



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश

IFTM University, Moradabad, Uttar Pradesh

NAAC ACCREDITED

N.H.-24, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh-244102

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**Structure & Evaluation Scheme of
Bachelor of Arts
in
Journalism**

[Three Years Under Graduate (UG) Programme]

**(As per guidelines of Common Minimum Syllabus by U.P. Government according to
National Education Policy- 2020, w.e.f. the session 2022-23)**

Programme	Bachelor of Arts Journalism
Course Level	UG Degree
Duration	Three years (Six semesters) Full Time
Medium of Instruction	English/Hindi
Minimum Required Attendance	75%
Maximum Crédits	150

Subject Pre-requisites

- Open to all

Programme Objectives (Pos):

The main aim of the education system is to impart knowledge and skills and certain values which in turn prepare an individual for occupational mobility and participating actively in society. The emerging needs of borderless corporate world have begun to realize the indispensability of journalism education to real time Journalism and Mass Communication. An entirely new set of behavior patterns, attitudes, and methods of communication is expected to deal with the emerging global communication business. The Bachelor of Arts in Journalism & Mass Communication, three Years full-time Programme at IFTM University aims to develop young men and women as competent professional journalists, capable of working in any sector of organized activity, proceeding leadership and achieving excellence in performance while contributing to the welfare of the society at large.

The Mass Media scenario in the World in general and in India in particular has seen revolutionary changes over the years. Technology, Political, Socio and Economic changes have contributed for this transformation of mass media in India. Media education in India will have to measure up to these changes. Its curricula will have to reflect the changing environment and be able to prepare the students to take on the new challenges. Keeping all these developments in mind, the course has been re-structured with the following broad objectives.

1. To train the students to suit the requirements of the media organizations and the society.
2. To train the students in changing skills of news gathering and editing.
3. To prepare the students in related areas such as different types of Media Writing, Corporate Communication and Event Management.
4. To introduce the emerging Communication technologies.
5. To prepare students for communication research and teaching.
6. To prepare students to become socially conscious.
7. To explore the concepts of critical thinking from a journalistic point of view.
8. To achieve aforesaid objectives of the programme, the course structure of the programme has been designed to move beyond conceptual and analytical framework to practical orientation with ethical and behavioral foundations.

Programme Outcomes (POs):

After completing this programme students will be able to:

PO1: Apply knowledge of Journalism & Mass Communication theories and practices to solve the problems of media industries.

PO2: Analytical and critical thinking abilities for data- based decision making.

PO3: Ability to develop value based leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspect of media industry.

PO5: Ability to lead themselves and others in achievement of media organizational goals, contributing effectively to a team environment.

PO6: Determine the entrepreneurial skill, research design, data collection skill.

PO7: Choose the best possible investment decisions for the media enterprise.

PO8: Field Reporting, Different types of media writing & Editing for print & electronic media.

Programme Outcomes (POs):

After completing this programme students will be able to:

- a) Apply knowledge of Journalism & Mass Communication theories and practices to solve the problems of media industries.
- b) Analytical and critical thinking abilities for data- based decision making.
- c) Ability to develop value based leadership ability.
- d) Ability to understand, analyze and communicate global, economic, legal, and ethical aspect of media industry.
- e) Ability to lead themselves and others in achievement of media organizational goals, contributing effectively to a team environment.
- f) Determine the entrepreneurial skill.
- g) Choose the best possible investment decisions for the media enterprise.

Department of Journalism & Mass Communication
IFTM University, Moradabad
Course Structure, Syllabus & Evaluation Scheme
Bachelor of Arts in Journalism Programme

Theory/ Practical	Course Code	Course Title	Credits	Internal	External		Total
					Theory	Practical	
Year: 1st Year			Semester: I				
Major Subject Own Faculty (Compulsory)							
Theory	JMC- 101 (A270101T)	Basics of Mass Communication and Journalism	4	25	75	--	100
Practical							
Practical	JMC- 102 (A270102P)	Computer for Mass Media	2	25	--	75	100
Major Subject Own Faculty (Choose any one of the following)							
Theory	JMC- 103	Presentation & Communication Skills	6	25	75	--	100
Theory	JMC- 104	Communicative Hindi	6	25	75	--	100
Major Subject Any Faculty (Choose any one of the following)							
Theory	JMC- 105 (A070101T)	Introduction to Basic Concepts of Sociology	6	25	75	--	100
Theory	JMC- 106 (A080101T)	Principles of Micro Economics	6	25	75	--	100
Vocational Subject (Choose any one of the following)							
Theory	JMC- 107	Lighting Technique	3	25	75	--	100
Theory	JMC- 108	Sound Recording	3	25	75	--	100
Co- Curricular Subject							
Theory	JMC- 109 (Z010101T)	Food, Nutrition and Hygiene	2	25	75	--	100
Total First Semester			23	150	375	75	600

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Course Structure, Syllabus & Evaluation Scheme
Bachelor of Arts in Journalism Programme

Theory/ Practical	Course Code	Course Title	Credits	Internal	External		Total
					Theory	Practical	
Year: 1st Year			Semester: II				
Major Subject Own Faculty							
Theory	JMC -201 (A270101T)	Reporting & Editing	4	25	75	--	100
Practical	JMC- 202 (A270102P)	Media Related Software	2	25	--	75	100
Major Subject Own Faculty (Choose any one of the following)							
Theory	JMC- 203	Basics of Indian Constitution and Political System	6	25	75	--	100
Theory	JMC- 204	Health Communication	6	25	75	--	100
Major Subject Any Faculty (Choose any one of the following)							
Theory	JMC 205	Folk Media	6	25	75	--	100
Theory	JMC- 206	Citizen Journalism	6	25	75	--	100
Minor/ Elective Subject Other Department faculty (Choose any one of the following)							
Theory	JMC- 207 (A010201T)	dk;kZy;h fganh vkSj dEl;wVj	6	25	75	--	100
Theory	JMC- 208 (A080201T)	Principle of Macro Economics	6	25	75	--	100
Vocational Subject (Choose any one of the following)							
Theory	JMC- 209 (B Com H 404)	Entrepreneurship Development	3	25	75	--	100
Theory	JMC- 210 (E030202P)	Engaging with Pedagogies EWP-1	3	25	75	--	100
Co- Curricular Subject							
Theory	JMC- 211 (Z020201)	First Aid and Health	2	25	75	--	100
Total First Semester			29	175	450	75	700

Department of Journalism & Mass Communication
IFTM University, Moradabad
Course Structure, Syllabus & Evaluation Scheme
Bachelor of Arts in Journalism Programme

Theory/ Practical	Course Code	Course Title	Credits	Internal	External		Total
					Theory	Practical	
Year: 2nd Year			Semester: III				
Major Subject Own Faculty (Compulsory)							
Theory	JMC- 301 (A270301T)	Advertising and Public Relations	4	25	75	--	100
Practical							
Practical	JMC- 302 (A270302P)	Graphics and Design for Advertising	2	25	--	75	100
Major Subject Own Faculty (Choose any one of the following)							
Theory	JMC- 303	Radio & TV Journalism	6	25	75	--	100
Theory	JMC- 304	Professional Photography & Video Production	6	25	75	--	100
Major Subject Any Faculty (Choose any one of the following)							
Theory	JMC- 305 (A70301T)	Social Change & Social Movements	6	25	75	--	100
Theory	JMC- 306 (A080301T)	History of Economic Thought	6	25	75	--	100
Vocational Subject (Choose any one of the following)							
Theory	JMC- 307	Multimedia Journalism	3	25	75	--	100
Theory	JMC- 308	Media Marketing	3	25	75	--	100
Co- Curricular Subject							
Theory	JMC- 309 (Z030301T)	Human Values and Environment Studies	2	25	75	--	100
Total First Semester			23	150	375	75	600

Department of Journalism & Mass Communication
IFTM University, Moradabad
Course Structure, Syllabus & Evaluation Scheme
Bachelor of Arts in Journalism Programme

Theory/ Practical	Course Code	Course Title	Credits	Internal	External		Total
					Theory	Practical	
Year: 2nd Year			Semester: IV				
Major Subject Own Faculty							
Theory	JMC-401 (A270401T)	Media Law & Ethics	4	25	75	--	100
Practical							
Practical	JMC- 402 (A270402P)	Print Media Production	2	25	--	75	100
Major Subject Own Faculty (Choose any one of the following)							
Theory	JMC- 403	Film Appreciation	6	25	75	--	100
Theory	JMC- 404 (A020401T)	dkO;"kkL= ,oa laLd`r ys[ku dkS"ky	6	25	75	--	100
Major Subject Any Faculty							
Theory	JMC- 405	Event Management	6	25	75	--	100
Theory	JMC- 406	Fashion Designing	6	25	75	--	100
Minor/ Elective Subject Other Department faculty (Choose any one of the following)							
Theory	JMC-407	Theatre Art	6	25	75	--	100
Theory	JMC- 408 (A080401T)	Money, Banking and Public Finance	6	25	75	--	100
Practical							
Vocational Subject (Choose any one of the following) (Choose any one of the following)							
Theory	JMC- 409	Basics of Animation	3	25	75	--	100
Theory	JMC- 410 (E030202P)	Engaging with Pedagogies-2 EWP-1	3	25	75	--	100
Co- Curricular Subject							
Theory	JMC- 411 Z040401)	Physical Education and Yoga	2	25	75	--	100
Total First Semester			29	175	450	75	700

