

SMS
V A R A N A S I
SCHOOL OF MANAGEMENT SCIENCES
VARANASI

(AN AUTONOMOUS COLLEGE)

(www.smsvaranasi.com)

BACHELOR OF MASS COMMUNICATION
(B.A (H)MC.)
(Three Year Course)

Semester-wise Papers in B.A. (Hons) Mass Communication Course

| Year | Sem | Major - Own Faculty (6) | Major - Own Faculty (6) | Major - Any faculty (6) | Minor- Elective (4) Other Faculty (Choose One) | Vocational (3) | Co-curricular (2) | Survey Project and Dissertation(3) | Total Credit | | |
|------|-----|---|---|-----------------------------|--|-----------------------------------|--|------------------------------------|--------------|---|--------------|
| 1 | I | Communication, Media, and Society | Introduction to Journalism | Principles of Communication | Principles of Management or Cybersecurity | Graphic Designing & Visual Images | Food, Nutrition & Hygiene | | 27 | | |
| | II | Print Media Production | Media History | Public Relations | Advertising and Media or Management Information System | Camera and Editing | First Aid & Health | | 27 | | |
| 2 | III | Exploring Hindi Cinema | Radio Journalism | Photo Journalism | Organizational Behaviour or Business Environment | Content Writing | Human Values and Environmental Studies | | 27 | | |
| | IV | Development Communication | Reporting and Anchoring | Social Media | Marketing Management or Data Mining | Digital Marketing | Physical Education and Yoga | | 27 | | |
| 3 | V | 1. Television Journalism(5) 2. Writing for Media (5) | 3. Communication Research (5) 4. Global Politics and Media (5) | | | | | | | Analytical Ability and Digital Awareness | 25 |
| | VI | 1. Documentary (5) 2. Alternative Media (5) | 3. Integrated Marketing Communications (5) 4. Media Management (5) | | | | | | | Communication Skill and Personality Development | Dissertation |
| | | | | | | | | | 158 | | |

BA(H)MC COURSE STRUCTURE

| Semester | S. No. | Category/ Code | Subject | L | T | P | Credits | Evaluation | | | |
|--------------|--------------------------------------|-------------------|---|-----------|----------|----------|-----------|------------|-----|-------|--|
| | | | | | | | | Sessional | ESE | Total | |
| FIRST | 1 | BA(H)MC-22-101 | Communication, Media & Society | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 2 | BA(H)MC-22-102 | Introduction to Journalism | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 3 | BA(H)MC-22-103 | Principles of Communication | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 4 | BA(H)MCME-22-104 | Principles of Management | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | | BA(H)MCME-22-105 | Cyber Security | | | | | 25 | 75 | 100 | |
| | Subject- Vocational Faculty | | | | | | | | | | |
| | 5 | BA(H)MCVC-22-106 | Graphic Design & Visual Images | 2 | 0 | 1 | 3 | 25 | 75 | 100 | |
| | Subject- Co-Curricular Course | | | | | | | | | | |
| | 6 | BA(H)MCCC-22-1 | Food, Nutrition and Hygiene | 2 | 0 | 0 | 2 | - | 100 | 100 | |
| Total | | | | 26 | 0 | 1 | 27 | | | | |

| Semester | S. No. | Category/ Code | Subject | L | T | P | Credits | Evaluation | | | |
|--------------|--------------------------------------|-------------------|-------------------------------|-----------|----------|----------|-----------|------------|-----|-------|--|
| | | | | | | | | Sessional | ESE | Total | |
| SECOND | 1 | BA(H)MC-22-201 | Print Media Production | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | 2 | BA(H)MC-22-201P | Print Media Production Lab | 0 | 0 | 2 | 2 | 25 | 75 | 100 | |
| | 3 | BA(H)MC-22-202 | Media History | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 4 | BA(H)MC-22-203 | Public Relations | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 5 | BA(H)MCME-22-204 | Advertising and Media | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | | BA(H)MCME-22-205 | Management Information System | | | | | 25 | 75 | 100 | |
| | Subject- Vocational Faculty | | | | | | | | | | |
| | 6 | BA(H)MCVC-22-206 | Camera & Editing | 2 | 0 | 1 | 3 | 25 | 75 | 100 | |
| | Subject- Co-Curricular Course | | | | | | | | | | |
| | 7 | BA(H)MCCC-22-2 | First Aid and Health | 2 | 0 | 0 | 2 | - | 100 | 100 | |
| Total | | | | 24 | 0 | 3 | 27 | | | | |

