Syllabus

BA in Journalism and Mass Communication

ODL/OL

Shoolini University Centre for Distance and Online Education (SCDOE)

PO, PSO and PEO, for BAJMC

PROGRAM OBJECTIVES (PO's)

POs:

PO1. Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO2. Critical Thinking: Act in a well-thought-out way by first recognizing the assumptions that form the basis of our thoughts and actions, then checking the extent to which these assumptions are correct and valid, and then evaluating our ideas, organizational choices, and individual actions from a variety of angles.

PO3. Effective Communication: Learn to speak, read, write, and listen clearly in English and Hindi, both in person and through electronic media, and connect people, ideas, books, media, and technology to make sense of the world.

PO4. Social Interaction: Elicit views of others, to mediate arguments, and to provide assistance in coming to a decision.

PO5. Effective Citizenship: Show social concern and a focus on equity in national development, as well as the ability to act on issues with knowledge and to take part in civic life by volunteering.

PO6. Ethics: Recognize different value systems, including your own, understand the moral implications of your choices, and take responsibility for them.

PO7. Environment and Sustainability: Gain an understanding of the environmental conditions and concerns surrounding sustainable development.

PO8. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PO9. Modern tool usage: Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.

PO10. Information/digital literacy: Capability touse ICT in a variety of learning situations, demonstrate abilityto access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1. Understand the nature and basic concepts of communication, journalism, advertising, corporate communication, electronic media, film making, new media and communication research.

PSO2. Understand the applications of communication theories, research in the fields of advertising, corporate communication, electronic media, print and new media.

Program Structure/Syllabus Credit Scheme of BAJMC

SEMESTER-I

Sr No.	Course Name	Credits
1	Functional English-1	4
2	Fundamentals of Journalism	4
3	Introduction to Reporting	4
4	Personality development & Life Skills-1 (Creativity Decoded)	
5	Open Elective (To be chosen from the list given below)	4
	Total credit hours	**20**

Open Elective:

Sr No.	Course Name	Credits
1	Principles of Management	4
2	Digital and Technological Solutions	4
3	Approaches to Literature 1	4

SEMESTER-II

Sr No	Course Name	Credits
1	Introduction to Editing	4
2	Functional English -2	4
3	Journalism in India- Historical Perspective	4
4	Content Strategy	4
5	Open Elective (To be chosen from the list given below)	4
	Total credit hours	**20**

Open Elective:

Sr No.	Course Name	Credits
1	Personality development & Life skills-2 (Saying it withpresentations)	4
2	Critical Thinking and Problem solving	4
3	Human Resource Management	4

SEMESTER-III

Sr No	Course Name	Credits
1	Radio Journalism	4
2	New Media	4
3	Drafting the Scripts and News Stories	4
4	Entrepreneurship	4
5	Open Elective (To be chosen from the list given below)	4
	Total credit hours	**20**

Open Elective:

Sr No.	Course Name	Credits
1	Marketing Management	4
2	Personality development & Life Skills-3 (Acing the Interviews though AI)	4
3	World Literatures	4

SEMESTER IV

Sr No	Course Name	Credits
1	Media Ethics and Laws	4
2	Advertising	4
3	Development Communication	4
4	Radio Production	4
5	Open Elective (To be chosen from the list given below)	4
	Total credit hours	**20**

Open Elective:

Sr No.	Course Name	Credits
1	Personality development & Life skills-4 (Effective Negotiations)	4
2	Research methodology	4
3	New Literatures	4

SEMESTER V

Sr No	Course Name	Credits
1	Cultural Communication	4
2	Film Studies	4
3	Public Relations	4
4	Media Research	4
5	Open Elective (To be chosen from the list given below)	4
	Total credit hours	**20**

Open Elective:

Sr No.	Course Name	Credits
1	Personality development & Life skills-5 (Emotional Intelligence)	4
2	Banking and investment	4
3	Taxation	4

SEMESTER VI

Sr No	Course Name	Credits
1	Photojournalism	4
2	Television Journalism	4
3	Television Production	4
4	Corporate Communication	4
5	Open Elective (To be chosen from the list given below)	4
	Total credit hours	**20**

Open Elective:

Sr No.	Course Name	Credits
1	Personality development & Life skills-6 (Human Values and Professional Ethics)	4
2	Project Management	4
3	Stock market and Investment	4

Course Name: English- 1

Credits: 4

Course Objectives:
- To enhance the skills needed to work in a formal English-speaking global environment.
- To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- To emphasize the need for fluency in the English language and refining language proficiency.
- To enable students to communicate better through writing and oral expression.

Course Outcomes:

- At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
CO2	To enable students to improve their ability to communicate and their linguistic competence in English.
CO3	Acquire and hone communication skills
CO4	Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Course Contents:

Unit - A
- Listening and Reading
- Unseen Passage
- Comprehension

Unit - B
- Functional English
- Specific fixed expressions
- Practice

Unit - C
- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit - D
- Phrasal Verbs

- Idioms
- Collocations
- Grammatical rules
- Exercises that have to do with grammar

Course Outcome:

1 Knowledge Outcomes:

- To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
- To enable students to improve their ability to communicate and their linguistic competence in English.

2 Skill Outcomes:

- Acquire and hone communication skills
- Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Suggested Reading:

Collins Cobuild, Dictionary of Phrasal Verbs, Indus

Oxford Collocation Dictionary, Oxford University Press

Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.

Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India

Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press

Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.

Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer

Colins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrrat Publishing

O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

www.Englishclub.com

www.writing centre.uottawa.ca

http//grammar.about.com

http://learnenglish.britishcouncil.org

http://www.bbc.co.uk/worldservice/learningenglish/

Course Name : Fundamentals of Journalism

Shoolini
University

Credits: 4

Course objective:

The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sl. No.	Course Outcome
CO1	Explain the process of writing for print
CO2	Explain the principles of writing for the print
CO3	Understand the different forms of journalism
CO4	Understand the role of media in a democracy
CO5	Report & write news for print.
CO6	Perform exercise of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, Revise, Cross checking, headlines writing and making intros.
CO7	Write stories covering various beats, writing follow-up stories.

Course Content:

Unit - A: Concept of News
- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and printline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.

Unit - B: Language of news-
- Principles of clear writing
- essential skills to write news

- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment
- Paid news
- Politics of news
- Neutrality and bias in news

Unit - C: News Gathering Techniques:
- Criteria for news worthiness
- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

Unit - D: Different forms of Journalism
- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalism

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Required Books and Materials:

Reference Books:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media;* McGraw Hill Publication, 2000.

2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism;* Blackwell Publishing,2006.

3. George Rodmann. *Mass Media in a Changing World*; Mcgraw Hill Publication,2007.

4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications,2006.

5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication,2006 T.J.S.

6. George: *Editing – A Handbook for Journalists*.

Course Name   **: Introduction To Reporting**

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of the principles of reporting for the print and electronic media. The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, specialized reporting, reporting for print media and electronic media.

Course Outcomes:

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

CO1 Understand the process of writing for print, radio & TV
CO2 Explain the principles of reporting
CO3 Report & write news for Investigative, Cultural, Political, Seminar & civic issues
CO4 Write stories covering various beats, writing follow-up stories
CO5 Write interview-based news stories, studying and analyzing investigative stories etc.
CO6 Exercise in news layout
CO7 Write letters to the editor
CO8 Write news for TV

Course Content:

UNIT A
- Concept and definition of news
- News values
- News sources, Basic tools of information gathering, research and references,
- Maintaining a diary, use of computer, internet, mobile and other gadgets
- Cultivating the sources
- Structure of news- 5Ws and 1H
- Organizing a news story
- Importance of Intro and types of intro
- Inverted pyramid pattern need and usefulness
- Alternate formats of news writing
- Developing a news story
- Organization of reporting staff in a daily newspaper
- Ethics and fairness in reporting

UNIT B
- Interview
- Types of interview

- Conducting interview
- Reporting press conference
- On the spot coverage
- Advance stories
- Follow up stories
- Post event descriptive coverage

UNIT C

Reporting

- Crime
- Court
- Education
- Sports
- Weather and Disaster
- Politics
- Health

UNIT D

Specialized Reporting

- Business
- Parliament
- Life style and entertainment
- Investigative

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Reference Books:

- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
- George A. Hough, News Writing, Kanishka Publishers, Delhi, 2006
- Suhas Chakravarty, News Reporting & Editing: An Overview, Kanishka Publishers, Delhi,
- Wynford Hicks.,Writing for Journalist, Routledge, London, 2000

- Robert Mc. Lesh Radio Production, Focal Press

- Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
- Reporting for Journalists, Chris Frost, Routledge, London, 2001
- Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.

- Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009

- Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.

- Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- Parthasarthy Rangaswami. *Basic Journalism.* McMillan India Ltd.
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- William Strunk & E. B. White – *Elements of Style.*
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.
- Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta); The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).

Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students withspecific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Define creativity
CO2	Enumerate the steps in the creative process and understand that it is non linear
CO3	Map the 3-S model onto the creative process and understand which techniques ofcreativity will be useful
CO4	Understand the role of concepts like mindfulness, use of right brain, empathy andcuriosity in creativity
CO5	Explain the importance of deliberate practice for achieving excellence
CO6	Understand how adding constraints improves the quality of creativity
CO7	Understand the various ways of combining things to create something new
CO8	Examine the breaking and enhancing of patterns as a source of creativity
CO9	Discriminate between "the good and bad" of copying as a technique to make somethingnew
CO10	Describe some simple ways to overcome creative blocks
CO11	Understand how collaboration and building upon the works of others has led toinnovation in science
CO12	Use the reframe tool for scenario analysis
CO13	Use the combining and recombining technique to generate new product and service ideas
CO14	Construct a "wow factor" for a product or service offering through the" twist in the tale"technique

CO15	Be able to create Analog drawings for emotions, personality and problems
CO16	Be able to create personas using empathy
CO17	Use the stream of consciousness for story boarding

Course Content:

Unit- I: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learns creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit- II: Seeking an Artist's Mindset
- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit- III: Strengthening Creative Skills
- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit- IV: Shaping your Creation
- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:
- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work

Grading:
Internal Assessment   30%
End Term Exam   70%

Books and Materials:

Text Books:

Ashoo Khosla, "Off the corporate bus and into the creativity boat, Jaico Publishing House(October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, "Flow: The Psychology of Optimal Experience", Harper Collins, (1990)

2. Karim Benammar, "Reframing. The art of thinking differently" Boom; (June, 2012)

Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.

- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Define Business and its objectives.
CO2	Explore the various forms of Business and outline the pros & cons associated with each of them.
CO3	Develop an understanding of Globalization, Liberalization & Privatization and their Indian perspective.
CO4	Explain the basic concepts of the various functional aspects of the Business viz.- Marketing, Operations, HR, Finance and IT.
CO5	Define Entrepreneurship and explore the various entrepreneurial business models and opportunities available in contemporary India.
CO6	Enumerate and explain the various theories and concepts related with Leadership & Motivation.
CO7	Outline the development of management thought – from the Classical Theory till the most recent contemporary

Course Content:

Unit- I: Understanding Business and Its Forms

A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co- operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.

b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.

c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions

d) Finance: Money and banking, Financial management and securities markets, risk management and insurance

e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources

f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

a) Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce

b) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker's MBO, Porter's 5- Force Model, Prahalad's Core Competency, Peter Senge's Learning Organization and Tom Peters' Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	**30%**
End Term Exam	-	**70%**

Required Books And Materials: Text Book:

1. Gupta, R.N. ''*Business Organization and Management*'', S. Chand & Company Ltd. New Delhi.

References:

2. Talloo, J, Thelma, ''*Business Organization and Management*'', Tata McGraw Hill Publishing Company, New Delhi.

3. Sharma R.K. & Gupta S.K., ''*Business Organization and Management*'', Kalyani Publishers, Ludhiana.

4. Jim, Barry, John Chandler, Heather Clark, ''*Organization and Management*'', Thomson Learning.

Credits: 4

Course Objectives:

- To aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc. This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- To aid the PC penetration program. This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:
After completing this course, you will be able to:

Sl. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:

Unit- I: Knowing computer:
Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associatively, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	**30%**
End Term Exam	-	**70%**

TEXTBOOKS:

1. Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.

2. The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

REFERENCE BOOKS:

1. Let Us C Yashavant kanetkar BPB.

2. Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.

3. Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Name   **: Approaches to Literature I**

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Credits: 4

Course Objectives:

The course is framed and designed in such a way that the students can acquaint themselves with the major critical terms/concepts used in the West from the Greeks to the New Critics. The course will primarily focus on the study of selected seminal critical texts. The objective of the course is to familiarize students with some major approaches to literature through the famous literary pieces. Literary theories will be studied in detail during the course which will make the learners understand the framework of the theories along with the devices used in the literary pieces.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	To understand the major critical concepts in the West from Greeks to New Critics.
CO2	To critically analyze the writings of different renowned writers all around the world.
CO3	Recognize and critique the argument underlying the different approaches to the literature.
CO4	Apply selected theories to specific works by renowned writers.

Course Contents:

Unit - A

Mimetic and Expressive theory of poetry, Sublime, Three Unities, Decorum, Neoclassicism, Romanticism, Humanism, Enlightenment, Fancy and Imagination

Unit - B

Textual Scholarship, Aristotle - _Poetics_

Unit - C

William Wordsworth & S. T. Coleridge – "_Preface to Lyrical Ballads_"

Unit - D

Formalism, Post Colonialism, Orientalism and Marxist Criticism

Teaching / Assessment Methodology:
- **Synchronous Lectures**
- **Lectures on LMS**

- **Assignments**
- **Quizzes**
- **Project Report**

Grading:

Internal Assessment   **30%**

End Term Exams   **70%**

Further Reading:

1. Abrams, M. H.– *A Glossary of Literary Terms*

2. Barry, Peter -*Beginning Theory*

3. Daiches David– *Critical Approaches to Literature*

4. House, Humphrey: *Aristotle's 'Poetics'*

5. Wellek, Rene: *A History of Literary Criticism*

6. Ford, Boris: *Pelican Guide to English Literature Vols. 4 and 5*

7. Blamires, Harry: *A History of Literary Criticism*

8. Waugh, Patricia: *Literary Theory & Literary Criticism*

Course Name : Introduction to Editing

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of the principles of covering news, interviews, writing for print and the organization of newspaper newsroom. The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, reporting and editing for print media, sociology of news, trends in sectional news and the organization of newspaper newsroom.

Course Outcomes:

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

CO1 Understand the process of writing for print
CO2 Explain the principles of covering news, interviews, and the organization of newspaper newsroom
CO3 Report & write news for print
CO4 Perform exercise of Cross checking, headlines writing and making intros
CO5 Write stories covering various beats, writing follow-up stories
CO6 Write interview-based news stories, studying and analyzing investigative stories etc
CO7 Write letters to the editor
CO8 Write articles and features

Course Content:

UNIT-A:

Covering news
Reporter- role, functions and qualities
General assignment reporting/working on a beat; news agency reporting.
Covering Speeches, Meetings and Press Conferences
Covering of beats- crime, courts, city reporting, local reporting, MC, hospitals, health, education, sports.

UNIT-B:

Interviewing/Types of news leads
Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

UNIT-C:

The Newspaper newsroom
Newsroom, Organizational setup of a newspaper, Editorial department
Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, language, types of headline, importance of pictures, selection of news pictures
Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader
Opinion pieces, op. Ed page

UNIT-D:

Trends in sectional news
Week-end pull-outs,
Supplements, Backgrounders
columns/columnists
Understanding media and news
Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.
Objectivity and politics of news
Neutrality and bias in news.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Reference Books:

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication

Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication

Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

The Newspaper's Handbook, Richard Keeble, Routledge Publication Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication

Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003

Reporting for the Print media (2nd ed);Fedler, Fred. Harcout, Bruce Jovanovich Inc., NY. 1979

Course Name: Functional English-2

Credits: 4

Course Description

The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more. The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset. Students will be ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO5	Develop full fluency in the language.
CO6	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO7	Learn more about themselves as well as others by improving their ability to listen.
CO8	Make connections between the concepts on the page and what you already know through effective reading.
CO9	Write and express their thoughts mindfully and express fully.
CO10	Concentrate more effectively.
CO11	Know the importance of how one should concentrate to success.
CO12	Helps decide which level of education one should pursue.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics.
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language.

Course Content
Unit - A:

- Introduction to the Level 2 of Functional English
- Overview of IELTS
- General Training
- Band Score
- Fluency

Unit - B:
- Lucidity and Concision
- Tips to develop good communication skills
- Grammar and Vocabulary
- Why is Functional Language important?

Unit - C:
- Difference between Hearing and Listening
- Role of Listening
- General Training Reading
- Important steps for Writing
- Writing Strategies
- Speaking Test

Unit - D:
- Factors that influence Concentration
- Inspiration
- Perspiration
- Tips for IELTS Preparation

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Course Name: Journalism in India- Historical Perspective

Credits: 4

Course Description:

- To acquaint students with the glorious journey of journalism.
- To enhance understanding of the origin of the traditional print, electronic and web media.
- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint leaners with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students would be able to acquaint themselves with the glorious journey of journalism
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media
CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
CO5	Students would be able to throw light on the present status of various mass media

Course Content:

Unit - A:
- Earliest Communication Methods
- Folk Media
- Mass Media
- New Media

Unit - B:
- Origin of Press
- Birth of Indian News Agencies
- English Press in India

Unit - C:
- Press Before Independence
- Hindi and Vernacular Press before Independence
- Role of Press in Freedom Struggle
- Mahatma Gandhi as a Journalist

Unit - D:

- Press after Independence Origin of regulatory bodies PCI, PIB etc
- Advent of Radio and TV in India
- Eminent personalities of India Journalism after Independence

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Reference Books:

- Kumar KevalJ., MassCommunicationinIndia.Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasaratihi, Journalism in India, Sterling Publication, New Delhi.