SEMESTER 5						
37	BA JMC 511	Photo Journalism	4	30	70	100
38	BA JMC 512	Media Research	4	30	70	100
39	BA JMC 513	Audio-Visual Media II	4	30	70	100
Select any one of the following						
40	BA JMC 514	Media Laws	4	30	70	100
41	BA JMC 514 A	Consumer Behavior and Audience Study	4	30	70	100
42	BA JMC 514 B	Introduction to Media and Entertainment Business	4	30	70	100
43	BA JMC 514 C	Journalism Across Media	4	30	70	100
44	BA JMC 514 D	Sports Journalism	4	30	70	100
Project/ Practical & Viva-Voce						
45	BA JMC 515	Electronic Media Production (ITR Practical)	2	50	50	100
		Total Marks	18	170	330	500
SEMESTER 6						
46	BA JMC 611	Corporate Communication	4	30	70	100
47	BA JMC 612	Event Management	4	30	70	100
48	BA JMC 613	Global Media Scenario	4	30	70	100
Select any one of the following						
49	BA JMC 614	Specialized Journalism	4	30	70	100
50	BA JMC 614 A	Media, Gender and Human Rights	4	30	70	100
51	BA JMC 614 B	Broadcast Media	4	30	70	100
52	BA JMC 614 C	Artificial Intelligence, 5G and Augmented Reality And Virtual Reality	4	30	70	100
53	BA JMC 614 D	Radio Jockeying & Production	4	30	70	100
Project/ Practical & Viva-Voce						
54	BA JMC 615	Dissertation	2	50	50	100
		Total Marks	18	170	330	500
		Total Course Marks				3000
55-	*BA JMC 616	Disaster Management	3	30	70	100

No. of Lectures-

Credit- 2 (30 Lecture), Credit- 3 (45 Lecture), Credit- 4 (60 Lecture), Credit- 6 (90 Lecture)

IFTM University, Moradabad
Bachelor of Arts in Journalism
 Basics of Mass Communication and Journalism

Programme/Class: Certificate	Year: 1	Semester: I
Subject: Journalism (Theory)		
Course Code: JMC- 101 (A270101T)	Course Title: Basics of Mass Communication and Journalism	
Course Outcomes: The student at the completion of the course will be able to: CO1: Prepare the students to understand physiology-based courses for enhancing skill development. CO2: Students will get familiar with different types of Communication and Journalism for enhancing skill development. CO3: Acquaint students with practical knowledge of Media related Computer software for the growth of employability, skill development and entrepreneurship. CO4: Explain the need and importance of studying Communication across life span Function of Journalism and Mass Communication Education in India for skill development of students. CO5: Know about the Journalism as a Profession; Types of Journalism, Origin and Development of Media: Newspaper, Radio, Television and Digital Media for skill development. CO6: Pioneer Journalists of India for enhancement of skill development. CO7: Duties and responsibilities of a Journalist; Values and Ethics of Journalism for skill development. CO8: Press Council of India, Prasar Bharati Board, RNI, Committees for Journalism for skill development.		
Credits: 4	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 60		
Units	Topic	No of Lectures
Part- A: COMMUNICATION		
I	Communication: Meaning, Definition, Nature, Elements, <i>Process and Functions</i> ; Types; 7Cs of communication; Communication Games for Ice Breaking.	06
II	Indian concepts of communication: Communication in Puranas and other Mythological Books; Narad as a Communicator; Dialogue with Nature; <i>Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model.</i>	09
III	Communication Models: Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon-Weaver Model, Schramm Model; Communication flows: one step, two step, multi-step; <i>Barriers in communication.</i>	07

IV	Theories of Mass Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, <i>Four Press Theory</i> , Diffusion of Innovation and other Relevant Theories of Communication.	08
Part –B: JOURNALISM		
V	Journalism: Meaning, Definition and Function; Journalism and Mass Communication Education in India <i>Journalism as a Profession</i> ; Types of Journalism.	07
VI	Origin and Development of Media: <i>Newspaper, Radio, Television and Digital Media</i> . Pioneer Journalists of India.	10
VII	<i>Duties and responsibilities of a Journalist</i> ; Values and Ethics of Journalism.	04
VIII	<i>Press Council of India, Prasar Bharati Board, RNI</i> , Committees for Journalism.	09
Suggested Readings:		
<ul style="list-style-type: none"> • Mc Quail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.→ • Wadsworth Julia T , Wood, Communication Mosaics: An Introduction to the Field of Communication. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989→ • Wilbur Schram, Mass Communication, Sage Publication, New Delhi • Uma Narula, Mass Communication Theory & Practice, Hiranand Publication, New Delhi. • V.S. Gupta & VirBala Agarwal, Hand Book of Journalism & Mass Communications, ConceptPublishers, New Delhi. • Marshal McLuhan, Understanding Media, Sage Publication. • Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.). • Schramm, W. & Roberts, D. F.,The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press. • Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai • Joshi, P.C., Communication→ & Nation – Building – Perspective and Policy, Publication Division, NewDelhi. • Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi. • Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi 		
Suggestive digital platforms web links- ePG-Pathshala, IGNOU & UPRTOU online study materialSvayam Portal.		
This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance		

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad

Bachelor of Arts in Journalism

Computer for Mass Media (Practical)

Programme/Class: Certificate	Year: 1	Semester: I
Subject: Journalism		
Course Code: JMC- 102 (A270102P)	Course Title: Computer for Mass Media (Practical)	
Course outcomes: CO1: Students will get familiar with computer for skill development. CO2: Acquaint students with practical knowledge of basics of computer for skill development. CO3: Students will get familiar with different types of software for skill development and employability. CO4: Students will get familiar with internet surfing, content searching, fact checking for skill development, employability and entrepreneurship.		
Credits: 2	Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lab Periods-30 (60 hours)		
Unit	Topic	No. of lab. periods
I	Fundamental of Computer <ul style="list-style-type: none"> • History of Computer • Hardware and Software 	04
II	MS Word <ul style="list-style-type: none"> • Interface, mail merge, Basics of MS Word • Typing: Hindi/English 	10
III	MS Excel and PowerPoint Presentation <ul style="list-style-type: none"> • Interface, Operating of MS Excel • Preparing PowerPoint Presentation 	10
IV	Internet <ul style="list-style-type: none"> • History of Internet • Surfing, Content Searching, Finding Authentic Sources of Content 	06
Suggested Readings: <ol style="list-style-type: none"> 1. S Patnaik, Fundamentals of Information Technology, Dhanpat Rai & son, New Delhi 2. Pradeep K sinha and Priti Sinha, Computer Fundamentals, BPB Publications 3. Anita Goel, Computer Fundamentals, Pearson India, 4. Basandra, S.K.Computers Today.New Delhi: Galgotia Publications. 5. Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi:Vikas Publishing House. 6. Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI 7. Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition □ Balagurusamy, E.Fundamentals of Computers. New Delhi: Mcgraw Hill □		

8. Faithe Wampen, Computing Fundamentals: Introduction to Computers, Willey Eastern.
9. Niranjana Shrivastava Fundamentals of Computers and Information System,
10. Pankaj Sharma, Introduction to Web Technology, SK Kataria & sons, New Delhi
11. A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.
12. Bauer, Peter. Photoshop CC for Dummies. New Jersey: John Wiley & Sons Inc
13. Dewis, Glyn. The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
14. Faulkner, Andrew and Chavez, Conrad. Adobe Photoshop Classroom in a Book. Adobe
15. Ralf, Steinmetz and Nahrstedt, Klara. "Multimedia Systems". Illinois: Springer.
16. Raven, Fiona.. Book Design made simple. Canada : 12 Pines Press
17. G S Baluja, Web Technology, Dhanpat Rai & son, New Delhi

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods:

- Test with multiple choice questions/short and long answer questions
- Mailing a Number of respondents in Single time using Mail Merge of MS Word
- Prepare PPT on Various current and other Important Issues

Suggested equivalent online courses

- IGNOU and other centrally/state operated Universities/MOOC platforms such as "SWAYAM" in India and abroad.

