & Sunder, S. (1998). Earnings management and the revelation principle. *Review of Accounting Studies*, 3(1-2), 7-34


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AMITY UNIVERSITY

MADHYA PRADESH

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

Course Structure: Public Relations and Advertising Research- MBM 201

Course Title: Public Relations and Advertising Research

Credit Units: 3

Course Level: PG Level

Course Code: MBM 201

Course Objectives:

- Enable the students to understand the Advertising, PR and Marketing Research as the process that links the producers, customers, and end users to the marketer.
- Define Marketing Opportunities and Problems.
- Help students to monitor Marketing Performance; and Improve Understanding of is being Consumed in the Emerging Networked World.

Pre-requisites. The students must possess fair understanding of advertising as a process and adequate knowledge related to public relations is also desired.

Course Contents/Syllabus:

	Weightage (%)
Module I: Marketing Research: Introduction & Overview	35%
Descriptors/Topics Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies, Introduction to Web Analytics, Overview of MR Industry, Introduction to some top Marketing and Advertising research firms, Use of Marketing Research to support Marketing Strategy, Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-variance Sampling, Sampling Techniques, Preparation of Research Design, Sequential Stages of a Marketing Project., Data Collection Methods and Tools, Case Studies	
Module II: Advertising Research -Role, Scope and Use	35%
Descriptors/Topics The Nature of Advertising Research, Contribution of Research to Communication Planning and Other Agency Functions, The Process of Advertising Research, Various kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking, Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility, Notice ability, Positioning/Branding Research, Audience Research/Audience Tracking/Ad-spend Tracking and Modeling, Advertising Content Analysis, The role of research in brand management	
Module III: PR Research and Evaluation	

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Descriptors/Topics Role of Research in Public Relations, Research Methodology and Techniques., Various areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits etc.), Attitude Research/ Usage Research, Software Learning, SPSS Software Learning, Google Analytics	30%
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Student Learning Outcomes:

- Understand .the concept of research using different software.
- Analyzing the importance of research in advertising.
- Identifying the suitable strategy for marketing.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:


Continuous Assessment/Internal Assessment				
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	05	70

Text Reading:

- Bagazzi Richard: Advanced methods of Marketing Research (US: Blackwell, 1994)
- Blankenship Ab & Breen George Edward : State of the Art Marketing Research (American Marketing Association 1995)
- Cooper R Donald & Shind Ler S Pamela: Business Research Methods (Tata McGraw Hill 2004)
- David J Luck & Ronald S Rubin: Marketing Research (Pentioce Hall of India 2001)
- Fletcher Alan ET AL: Fundamentals of Advertising Research (USA: Wadsworth 1991)
- Frey James: Survey Research by Telephone (London: Sage, 1991)
- Jensen Klaus Bruhn: A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies (London: L Routledge, 2002)
- Jugenheimer, Donald W: Advertising and public relations research (New Delhi: PHI Learning, 2010)

References

- Miller Delbert C: Handbook of Research design and social measurement (London: Sage, 1991)
- Maanen Jv: Qualitative Methodology (New Delhi: Sage, 1985)
- Monippally Mmand Pawar A S: Academic Writing- A Guide For Management Students And Researchers (New Delhi: Response Books) 2010
- Morrison A. Margaret ET.AL: Using Qualitative Research In Advertising, Strategies, Techniques and Applications (Sage Publications INC. US, 201


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Course Structure: Strategic Communication Management- MBM 203

Course Title: Strategic Communication Management

Credit Units: 3

Course Level: PG Level

Course Code: MBM 203

Course Objectives:

- Explain the students about the concept of strategy management and how it works.
- Help students in describing the scope and characteristics of strategy formulation

Pre-requisites: Nil

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction of Strategy Management	35%
Descriptors/Topics Nature of Strategic Management: Concept of Strategy, Strategic Management Process, Vision, Mission, Goals and Objectives, External Environmental Analysis, Analyzing Companies Resource in Competitive Position, Mintzberg’s 5Ps of Strategy, Levels of strategy Functional-Level Strategy, Business-Level Strategy, Corporate-Level Strategy, Strategic Goals and Objectives—Features –Roles-Critical Success Factors	
Module II: Strategy Formulation	35%
Descriptors/Topics Strategy Formulation: Concept of Industry, Strategic Groups, Industry Lifecycle Analysis, Macro Environment, SWOT analysis– Internal & External Environmental Analysis, Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage and Fit; Strategic Analysis and Choice, Porter’s Five Forces Model, Concept of Value Chain, Grand Strategies; Porter’s Generic Strategies; Strategies for Competing in Global Markets	
Module III: Strategy Implementation	30%
Descriptors/Topics Corporate-Level Strategies: Diversification Strategies: Creating Corporate Value and the Issue of Relatedness, Vertical Integration: Coordinating the Value Chain, The Growth of the Firm: Internal Development, Mergers & Acquisitions, and Strategic Alliances Restructuring Strategies: Reducing the Scope of the Firm, Analyze PR Models and apply to Real World situations	

Student Learning Outcomes:

- Understand the concept of strategy management process in various aspects of market.
- Identify the different types of strategies and where to use them.