| Semester | S. No. | Category/ Code | Subject | L | T | P | Credits | Evaluation | | | |
|--------------|--------------------------------------|---|--------------------------|-----------|----------|----------|-----------|------------|-----|-------|--|
| | | | | | | | | Sessional | ESE | Total | |
| THIRD | 1 | BA(H)MC-22-301 | Exploring Hindi Cinema | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 2 | BA(H)MC-22-302 | Radio Journalism | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | 3 | BA(H)MC-22-302P | Radio Journalism Lab | 0 | 0 | 2 | 2 | 25 | 75 | 100 | |
| | 4 | BA(H)MC-22-303 | Photo Journalism | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | 5 | BA(H)MC-22-303P | Photo Journalism Lab | 0 | 0 | 2 | 2 | 25 | 75 | 100 | |
| | 6 | BA(H)MCME-22-304 | Organizational Behaviour | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | | BA(H)MCME-22-305 | Business Environment | | | | | 25 | 75 | 100 | |
| | Subject- Vocational Faculty | | | | | | | | | | |
| | 7 | BA(H)MCVC-22-306 | Content Writing | 3 | 0 | 0 | 3 | 25 | 75 | 100 | |
| | Subject- Co-Curricular Course | | | | | | | | | | |
| 8 | BA(H)MCCC-22-3 | Human Values and Environment Studies | 2 | 0 | 0 | 2 | - | 100 | 100 | | |
| Total | | | | 23 | 0 | 4 | 27 | | | | |

| Semester | S. No. | Category/ Code | Subject | L | T | P | Credits | Evaluation | | | |
|--------------|--------------------------------------|-------------------|------------------------------------|-----------|----------|----------|-----------|------------|-----|-------|--|
| | | | | | | | | Sessional | ESE | Total | |
| FOURTH | 1 | BA(H)MC-22-401 | Development Communication | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 2 | BA(H)MC-22-402 | Reporting and Anchoring | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | 3 | BA(H)MC-22-402P | Reporting and Anchoring Lab | 0 | 0 | 2 | 2 | 25 | 75 | 100 | |
| | 4 | BA(H)MC-22-403 | Social Media | 6 | 0 | 0 | 6 | 25 | 75 | 100 | |
| | 5 | BA(H)MCME-22-404 | Marketing Management | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | | BA(H)MCME-22-405 | Data Mining | | | | | 25 | 75 | 100 | |
| | Subject- Vocational Faculty | | | | | | | | | | |
| | 6 | BA(H)MCVC-22-406 | Digital Marketing | 3 | 0 | 0 | 3 | 25 | 75 | 100 | |
| | Subject- Co-Curricular Course | | | | | | | | | | |
| | 7 | BA(H)MCCC-22-4 | Physical Education and Yoga | 2 | 0 | 0 | 2 | - | 100 | 100 | |
| Total | | | | 25 | 0 | 2 | 27 | | | | |

| Semester | S. No. | Category/ Code | Subject | L | T | P | Credits | Evaluation | | | |
|--------------|--------------------------------------|-------------------|---|-----------|----------|----------|-----------|------------|-----|-------|--|
| | | | | | | | | Sessional | ESE | Total | |
| FIFTH | 1 | BA(H)MC-22-501 | Television Journalism | 3 | 0 | 0 | 3 | 25 | 75 | 100 | |
| | 2 | BA(H)MC-22-501P | Television Journalism Lab | 0 | 0 | 2 | 2 | 25 | 75 | 100 | |
| | 3 | BA(H)MC-22-502 | Writing for Media | 5 | 0 | 0 | 5 | 25 | 75 | 100 | |
| | 4 | BA(H)MC-22-503 | Communication Research | 4 | 0 | 0 | 4 | 25 | 75 | 100 | |
| | 5 | BA(H)MC-22-503P | Communication Research Lab | 0 | 0 | 1 | 1 | 25 | 75 | 100 | |
| | 6 | BA(H)MC-22-504 | Global Politics and Media | 5 | 0 | 0 | 5 | 25 | 75 | 100 | |
| | Subject- Vocational Faculty | | | | | | | | | | |
| | 7 | BA(H)MCCC-22-5 | Analytical ability and Digital Awareness | 2 | 0 | 0 | 2 | 25 | 75 | 100 | |
| | Subject- Co-Curricular Course | | | | | | | | | | |
| | 8 | BA(H)MCRB-505 | Internship | 0 | 0 | 3 | 3 | - | 100 | 100 | |
| Total | | | | 19 | 0 | 6 | 25 | | | | |