Further Suggestions:

After completion of this course students are capable to work in their day to day computer works.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	1	1	1	1
CO2	1	1	1	2	1	1	1	1
CO3	3	1	1	1	1	3	1	1
CO4	1	2	1	1	1	2	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	1
CO2	2	1	1
CO3	1	1	3
CO4	1	1	2

IFTM University, Moradabad

Bachelor of Arts in Journalism

Presentation & Communication Skills

Programme/Class: Certificate	Year: 1	Semester: I
Subject: Journalism		
Course Code: JMC-103	Course Title: Presentation & Communication Skills	
Course outcomes: The student at the completion of the course will be able to: CO1: Define the communication skills & its concepts for skill development. CO2: Distinguish between different types of presentation & communication skills for skill development. CO3: Describe the theories of communication skills for skill development. CO4: Apply the knowledge in analyze the needs of communication skill in media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies to enrich knowledge and skills. CO5: Know about the positive way of Communication. CO6: Pioneer Journalists of India for enhancement of skill development. CO7: Duties and responsibilities of a Journalist; Values and Ethics of Presentation. CO8: Know about the need of the skills in media industry.		
Credits: 6	Major Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	Communication skills: Listening skill, cognitive process of listening, barrier to effective listening.	10
II	Speaking skills, public speaking, voice modulation and body language.	08
III	Written communication: types; structures and layout of business letters; preventative letters- sales letter, claim letters, employment letters.	14
IV	Writing memo, notice and circular, effective email writing skills; Presentation & publication of brochures; Issuing notice, agenda of meeting and minutes of meetings.	14
V	Media writing: Feature, Article, Editorial, Story.	06
VI	Letter to Editor, Advertorial, Film review.	12
VII	Audio Visual Presentation: Presentation Skills.	

		13
VIII	Importance of audio and visual inputs for the presentations.	13
Suggested Readings:		
<ul style="list-style-type: none"> • Goleman, Daniel, Emotional Intelligence: Why It Can Matter More Than IQ, 2006. • Guffey, Mary Ellen, Essentials of Business Communication, Dana Loewy, 2013. • McLean, Scott, Business English for Success, The Saylor Foundation, 2011. • Moore, Harvill Moore, Business Communication: Achieving Results, Book boon, 2013. • Tripathi, Dr., Ramesh Chandra, Patrkarita Ke Sidhant, Ashok Prakashan, Lucknow. 		
Suggestive digital platforms web links-		
<ul style="list-style-type: none"> • E PG- Pathshala, IGNOU & UPRTOU online study materialSvayam Portal. • en.wikipedia.org <p>www.oneindia.com</p>		
This course can be opted as an elective by the students of following subjects:		
Open for all		
The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions 		
Attendance		
Further Suggestions:		
It widens the scope for students to join Government and Non-Government organization up skillingthe people at different levels.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad

Bachelor of Arts in Journalism

Communicative Hindi

Programme/Class: Certificate	Year: 1	Semester: I
Subject: Journalism		
Course Code: JMC- 104	Course Title: Communicative Hindi	
Course outcomes: The student at the completion of the course will be able to: CO1: Nk= Hkk'kk vkSj lekt ds laca/kksa dks le> ik,axsA CO2: Nk= okD; vkSj mlds Á;ksx dks tkusaxsA CO3 fganh vkSj Ákarh; Hkk'kkvksa dk Kku gksuk pkfg,A CO4: Nk= ehfM;k esa Á;qDr gksus okyh fganh dks Á;ksx dj ik,axsA CO5: Nk= fganh dk iz;ksx varjjk'V ^{ah} ; Lrj ij dj ik,axsA CO6: Nk= fganh dh mi;ksfxrk dks csgrj <ax ls le÷k ik,axsA CO7: Nk= lks"ky ehfM;k ds ek;/e ls fganh dk O;kid Ápkj&Álkj dj ik,axsA CO8: ehfM;k esa fganh ds mi;ksx ls QKWUV ls tqM+s vusd ;a=ksa dk vkfo'dkj gks ldsxA bls vfrfjDr folKkhZ jkstxkj Áklr dj vkRefuHkZj cu ldsaxsA		
Credits: 6	Major Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	Hkk'kk& ifjHkk'kk] egRo] fo"ks'krk,a] laf{klr bfrgkIA	06
II	Hkk'kk ,oa lekt] Hkk'kk ,oa laLd`fr] "kCn jpuk ,oa iz;ksx] "kCn vkSj okD;A	12
III	okD;& jpuk ,oa izdkj] lkekU; fof/k;kaA	13
IV	laKk] loZuke] fdz;k] fo"ys'k.k] okD; vkSj dYiuk] okD; vkSj vuqHkoA	14
V	dgkorsa] eqgkojs] vyadkj] fgUnh dh izeq[k cksfy;ka& vo/kh] c`tHkk'kk] NRrhix<+h] ekyoh] cqnsy[kaMh] c?ksyhA	12
VI	jktLFkkuh] Hkkstiqjh o eSFkyh vkfn ls laf{klr ifjp;A	06
VII	ehfM;k dh Hkk'kk] ehfM;k esa Hkk'kk dk mi;ksx ,oa egRo] ehfM;k dh Hkk'kk dh izd`fr ,oa fo"ks'krk,a] lekpkjksa esa iz;ksx gksus okys "kCn] foKkiu esa mi;ksx gksus okys yksdfiz; "kCnA	13
VIII	fizaV ,oa bysDV ^{ak} fud ehfM;k dh Hkk'kk u, izpyu ,oa iz;ksx] ehfM;k Hkk'kk esa vUrj] fizaV ,oa bysDV ^{ak} fud ehfM;k dh Hkk'kk;h leL;kA	14
Suggested Readings:		
1. -		

Suggestive digital platforms web links-

- CEC Programmes, e PG - Pathshala, IGNOU & UPRTOU online study material Svayam Portal.
- en.wikipedia.org
- www.oneindia.com

This course can be opted as an elective by the students of following subjects:

Open for all

The eligibility for this paper is 10+2 with any subject

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long

answer questions Attendance

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad

Bachelor of Arts in Journalism

Introduction to Basic Concepts of Sociology

Programme/Class: Certificate	Year: 1	Semester: I
Subject: Journalism		
Course Code: JMC- 105 (A070101T)	Course Title: Introduction to Basic Concepts of Sociology	
Course outcomes: On completion of this course, learners will be able to: CO1: This paper will introduce students to new concepts of Sociology discipline. CO2: These concepts will enhance the conceptual learning and understanding of the basic concepts used in Sociology. CO3: This paper will contribute in enriching the vocabulary and scientific temperament of the students. CO4: The course is designed to incorporate all the key concepts of sociology which would enable the learner to develop keen insights to distinguish between the commonsense knowledge and Sociological knowledge. CO5: Understand the different types of social culture. CO6: Understand the structure of society. CO7: Understand the importance of society. CO8: This paper will enhance the knowledge of joint family. Besides this paper will provides the opportunities of employability.		
Credits: 90	Major Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of Lectures-90		
Unit	Topics	No. of Lectures
I	Sociology: Meaning, Nature, Scope of Sociology, Sociology and Common Sense, Sociology as a Science, Humanistic Orientation in Sociology. History and Emergence of Sociology in India.	12
II	Sociology and other Social Sciences (Anthropology, Economics, History, Psychology, Political Science).	12
III	Basic Concepts: Society, Community, Institutions, Association, Social Group, Human and Animal Society.	11
IV	Social Institutions: Family, Kinship, Marriage, Education, State & Religion.	11
V	Culture and Civilization, Pluralism, Multiculturalism, Cultural Relativism	11
VI	Socio-Cultural Processes: Cooperation, Conflict, Competition, Acculturation, Assimilation and Integration.	11
VII	Social Structure, Status and Role, Norms, Folkways and Mores, Sanctions and Values.	11
VIII	Social Stratification: Meaning, Forms and Basis, Social Mobility: Meaning and Types.	11
Suggested Readings: 1. Berger, P. (1963). An Invitation to Sociology: A humanistic Perspective. 2. Bottomore, T.B. (1973). Sociology: A guide to Problems and Literature. (Hindi version available). 3. Davis, Kingsley.1973.Human Society. 4. Giddens.Anthony.2009.Introduction to Sociology.		

5. Haralambos M. Sociology: Themes and Perspectives. (Hindi version available).
6. Inkeles, Alex.1987.What is Sociology.
7. MacIver, R. M. and Charles H. Page. 1949. Society: An Introductory Analysis.(Hindi version available)
8. Mills, C.W.1959.The Sociological Imagination.
9. Thakur, Navendu.2016, Samaj Shastra Ek Parichay.
10. जे.पी.सिंह , 2011, □□□□□□□□□□ □□ □□□ □□□□, PHI

This is an elective course open for all.