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Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

essional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	05	70

Text Reading:

- Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall
- Arthur, A, Thomson and Strickland, A. J. (2002).
- Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi
- F. Cherunilam, Strategic Management, Himalaya Publishing.
- Strategic Management: A Stakeholder Approach - R. Edward Freeman
- Strategic Management: Theory and Application - Adrian Haberberg, Alison Rieple

References

- Bütschi, G., & Steyn, B. (2006). Theory on strategic communication management is the key to unlocking the boardroom. *Journal of communication management*.


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Course Structure: Communicating Corporate Social Responsibility- MBM 205

Course Title: Communicating Corporate Social Responsibility

Credit Units: 3

Course Level: PG Level

Course Code: MBM 205

Course Objectives:

- Understand the roots of CSR.
- Understand the critical elements of a CSR initiative.
- Understand the CSR communication paradox.
- Understand the implementation issues of a CSR initiative.

Pre-requisites: Nil

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to CSR	20%
Descriptors/Topics Meaning & Definition of CSR, History & Evolution of CSR. Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an Overlapping Concept, Concept of Sustainability & Stakeholder Management, CSR through Triple Bottom Line and Sustainable Business, Relation between CSR and Corporate Governance; Environmental Aspect of CSR, Chronological Evolution of CSR in India; Models of CSR in India, Carroll's model, Drivers of CSR; Major Codes on CSR, Initiatives in India	
Module II: Framework of CSR	20%
Descriptors/Topics International Framework for Corporate Social Responsibility, Millennium Development Goals, Sustainable Development Goals, Relationship between CSR and MDGs United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights, OECD CSR policy tool	
Module III: CSR & Development	30%
Descriptors/Topics CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations– Relationships, Functioning & Impact on Organisational Functioning Stakeholders’ Participation & Perspectives about CSR	
Module IV	30%
Descriptors/Topics Prioritizing Stakeholders & CSR Issues, The CSR Communication Dilemma, CSR Communication Framework, CSR Message Management, CSR Reports, & Stakeholder Engagement, Implementing CSR, Employee Engagement in CSR	

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Student Learning Outcomes:

- Understand .the concept of CSR and its application.

- Analyze the CSR uses and policy with respect to India.
- Understand to how to implement CSR from scratch.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, tutorials and discussion exercises.

List of Professional Skill Development Activities (PSDA): NA

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				
Components (Drop down)	Mid Term Exam	Assignment/Project/Quiz	Attendance	End Term Examination
Weightage (%)	15	10	05	70

Text Reading:

- Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
- Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi
- Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press
- Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-AEuropean Perspective, Edward Elgar. University of Delhi.
- Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi

References

- Arora, B., & Puranik, R. (2004). A review of corporate social responsibility in India. *Development*, 47(3), 93-100.


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Course Structure: Campaign Designing MBM -207

Course Title: Production: Campaign Designing Credits: 2

Course Level: PG Level

Course Code: MBM-207

Objectives: To assess the knowledge of student regarding Campaign Designing. Students will produce Print, Radio or TV advertisement as well as Detailed PR or Advertising Campaign as per their choice.

Student outcome: Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conducted as follows.

Teaching Pedagogy: This practical project will be conducted under the guidance of the faculty responsible for the guidance of this project.

Viva: The Viva of this practical will be conducted by the Industry Expert.

Examination Scheme for Practical (P) Subject:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	100

Practical (P) Assessment

Continuous Assessment/Internal Assessment			Viva+Practical Project
Components (Drop down)	Internal Assignment	Attendance	
Weightage (%)	25	5	70


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Course Structure: Quantitative Techniques and Media Statistics- MBM-301

Course Title: Quantitative Techniques and Media Statistics

Credit Units: 3

Course Level: PG Level

Course Code: MBM-301

Course Objectives:

- Understand statistical applications in Media Research
- Comprehend how and why statistics has developed as a tool of the scientific process

Pre- requisites: The student understands the appropriate application and interpretation of various inferential statistical procedures

Course Contents/Syllabus:

Modules	Weight age (%)
Module I – Correlation Analysis	20%
Descriptors/Topics Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson’s Product Moment Correlation and Spearman’s Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation	
Module II – Test of Significance	20%
Descriptors/Topics Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III – Analysis of Variance (ANOVA) and Time	20%
Descriptors/Topics Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Methods	20%
Descriptors/Topics Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett’s Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	
Module V – Regression	20%
Descriptors/Topics Meaning, Application and Interpretation of Regression and its Terms-R, R ² , Alpha-Coefficient, Beta-Coefficient, T-value in Regression Analysis, Linear Regression Analysis, Multiple Regression Analysis and Types: Simple, Hierarchical and Stepwise. Concept and Application of Multiple Correlation and Regression, Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	

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Student Learning Outcomes:

- Understand the concept required for Quantitative Methods.
- Analyze various dimensions of Media agency and Correlation.
- Learn SPSS.
- Responsibilities of account management and dealing with client.

Pedagogy for Course Delivery:

This class will be taught using the theory method. Students will learn to appreciate this complex discipline with the help of various teaching aids.

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components	Mid Term Exam	Research Assignment	Attendance	
Weightage (%)	15	10	05	70

Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

References:

K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar: Statistical Methods for Research: A Step by Step Approach Using IBM SPSS, Atlantic Publishers and Distributors (P) Ltd; Edition (2016)


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Course Structure: Marketing in Digital World MBM-304

Course Title: Marketing in Digital World

Credit Units: 3

Course Level: PG Level

Course Code: MBM-304

Course Objective:

At the end of this course, the students will be able to

- Understand Digital Marketing in detail
- Comprehend about Social Media Marketing to promote a product or service.

Pre- requisites: The students must have understanding of Digital Marketing

Course Contents/Syllabus:

Modules	Weightage (%)
Module I: Introduction to Digital Marketing and SEO	
Descriptors/Topics Strategies in Digital Marketing - Aligning Internet with Business Objectives - User Behaviour & Navigation - Branding & User Experience - Stakeholders in Search Customer Insights - On & off-page Optimization - Meta Tags, Layout, Content Updates - Inbound Links & Link Building	25%
Module II: Digital Publication	
Descriptors/Topics Trends in Digital Publishing, Understanding the basic terms for newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation head, Page Number, Bylines; Continuation line: Jump lines, Continuation Heads; End Sings; Pull- Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel , Setting up In-Design for designing digital documents, Creating a slide presentation.	40%
Module III: Search Marketing And Web Site Analytics	
Descriptors/Topics Campaign Management - Conversion Tracking - Targeting & Analytics - Keyword Selection - Conversion Metrics: CPA, CTR - Goal Configuration & Funnels - Intelligence Reporting - Conversions, Bounce Rate, Traffic Sources, Scheduling etc. User Behaviour - Market Segmentation, Key Metrics - Best Practice Case Studies - Split Testing - Campaign Process Optimisation - SMS Strategy - Mobile Advertising - Mobile Optimized Websites - 7 Step Process for Mobile Apps - Proximity Marketing - Strategic Steps - Review & Testing.	35%

Student Learning Outcomes:

- Understand the concept required for Digital Marketing.
- Analyze various dimensions of Digital Publication.
- Learn important aspects of digital marketing.


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Pedagogy for Course Delivery:

This class will be taught using the theory method. Students will learn to appreciate this complex discipline with the help of various teaching aids.

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Mid Term Exam	Assignment/Class Test	Attendance	
Weightage (%)	15	10	5	70

Text Reading:

- Harrower, 2008, Digital World Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Social Media marketing, Allworth Press

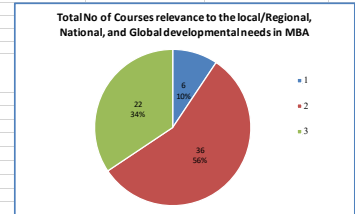
Reference:

- Drucker, McVarish, 2008, Digital Marketing History: A Critical Guide, Pearson


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S.No.	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	L1.1 Curricula developed and implemented have relevance to the local/regional, national and global developmental needs, which is reflected in the Programme outcomes (POs), Programme Specific Outcomes(PSOs) and Course Outcomes(COs) of the Programmes offered by the University.		
						LOCAL/REGIONAL	NATIONAL	GLOBAL
MBA (Advertising & PR) (Academic Session 2021-22)								
1	Amity School of Communication	MAJ&MC	I	MBM-101	Communication Process & Practices of Management		1	
2				MBM-102	Principles of Media Marketing Strategy		1	
3				MBM-103	Principles of Advertising Management		1	
4				MBM-104	Strategic Communication: Writing Across Platforms		1	1
5				MBM-105	Basics of Financial and Cost Accounting		1	
6				MBM-106	Principles of Public Relations Management		1	1
7				MBM-107	Indian Financial System and Market		1	
8				MBM-108	Building Organizational Culture and Communication		1	
9				BSP-143	Behavioural Science-I		1	1
10				BCM-141	Business Communication-I		1	1
11				FLP-144	French-I			1
12				MBM-201	Public Relations and Advertising Research		1	
13				MBM-202	Corporate Communications: Concepts, Structure and Functions		1	1
14				MBM-203	Strategic Communication Management		1	1
15				MBM-204	Advertising Strategies and Public Relations Practices		1	1
16				MBM-205	Communicating Corporate Social Responsibility		1	1
17				MBM-206	Corporate Accounting		1	
18				MBM-207	Production: Campaign Designing		1	
19				MBM-208	Seminar Paper: Corporate Image Building		1	
20				BCM-241	Business Communication- II		1	1
21				BSP-243	Behavioural Science- II		1	1
22				FLP-244	French-II			1
23				MBM-301	Quantitative Techniques and Media Statistics		1	
24				MBM-302	Strategic Marketing and Brand Management		1	1
25				MBM-303	Media and Entertainment Industry: Overview		1	1
26				MBM-304	Marketing in Digital World		1	1
27				MBM-305	Financial Control and Management		1	
28				MBM-306	Event Planning and Management		1	
29				MBM-307	Production: New Media as tools of Advertising and Public Relations (Practical)		1	1
30				MBM-308	Summer Project (Evaluation)		1	
31				BCM-341	Business Communication- III		1	1
32				BSP-343	Behavioural Science- III		1	1
33				FLP-344	Foreign Language – III, French			1
34				MBM-401	Legal Aspects of Business in Media		1	
35				MBM-420	Customer Relationship Management: Business, Identity and Reputation		1	1
36				SIP-413	Internship		1	
37				DSA-414	Dissertation/ Specialized Project		1	
38				BCM-441	Business Communication- IV		1	1
39				BSP-443	Behavioural Science- IV		1	1
40				FLP-444	French- IV			1
	ASCO	MAJ&MC			Total No of Courses relevance to the local/Regional, National, and Global developmental needs in MAJ&MC	6	36	22

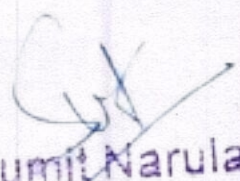


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COURSE OUTCOMES:

FIRST SEMESTER

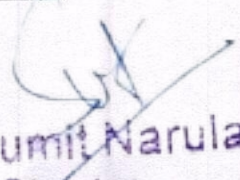
S. No.	Course Code	Course Title	Outcome
1.	MBM101	Communication Process & Practices of Management	<p>MBM101.1: The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life. They will learn about different types of 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>


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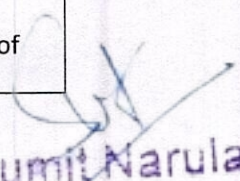
2.	MBM102	Principles of Media Marketing Strategy	<p>MBM102.1. Students will able to Develop Customer Relationships and Value Through Marketing.</p> <p>MBM102.2. Students will learn Link Marketing and Corporate Strategies. They will also learn the consumer behavior toward buying.</p> <p>MBM102.3. Students 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>

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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>


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			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>


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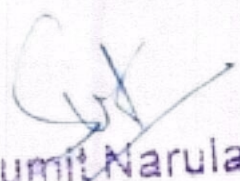

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8	MBA108	Building Organizational Culture and Communication	<p>MBM108.1. Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy 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>
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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>


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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>
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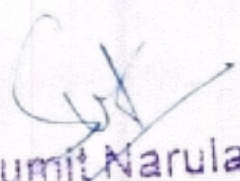
3.	MBM 203	STRATEGIC COMMUNICATION MANAGEMENT	<p>MBM203.1. To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>MBM203.2. 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>
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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>
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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>

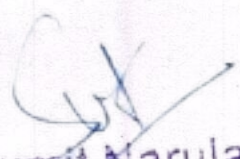

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2.	MBM 302	Strategic Marketing and Brand Management	<p>MBM 302.1 Understand various techniques to increase the perceived value of a product line or brand over time.</p> <p>MBM 302.2. Comprehend Brand management as a function of marketing that uses 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>

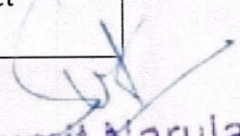
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5	MBM305	Financial Control and Management	<p>MBM305.1 Understand apply issues related to Management and Control</p> <p>MBM305.2. Explain the role of Management Control Systems</p> <p>MBM305.3 Identify and discuss the main issues related to designing 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>

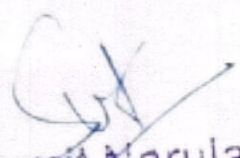
FOURTH SEMESTER


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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>


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