| Semester | S. No. | Category/ Code | Subject | L | T | P | Credits | Evaluation | | | |
|----------|--------------------------------------|-------------------|--|---|-----------|----------|----------|------------|-----|-------|--|
| | | | | | | | | Sessional | ESE | Total | |
| SIXTH | | BA(H)MC-22-601 | Documentary | 3 | 0 | 0 | 3 | 25 | 75 | 100 | |
| | | BA(H)MC-22-601P | Documentary Lab | 0 | 0 | 2 | 2 | 25 | 75 | 100 | |
| | | BA(H)MC-22-602 | Alternative Media | 5 | 0 | 0 | 5 | 25 | 75 | 100 | |
| | | BA(H)MC-22-603 | Integrated Marketing Communication | 5 | 0 | 0 | 5 | 25 | 75 | 100 | |
| | | BA(H)MC-22-604 | Media Management | 5 | 0 | 0 | 5 | 25 | 75 | 100 | |
| | Subject- Vocational Faculty | | | | | | | | | | |
| | 5 | BA(H)MCCC-22-6 | Communication Skill and Personality Development | 2 | 0 | 0 | 2 | 25 | 75 | 100 | |
| | Subject- Co-Curricular Course | | | | | | | | | | |
| | 6 | BA(H)MCRB-22-605 | Dissertation | 0 | 0 | 3 | 3 | - | 100 | 100 | |
| | Total | | | | 20 | 0 | 5 | 25 | | | |