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz

Suggested equivalent online courses:

IGNOU & Other centrally/state operated Universities / MOOC platforms such as “SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
Principle of Micro Economics

Programme/Class: Certificate	Year: 1	Semester: 1
Subject: Journalism		
Course Code: JMC- 106 (A080101T)	Course Title: Principle of Micro Economics	
Course Outcomes:		
<p>On completion of this course, learners will be able to:</p> <p>CO1: The students is familiarized and acquainted with basic concepts of microeconomics such as laws of demand and supply and elasticity etc so that he/she can comprehend them & familiarize with day today happenings.</p> <p>CO2: The students learn and understand the concepts of consumer behaviour like cardinal utility and ordinal utility analysis.</p> <p>CO3: The students learn and understand application of Indifference curve analysis in deriving demand curves, price effect, income effect and substitution effect.</p> <p>CO4: The students learn and understand the Theory of production- iso-quants, laws of returns to scale, law of variable proportion.</p> <p>CO5: The students learn, understand and compare between the Traditional and modern theory of cost.</p> <p>CO6: Demonstrate an understanding, usage and application of basic economic principles.</p> <p>CO7: Describe and apply the methods for analyzing consumer behavior through demand and supply, elasticity and marginal utility.</p> <p>CO8: Understand the role of alternative property rights in resource allocation. Besides this students will skilled in the field of economic field.</p>		
Credits: 6	Major Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of Lectures- 90		
Unit	Topics	No. of Lectures
I	<p>Introduction: Problem of scarcity and choice: scarcity, choice and opportunity cost; production possibility frontier; economic systems. Demand and supply: law of demand, determinants of demand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium.</p> <p>Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus. Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, other elasticities.</p>	13
II	<p>Consumer Theory: Budget constraint, concept of utility, diminishing marginal utility, Diamond-water paradox, income and substitution effects; consumer choice: indifference curves, derivation of demand curve from indifference curve and budget constraint.</p>	10
III	<p>Production and Costs:</p> <p>a. Production: behaviour of profit maximizing firms, production process, production functions, law of variable proportions, choice of technology, isoquant and isocost lines, cost minimizing equilibrium condition.</p> <p>b. Costs: costs in the short run, costs in the long run, revenue and profit</p>	11

	maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments.	
IV	<p>Market Structures</p> <p>a. Perfect Competition: a. Assumptions: theory of a firm under perfect competition, demand and revenue; equilibrium of the firm in the short run and long run; long run industry supply curve: increasing, decreasing and constant cost industries. Welfare: allocative efficiency under perfect competition.</p> <p>b. Imperfect Competition</p> <p>Monopolistic competition: Assumptions, SR & LR price and output determinations under monopolistic competition, economic efficiency and resource allocation; oligopoly: assumptions, oligopoly models, game theory, contestable markets, role of government.</p>	13
V	<p>Theory of a Monopoly Firm</p> <p>Concept of imperfect competition; short run and long run price and output decisions of a monopoly firm; concept of a supply curve under monopoly; comparison of perfect competition and monopoly, social cost of monopoly, price discrimination; remedies for monopoly: Antitrust laws, natural monopoly.</p>	11
VI	<p>Consumer and Producer Theory</p> <p>a. Consumer and Producer Theory in Action Externalities, marginal cost pricing, internalizing externalities, public goods; imperfect information: adverse selection, moral hazard, social choice, government inefficiency.</p> <p>b. Markets and Market Failure Market adjustment to changes in demand, efficiency of perfect competition; sources of market failure: imperfect markets, public goods, externalities, imperfect information; evaluating the market mechanism.</p>	12
VII	Income Distribution and Factor pricing Input markets: demand for inputs; labour markets, land markets, profit maximization condition in input markets, input demand curves, distribution of Income.	10
VIII	<p>International Trade</p> <p>Absolute advantage, comparative advantage, terms of trade, sources of comparative advantage, trade barriers, free trade/ protectionism.</p>	10

Suggested Readings:

1. Dwivedi, D. N (2011): Microeconomics-Theory & Applications”, Pearson.
2. Lal, S.N (2013): Arthshastra Ke Siddhant”, Shiva Publishing House, Allahabad.
3. Seth, M. L (2012) : Arthshastra Ke Siddhant”, Laxmi Narayan Publications, Agra
4. Lipsey, Richard & Chrystal, Alec (2011): Economics”, Oxford University Press Publications, New Delhi.
5. Pindyck, Robert. S., Rubinfeld. Daniel. L., Mehta. Prem. L (2009): Microeconomics”, Pearson.
6. Salvatore, Dominic (2010): Principles of Microeconomics”, Oxford University Press Publications, New Delhi.
7. Samuelson, Paul. A & Nordhaus, William. D (2010): Economics”, Tata McGraw Hill.
8. Koutsoyiannis, A (2008) (2nded): Modern Microeconomics”, Macmillan.
9. Stonier, A.W & Hague. Douglas. C (2003) (5thed): A Text Book of Economic Theory”, Pearson.
10. Ahuja, H. L (2013): Advanced Economic Theory”, S. Chand & Company.
11. Shastri, Rahul. A (1999): Microeconomics”, Orient Blackswan.
12. Ahuja, H. L (2012): Uchchar Arthik Siddhant”, S. Chand & Company, New Delhi.

This course can be opted as an elective by the students of following subjects: Open for all.

Suggested Continuous Evaluation Methods:

Assignment / Test / Quiz (MCQ) / Seminar/ Presentations/ Research orientation of students

Suggested equivalent online : Swayam Coursera

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
 Lighting Technique

Programme/Class: Certificate	Year: 1	Semester: 1
Subject: Journalism		
Course Code: JMC- 107	Course Title: Lighting Technique	
Course outcomes: Students will be able to understand CO1: The Lighting concepts. CO2: The Utilities of lights in photography, audio-visual programme & film production CO3: The different types of lights. CO4: This paper will enhance the skill development as well as employability and entrepreneurship. CO5: The utilities of natural and artificial lighting system. CO6: The uses of hard light, soft light and reflectors. CO7: After completion of this course students starts own consultancy in relevant field. CO8: The process of studio lighting techniques.		
Credits: 3	Minor Elective (Vocational)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures-45		
Units	Topic	No of Lectures
Topic		
I	Introduction and Basic principles of lighting, Importance of lighting in production, Natural light & artificial light. White light, colour temperature, mixed units, Aspect of light.	06
II	Different types of lighting and reflectors, Colour associations. Hard & soft light, light direction. Side or edge light, surface brightness polarization, colored surface & colored lights, Trichromatic color mixture.	07
III	Functions of lighting, Shadow of size, Shadow control, the fundamental lighting process.	05
IV	Tools of Lighting: Tungsten lamps, over lamps, Light sources-reflector design, Projection, Spot lights. Beam-shape control. Light restriction, Controlling light intensity.	06
V	Portraiture: Static- Anchor lighting and three quarter frontal face interview.	05
VI	Group Portraiture: The two group, the three groups, the panel group, large groups. Methods o lighting for movement.	06
VII	Lighting style: silhouette, Motion, Chiaroscuro.	05

VIII	Studio Lighting, Three point lighting.	05
Suggested Readings:		
Suggestive digital platforms web links- https://onlinecourses.swayam2.ac.in/cec21_hs03/preview https://onlinecourses.swayam2.ac.in/nos20_sc25/preview		
This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance		
Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism

Sound Recording

Programme/Class: Certificate	Year: 1	Semester: 1
Subject: Journalism		
Course Code: JMC- 108	Course Title: Sound Recording	
<p>Course outcomes: Students will be able to CO1: Understand the basics of sound and its nature. CO2: Understand the importance of sound in Audio-visual programme. CO3: Understand about the different types of sound recording tools. CO4: After completion of this Course students will able to handle the sound recording task for AV programme and film production. CO5: Skilled in professional quality sound recording. CO6: This course will provide the opportunity of employability. CO7: Student will able to entrepreneur in the relevant field. CO8: Skilled Students will start globally consultancy company in the relevant field.</p>		
Credits: 3	Minor Elective Subject (Vocational)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures-45		
Units	Topic	No of Lectures
Topic		
I	Introduction and principles of sound. Nature of sound. Importance of sound in AV programmme.	05
II	Sound recording tools and data storage devices.	05
III	Computer Hardware & software of sound recording.	05
IV	Different types of microphones and accessories: Gun Mic., Lapel Mic., By Directional Mic., Semi Directional Mic., Omni Directional Mic., Condenser Mic., Dynamic Mic., Wired & Cordless Mic., Boom Mic.	08
V	Different types of audio monitors, Amplifiers, audio mixer, cables and connectors.	05
VI	Multi channel audio-video recording techniques, Indoor & Outdoor recording.	05
VII	Different types of audio-video mixer (Consol).	05
VIII	Theatre sound setup, Open programme sound setup, Studio Recording, Dubbing, audio effects, Playback Music and Mixing.	07

Suggested Readings:		
Suggestive digital platforms web links- https://onlinecourses.swayam2.ac.in/cec21_hs03/preview https://onlinecourses.swayam2.ac.in/nos20_sc25/preview		
This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance		
Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
 Food, Nutrition and Hygiene

Programme/Class: Certificate	Year: I	Semester: I
Minor Elective (Co-Curricular Course)		
Course Code: JMC- 109 (Z010101T)	Course Title: Food, Nutrition and Hygiene	
Course outcomes: <ul style="list-style-type: none"> • To learn the basic concept of the Food and Nutrition. • To study the nutritive requirement during special conditions like pregnancy and lactation. • To learn 100 days Nutrition Concept. • To study common health issues in the society. This course will provide the opportunities of employability. 		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks: 40
Total No. of Lectures- 30		
Unit	Topics	No. of Lectures Total=30
I	Concept of Food and Nutrition (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition-Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning-Concept and factors affecting Meal Planning (d) Food groups and functions of food	8
II	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of (a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat-soluble vitamins: Vitamin A,D,E,K (f) Water (g) Dietary Fiber	7
III	1000 days Nutrition (a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet(6 months – 2years of age)	8