Course Name: Content Strategy

Shoolini University

Credits: 4

Course Description:

The course aims to help students learn the various skills needed for strategic content needed for the perfect user experience. This course also helps in understanding content strategy through the discussion of various case studies. Students also get equipped with skills of active listening, decision making, search engine optimization (SEO) as well as web writing, metadata strategy, auditing, content concept, design, marketing, and analysis.

Course Outcomes:

Learning Outcomes (Knowledge and Skills) Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Help us retrospect the various skills like attentive listening, SEO, decision making, and web writing.
CO2	Provides information about the common obstacles in the content strategy.
CO3	Gives insight on what content strategy is, its components, and its operation.
CO4	Sheds light on audits, their many forms, and phases, and the technology that facilitates them.
CO5	Give an understanding of the many sorts of stakeholders involved in the discovery process of content strategy
CO6	Equips the skills in content concept, design, marketing, and analysis. Examines the case studies of AwesomeCo's and Facebook to understand content strategy.
CO7	Acquire knowledge regarding content design, its ideas, and the different steps included in the process.
CO8	Help learn how to develop, organize, implement, analyze, and measure the effectiveness of a content marketing strategy

Course Content:

Unit - A
- Content Strategy: An Overview (Case Study)
- The Problem (Why does your Content (Still) Sunk?)
- Solution (Content Crisis/Problem)
- How is Content Strategy Unique?
- Discovery Process in Content Strategy

Unit - B
- Audit

- Steps in Content Audit

Unit - C
- Analysis - Content Strategy
- Examples - AwesomeCo's
- Strategy
- Content

Unit - D
- Content Design
- Content Design Principles
- Content Marketing
- References

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Course Name : Personality development & Life skills-2 (Saying It with Presentations)

Credits: 4

Course Description:

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Help in delivering a presentation
CO2	Understand the concept of the most important components of a presentation
CO3	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO4	Aid to establish priorities and goals while making and demonstrating a presentation
CO5	Identify, understand, and conduct our target audience while demonstration
CO6	Discuss the four stages of human memory and differentiate between primary and regency effects
CO7	Understand the importance of choosing an appropriate topic
CO8	Write and know the rules of scripting
CO9	Understand the role of eyes and voice while creating a presentation
CO10	Understand the role of lighting, stage, and seating during presentations

CO11	Know how to observe and influence the audience while giving a presentation
CO12	Know how to make a rehearsal checklist

Course Content:

Unit – A:
- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

Unit – B:
- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

Unit – C:
- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

Unit - D
- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to

Action

- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

Credits: 4

Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.

- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.

- The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

SR. No	Skill Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life

CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Apply MECE and CRAP to find solution to a problem
CO14	Write a research proposal

Course Contents:

Unit- I: Language of Reasoning

- Arguments vs other language forms
- Criticality vs un-criticality
- Critical thinking and its indicators
- Elements, standard and traits of critical thinking
- Classical model of Critical Thinking
- Types of reasoning and its identification

Unit- II: Identifying the Problem

- Defining the problem
- Classifying the problem
  - o Simple Problem
  - o Customary Problems
  - o Introspective Problems
  - o Complex Problems
- Tools for problem identification:
  - o Why-why analysis
  - o What if analysis
  - o Root Cause Technique (RCT)
  - o Cause and Effect diagram
  - o Pareto Analysis, etc.
- Problem formulation principle

Unit- III: Breaking up of Problem

- Identifying components of problem
  - Making logic trees
  - Constructing issue maps
  - Constructing mind maps
  - Priority matrix, etc.
  - Use of MECE concept

Unit- IV: Decision Making

- Measuring the impact of problem
- Reverse cause and effect analysis
- Creating hypotheses
- Developing research instrument
- Introduction to researching
- Preparing a project report

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Course Name: Human Resource Management

Credits: 4

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Understand the importance and aspects of human resource in an organization
CO2	Delineate process of job analysis and job design.
CO3	Elucidate the process of human resource planning.
CO4	Understand the concept of recruitment and selection.
CO5	Understand the significance of training, development and appraisal programs.
CO6	Designing job and preparation of job description and job specification.
CO7	Effectively handle human resource related issues.
CO8	Assessing the future requirements of human resource.
CO9	Constructing training and development programs for the employees.
CO10	Effectively run a recruitment and selection program.
CO11	Understand the importance and aspects of human resource in an organization
CO12	Delineate process of job analysis and job design.
CO13	Elucidate the process of human resource planning.
CO14	Understand the concept of recruitment and selection.
CO15	Understand the significance of training, development and appraisal programs.

Course Content:

Unit- I: Human resource planning

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- II: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- III: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- IV: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment   **-**   **30%**

End Term Exam   **-**   **70%**

Required Books and Materials:

Text Book:

1. Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill ,Sixth Edition

Reference Book:

1. Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.

2. Human Resource Management, by C.B.gupta, Sultan Chand and Brothers, 13th Edition

3. Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Name   : Radio Journalism

Shoolini University

Hours: 3   **Credits: 4**

Course Objectives:

1. This course is designed to be a conceptual work based on the application of radio as a tool of mass communication.
2. It will help the students to comprehend the characteristics of radio as a medium of mass communication and its limitations.
3. To understand the radio journalism, radio formats.
4. To Understand different types of radio (AIR, Commercial Radio, Community Radio, Internet Radio and Podcast)

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Describe the characteristics of radio as a medium of mass communication and its limitations.
CO2	Identify different modes of broadcasting and types of radio stations.
CO3	Describe different formats of radio programmes.
CO4	Distinguish & describe the qualities of different types of microphones used in radio production.
CO5	Write a feature for radio, radio shows, radio News, radio talk.
CO6	List basic inputs and main elements of radio Production-Human Voice, Music, Sound effects and Silence.

Course Content:

Unit-A: Introduction to Radio

- · Characteristics of Radio,
- · Components of Radio Broadcasting
- · Limitations of Radio
- · The Evolution of Radio Broadcast
- · Growth of Radio Broadcast in India
- · Private Radio Broadcast.

Unit-B: WRITING FOR RADIO

· Scripting for Audio Medium

· Compilation of Radio Bulletin Audio Editing Skills

· Presenting Radio News

· Formats of Radio Shows (Radio Magazine, News Feature, Radio Talk, Discussion, Interview, Sound Bites, Voice Despatch, Radio Bridge)

· Newsgathering Process for Radio

Unit-C: RADIO PROGRAMMING AND PRODUCTION

· Radio Production (Pre-Production, Production, Post-Production)

· Presentation Technique (Announcer/Compere, News Reader, Narrator/Voiceover Artist, Radio Jockey, Commentator, Anchor/Host, Stock Characters)

· Voice Modulation.

· Types of Microphones

· Use and Mixing of Sound

Unit-D: Types of Radio

· AM Broadcasting

· FM Broadcasting,

· Internet Radio

· The Differences: Conventional Radio vs Internet Radio

· The Advantages of Internet Radio

· Community Radio

· Podcast

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%

End Term Exams   70%

Required Books and Materials:

Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987

Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

Radio Production, Robert Mcleish, Focal Press, Oxford, 2005

Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010

Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971

Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010

The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010

Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003

Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of new media in various facets. This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication. The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Sl. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for communication.
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and Learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:

Unit - A: Introduction to New Media
- Introduction to concepts of digitization and convergence.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Multimedia elements and Interactivity.

Unit - B: Data Journalism
- Web Content Management System,
- News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data,
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C: social media
- Social networking; Introduction to social profile management products- Facebook,
- Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube,

- Blogging: a brief history of blogs, blogs as narratives
- Digital Divide
- Security issues in using digital technology

Unit - D: Writing for New Media
- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Digital marketing, Emails etc.
- Digital Story telling formats
- Content writing, editing, reporting and its management

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Required Books and Materials:

Reference Books:

1. The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
2. A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
3. Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
4. Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
5. Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
6. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
7. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
8. Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

Credits: 4

Course Objectives:

This course is focused on the application of writing techniques for print, radio, and television. Students will get a grasp of news concepts, different forms of writing, interviews, news beats, reporting, and editing for print and electronic media through this course.

Course Outcomes:

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

CO1 Understand the process of writing for print, radio & TV
CO2 Explain the principles of writing for the print, radio & TV
CO3 Report & write news for Investigative, Cultural, Political, Seminar & civic issues.
CO4 Perform exercises of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, revising, cross-checking, headline writing, and making intros.
CO5 Write stories covering various beats, writing follow-up stories,
CO6 Write interview-based news stories, study and analyze investigative stories etc.
CO7 Exercise in news layout,
CO8 Write letters to the editor

Course Content:

Unit - A:

Introduction to News
- News: Meaning & definition
- Sources and elements of news
- Characteristics of news
- Mass Communication: Concept & Characteristics
- Different styles of news writing.
- Headline: Importance & types

Different Types of writing
- Writing for newspapers and magazines: Nature & Difference
- Feature writing: Meaning, definition & nature.
- Editorial: Importance & art of writing
- Writing columns, Reportage, analyses, etc.