Mapping of Programme Outcomes and Courses

| Semester - First | | | | | | | | |
|------------------|----------------------------------|--------------------------------|----------------------------|-----------------------------|--------------------------|----------------|--------------------------------|-----------------------------|
| S. No. | Programme Outcomes | Communication, Media & Society | Introduction to Journalism | Principles of Communication | Principles of Management | Cyber Security | Graphic Design & Visual Images | Food, Nutrition and Hygiene |
| 1 | Generic & Domain Knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | Problem Solving & innovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4 | Effective Communication | ✓ | ✓ | ✓ | | | ✓ | |
| 5 | Leadership and Team Work | | | | ✓ | | | |
| 6 | Entrepreneurship | | | | ✓ | | ✓ | |
| 7 | Social Responsiveness and Ethics | ✓ | ✓ | | | ✓ | | |
| 8 | Employability | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Lifelong Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Semester - Second | | | | | | | | | |
|-------------------|----------------------------------|------------------------|----------------------------|---------------|------------------|-----------------------|-------------------------------|------------------|----------------------|
| S. No. | Programme Outcomes | Print Media Production | Print Media Production Lab | Media History | Public Relations | Advertising and Media | Management Information System | Camera & Editing | First Aid and Health |
| 1 | Generic & Domain Knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | Problem Solving & innovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4 | Effective Communication | ✓ | ✓ | | ✓ | ✓ | | ✓ | |
| 5 | Leadership and Team Work | ✓ | ✓ | | | | | ✓ | |
| 6 | Entrepreneurship | ✓ | ✓ | | | ✓ | | ✓ | |
| 7 | Social Responsiveness and Ethics | ✓ | ✓ | | ✓ | ✓ | | | |
| 8 | Employability | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Lifelong Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Semester - Third | | | | | | | | | | |
|------------------|----------------------------------|------------------------|------------------|----------------------|------------------|----------------------|--------------------------|----------------------|-----------------|--|
| S. No. | Programme Outcomes | Exploring Hindi Cinema | Radio Journalism | Radio Journalism Lab | Photo Journalism | Photo Journalism Lab | Organizational Behaviour | Business Environment | Content Writing | Human Values and Environmental Studies |
| 1 | Generic & Domain Knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | Problem Solving & innovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4 | Effective Communication | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| 5 | Leadership and Team Work | | ✓ | ✓ | | | ✓ | | | |
| 6 | Entrepreneurship | | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| 7 | Social Responsiveness and Ethics | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| 8 | Employability | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Lifelong Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Semester - Fourth | | | | | | | | | |
|-------------------|----------------------------------|---------------------------|-------------------------|-----------------------------|--------------|----------------------|-------------|-------------------|-----------------------------|
| S. No. | Programme Outcomes | Development Communication | Reporting and Anchoring | Reporting and Anchoring Lab | Social Media | Marketing Management | Data Mining | Digital Marketing | Physical Education and Yoga |
| 1 | Generic & Domain Knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | Problem Solving & innovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4 | Effective Communication | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| 5 | Leadership and Team Work | ✓ | ✓ | ✓ | | | | | |
| 6 | Entrepreneurship | | | | ✓ | ✓ | ✓ | ✓ | |
| 7 | Social Responsiveness and Ethics | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| 8 | Employability | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Lifelong Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Semester - Fifth | | | | | | | | | |
|------------------|----------------------------------|-----------------------|---------------------------|-------------------|------------------------|----------------------------|---------------------------|--|------------|
| S. No. | Programme Outcomes | Television Journalism | Television Journalism Lab | Writing for Media | Communication Research | Communication Research Lab | Global Politics and Media | Analytical Ability and Digital Awareness | Internship |
| 1 | Generic & Domain Knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | Problem Solving & innovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4 | Effective Communication | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ |
| 5 | Leadership and Team Work | ✓ | ✓ | | | | | | |
| 6 | Entrepreneurship | ✓ | ✓ | ✓ | | | | | |
| 7 | Social Responsiveness and Ethics | ✓ | ✓ | ✓ | ✓ | | | | |
| 8 | Employability | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Lifelong Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Semester - Sixth | | | | | | | | |
|------------------|----------------------------------|-------------|-----------------|-------------------|------------------------------------|------------------|---|--------------|
| S. No. | Programme Outcomes | Documentary | Documentary Lab | Alternative Media | Integrated Marketing Communication | Media Management | Communication Skill and Personality Development | Dissertation |
| 1 | Generic & Domain Knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | Problem Solving & innovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4 | Effective Communication | ✓ | ✓ | ✓ | ✓ | | | |
| 5 | Leadership and Team Work | ✓ | ✓ | | | ✓ | | |
| 6 | Entrepreneurship | ✓ | ✓ | ✓ | | | | |
| 7 | Social Responsiveness and Ethics | ✓ | ✓ | ✓ | ✓ | | | |
| 8 | Employability | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Lifelong Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

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|-------------------|---|
| Semester I | BA(H)MC-22-101: Communication, Media and Society |
| Credit – 6 | LTP: 6:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Define the concepts of Communication, Media and Society. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Identifying and applying the practice of communication in the 21 st century for various media forms. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Explain the needs, function and process of communication in day to day life. | L - 5 L – 6 | Evaluating Creating |

| | |
|-------------------|---|
| Semester I | BA(H)MC-22-102 :Introduction to Journalism |
| Credit – 6 | LTP: 6:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Explain and relate themselves with the basics of Journalism. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Distinguish and assess the process of Journalism. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Assess the technical terms and jargons of journalism to develop a vision for a media organization. | L - 5 L – 6 | Evaluating Creating |

| | |
|-------------------|--|
| Semester I | BA(H)MC-22-103 :Principles of Communication |
| Credit – 6 | LTP: 6:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Build confidence in students about the subject and construct a strong understanding and application of the subject per se. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Assess ways to ensure that students learn and develop learning in their day to day activities and thereby develop their persona as a whole | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Analyze the 7Cs of Communication and apply those to their work and daily chores | L - 5 L – 6 | Evaluating Creating |

| | |
|-------------------|--|
| Semester I | BA(H)MCME-22-104 : Principles of Management |
| Credit - 4 | LTP: 4:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Explain various Managerial Competencies and approaches in business. | L-1 L-2 | Remembering Understanding |
| CO 2 | Analyze and make use of the functions of Management for effective decision making. | L-3 L-4 | Applying Analyzing |
| CO 3 | Decide and design organizational structure, objectives and controlling measures an organization. | L-5 L-6 | Evaluating Creating |