IV	Community Health Concept (a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food	7
Suggested Readings: 1. Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018. 2. 1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf 3. https://pediatrics.aappublications.org/content/141/2/e20173716 4. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/ 5. Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition.		
Suggested Continuous Evaluation Methods: MCQs, Practical Diet/Meal Planning, assignments Presentations, group Discussion, Case study, Survey		
Suggested equivalent online courses: https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition Diploma in Human Nutrition-Revised Offered by Alison.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	1	1	1	1
CO2	1	1	1	2	1	1	1	1
CO3	3	1	1	1	1	3	1	1
CO4	1	2	1	1	1	2	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	1
CO2	2	1	1
CO3	1	1	3
CO4	1	1	2

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
Reporting and Editing (Theory)

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC201 A270201T	Course Title: Reporting and Editing (Theory)	
Course outcomes: CO1: Learn about Various types of news, elements & structure for skill development and employability. CO2: Understanding concepts of beat Reporting and its Importance for skill development. CO3: Learn Challenges of specialized area of reporting for skill development and employability. CO4: Understanding the different types of news papers & structure and functions of news room for skill development, employability and entrepreneurship. CO5: Understand Editing methods, tools and symbols for skill development, employability and entrepreneurship. CO6: Understanding of the method & importance of proof reading for skill development, employability and entrepreneurship. CO7: Art of Translation in Media for skill development, employability and entrepreneurship. CO8: Role & responsibilities of Reporter, Proof reader & Editor for skill development, employability and entrepreneurship.		
Credits: 4	Major Subject Own Faculty (Core Compulsory)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 60		
Unit	Topic	No. of Lectures
PART A: Reporting		
I	News: Concept, Meaning, Definition and Importance; Elements of News; Structure of News; News Value; Types of news.	10
II	Intro: Definition & Types Headline: Definition & Types Beat: Meaning, Importance and Types (Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women).	06
III	Types of Reporting: Crime, Court, Civil, Society, Culture, Politics, Commerce and Business, Education, Development, Investigative Reporting	08
IV	Structure and functions of Newsroom of Daily, Weekly Newspapers and Periodicals; Different Sections and their functions.	07
PART B: Editing		

V	Editing: Concept, Process and Significance; Editing: Nature and need for editing; Principles of editing; Editorial desk and its functions; Style sheet – editing symbols; Photo editing Editorial Values: Objectivity, facts, impartiality and balance.	8
VI	Proof reading: Meaning, Definition and Importance; Proof reading symbols; New Technique of Proof Readings.	7
VII	Translation: Meaning, Definition, Importance and uses of translation in Journalism; Translation of Government Orders.	7
VIII	Structure of Editorial Department; Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer and Proof Reader.	7
Suggested Readings:		
<ol style="list-style-type: none"> 1. F. W. Hodgson, Modern News paper Editing and Production, Elsevier Science & Technology Books, 2. KM Srivastav, News re[porting and Editing, Sterling Publishers Pvt. Ltd 3. Seema Sharma, Journalism Reporting, Anmol Publications Pvt. Limited, 4. Seema Sharma, Editing: theory and Practices, Anmol Publications Pvt. Limited, 5. Ambrish Saxena, fundamental of Reporting and Editing, Kanishka Publishiners Distributors 6. Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford. <ul style="list-style-type: none"> • Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London , • Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated. 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Seminar on any topic of the above syllabus. • Test with multiple choice questions/ short and long answer questions. 		
Suggested equivalent online courses: IGNOU & Other centrally/state operated Universities/ MOOC platforms such as “SWAYAM” in India and Abroad.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	3	1	1	1	1	2
CO2	1	3	1	2	1	1	1	3
CO3	1	1	1	3	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	2	1	3	1	1
CO6	1	2	1	2	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	2	1	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	1	3	1
CO3	1	1	1
CO4	2	1	1
CO5	3	1	1
CO6	1	2	1
CO7	1	1	1
CO8	1	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
Media Related Software (Practical)

Programme/Class: CERTIFICATE	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC202 A270202P	Course Title: Media Related Software (Practical)	
Course outcomes: After completion of this course students CO1: Ability to handle media related software for skill development, employability and entrepreneurship. CO2: Able to edit audio-visual content for skill development, employability and entrepreneurship. CO3: Able to Prepare Graphics for skill development, employability and entrepreneurship. CO4: Able to Visual Effect software, graphic designing software for skill development, employability and entrepreneurship.		
Credits: 2	Major Subject Own Faculty (Core Compulsory)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of lab. periods- 30 (60 hours)		
Unit	Topic	No. of lab. Periods
I	Software related to Print Media: Adobe Page Maker, Coral Draw, In Design.	10
II	Quark Xpress, Photoshop.	5
III	Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software.	7
IV	VFX software (visual effect software) / motion graphic software.	8
Suggested Readings: 1. User Guide of Various software		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Preparation of samples of Layout Design. • Evaluation Sound quality edited by students. 		

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	1	3	1	1
CO2	2	3	1	2	1	3	1	1
CO3	1	1	1	2	3	3	1	1
CO4	2	1	1	1	3	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	2	3	3
CO3	3	2	3
CO4	3	3	2

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
Basics of Indian Constitution and Political System

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 203	Course Title: Basics of Indian Constitution and Political System	
<p>Course outcomes: Students completing this course will be able to: CO1: Define & basics of Indian constitution its concepts and to enrich knowledge, skills, employability and entrepreneurship. CO2: Distinguish between different types of rights in constitution and to enrich knowledge, skills, employability and entrepreneurship. CO3: Describe the structure and functions of the government, Election Commission & political parties and to enrich knowledge, skills, employability and entrepreneurship. CO4: Apply the knowledge in analyze the needs of the knowledge of Indian constitution & political system in India & foreign countries in media industries while launching a news paper, Radio or TV channel and any other audio visual social media platform and promotional strategies and to enrich knowledge, skills, employability and entrepreneurship. CO5: Understand The electoral system for skill development, employability and entrepreneurship. CO6: Understanding of the method & importance of proof reading for skill development, employability and entrepreneurship. CO7: Art of Translation in Media for skill development, employability and entrepreneurship. CO8: Role & responsibilities of Reporter, Proof reader & Editor for skill development, employability and entrepreneurship.</p>		
Credits: 6	Major Subject Own Faculty	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	Government making; Working of federalism; Issues in governance at state and central levels of state autonomy in India;	14
II	Politics at the district level: Panchayati raj, elections and governance.	12
III	Nature of the party system: National parties and regional parties and their social bases.	12
IV	Effects of fragmentation of parties on the formation and working of governments at the centre and the states.	12
V	The electoral system – process, stresses and strains.	12
VI	Secularism and communalism in India: problems and trends; centre-state relations.	6

VII	Brief study of International relations: foreign policies of India for UK, USA, Russia; UN and its agencies and their functions.	10
VIII	Regional organizations such as ASEAN, SAARC, OIC, OAC; India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.	12
Suggested Readings:		
<ol style="list-style-type: none"> 1. Bandyopadhyay, J, The Making of India's Foreign Policy. 2. Basu, Justice Durgadas, Introduction to the Constitution of India. 3. Maheswari, S, Indian Administration. 4. Narang, A. S, Indian Government and Politics, Gitanjali, New Delhi, 1985. 5. Dhingra, I. C, Indian Economics and Development, Sultan Chand & Sons, New Delhi, 1986. 6. Bakshi, P. M, The Constitution of India: Selective Comments, Universal Law Publishing, Delhi, 2007. 7. Basu, D. D. Introduction to the Constitution of India. Prentice Hall. 		
This is an elective course open for all.		
Suggested Continuous Internal Evaluation Methods (25 Marks):		
<ul style="list-style-type: none"> • Seminar/Assignment on any topic of the above syllabus. • Test with multiple choice questions / short and long answer questions. • Research Orientation of the student. • Quiz 		
Suggested equivalent online courses: IGNOU & Other centrally/state operated Universities / MOOC platforms such as "SWAYAM" in India and Abroad.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-I
Health Communication