Interview:
- Interviewing for news stories and features;
- on the spot interviews, profile interviews, common man and celebrities;
- Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview;
- Interview on the phone, through e-mail or chat, dos & don'ts.

- Analysis of some of the best news stories being published during the academic year from various newspapers

Unit – B:

News Beats:
- Crime,
- Education,
- Science and Technology,
- Health, etc.;
- Coordination among beat reporters; briefing & debriefing; planning & teamwork;

Unit - C:

Reporting for Print Media
- Definition, scope, concept & principles of news reporting
- Different Forms of Print Media
- Use of archives

Editing for Print Media
- Preparing good copies for Newspaper, Magazine & others
- Introduction to Copy desk
- Role, functions and responsibilities of Copy editor

Unit - D:

Writing for Electronic Media
- Basic principles of writing for electronic media: Radio & TV
- Elements and Importance of News writing for Radio & TV

Categorization of news coverage:
- On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, etc.;
- Types of stories: press conferences, briefs, speeches, community activities, grievances;
- events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories;
- Changing styles of News Reporting

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Textbooks:

- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi

- Parthasarthy Rangaswami. *Basic Journalism.* McMillan India Ltd.

Reference Books:

- George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
- Wynford Hicks, Writing for Journalist, Routledge, London, 2000
- Robert Mc. Lesh Radio Production, Focal Press
- Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
- Reporting for Journalists, Chris Frost, Routledge, London, 2001
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.

Course Name: Entrepreneurship

Shoolini University

Credits: 4

Course Description:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

This Course will clarify the definition and meaning of Social Entrepreneurship and will focus on the need to learn about the source and root of a social problem. Students will be introduced to different perspectives about Social Entrepreneurship, and they will learn about complementary and opportunistic assets which will help detect an opportunity and develop an idea of how to create a business for social change. The course is for anyone who wants to make a differ- ence. Whether you are already familiar with the field of social innovation or social entrepreneur- ship, working for an organization that wants to increase its social impact, or just starting, this course will take you on a journey of exploring the complex problems that surround us and how to start thinking about solutions.

Taking complete ownership and practising entrepreneurship within an existing organization with full accountability and a sense of responsibility is called Intrapreneurship or Corporate entrepreneurship. Innovation is not any more required for growth nowadays, rather it's a survival mandate. With maturing technologies and ageing product portfolios requiring established companies to create, develop, and sustain innovative new businesses, students of this course will develop an understanding of how to create new businesses and initiatives within the corporate environment. In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:
• Identifying and developing entrepreneurial opportunities.
• Building business models.
• Creating strategies for leading innovation; and
   Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define Entrepreneurship and outline its essence.
CO2	Explore the various entrepreneurial business models and opportunities available in contemporary India.
CO3	Clearly define the basics of the entrepreneurial spirit like one to 'Be a job creator rather than a job seeker'.

CO4	Develop an understanding of the benefits and risks associated with each of them.
CO5	Select and set a target market associated with each of the contemporary models.
CO6	Enumerate and explain the similarities and dissimilarities amongst them all.
CO7	Adapt and develop any of these entrepreneurial models at any stage of their life.
CO8	Make a comparison with the traditional business models and understand the need for change in the middlemen dominated system of distribution.
CO9	Formulate a strategic, tactical and operational modus operando of these business models.

Course Content:

Unit- I: Introduction to Entrepreneurship

Introduction to Entrepreneurship: A peep into an Entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Indovation or Jugad.

Unit- II: Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Unit- III: Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Unit- IV: Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit- V: Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Unit- VI: Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Unit- VII: Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?

Unit- VIII: Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit- IX: Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Unit- X: Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root Cause Analysis (5 why Model), New product development, Stages in NPD.

Unit- XI: Business Plan

Why Write a Business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit- XII: Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems and social Innovation.

Unit- XIII: Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing and products Grameen bank - Founders, History, Distribution channel, pricing and products

Rang de - Concept, Founders, History, Distribution channel, pricing and products

Ashoka - Founders, History, Distribution channel, pricing and products

Unit- XIV: Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies and examples

Teaching / Assessment Methodology:
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Readings:

1. $100 Startup – Chris Guillebeau, Pan Macmillan, UK.

2. Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.

3. Laws of Success- Napoleon Hill, Star Publishing LLC, USA.

4. Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.

5. The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.

6. Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.

7. Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London, UK.

8. Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.

9. The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, GeoffreyRandall, Kogan Page Publishers, Philadelphia, USA.

10. The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, USA

Course Name: Personality development & Life skills-3 (**Acing Interview through AI**)

Credits: 4

Course Description:

The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process. The course will be largely concerned with life skills development and personality development. The course's goal is to familiarise students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again. The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:

Unit - A: Introduction
- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview
- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation
- Preparing yoreself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions
- Typical interview questions
- Behavioral-Based Interviewing

- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Course Outcome:

Knowledge outcome:

At the end of the course, the student should be able:

- To understand the types of question they will be facing in future.
- To critically analyze their personality and what are their strengths and weaknesses.

Skill outcome:

At the conclusion of the course, the student should be able to:

- Apply a few of the types of interview questions they will encounter.
- Mock interviews can be practised using an AI platform like Siqandar.

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Credits: 4

Course Objectives:

- This course aims at introducing the basic concepts of marketing in order to build a strong foundation for marketing concepts.
- The course builds practical skills in introducing marketing management, marketing environment, buying behavior, marketing mix concept & sales management.
- It aims at equipping the students with knowledge of marketing mix with special focus on product, price, place & promotion.
- The course will also equip students with knowledge on contemporary issues in marketing.
- The students will also learn the concept of emerging marketing in reference to Rural Marketing.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand core concepts in marketing
CO2	Become aware of marketing as open system
CO3	Understand the complexities of human behavior in marketing
CO4	Know how target markets are selected & positioned
CO5	Realize the basic pillars on which marketing is built
CO6	Understand concepts in marketing mix
CO7	Develop insight of Logistics & marketing communications.
CO8	Understand the concept & practices in brand management
CO9	Gain knowledge on contemporary issues and Rural Marketing
CO10	Use concepts of needs, wants & demand & chose appropriate marketing concept
CO11	Take decisions with reference to environment
CO12	Understand consumer behavior
CO13	Develop target markets & facilitate sales

CO14	Develop appropriate mix of product, pricing, place & promotion
CO15	Use concepts in brand management
CO16	Assist in development of independent marketing strategy.
CO17	Succeed in dynamic Market condition
CO18	Market effectively in Rural segment

Course Content:

Unit-I Understanding the Marketing Process and Segmentation

- Core concepts – Needs, wants, demands, product, exchange, philosophies
- Marketing environment
- Consumer behavior
- Segmentation

Unit-II: Targeting, Positioning and Marketing Program

- Targeting
- Positioning
- Marketing mix
- Sales Management
- Product, product dimensions, new product development

Unit-III: Pricing Strategies, Promotion and communication

- Pricing & pricing strategies
- Place Decisions & Integrated marketing communications
- Promotion Mix

Unit IV: Branding, Current Scenario, dynamics and Rural Marketing

- Contemporary Issues in marketing
- Consumerism and legal aspects of marketing
- Emerging marketing (Rural Marketing)

 Teaching / Assessment Methodology:
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

 Grading:

 Internal assessment

                                                                -        **30%**

End Term Exam - **70%**

Required Books and Materials:

1. Philip Kotler, Keller, Koshy and Jha, "Marketing Management," 14e, Pearson Education, New Delhi

Reference Book:

1. Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, "Marketing," Tata McGraw Hill, New Delhi

Credits: 4

Course Objectives:
- The main purpose of the course would be to introduce students to the classics of world literature
- The range of texts, taken from different language-literatures, is vast, foreclosing the possibilities of forging any essentialized idea of world literatures

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Learn about a variety of texts from different languages and cultures.
CO2	Know about the stylistic and thematic differences in the literary texts.
CO3	Widen their horizons and have a broader vision of literature vis-à-vis the world.
CO4	Apply the knowledge of the intricate relationship between socio-political and literary contexts on local and global level.