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|--------------------|---|
| Semester -I | BA(H)MCME-22-105: Cyber Security |
| Credit-4 | LTP: 4:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Define and relate the need for information security and the major threats of Information System. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Examine and apply various Security Technologies in Electronics Commerce and other Electronic Data Interchange. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Develop a Secure Information System plan and judge the Economic & Social Aspects for implementation of a secure Information system. | L - 5 L – 6 | Evaluating Creating |

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|-------------------|--|
| Semester I | BA(H)MC-22-106 :Graphic Designing and Visual Images |
| Credit – 3 | LTP: 2:0:1 |

Course Objective:

To understand about Graphic Design and Visual Images and learning the software for the same.

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Illustrate the understanding of Graphic Design and Visual Images. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Make use of the software needed for Visual Image making. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Makeup suitable designs needed for mass media and web media. | L - 5 L – 6 | Evaluating Creating |

Co-curricular course: Semester-1
Course Title: Food, Nutrition and Hygiene

| | | |
|--|--|------------------------|
| Programme /Class: Certificate | Year: First | Semester: First |
| Co-Curricular | | |
| Course Code: CC-22-1 | Course Title: Food, Nutrition and Hygiene, Credits: 2 | |
| Course outcomes: <ol style="list-style-type: none"> 1. To learn the basic concept of the Food and Nutrition 2. To study the nutritive requirement during special conditions like pregnancy and lactation 3. To learn meal planning 4. To learn 100 days Nutrition Concept 5. To study common health issues in the society 6. To learn the special requirement of food during common illness | | |
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|--------------------|---|
| Semester II | BA(H)MC-22-201: Print Media Production |
| Credit – 6 | LTP: 4:0:2 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | List, define and compare various kinds of Print media platforms, and printing technology. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Discover and Categorize the essential content of a newspaper and its special pages. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Built and compile print media content of various types, such as newspapers, magazine and advertisement.. | L - 5 L – 6 | Evaluating Creating |

| | |
|--------------------|--------------------------------------|
| Semester II | BA(H)MC-22-202: Media History |
| Credit – 6 | LTP: 6:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Interpret and relate themselves with the process of the evolution of media in India. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Examine and organize the key dimensions of media on individual and society. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Evaluate and formulate the media strategy to understand the process of formation of public opinion through media. | L - 5 L – 6 | Evaluating Creating |

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|--------------------|---|
| Semester II | BA(H)MC-22-203: Public Relations |
| Credit – 6 | LTP: 6:0:0 |

Course Objective: To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Illustrate the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Contrast between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity | L – 3 L-4 | Applying Analyzing |
| CO 3 | Create the tools of public relations and evaluate the knowledge about the basic ethics and laws of public relations | L – 5 L - 6 | Evaluating Creating |

| | |
|--------------------|--|
| Semester II | BA(H)MCME-22-204: Advertising and Media |
| Credit – 4 | LTP: 4:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Recall and explain the concepts related to Advertising and Promotion. | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Apply the knowledge of Advertising to choose the promotional strategy using the appropriate media mix. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Determine the effectiveness of Advertising and create an effective media plan for achieving the promotional goals. | L – 5 L – 6 | Evaluating Creating |

| | |
|--------------------|---|
| Semester II | BA(H)MCME-22-205 : Management Information System |
| Credit – 4 | LTP: 4:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Explain and interpret types of MIS applications in organizations. | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Analyze and discuss the MIS contributions to the strategic management of organizations. | L – 3 L - 4 | Applying Analyzing |
| CO 3 | Develop an MIS plan appropriate to the needs of the organization. | L – 5 L - 6 | Evaluating Creating |

| | |
|--------------------|---|
| Semester II | BA(H)MC-22-206: Camera & Editing |
| Credit – 3 | LTP: 2:0:1 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Find out the art and aesthetics of still and video camera. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Develop and examine the knowledge of skills of photography and videography to handle them in practical world. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Adapt and develop the knowledge to produce good pictures and video. | L - 5 L – 6 | Evaluating Creating |