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 204	Course Title: Health Communication	
Course outcomes: The student at the completion of the course will be able to: CO1: Students will know the basics of Public Health and to enrich knowledge, skills, employability and entrepreneurship. CO2: Students will understand the basics of Health Journalism and to enrich knowledge, skills, employability and entrepreneurship. CO3: Students will learn the ethics of health reporting and to enrich knowledge, skills, employability and entrepreneurship. CO4: Students will understand the future of health communication and to enrich knowledge, skills, employability and entrepreneurship. CO5: Students will be skilled in field reporting area of health. CO6: Students will able to findout the digital content. CO7: Students will able in health communication. CO8: Students will learn the design communication campaign.		
Credits: 4	Major Subject Own Faculty (Core Compulsory)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures-90		
Units	Topic	No of Lectures
I	Public Health: Definition & Concept. Health Awareness and Role and Importance of Yoga. Major Public Health and Lifestyle Issues in India.	12
II	Public Health Care System in India: Issues & Problems in Rural and Urban India. India as a Medical Tourism Destination.	11
III	Health Journalism: Concept, Need and Importance. Roles & Responsibilities of a Health Journalist.	11
IV	Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census. Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health.	12
V	Ethics in Health Reporting. Structure and Guidelines for Health Reporting.	10
VI	Health Reporting for Various Media: Traditional and Digital Media. Writing for Public Health Care: Think Globally and Write Locally.	11
VII	Define Information Education Communication (IEC): Concept and Functions. Define Behaviour Change Communication (BCC): Concept	12

	and Functions.	
VIII	Design Communication Campaign: Pre-test and Evaluation. Future of Health Communication and Career Prospects.	11
Suggested Readings:		
1. Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications. 2. Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change. Contributors, Lawrence Erlbaum Associates. 3. Schwitzer, G. (2009). The State of Health Journalism in the U.S. Menlo Park, CA: Henry J. Kaiser Family Foundation. 4. S. Renata (2013). Health Communication: From Theory to Practice, John Wiley & Sons 5. www. Nathealthindia.org: Healthcare Federation of India.		
Suggestive digital platforms web links- ePG-Pathshala, IGNOU & UPRTOU online study materialSvayam Portal		
This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance		
Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skillingthe people at different levels.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	1	1	1	2
CO2	2	1	1	1	1	1	1	3
CO3	2	1	1	2	1	1	1	1
CO4	1	1	3	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	2	1	1
CO4	3	1	1
CO5	2	1	1
CO6	3	1	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-I
Folk Media

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 205	Course Title: Folk Media	
<p>Course outcomes: The student at the completion of the course will be able to: CO1: Students will know the concept of Folk Media and to enrich knowledge, skills, employability and entrepreneurship. CO2: Students will understand different types of Folk Media and to enrich knowledge, skills, employability and entrepreneurship. CO3: Students will learn about various festivals and fairs and to enrich knowledge, skills, employability and entrepreneurship. CO4: Students will understand various merits and demerits of Folk Media and to enrich knowledge, skills, employability and entrepreneurship. CO5: Students will able to understand the folk dance. CO6: Students will able to understand the different types of festivals. CO7: Students will able to understand the merits & demerits of folk media. CO8: Students will able to understand the importance of folk media.</p>		
Credits: 6	Major Subject Own Faculty	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	Folk media: Meaning & definition; Nature and Scope of Folk media; Characteristics of folk media.	10
II	Types of folk media: Dance, theatre & music;	08
III	Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra;	14
IV	Folk music: Bengal, Gujarat & Maharashtra.	14
V	Folk dance: Garba, Tamasha & Lavani.	06
VI	Types of Festivals: Seasonal & Cultural; Importance of Fair & Festivals; Features of Fairs.	12
VII	Merits & demerits of folk media; Influence of modern media (radio & TV) on folk media.	13
VIII	Folk media for promoting literacy, and social change.	13

Suggested Readings:		
1. Singer, Melton Traditions in India: Structure and Change, American Folk society, 1957. 2. Doctor, Aspi and Farzana Chaze Mass communication - A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004. 3. Kumar, Keval Kumar Mass Communication in India, Mumbai, Jaico Publishers. 4. Malik, Madhu Traditional Form of Communication and the Mass Media in India, Paris: Unesco. 5. Parmar Shyam Traditional Folk Media in India New Delhi: Geka Books 1975.		
Suggestive digital platforms web links-		
1- en.wikipedia.org 2- www.encyclopedia.com		
This course can be opted as an elective by the students of following subjects:		
Open for all		
The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance		
Further Suggestions:		
It widens the scope for students to join Government and Non-Government organization up skillingthe people at different levels.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	1	1	1	1	1	3	1	1
CO6	2	1	1	1	1	2	1	2
CO7	2	1	1	2	1	2	1	1
CO8	1	1	3	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	2	2	1
CO7	2	3	1
CO8	3	1	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-I
 Citizen Journalism

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 206	Course Title: Citizen Journalism	
Course outcomes: The student at the completion of the course will be able to: CO1: Define the citizen journalism and its concepts for skill development. CO2: Distinguish between traditional journalism & citizen Journalism. CO3: Describe the theories of citizen journalism for skills for skill development. CO4: Apply the knowledge in analyze the needs of citizen journalism in media market while launching a social media platform, you tube channel, and promotional strategies to enrich knowledge and skills. CO5: Know about the positive way of Communication. CO6: Understand the new media requirements. CO7: Understand the Duties and responsibilities of a Citizen Journalist; Values and Ethics of Presentation. CO8: This paper will increase the skills in the students as well as very helpful to provide jobs.		
Credits: 6	Major Subject Any Faculty	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	Introduction of Citizen's Journalism; Changing notions of Journalism; Platform for Citizen Journalists.	10
II	Understand of News; Social Media requirement; Basics of Social Media	08
III	News Writing; News Selection; Prresentation of social media interview & Importance of Interviews; Art of Interviewing.	14
IV	Media Laws and Ethics; Issues of Credibility.	14
V	Issues of Punctuality and Fairness; Importance of verifying information.	06
VI	A brief introduction to New Media; Blogs and Citizen Journalism.	12
VII	Websites and Citizen Journalism; Integrating multimedia content.	13
VIII	Mobiles and Citizen Journalism; Audio clips, podcasting and Citizen Journalism; Basics of digital photography 8. Basics of videography.	13
Suggested Readings:		

- Potter, Deborah, Handbook on Independent Journalism, 2006.
- Fowler Watt, Caren, & Allen Stuart, Journalism: New Challenges, Centre for Journalism & Communication Research Bournemouth University
- Tripathi, Dr., Ramesh Chandra, Patrkarita Ke Sidhant, Ashok Prakashan, Lucknow.

Suggestive digital platforms web links-

- 1- E PG- Pathshala, IGNOU & UPRTOU online study material Svyam Portal.
- 2- en.wikipedia.org
- 3- www.oneindia.com

This course can be opted as an elective by the students of following subjects:

Open for all

The eligibility for this paper is 10+2 with any subject

Suggested Continuous Evaluation Methods:

- Seminar/ Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long

answer questions Attendance

Further Suggestions:

It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	1	1	1	1	1	2
CO2	1	2	1	2	1	1	1	3
CO3	1	2	1	1	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	1	2	1
CO4	1	1	1
CO5	2	2	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
dk;kZy;h fganh vkSj dEI;wVj

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 7 A010201T	Course Title: dk;kZy;h fganh vkSj dEI;wVj	
<p>Course outcomes: CO1: fgUnh ds fo kfFkZ;ksa dks dk;kZy; ds dk;ksZa dh ewyHkwr tkudkjh Ánku djuk rkfd og dk;kZy; ds dk;kZa dks lqxrk iwoZd dj ldsA CO2: fo kfFkZ;ksa dks fofo/k Adkj dh ljdkjh “kCnkofy;ksa ls ifjpr djukA CO3: fo kfFkZ;ksa dks fofo/k Adkj ds ljdkjh] v/kZ ljdkjh vkosnu i=] dk;kZy; vkns”k] dk;kZy; Kki] foKkiu fufonk ladYi rFkk Asl foKflr;ksa ls voxr djuk rkfd og fofo/k Adkj ds ljdkjh ys[ku dkS”ky esa fuiq.k gks ldsA CO4: fo kFkhZZ fofHkUu Ádkj dh ys[ku i]fr;ksa ls ifjpr gks ldsA CO5: fo kfFkZ;ksa dks dEI;wVj dk ewyHkwr Kku nsukA CO6: dEI;wVj ij fgUnh esa dk;Z djus esa l{ke cukuk rkfd og dEI;wVj ij dk;Z dk;Z djus esa l{ke gksdj jkstxkj Aklr dj ldsA CO7: fo kfFkZ;ksa dks baVjusV ,oa lks”ky ehfm;k ij dk;Z djus esa l{ke cukukA CO8: fo kfFkZ;ksa dks dEI;wVj Vkbfiar] “kkVZ gSaM ds Kku esa dkS”ky o`f) djukA</p>		
Credits: 6	Major Subject Any Faculty (Choose any one of the following)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	<p>dk;kZy;h fgUnh dk Lo:lk] mnns”; ,oa {ks= %</p> <ul style="list-style-type: none"> • dk;kZy;h fgUnh dh ladYiuk • mnns”; ,oa {ks= • dk;kZy;h fgUnh rFkk lkekU; fgUnh dk lEcu/k • dk;kZy;h fgUnh dh laHkkouk,a • dk;kZy;h dk;Zdyki dh lkekU; tkudkjh 	11
II	<p>dk;kZy;h fgUnh esa iz;qDr ikfjHkkf’kd “kCnkoyh %</p> <ul style="list-style-type: none"> • “kCnkoyh fuekZ.k ds fl)kUr] • dk;kZy;h fgUnh dh ikfjHkkf’kd “kCnkoyh • dk;kZy;ksa ,oa vf/kdkfj;ksa ds uke] inuke] • lacks/ku vkfn] iz”kklfud ,oa fof/kd “kCnkoyh 	11
III	<p>dk;kZy;h fgUnh i=kpkj %</p> <ul style="list-style-type: none"> • vkosnu i=] • ljdkjh i=] • v)Z ljdkjh i=] • dk;kZy; vkns”k ifji= vf/klwpuk] • dk;kZy; Kki foKkiu] • fufonk ladYi izsl foKflr 	12