Course Content:

Unit A:
Short notes on the following: *The Iliad, The Odyssey, The Rubaiyat of Omar Khayyam, Anna Karenina, Moby Dick, Jonathan Livingston Seagull, The Little Prince, Madame Bovary, The Lion and the Jewel, The Tree of Man.*

Unit B:
Sophocles: *Oedipus Rex*

Unit C:
Dante: *Inferno*

Unit D:
Cervantes: *Don Quixote*

Unit E:
Ibsen: *Doll's House*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Further Reading:

1. Blackmur, R.P.: *Eleven Essays on the European Novel*

2. Bloom, Harold: *Sophocles'* Oedipus Rex. Inforbase Publishing, 2006

3. Bradbrook, M.C.: *Henrik Ibsen*

4. Cervantes, Miguel: *Don Qijote* (Norton Critical edition)

5. Cohn, Ruby: *Contemporary Dramatists*

6. Cruikshank, J.: *Albert Camus and the Literature of Revolt*

7. Ferguson, Francis: *Dante's Drama of the Mind*

8. Fjelde, Rolf, ed.: *Ibsen: A Collection of Essays*

9. Gassner, John: *Masters of World Drama*

10. Holmes: *Dante*

11. Kitto, H.D.F. *Greek Tragedy*. London: Barnes and Noble, 1966

12. Thody, P: *Albert Camus*

13. Wickers, Brian: *Towards Greek Tragedy*

Course Name: Media Ethics and Laws

Credits: 4

Course Description:

This course is designed to be a conceptual work based on the framework of Media Ethics and Laws and will aid the students in the practical understanding of the same. The course will aid the students to understand the Indian media scenario of the media ethics and laws.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Define freedom of the press as enshrined in article 19 of the constitution
CO2	List the reasonable restrictions for freedom of the press
CO3	Comprehend the media ethics and laws
CO4	Cover judicial proceedings, parliament and state legislature without attracting penal action.
CO5	Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature.

Course Content:

Unit – A:
Laws, Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Press laws before and after Independence, Press Commissions after Independence, The Press Council Acts.
National Emergency; Composition, role, powers, guidelines and functions of the Press Council; Freedom of the press and the Constitution, need for a free press in a democracy, Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)(b) reasonable restrictions to freedom of the press. Idea of Fair Trial/Trial by Media, Attack on Freedom of artists and authors.

Unit – B:
Defamation, IPC (499, 500) civil and criminal defamation-libel, slander; Parliamentary privileges / Articles 105 (Parliament), Article 194 (State Legislation); Contempt of Court, Covering and reporting court proceedings (Article 361A); Sedition, Media coverage of violence and related laws - inflammatory writing (IPC 353), incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.

Unit – C:

Press & Registration of Books Act.1867/1955, Role and functions of the Registrar of Newspapers of India, Intellectual Property Rights, Copyright Act 1957, Official Secrets Act 1923, Right to Information Act 2005. Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of The supreme court). Discussion of Important cases-eg- Operation Westend

Unit – D:
General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalists Act, Electronic and New Media Laws: Emergence of electronic and new media law, The AIR Code, The Commercial Code of AIR & Doordarshan, Cable Television Act and Rules, Advertising Standards Council. Advertisement and Women, Pornography Related Laws and case studies-Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Act, 2013, Sec 67 of IT Act 2000 and 292 IPC

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Textbooks:

1. Juhi P.Pathak, Introduction to Media Laws and Ethics.
2. Jan R. Hakemulder, Fay AC De Jonge, P.P. Singh, Media Ethics and Laws.

Reference Books:

1. Relevant Units of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194), The Law Dictionary, Universal
3. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K.Ravindrana Press in the Indian Constitution

Course Name   : Advertising

Shoolini University

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

Course Outcomes:

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

CO1 define and explain the meaning, importance, functions & scope of Public Relations
CO2 explain important theories of Public Relations
CO3 explain various tools of PR and writing for PR
CO4 Write for PR internal publics and media
CO5 Write for press release, press briefs etc
CO6 Understand the concept of Advertising
CO7 Understand types of Advertising Agencies
CO8 Understand the working of Advertising Agencies

Course Content:

UNIT-I

Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

UNIT II

Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication , Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

UNIT-III

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function Code of ethics for PR professional organisations of PR – emerging trends in PR.

UNIT-IV

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:
* Synchronous Lectures
* Lectures on LMS

- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall

Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Name : Development Communication

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of development communication. This course will help the students to learn the meaning, importance, functions and scope of development communication.

Course Outcomes:

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

CO1 Define and explain the meaning, importance, functions & scope of dev communication.
CO2 Explain important theories of development communication
CO3 Explain various models of development communication
CO4 Apply the knowledge of the theories and models of development communication practically.

Course Content:

Unit - A:
- Development: Concept, concerns, paradigms
- Concept of development
- Development versus growth
- Human development
- Development as freedom
- Models of development
- Basic needs model
- Nehruvian model
- Gandhian model
- Panchayati raj
- Developing countries versus developed countries

Unit - B:
- Development communication: Concept and approaches
- Paradigms of development: Dominant paradigm, dependency, alternative paradigm
- Dev comm. approaches – diffusion of innovation, empathy, magic multiplier
- Alternative Dev comm. Approaches
- Sustainable Development
- Participatory Development
- Development support comm. – definition, genesis

Unit - C:
- Role of media in development
- Mass Media as a tool for development

- Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;

Unit - D:
- Practicing development communication
- Community radio and development Television programmes for rural India (Krishi Darshan)
- Using new media technologies for development

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Text Books:

- Srinivas R. Melkote & H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.

Reference Books:

- Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.
- D V R Murthy : Development Journalism, What Next? Kanishka Publication,
- New Delhi, 2007.

Credits: 4

Course Objectives:

1. The course will facilitate a fundamental understanding of Radio Production.
2. This course will equip you with the fundamentals of radio and audio production by giving you hands-on experience in the creation of a variety of different types of programming.
3. Understanding of Radio equipment's and software.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	To learn techniques and sources of Radio news reporting, interview skills, tools and techniques of Radio Show editing
CO2	Writing for the ear, time management, voice modulation, usage of sound effects and transitions.
CO3	Writing original scripts, recording and editing the radio spots.
CO4	Concept of radio studio layout theoretically and a visit practically to a radio station for a better understanding.
CO5	Understanding of different types of microphones and their use.

Course Content:

Unit-A: Being Familiar with the Studio

· Studio layout

· Recording equipment

· Types of microphones

· Mixers and transmitters.

Unit-B: Scripting for audio and Voice modulation

· Introduction to various radio formats

· Elements of a radio news story

· Voice modulation and presentation skills

Unit-C: Radio Audio Production

· Phases of Production

· Pre-production planning and research

· The function of sound, silence and music on the radio

· Editing basics

· Technology and software used

Unit-D: Laws and ethics in Broadcast

· Codes and ethics in radio and internet broadcasting

· National policies on the radio broadcast and internet

· Evaluating programmes

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

- 1. Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press. 2. Fleming, C. (2009) The radio handbook. Routledge.
- 3. Ford, M. (2013). Radio production. digital broadcast art. Create Space.
- 4. Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.
- 5. Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.
- 6. Kaempfer, R. (2004). The radio producer's handbook. Allworth Press.
- 7. Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.
- 8. Mc Leish, R & Link, J. (2016). Radio production. Focal Press.
- 9. Pavarala, V. & Malik, K. K. (2007). Other voices: the struggles for community radio in India.

Sage.

- 10. Siegel, E.H. (1992). Creative radio production. Focal Press.
- 11. Whitaker, J. (2002). Master handbook of audio production. McGraw-Hill/TAB Electronic

Credits: 4

Course Description:

This course is focused to help students understand the techniques required to holistically develop their personalities. In ths course students will find the strategies to enhance their decision making in a professional environement and provide them with the different methods of Negotitation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:
At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

Course content:

Unit - A:
- Meaning of Negotiation
- Techniques of Negotitation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit - B:

- Benefits of setting Affirmations
- Use of power of Negotitation
- Methods of Pursuasion
- Negotitation resulting in a win-win situation

Unit - C:
- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high-stake decision

Unit - D:
- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotitation around the world

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

Credits: 4

Course Objectives:

- Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics.
- Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation.
- Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.
- Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
CO2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
CO3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries
CO5	Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
CO6	Students should be familiar with good practices in conducting a qualitative interview and observation

Course Content:

Unit-I: Introduction to Research

Research and its types, characteristics of good research, Process of research, introduction to different research designs.

Unit-II: The language of Research

Dependent variables, Independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables; Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis, Essential constituents of Literature Review

Unit-III: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgment sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires and schedules.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-IV: Report Writing

Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

	-	**30%**
End Term Exam	-	**70%**

Suggested Readings:

1. Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.

2. C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi

3. Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi

Course Name: New Literatures

Credits: 4

Course Objectives:

The course is aimed at introducing the students to the world's most celebrated novels. The content is designed to incorporate the broader themes of racism, female oppression, civil war, capitalism, and colonialism.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the socio-political problems of other countries that plague them till date.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO4	Critically analyze the text in relation to the literary theories.