**Co-curricular course: Semester-2
Course Title: First Aid and Health**

| Programme/Class: Certificate | Year: First | Semester: Second |
|--|--|-------------------------|
| Co- Curricular Course | | |
| Course Code: BA(H)MCCC-22-2 | Course Title: First Aid and Health , Credits: 2 | |
| <p>Course outcomes:</p> <ol style="list-style-type: none"> 1. Learn the skill needed to assess the ill or injured person. 2. Learn the skills to provide CPR to infants, children and adults. 3. Learn the skills to handle emergency child birth 4. Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence. 5. Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive. 6. Help to understand natural changes of adolescence 7. Learn the skill to identify Mental Health status and Psychological First Aid | | |

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|---------------------|--|
| Semester III | BA(H)MC -22-301 :Exploring Hindi Cinema |
| Credit – 6 | LTP: 6:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Demonstrate basic concepts and the outset of Hindi Cinema | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Infer them to the various styles and techniques of Hindi Cinema | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Create knowledge regarding traditional and modern approach of Hindi Cinema | L-5 L - 6 | Evaluating Creating |

| | |
|---------------------|---|
| Semester III | BA(H)MC-22-302: Radio Journalism |
| Credit – 6 | LTP: 4:0:2 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | List and define about various kind of Radio Programme. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Utilize production devices and radio production techniques to produce radio content. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Compare and develop radio programme in different formats | L - 5 L – 6 | Evaluating Creating |

| | |
|---------------------|--|
| Semester III | BA(H)MC-22-303:Photo Journalism |
| Credit – 6 | LTP: 4:0:2 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Define and classify the concepts related to photography and photo journalism. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Distinguish between different branches of photography. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Create different types of photo features or photography based news stories. | L - 5 L – 6 | Evaluating Creating |

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| Semester III | BA(H)MCME-22-304:Organizational Behavior |
| Credit - 4 | LTP: 4:0:0 |

Course Outcomes: After completing the course, the student shall be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|-------------|--|-------------------------|------------------------------|
| CO 1 | Relate and explain the concepts of organizational behavior and its importance in managing people at the workplace. | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Apply the knowledge of Organizational Behavior to infer human behavior at workplace, and examine issues existing at the levels of individual and group. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Appraise different theories of motivation, leadership styles, Individual and Group Dynamics and organizational culture towards a deeper understanding of organizational behaviour. | L – 5 L – 6 | Evaluating Creating |

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| Semester- III | BA(H)MCME-22-305: Business Environment |
| Credit - 4 | L:T:P - 4:0:0 |

Course Outcomes: On successful completion of the course the student will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|-------------|---|-------------------------|------------------------------|
| CO 1 | Recall and interpret the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives. | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Distinguish the environment of a business from the various perspectives and dissect various factors affecting the environment. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Evaluate and compile an in-depth analysis of a specific component of the business environment and relate it to any business organization. | L – 5 L – 6 | Evaluating Creating |

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| Semester III | BA(H)MC-22-306 :Content Writing |
| Credit – 3 | LTP: 3:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|-------------|--|-------------------------|------------------------------|
| CO 1 | Classify and recall the basic concepts of Content Writing. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Make use of various styles and techniques of writing and editing. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Appraise and make up an industry-academia interface through institutional support. | L - 5 L – 6 | Evaluating Creating |