IV	<p>izk:i.k] fVli.k] la{ksi.k] iYyou ,oa izfrosnu %</p> <ul style="list-style-type: none"> • izk:i.k dk vFkZ] lkekU; ifjp;] izk:i.k ys[ku dh i)fr • fVli.k dk vFkZ] lkekU; ifjp;] fVli.k ys[ku dh i)fr] fVli.k vkSj fVli.kh esa varj • la{ksi.k dk vFkZ] lkekU; ifjp;] la{ksi.k dh i)fr] izfrosnu dk vFkZ] lkekU; ifjp; ,oa iz;ksx • iYyou dk vFkZ] lkekU; ifjp;] iYyou ds fl)kUr] iYyou vkSj fuca/k ys[ku esa varj 	11
V	<p>fgUnh Hkk'kk vkSj dEI;wVj dk fodkl dze %</p> <ul style="list-style-type: none"> • dEI;wVj dk lkekU; ifjp; vkSj bfrgkl] • dEI;wVj esa fgUnh Hkk'kkds fodkl dk bfrgkl • dEI;wVj esa fgUnh dk Hkfo'; 	11
VI	<p>fgUnh Hkk"kk esa dEI;wVj izkS ksfxdh%</p> <ul style="list-style-type: none"> • baVjusV vkSj fgUnh] bZesy • fgUnh esa mlkyC/k lkQV os;j ,oa osd kb V • lks"ky ehfM;kij fgUnh y[ku dkS"ky 	11
VII	<p>fgUnh Hkk'kk vkSj bZ f'k{k.k %</p> <ul style="list-style-type: none"> • baVjusV ij miyC/k i= if=dk,W] • baVjusV ij miyC/k n""; & J`O; lkexzh • CykWx] Qslcq d ist] bZ iqLrdky; lkexzh • Lkjdkjh rFkk xSj ljdkjh pSuy (Kkun"kJu] bZ ikB"kkkyk] Lo;a vkfn) ikWMDkLV] vkHkkLh d{kk,a 	11
VIII	<p>v& fgUnh dEI;wVj Vad.k ,oa "kkVZgS.M dk IS)kafrd i{k vkSj fgUnh lkfgR; esa 'kks/k %</p> <ul style="list-style-type: none"> • fgUnh Hkk'kk ds fofHkUu QWk.V] • ;wfudksM] • Lihp Vw VsDLV izkS ksfxdh] • fgUnh ihihVh LukbM ,oa iksLVj <p>c & fgUnh lkfgR; esa 'kks/k %</p> <ul style="list-style-type: none"> • "kks/k ds izdkj] • ifjdYiuk ifj{k.k vkSj ifjdYiuk mRiknu] • "kks/k ds pj.k] • lkfgfR;d "kks/k dk mnns"; 	12
Suggested Readings:		
<p>1- lxxj] jkepUnz flag] dk;kZy; dk;Z fof/k] vkkRekjke ,aM la] u;h fnYyh] 1963</p> <p>2- "kekZ] pUnziky] dk;kZy;hu fgUnh dh izdzfr] lerk izdk"ku] fnYyh]1991</p> <p>3- xksnjs] MkW- fouksn] iz;kstuewyd fgUnh] ok.kh izdk"ku] u;h</p>		

<p>fnYyh] 2009 4- gfj eksgu] dEI;wVj vkSj fgUnh] r{kf"kyk izdk"ku] u;h fnYyh</p>
<p>This course can be opted as an elective by the students of following subjects: baVjehfM,V vFkok led{k ifj{kk mRrh.kZ dj pqds leLr fo kFkhZ bl ikB;dze dk p;u dj ldrs gSA</p>
<p>Suggested Continuous Evaluatio Methods: fyf[kr ijh{kk] izk;ksfxd ijh{kk] ifj;kstuk dk;Z] n{krk ifj{k.k</p>
<p>Suggested Continuous Evaluation methods: dk;kZy; dh dk;Z fof/k dk dk;kZy;ksa esa tkdj izk;ksfxd Kku izklr djuk dEI;wVj dh ewyHkwr tkudkjh izklr djuk] izk;ksfxd ,oa ifj;kstuk dk;Z] dEI;wVj Vkbfiax] ihihVh] ,oa iksLVj cukukA</p>
<p>Course prerequisites: To study this course, a student must have had the subjectin class/12th/certificate/diploma IHkh ds fy, (lkekU; fgUnh Hkk'kk dk KkUk visf{kr)</p>

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
Principles of Macro Economics

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 208 A080201T	Course Title: Principles of Macro Economics	
Course outcomes: On completion of this course, learners will be able to: CO:1 Explains national income, calculation methods of national income, and concepts related to national income. CO2: Relates factors determine national income such as consumption, saving and investment. CO3: Interprets macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth, and foreign trade. CO4: Identify types of banks; explain the meaning and function of commercial banks. CO5: Illustrate how banks create credit, and suggest the instruments to control credit. CO6: Analyze different phases of trade cycle, demonstrate various trade cycle theories, understand the impact of cyclical fluctuation on the growth of business, and lay policies to control trade cycle. CO7: Understand the GDP and Price Level in Short Run and Long Run. CO8: Understand thr foreign exchange and Balance of Payments and Exchange Rate		
Credits: 6	Major Subject Any Faculty (Choose any one of the following)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	Introduction: What is macroeconomics? Macroeconomic issues in an economy.	14
II	National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.	12
III	Determination of GDP: Actual and potential GDP; aggregate expenditure; consumption function; investment function; equilibrium GDP; concepts of MPS, APS, MPC, APC; autonomous expenditure; Concept of multiplier.	12
IV	National Income Determination in an Open Economy with Government: Fiscal Policy: impact of changes in government expenditure and taxes; net exports function; net exports and equilibrium national income. Money in a Modern Economy Concept of money in a modern economy; monetary aggregates; demand for money; quantity theory of money; liquidity preference and rate of interest; money supply and credit creation; monetary policy.	12

V	IS-LM Analysis: Derivations of the IS and LM functions; IS-LM and aggregate demand; shifts in the AD curve.	12
VI	GDP and Price Level in Short Run and Long Run: Aggregate demand and aggregate supply; multiplier Analysis with AD curve and changes in price levels; aggregate supply in the SR and LR.	6
VII	Inflation and Unemployment Concept of inflation; determinants of inflation; relationship between inflation and unemployment: Phillips Curve in short run and long run.	10
VIII	Balance of Payments and Exchange Rate: Balance of payments: current account and capital account; market for foreign exchange; determination of exchange rate.	12

Suggested Readings:

1. Ackley. G (1976): Macroeconomics: Theory And Policy, Macmillan, New York.
2. Ahuja, H. L (2012): Macroeconomics: Theory and Policy, S. Chand & Company, New Delhi.
3. Ahuja, H. L (2012): Samasti Arthshastra, S. Chand & Company, New Delhi.
4. Lal, S. N (2012): Samastibhavi Visleshan, Shiva Publishing House, Allahabad.
5. Branson, W. A (1989): Macroeconomics Theory And Policy, Harper & Row.
6. D. L (1969): Advanced Macroeconomics, McGraw Hill, New York.
7. Dornbusch, Rudiger & startz, Richard (2012): Macroeconomics, Tata McGraw Hill Education.
8. Dwivedi, D. N (2010): Macroeconomics: Theory and Policy, Tata McGraw Hill Education.
9. Gupta, R. D. & Rana, A. S (2009): Keynes post-Keynesian Economics, Kalyani Publishers, New Delhi & Ludhiana.
10. Hansen, A. H (1953): A Guide To Keynes, McGraw Hill.
11. Jhingan, M. L (2010): Macroeconomics, Vrinda Publications, New Delhi.
12. Jhingan, M. L (2012): Samasti Arthshastra, Vrinda Publications, New Delhi.
13. Shapiro, Edward (2005): Macroeconomic Analysis, Galgotia Publications, New Delhi.
14. Sikdar, Saumyen (2011): Principles of Macroeconomics, Oxford University Press, New Delhi.
15. Surrey, M. J. C (1976): Macroeconomic Themes, Oxford University Press. Romer,

Course prerequisites: 12th Standard Passed with sciences or arts/Open to all

Suggested Continuous Evaluation Methods:

Assignment / Test / Quiz(MCQ) / Seminar/ Presentations/ Research orientation of students

Suggested equivalent online courses:

Courses on Swayam / MOOCs

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	1	3	1	2
CO2	1	2	2	1	1	2	1	3
CO3	2	1	1	2	1	2	1	1
CO4	1	1	1	1	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
Entrepreneurship Development