Course Content:

Unit A:
Short notes on: alterity and otherness; apartheid; colonialism; postcolonialism; creolization; cultural difference; hybridity; diaspora; hegemony; magic realism

Unit B:
Gabriel Garcia Marquez: *One Hundred Years of Solitude*

Unit C:
Margaret Atwood: *Surfacing*

Unit D:
J.M. Coetzee: *Disgrace*

Unit E:
Chinua Achebe: *Things Fall Apart*

Teaching / Assessment Methodology:
- **Synchronous Lectures**
- **Lectures on LMS**
- **Assignments**

- **Quizzes**
- **Project Report**

Grading:

Internal Assessment   **30%**
End Term Exams   **70%**

Further Reading:

1. Achebe, C: Hopes and Impediments

2. Anderson, B.: Imagined Communities

3. Ashcroft, Bill, et al, eds.: The Post-Colonial Studies Reader

4. Ashcroft, Bill: Post-colonial Configurations

5. Attwell, David. J M Coetzee: South Africa and the Politics of Writing.

6. Atwood, M: Survival: A Thematic Guide to Canadian Literature

7. Brennan, Timothy: Salman Rushdie and the Third World: Myths of the Nation

8. Coetzee, J.M.: White Writing: The Culture of Letters in South Africa

9. Gallagher, Susan Vanzanten. A story of South Africa: J M Coetzee's Fiction in Context.

10. Gorjup, Branko. Margaret Atwood: Essays on Her Works (Writers) Geurnica Editions, Canada, 2007

11. Head, Dominic. J M Coetzee.

12. King, Bruce: New National and Post-Colonial Literatures

13. King, Bruce: The New Literatures in English

14. Kossew, Sue, ed.: Critical Essays on J M Coetzee

15. Ngendahayo, Jean Damascene: The Impact of Women Oppression on the Societal Destruction. A Case Study of Chinua Achebe's Things Fall Apart Paperback – Grin Verlag, 2018

16. Rushdie, Salman: Imaginary Homelands

17. Rushdie, Salman: Step Across this Line

18. Sheckels, Theodore F. The Political in Margaret Atwood's Fiction: The Writing on the Wall of the Tent. Routledge, 2017

Course Name : Cultural Communication

Shoolini University

Credits: 4

Course Objectives:
In this course the student will be able to learn about

- Major terms and concepts related to cultural communication.
- Identify factors that can influence the cultural communication process.
- Understand how communication processes differ among cultures.
- Identify challenges that arise from cultural differences in intercultural interactions and learn ways to creatively address them.
- Discover the importance of the roles of context and power in studying cultural communication.

Sl. No.	Course Outcome
CO1	Understand Cultural Communication emphasizes the influence of culture on the communication process, including differences in values, message systems, nonverbal
CO2	Student should be able to understand the awareness and appreciation for the complexity of intercultural communication skills in everyday situations.
CO3	By studying cultural communication students will develop a greater tolerance and understanding of cultural differences in personal and professional interactions.

Course Content:

Unit - A:
- Culture: Definition; Concept and Scope
- Culture of Punjab and various sub-cultures
- Relationship between Culture and Communication;
- Different approaches to the Study of Inter-cultural communication; Cultural patterns; values, norms and perceptions.
- Traditional and Modern Media as Vehicles of Inter-cultural communication

Unit - B:
- Inter-cultural Communication in Cyber Space;
- Globalization, Localization
- Cultural collisions, clashes, shocks and assimilations;
- Strategies for Managing Inter-cultural conflicts.

Unit - C:

- Definition and issues in International Communication: Political, economic and cultural dimensions of international communication
- International Media systems, Global Print Media, Global Broadcasting;
- Comparative Media systems, Control and Ownership of the Media

Unit - D:
- Impact of new communication technologies on media messages;
- Satellite communication
- Computerization and digitization of global media;
- Internet and International news flow
- International concerns about cyber news;
- Effects of globalization on media systems and their functions.

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Reference Books:

1. Global Media: The new missionaries of global capitalism, Herman, & Robert W. McChesney, A& C Black (2001).
2. Global Media, Neoliberalism and Imperialism, Robert McChesney, Blackwell Publishing (2005).
3. Transnational Media and Third World Development, William H. Meyer, Greenwood Press (1988).
4. International Communication & Globalization, Ali Mohammadi, Sage Publication (1997).
5. The Media and Globalization, TerhiRantanen, Sage Publication (2005).
6. International Communication: An introduction, DayaKishanThussu, Sage Publication (2012).
7. Handbook of International Communication, William. B. Gudykunst, Bella Mody, Sage publications (2002)

Course Name: Film Studies

Shoolini University

Credits: 4

Course Objectives:

1. The course will facilitate a fundamental understanding of cinema, its vast history and the role it plays in society.
2. It will enable the students to develop the necessary skills to critically analyse and study films as artworks and social texts.
3. The course will encourage critical thinking in the students while also developing a respect for cultural diversity as they become acquainted with it through the means of cinema.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Critically analyse the film's presentation of its themes, themes' development, and overall structure
CO2	Recognize and explain the film's formal and stylistic components
CO3	Learn the lingo of film and examine the ideological and meaning-making functions of film language.
CO4	Gain an understanding of the connection that exists between the film form and the historical and cultural settings in which it exists.
CO5	Describe the ways in which the structure and subject matter of a film combine to present a range of social, political, and cultural concepts and concerns
CO6	Show that you are knowledgeable about how to explore the manner in which film is influenced and shaped by persons, social movements, institutions, and technologies that have local, national, transnational, and global aspects.

Course Content:

Unit-A: Introduction to cinema

· History of Cinema

· Introduction to Indian Motion Picture Industry

· The Talkie, Studio System

· Timeline of Indian Cinema

Unit-B: Social Context and Film Form

· German Expressionism

· Italian Neorealism

· French New Wave

· Third Cinema

Unit-C: Alternative Visions

· Auteur Theory

· Feminist Film Theory

· Queer Theory

· Postmodernism

Unit-D: Hindi Cinema and Film Culture

· Indian New Wave, Parallel Cinema

· Parallel Cinema - Decline and Legacy

· Liberalisation and Indian Cinema

· Evolution of Censorship

· Film Criticism

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%

End Term Exams   70%

Required Books and Materials:

1. A History of the French New Wave Cinema - Richard John Neupert

2. Bollywood: A Guidebook to Popular Hindi Cinema - Tejaswini Ganti

3. Chick Flicks: Theories and Memories of the Feminist Film Movement - B. Ruby Rich

4. Cinema Studies: The Key Concepts - Susan Hayward

5. Film History: An Introduction - Kristin Thompson, David Bordwell

6. Film Studies: An Introduction - Ed Sikov

Course Name: Public Relations

Credits: 4

Course Objectives:

1. The objective of this course is to Impart knowledge about the concepts and methods of Public Relations
2. To equip them with transitional knowledge from traditional to contemporary Public Relations structure & research.
3. To develop creative thinking and ideation for PR
4. Develop analytical and critical thinking skills when creating/evaluating Public Relations strategies

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Good conceptual understanding of subjects including Communication, Public Relations, Corporate Communication, Research Methodology.
CO2	Research and Reasoning aptitude for any Strategic Communication planning and execution of Public Relations programs.
CO3	Creative and reflective thinking for ideation based on self-learning & digital competency.
CO4	Analytical and problem solving skills for challenging situations of the profession.
CO5	Independently work with high competency and morality in the business of Public Relations in the roles of Account Planners, Copy writers, Media Planners, PR/ CC Managers, Researchers.

Course Content:

Unit-A: Brief Introduction of PR

· Public Relations-Meaning, Definition, Nature and Scope

· Historical Background

· Technological and Media Revolution and Role in Business

· Government, Politics

· NGOs and Industry

Unit-B: Concepts of Public Relations

· Press,Publicity, Lobbying,

· Propaganda, Advertising,

· Sales Promotion and Corporate

· Marketing Services Visualization

Unit-C: Tools of Public Relations

· Press Conferences

· Meets

· Press Releases

· Announcements

· Webcasts

Unit-D:

· Public Relations and Mass Media,

· Present and future of Public Relations in India,

· Ethics of Public Relations and Social Responsibility,

· Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Required Books and Materials:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.

2. Cutlipscottetal, Effective Public Relations, London, 1995.

3. Black Sam, Practical Public Relations, Universal Publishers, 1994

4. S.M.Sardana, Public Relations: Theory and Practice.

5. J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011

Course Name: Media Research

Credits: 4

Course Objective:
The objective of this course is to help students understand the meaning and importance of Research in Media and how they can conduct research in the field of Journalism and Mass Communication and to become more creative in a professional setting by using different research techniques.

Sl. No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of media research.
CO2	Explain various types and methods of Media research
CO3	Explain different theories of mass media research
CO4	Understand the process of research in media
CO5	Understand the process of data collection for media research

Course Content:

Unit - A: What is Research
- Definition of research
- Elements of research,
- Functions of research,
- Objectives research

Unit - B: Research design
- Research design components
- Types of research:
- Qualitative research,
- Quantitative research,
- Descriptive research,
- Historical research.

Unit - C Research Methods
- Methods of communication research
- Census method,
- Survey method,
- Observation method,
- Case studies,
- Surveys
- Content analysis.