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| Programme/Class : Certificate | Year: Second | Semester: Third |
| Co- Curricular Course | | |
| Course Code: BA(H)MCCC-22-3 | Course Title: Human Values and Environmental Studies, Credits: 2 | |
| <p>Course outcomes:</p> <p>The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards</p> <ol style="list-style-type: none"> 1. Building fundamental knowledge of the interplay of markets, ethics, and law, 2. Look at various challenges faced by individual to counter unethical issues 3. Look at core concepts for business ethics 4. Look at core concepts of anti-corruption 5. Look at core concepts for a morally articulate solution evolver to management issues in general, 6. Issues of sustainable development for a better environment. 7. To know how environmental degradation has taken place. 8. Be aware of negotiations and international efforts to save environment. 9. How to develop sustainably? 10. Efforts taken up by UN in Sustainable Development. 11. Efforts taken by India in Sustainable Development. <p>The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.</p> | | |

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| Semester IV | BA(H)MC-22-401: Development Communication |
| Credit – 6 | LTP: 6:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Interpret the concepts meaning and model of the development communication | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Evaluate the modus operandi of government and administration in the field of development | L-3 L-4 | Applying Analyzing |
| CO 3 | Develop the knowledge of rural India and its problems and Inspect different programmes and policies of the development | L-5 L-6 | Evaluating Creating |

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| Semester IV | BA(H)MC- 22-402: Reporting and Anchoring |
| Credit – 6 | LTP: 4:0:2 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Recall the knowledge related to reporting and anchoring. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Develop the knowledge of skills of reporting and anchoring to apply those skills in a media organization | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Create talking head and copy story for television. | L - 5 L – 6 | Evaluating Creating |

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| Semester – IV | BA(H)MC-22-403: Social Media |
| Credit -6 | L.T.P :6:0:0 |

Course Outcomes: On successful completion of the course learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Infer and recall the basic concepts of Web 2.0. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Make use of the scope and utility of ICT in addressing issues of society | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Determine and estimate user interface to understand the role of social media on social relationship | L - 5 L – 6 | Evaluating Creating |

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| Semester IV | BA(H)MCME-22-404: Marketing Management |
| Credit – 4 | LTP: 4:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Recall and explain the concepts related to Marketing Management | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Solve marketing related business problems with the knowledge of Marketing Management. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Evaluate the effectiveness of Marketing Management plans and create effective Marketing plans and strategies. | L – 5 L – 6 | Evaluating Creating |

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| Semester -IV | BA(H)MCME-22-405:Data Mining |
| Credit– 4 | LTP: 4:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Recall and explain the key terms and concepts associated with Data Mining. | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Make use of the knowledge of classification models and clustering models of Data Mining. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Deduct appropriate analysis and combine various data mining tools for use in the analytical projects in different business scenarios. | L – 5 L – 6 | Evaluating Creating |

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| Semester IV | BA(H)MCVC-22-406: Digital Marketing |
| Credit – 3 | LTP: 3:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Recall and explain the concepts related to Digital Marketing | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Make use of the knowledge of digital marketing to solve marketing problems. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Evaluate the effectiveness of alternatives available for digital marketing and create effective digital marketing plan and strategy. | L – 5 L – 6 | Evaluating Creating |

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| Programme/ Class : Certificate | Year: Third | Semester: Fourth |
| Co- Curricular -Course | | |
| Course Code: BA(H)MCCC- 22-4 | Course Title: Physical Education and Yoga, Credits: 2 | |
| <p>Course Outcomes: Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.</p> | | |

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| Semester V | BA(H)MC-22-501: Television Journalism |
| Credit – 6 | LTP: 3:0:2 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Tell various television news formats and show skills required for that. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Classify the offline and online programme of television. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Compare and productalking head, television news bulletin, voxpop and P2C. | L - 5 L – 6 | Evaluating Creating |

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|-------------------|--|
| Semester V | BA(H)MC-22-502: Writing for Media |
| Credit – 5 | LTP: 5:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Compare and choose the basic skills of all formats of media writing. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Examine and experiment with different media writing styles | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Assess and compose convergent news stories for multimedia platforms. | L - 5 L – 6 | Evaluating Creating |

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| Semester – V | BA(H)MC-22-503: Communication Research |
| Credit -5 | LTP: 4:0:1 |

Course Outcomes: On successful completion of the course learner will be able to

| COs | Course Outcomes | Cognitive Levels | Bloom Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO1 | Elaborate basic knowledge of communication research | L-1 L-2 | Remembering Understanding |
| CO2 | Develop the Knowledge about the need, role importance, functions and ethics of research and analyze the ethical issues propping up in the field of research. | L-3 L-4 | Applying Analyzing |
| CO3 | Classify the methodologies and develop a research paper, dissertation and evaluate the quality research | L – 5 L - 6 | Evaluating Creating |

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| Semester V | BA(H)MC-22-504: Global Politics and Media |
| Credit – 5 | LTP: 5:0:0 |

Course Objective: To educate students regarding role and functioning pattern of media globally. This course also enhances proper understanding about political relationship globally and also analyzes the effect and affect of media on such relationship.