Unit - D: Sampling Techniques

- Tools of data collection:
- Sampling methods
- Probability
- Non- probability
- Report writing

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment 30%
End Term Exams   70%

Books and Materials:

Reference Books:

- Mass Media Research An Introduction,Roger D. Wimmer& Joseph R. Dominick (1991).
- Men, Messages and Media,Wilbur Lang Schramm, Harper and Row (1973).
- Scientific Social Surveys and Research, P.V.Young Prentice Hall (1949).
- Methodology and Techniques of Research,Wilkinson and Bhandarkar, Himalaya Publishing(2010)
- Research Methodology,C.R. Kothari, New Age International (2010).
- Research Methodology,R. Cauvery & M. GirjaSudhanayak,S.Chand& Co. Ltd (2010).
- Media Research Methods,Barrie Gunter, Sage Publication (2000).
- Sanchar KhojVidhi, Sewa Singh Bajwa, Paradise Publishers (2004)

Course Name : Personality Development & Life Skills- 5 (Emotional Intelligence)

Credits: 4

Course Description:

The objective of this course is to help students understand the meaning and importance of Emotional Intelligence and how they can become more Intelligent in a professional setting by using techniques used by emotionally intelligent people in various domains. The course will equip the students with specific strategies and standard tools to enhance their intelligence. This course will help the students to understand the importance of emotional intelligence at work place.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Define Emotional Intelligence (EQ)
CO2	Identify the benefits of of Emotional Intelligence
CO3	Learn the four core skills required to practice emotional intelligence
CO4	Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy. Successfully communicate with others in a non-verbal manner.
CO5	Verbally communicate with others. Interpret and manage your emotions.
CO6	Master tools to regulate and gain control of one's own emotions Articulate your emotions using the right language. Balance optimism and pessimism.
CO7	Effectively impact others. Relate emotional intelligence to the workplace.
CO8	Use the concepts and techniques in the workplace.

Course Content:

Unit - A: Intelligence:
History of Intelligence, concept of multi-intelligences, benefits of being intelligent.

Unit - B: Emotional Intelligence:
Concept of Emotional Intelligence, Understanding the history and origin of Emotional Intelligence, Contributors to Emotional Intelligence, Science of Emotional Intelligence, EQ and IQ, Scope of Emotional Intelligence.

Unit - C: Components of Emotional Intelligence:
Self-awareness, Self-regulation, Motivation, Empathy, Social skills. Emotional Intelligence Competencies, Elements of Emotional Intelligence, Models of Emotional Intelligence: The Ability-based Model, The Trait Model of Emotional Intelligence, Mixed Models of Emotional Intelligence.

Unit - D: Emotional Intelligence at Workplace:
Importance of Emotional Intelligence at Workplace, Emotionally Intelligent Leaders, Case Studies Measuring Emotional Intelligence: Emotionally Intelligence Tests, Research on Emotional Intelligence, Developing Emotional Intelligence.

Course Outcome:

- Define Emotional Intelligence (EQ).
- Identify the benefits of emotional intelligence.
- Learn the four core skills required to practice emotional intelligence.
- Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy. Successfully communicate with others in a non-verbal manner.
- Verbally communicate with others. Interpret and manage your emotions.
- Master tools to regulate and gain control of one's own emotions Articulate your emotions using the right language. Balance optimism and pessimism.
- Effectively impact others. Relate emotional intelligence to the workplace.
- Use the concepts and techniques in the workplace.

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:
Internal Assessment   30%
End Term Exams   70%

Shoolini University

Credits: 4

Course Objectives:

- The examination seeks to create a common minimum knowledge benchmark for all persons involved in selling and distributing mutual funds including Individual Mutual Fund Distributors, Employees of organizations engaged in sales and distribution of Mutual Funds and Employees of
- Asset Management Companies especially persons engaged in sales and distribution of Mutual Funds.
- The certification aims to enhance the quality of sales, distribution and related support services in the mutual fund industry

Course Outcomes:
At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Use offer documents to understand details of a mutual fund
CO2	Helping Investors with Financial Planning □Describe tools for selecting a mutual fund
CO3	Selecting the Right investment Products for Investors
CO4	Write a detailed financial plan
CO5	Recommending Model Portfolios and Financial Plans

Course Content:

Unit- I: Mutual funds and their structure

- Concept and Role of a Mutual Fund
- Fund Structure and Constituents
- Legal and Regulatory Environment

Unit- II: Accounting terms and management practices

- Offer Document
- Fund distribution and Channel Management Practices
- Accounting Valuation and Techniques
- Investor Services,

Unit- III: Choose right fund based on parameters

- Return, Risk & Performance of Funds
- Selecting the Right investment Products for Investors

Unit- IV: Financial planning and plans

- Helping Investors with Financial Planning
- Recommending Model Portfolios and Financial Plans

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	**30%**
End Term Exam	-	**70%**

Course Name : Taxation

Credits: 4

Course Objectives:

This course will simplify the understanding of Income Tax and its practical understanding of the Law and making it is to Save Tax.

Course Outcome:
At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Can define tax avoidance, tax evasion and tax management
CO2	Knowledge about different forms and their usage.
CO3	File an ITR of an Individual.
CO4	Will be able to calculate the income of an Individual.
CO5	Calculate income from Salaries, House property, capital gains, Business and Profession, and Income from other sources.
CO6	Powers and procedures laid down by the act and its applications.
CO7	Rules laid down to calculate the sources of income under different heads.
CO8	Deductions available for an individual under income tax act.
CO9	Differentiate between types of income and sources of income for an individual.
CO10	Types of heads of income.
CO11	Will be able to recognize the nature of a transaction and rules to treat the same under Income tax act.
CO12	Define different terms used in Income Tax.
CO13	Will be able to apply rules laid down under income tax act to save tax.
CO14	Knowledge about deductions and exemptions available for an individual under income tax act.

Course Content:

Unit-I:

Introduction of Income Tax, Basic Concepts, Difference between Revenue and Capital, Basis on which Tax is imposed and Exempted Income

Unit-II:

Understanding types of Income, Income from Salaries, and Income from House property.

Unit-III:

Profits and Gains of Business and Profession I and Understanding Depreciation, capital Gains, Income from other Sources. Aggregation of Income

Unit-IV:

Set Off and Carry Forwards, Deductions to be made in computing Income, Double Taxation relief

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	**30%**
End Term Exam	-	**70%**

Course Name : Photojournalism

Shoolini University

Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance and basic concepts of Photography and how they can become more creative and Prepares photo for Newspapers. Also, to encourage students for self-employment. The course will equip the students withspecific strategies and standard tools to enhance their creative skills and Develop interest in photojournalism.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students would learn the concepts and importance of photography.
CO2	Would be able to understand photo coverage and photo Journalism
CO3	Would be too ready to join any media organization as photo Journalist
CO4	Would know the importance of photo features
CO5	Would know different branches of photography and may be self-employed.

Course Content:
Unit - A: Introduction to Photography
- Introduction and Development of Photography
- Photo Journalism
- Role and importance in media
- Tools of Photography, types of cameras
- Traditional and digital camera,

Unit - B: Digital technology
- Digital Photography
- Emergence of Digital technology
- Selecting Images,
- Indoor and Outdoor Photography
- Part of Camera,

Unit - C: Concept of Lighting in Photography
- Lighting principles
- Role of lighting
- Different types of lighting and its uses
- Quality of photograph

Unit - D: Photograph Editing Techniques

- Photograph Editing Techniques
- Cropping, Enlarging & reducing
- Clubbing/Grouping
- Colour composition
- Filter, length, focus, Shots

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Further Reading:

1. Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.

2. Digital Photography (Hindi) Harcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur. 3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.

4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of television as a tool of mass communication. This course will help the students to comprehend the characteristics of TV as a medium of mass communication and its limitations. The course will also involve the use of PPTs and visits to TV studios to demonstrate the working of TV channels, TV journalism, TV formats and TV production.

Course Outcomes:

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

CO1 Describe the characteristics of TV as a medium of mass communication and its limitations
CO2 Describe different formats of TV programmes
CO3 List basic inputs and main elements of TV production
CO4 Understand the different camera shot
CO5 Describe the changing character of TV news
CO6 Understand the studio lighting
CO7 Preparation of TV news bulletin
CO8 Write news for TV

Course Content:

Course Content:

Unit-A: Writing and Editing Television News

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- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule).

Unit-B: Critical Issues and Debates

- Public Service Broadcasters – e.g. DD News - Voice of India? (Analysis of News on
- National Broadcasters
- Changing Character of Television News
- News as Event, Performance and Construction.

Unit-C: Writing for television
- News, interviews, documentaries, short talks.
- Television as a medium of mass communication – characteristics, ownership
- Organisational structure of Doordarshan, satellite television channels, cable television
- Educational television, commercial television, recent trends in television broadcasting.

Unit-D: Development of Electronic Journalism

- Origin and Development of Electronic Journalism
- Debate on autonomy – from Chanda Committee and Verghese Group to Prasar Bharati,
- Important provisions of Prasar Bharati Act 1990 Present status of Prasar Bharati Corporation

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Reference Books:

- Zettl Herbert, Television Production Handbook.
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.
- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
- Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010

India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

Course Name   : Television Production

Course Description:

This course is designed to be a conceptual work based on the application of television as a tool of mass communication. This course will help the students to comprehend the characteristics of TV as a medium of mass communication and its limitations. The course will also involve the use of PPTs and visits to TV studios to demonstrate the working of TV channels, TV journalism, TV formats and TV production.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	• Describe the characteristics of TV as a medium of mass communication and its limitations
CO2	• Describe different formats of TV programmes
CO3	• List basic inputs and main elements of TV production
CO4	• Understand the different camera shots

Course Content:

Unit - A: Basics of Visual:
- What is an image,
- electronic image
- television image
- Digital image
- Visual   Culture

Unit - B: Editing Television News:
- Basics of a Camera- (Lens & accessories)
- Electronic News Gathering
- Visual Grammar
- Camera Movement,
- Types of Shots, Focusing,

Unit - C: Broadcast News:
- Public Service Broadcasters
- DD News - Voice of India? (Analysis of News on National Broadcasters)
- Television News 24-hrs news format
- News as Event, Performance and Construction.

Unit - D: organisational structure:
- Television as a medium of mass communication
- characteristics, ownership
- organisational structure of Doordarshan,
- satellite television channels,
- cable television,
- educational television,

- commercial television

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Reference Books:

- Zettl Herbert, Television Production Handbook. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.

Suggested Resources & Documentaries:

- News Bulletins in English and Hindi on National and Private channels (as teaching material). Documentary- 'The future of Television News.'

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of corporate communication (CC) in mass communication. This course will help the students to comprehend the characteristics of corporate communication. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. The course will also involve the use of PPTs and visits to corporates to demonstrate the working of corporate houses and the communication patterns.

Course Outcomes:

At the end of the course, the student should be able to:

CO1 Describe the characteristics of corporate communication
CO2 Understand the role of CC in crisis communication and disaster management
CO3 Understand building a distinct corporate identity
CO4 Understand media relations
CO5 Organize press conferences, facility visits.
CO6 Prepare press briefs

Course Content:

Unit - A:
- Defining CC, Strategic CC and management: defining strategy and its relevance in publicrelations and corporate communication,
- campaign planning, management and execution.

Unit - B:
- Media relations: organizing press conferences, facility visits, press briefs
- proactive and reactive media relations
- ethical aspects in media relations.

Unit - C:
- Building a distinct corporate identity: concepts, variables and process
- role of technology in CC.

Unit - D:
- Role of CC/PR in crisis communication and disaster management,
- Defining stakeholders and media selection.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment   30%
End Term Exams   70%

Books and Materials:

Text Books:

- Corporate Communication: Principles and Practice; Jaishri Jethwaney

Reference Books:

- Corporate Communication: A Guide to Theory and Practice; Joep P. Cornelissen

Course Name: **Personality Development & Life Skills-6 (Human Values & Professionals Ethics)**

Credits: 4

Course Objectives

- To understand the meaning of Harmony in the Self the Co-existence of Self and Body and distinguish between the Self and the Body,

- Understand the harmony in nature and existence and work out their mutually fulfilling participation in nature.

- Distinguish between ethical and unethical practices and start working out the strategy to actualize a harmonious environment wherever they work.

- To understand the universal human values and morals for social harmony and holistic understanding of harmony on Professional Ethics.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	The essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
CO2	To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way
CO3	To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature.

Course Content

Unit - A: Course Introduction
- Understanding the need, basic guidelines, content and process for Value Education
- Self- Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario 6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels

Unit - B: Understanding Harmony in the Human Being
- Harmony in Myself Understanding human being as a co-existence of the sentient 'I' and the material 'Body'.
- Understanding the needs of Self ('I') and 'Body' – Sukh and Suvidha.
- Understanding the Body as an instrument of 'I' (I am being the doer, seer, and enjoyer).
- Understanding the characteristics and activities of 'I' and harmony in 'I'.
- Understanding the harmony of I with the Body: Sanyam and Swasthya; a correct appraisal of Physical needs, meaning of Prosperity in detail.
- Programs to ensure Sanyam and Swasthya. (Practical Practice).

Unit -C: Understanding Harmony in the Family and Society- Harmony in Human Relationship
- Understanding Harmony in the family – the basic unit of human interaction
- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family! - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Unit - D: Understanding Harmony in the Nature and Existence
- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfilment among the four orders of nature recyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

Unit - E: Implications of the above Holistic Understanding of Harmony on Professional Ethics
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
  a) Ability to utilize the professional competence for augmenting universal human order
  b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
  a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  b) At the level of society: as mutually enriching institutions and organizations

Teaching / Assessment Methodology:
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance of Project Management and how they can become more professional in managing the different projects using the tools and techniques of project management and what are the scopes of project management? The course will equip the students withspecific strategies and standard tools to enhance their project management skills.

Course Outcome:
At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Help to interpret the tools and techniques of project management & to create a feasibility study of analyzing the risk and uncertainty involved in the same.
CO2	How to demonstrate the various types of project organization and its hierarchy including the pitfalls in the project team & types of contracts.
CO3	How to examine the project cost estimations and various sources from where the project can be financed?
CO4	Helps to identify project resources requirements and various methods of allocation and also the techniques required to monitor the project.
CO5	Helps to predict the evaluation of termination possibilities associated with the project and how it can be controlled. It also focuses on future prospects of Projects.

Course Content:

Unit- I: Introduction

Definitions, Classification, Project risk, Scope, Concepts and Characteristics of Project, Importance of Project Management, Project management definitions, overview, Project plan, management principles applied to project management, Tools and techniques of project management, Project management life cycles and uncertainty. Project Planning Project and

Strategic Planning, Scope, Problem Statement, Project Goals, Success criteria, Risk Management, Approval Process, Social Cost-Benefit Analysis, Feasibility Study.

Unit- II: Project Organization

Various Forms of Project Organizations, Project Organization Charting, Organization Human Resources, The Project Manager, The Project Team, Project Team Pitfalls, Project Contract Management, Types of Contracts, Fixing the Zero Data.

Unit- III: Project Financing

Project Cost Estimation, Sources of Finance, Multiple Project and Constraints.

Unit- IV: Project Implementation and Monitoring

Project Resource Requirements, Type of Resources, Men, Materials, Finance, Multi-project Resources scheduling, Splitting and Multitasking, Resources Allocation method, Project Monitoring and control, Project network Technique-(PERT and CPM), Planning for Monitoring and evaluation, Project Management Information System, Project Scheduling-
Time Constrained and Resource Constrained Scheduling, Project Communication, Project Audits, Post Project Reviews.

Unit- V: Project Direction and Control

Project Direction, Types of Project Termination, Project in Trouble, Termination Strategies, Evaluation of Termination Possibilities, Termination Procedures, Features of Future Indian Projects.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work

Grading:

Internal Assessment   30%

End Term Exam   70%

Books and Materials:

Text Books:

1. Project management-for21stcentury-Beenet P Lientz, Kathyn – Pearson Academic Press,1995

2. Project Management-Denislok

3. Project management-DavidI Cleland-McGraw Hill International Ed,1999.

4. Project management-Gopala krishnan-Mc Millian India Ltd.

5. Project Management-Harry-Maylor- Pearson Publication

6. Project Management-Gray & Larson-Tata McGraw Hill

Credits: 4

Course Objectives:

- Providing a detailed analysis of the stock markets, "Introduction to Stocks" offers students an alternative to the conventional finance class.
- Students will get a basic introduction to stocks as well as learn practical applications of how to invest.
- This course aims to help students build the ability and knowledge to make their own decisions with their investment decisions in the stock market.
- By the end of the course, students will not only know how to start investing on their own with a solid foundation.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand different investment alternatives in the market
CO2	Understand how securities are traded in the market
CO3	Be able to analyze and price different securities
CO4	Be able to manage a portfolio
CO5	Understand basics in derivatives

Course Content:

Unit- I: Getting familiarized with terminology: types of stocks, indices, exchanges, brokerage accounts, order types, bull / bear markets, primary & secondary market

Unit- II: Introductory concepts: margin, shorting, stock splits, market capitalization, dividends, stock market psychology, portfolio basics, risk / return, financial goals, stock news Understanding the different securities (mutual funds, ETFs, CDs, money market)

Unit- III: Introduction to stock chart terminology / concepts: trends, channels, support and resistance, volume.

Unit- IV: Using technical analysis (stock charts) for buy decisions: market bottoms, chart formations & consolidations, timing buy points

Unit- V: Using technical analysis (stock charts) for sell decisions: market tops, climax tops, churning, support breakdown

Unit- VI: Discussion topics: investment banking, hedge funds, private equity, careers

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	**30%**
End Term Exam	-	**70%**