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Understand the concept of globalization and role of global media platforms | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Analysing various global conflicts and role of media during crisis | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Evaluate various ideologies and knowing the cultural reflection on media and vice versa. | L – 5 L – 6 | Evaluating Creating |

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| Programme/Class : Certificate | Year: Third | Semester: Fifth |
| Co-Curricular Course | | |
| Course Code: BA(H)MCCC-22-5 | Course Title: Analytical Ability and Digital Awareness, Credits: 2 | |
| <p>Course outcomes (Analytic Ability):</p> <p>CO 1: Familiarize with analogy, number system, set theory and its applications, number system and puzzles.</p> <p>CO 2: To understand the basics of Syllogism, figure problems, critical and analytical reasoning.</p> <p>CO 3: Familiarize with word processing application and worksheet</p> <p>CO 4: To understand the basics of web surfing and cyber security.</p> | | |

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| Semester VI | BA(H)MC-22-601: Documentary |
| Credit – 5 | LTP: 3:0:2 |

Course Outcomes: On successful completion of the course the learner will be able to

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|--|-------------------------|------------------------------|
| CO 1 | Develop understanding about documentary and its various forms | L – 1 L – 2 | Remembering Understanding |
| CO 2 | Analyze the ethical issues of documentary making | L- 3 L- 4 | Applying Analysing |
| CO 3 | Create documentary film of various kinds on the basis of prevailing pattern and assess the role of quintessential documentaries in contemporary society. | L-5 L-6 | Evaluating Creating |

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| Semester VI | BA(H)MC-22-602: Alternative Media |
| Credit – 5 | LTP: 5:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Interpret and select different formats of alternative media. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Identify and categorize various forms of alternative media and apply the knowledge gained in their respective profession. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Decide and design their own format of alternative media. | L - 5 L – 6 | Evaluating Creating |

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| Semester - VI | BA(H)MC-22-603: Integrated Marketing Communications |
| Credit – 5 | LTP: 5:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Define the IMC mix and the IMC planning process and explain the role of integrated marketing communications | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Analyze and examine the communication effects and results of an IMC campaign to judge its success. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Develop an integrated cross-media strategy and creative message and deliver the brand promise. | L - 5 L – 6 | Evaluating Creating |

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| Semester VI | BA(H)MC-22-604: Media Management |
| Credit – 5 | LTP: 5:0:0 |

Course Outcomes: On successful completion of the course the learner will be able to:

| COs | Course Outcomes | Cognitive Levels | Blooms Taxonomy |
|------------|---|-------------------------|------------------------------|
| CO 1 | Explain and choose different dimensions of media management. | L – 1 L - 2 | Remembering Understanding |
| CO 2 | Plan and analyze methods and tools to analyze media companies. | L – 3 L – 4 | Applying Analyzing |
| CO 3 | Compare and Create new models of media management to survive in the fierce competition. | L - 5 L – 6 | Evaluating Creating |

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| Programme /Class : Certificate | Year: Third | Semester: Sixth |
| Co-Curricular Course | | |
| Course Code: BA(H)MCCC-6 | Course Title: Communication Skills and Personality Development, Credits: 2 | |
| <p>Course outcomes:</p> <ol style="list-style-type: none"> 1. To understand the concept of Personality. 2. To learn what personal grooming pertains. 3. To learn to make good resume and prepare effectively for interview. 4. To learn to perform effectively in group discussions. 5. To explore communication beyond language. 6. To learn to manage oneself while communicating. 7. To acquire good communication skills and develop confidence. | | |