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 209 B Com H 404	Course Title: Entrepreneurship Development	
Course outcomes: Students completing this course will be able to: CO1: Understand the concept of entrepreneur, entrepreneurship and its evolution & development in India for skill development and employability. CO2: Assess the current state, policies, problems of Small Scale Industries and the remedial measures taken by national and international companies for entrepreneurship. CO3: Know the procedure and challenges being faced by small and medium sized enterprises (SMEs) in setting up their operations for skill development and entrepreneurship. CO4: Able to formulate Business Plans for entrepreneurship skill and employability. CO5: Understand the Procedure for setting up of a Small Enterprise. CO6: Know about the Building the right organizational culture and structure. CO7: Know about the business plan. CO8: Understand the technical, social aspects of the business plan.		
Credits: 3	Vocational Subject	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 45		
Units	Topic	No of Lectures
I	Introduction: Meaning of Entrepreneur, evolution, characteristics, types, functions of entrepreneur, distinction between an entrepreneur, intrapreneur and a manager, problem faced by entrepreneurs for skill development.	6
II	Entrepreneurship- concept, theories, process, growth of entrepreneurship in India, factors influencing entrepreneurship, role of entrepreneurship in economic development for skill development.	5
III	Small Scale Industries: Meaning, product range, capital investment, ownership pattern; Importance and role played by SSI in the development of the Indian economy; Problems faced by SSI's and the steps taken to solve the problems; Policies governing SSI's for better understanding of entrepreneurial skills.	7

IV	Sickness in SSI's - Meaning and definition of a sick industry, Causes of industrial sickness, Preventive and remedial measures for sick industries, role of BIFR for entrepreneurship.	6
V	Procedure for setting up of a Small Enterprise: Electronic commerce and small enterprises, Franchising; Leadership in the new economy, hiring the right employees.	5
VI	Building the right organizational culture and structure, the challenge of motivating workers, management succession for entrepreneurship and employability.	5
VII	Business Plan (BP): Meaning and importance of BP, typical BP format- Financial, Marketing, Human Resource.	5
VIII	Technical, Social aspects of the BP, Preparation of BP, Common pitfalls to be avoided in preparation of a BP for better employability in industry and entrepreneurial skill.	6
Suggested Readings:		
<ol style="list-style-type: none"> 1. Michael, P. P.: Entrepreneurship. Tata McGraw Hill. 2. Holt, D. H.: Entrepreneurship: New venture creation. Prentice Hall India. 3. Doliinger, M. J.: Entrepreneurship: Strategies and Resources. Prentice Hall India. 4. Gupta, C. B: Entrepreneurship Development in India. Sultan Chand and Sons. 5. Desai, V.: Problems and Prospects of Small Scale Industry. Himalaya Publishing House. 		
Website Sources:		
<ol style="list-style-type: none"> 1. http://download.nos.org/srsec319new/319EL9.pdf 2. http://www.ymcaust.ac.in/mba/images/Study_Material/Entrepreneurship-Development-notes.pdf 3. http://www.yourarticlelibrary.com/industries/small-scale-industries-in-india-definition-characteristic-and-objectives/23464 4. http://www.economicdiscussion.net/india/industrial-sickness/industrial-sickness-meaning-incidence-nature-and-factors-causing-it/11045 		
This is an elective course open for all.		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Assignment/ Seminar (10 Marks) • Viva (10 Marks) • Attendance (5 Marks) 		
Suggested equivalent online courses:		
IGNOU & Other centrally/state operated Universities / MOOC platforms such as "SWAYAM" in India and Abroad.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	3	1	1	1	1
CO2	1	1	3	1	1	2	1	1
CO3	1	1	2	1	3	1	2	1
CO4	1	2	2	1	2	1	3	2
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	3
CO2	1	2	3
CO3	2	1	2
CO4	3	2	3
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
Engaging with Pedagogies EWP-1 (Practical)

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 210 E030202P	Course Title: Engaging with Pedagogies EWP-1	
Course outcomes: After the completion of this course, the students will be able to CO1: Analyze the secondary school curriculum from various perspective. CO2: Design and develop unit and lesson plans. CO3: Design and identify relevant audio-visual materials for classroom teaching. CO4: Design and develop achievement tests related to their subjects.		
Credits: 3	Vocational Subject	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 45		
Units	Topic	No of Lectures
I	Every student will be required to perform the following activities: <ul style="list-style-type: none"> • Analyze the secondary school curriculum of at least two educational boards, and prepare a report based on its critical appraisal of five parameters • Design and develop five unit plans based on prescribed secondary school curriculum related to his/her discipline. • Design and develop five lesson plans each, from both the courses, based on the topics taught to you by your teachers. • Plan, prepare, and identify traditional and online audio-visual materials helpful in the teaching of your subjects at the secondary level. Design and develop an achievement test related to your subject	45P
Suggested Readings:		
1. Costa, A.L. (2001). Developing Minds: A resource book for teaching thinking. Alexandria, VA, USA: Association for Supervision & Curriculum Development. 2. Freire, P. (1972). Pedagogy of the oppressed. New York: Herder and Herder. 3. Lang, J.M. (2016). Small teaching: Everyday lessons from the science of learning. San Francisco: Jossey-Bass.		

Website Sources: <ol style="list-style-type: none"> Costa, A.L. (2001). <i>Developing Minds: A resource book for teaching thinking</i>. Alexandria, VA, USA: Association for Supervision & Curriculum Development. Freire, P. (1972). <i>Pedagogy of the oppressed</i>. New York: Herder and Herder. Lang, J.M. (2016). <i>Small teaching: Everyday lessons from the science of learning</i>. San Francisco: Jossey-Bass.
This course can be opted as an elective by the students of the following subjects: Open for all
This is an elective course open for all.
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> The students will be assessed by classroom presentations, workshops, discussion forums, and engaging in dialogue and practices in individual and group settings.
Suggested equivalent online courses: CEC Programmes
Further Suggestions:

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	1	1	1	1
CO2	1	1	1	2	1	2	1	1
CO3	1	1	2	1	1	1	2	1
CO4	1	2	2	1	2	1	3	2
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	3
CO2	1	2	3
CO3	2	1	2
CO4	3	2	3
CO5	1	2	1
CO6	2	1	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
1st Year, Semester-II
First Aid and Health

Programme/Class: Certificate	Year: 1	Semester: II
Subject: Journalism		
Course Code: JMC 211 Z020201	Course Title: First Aid and Health	
<p>Course outcomes: On completion of this course, learners will be able to: CO1: Learn the skill needed to assess the ill or injured person and also learn the skills to provide CPR to infants, children and adults. CO2: Learn the skills to handle emergency child birth. CO3: Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence. CO4: Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive and helps to understand natural changes of adolescence and learn the skill to identify Mental Health status and Psychological First Aid.</p>		
Credits: 2	Co- Curricular Subject	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 30		
Units	Topic	No of Lectures
I	<p>A. Basic First Aid</p> <ul style="list-style-type: none"> • Aims of first aid & First aid and the law. • Dealing with an emergency, Resuscitation (basic CPR). • Recovery position, Initial top to toe assessment. • Hand washing and Hygiene • Types and Content of a First aid Kit <p>B. First AID Technique</p> <ul style="list-style-type: none"> • Dressings and Bandages. • Fast evacuation techniques (single rescuer). • Transport techniques. <p>C. First aid related with respiratory system</p> <ul style="list-style-type: none"> • Basics of Respiration. • No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging, • Swelling within the throat, Suffocation by smoke or gases and Asthma. <p>D. First aid related with Heart, Blood and Circulation</p> <ul style="list-style-type: none"> • Basics of The heart and the blood circulation. • Chest discomfort, bleeding. <p>D. First aid related with Wounds and Injuries</p> <ul style="list-style-type: none"> • Type of wounds, Small cuts and abrasions • Head, Chest, Abdominal injuries • Amputation, Crush injuries, Shock 	7

	<p><i>E. First aid related with Bones, Joints Muscle related injuries</i></p> <ul style="list-style-type: none"> Basics of The skeleton, Joints and Muscles. <p>Fractures (injuries to bones).</p>	
II	<p><i>F. First aid related with Nervous system and Unconsciousness</i></p> <ul style="list-style-type: none"> Basics of the nervous system. Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. <p><i>G. First aid related with Gastrointestinal Tract</i></p> <ul style="list-style-type: none"> Basics of The gastrointestinal system. Diarrhea, Food poisoning. <p><i>H. First aid related with Skin, Burns</i></p> <ul style="list-style-type: none"> Basics of The skin. Burn wounds, Dry burns and scalds (burns from fire, heat and steam). Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. <p><i>I. First aid related with Poisoning</i></p> <ul style="list-style-type: none"> Poisoning by swallowing, Gases, Injection, Skin <p><i>J. First aid related with Bites and Stings</i></p> <ul style="list-style-type: none"> Animal bites, Snake bites, Insect stings and bites <p><i>K. First aid related with Sense organs</i></p> <ul style="list-style-type: none"> Basic of Sense organ. Foreign objects in the eye, ear, nose or skin. Swallowed foreign objects. <p><i>L. Specific emergency satiation and disaster management</i></p> <ul style="list-style-type: none"> Emergencies at educational institutes and work Road and traffic accidents. Emergencies in rural areas. Disasters and multiple casualty accidents. Triage. <p><i>M. Emergency Child birth</i></p>	8
III	<p><i>Basic Sex Education</i></p> <ul style="list-style-type: none"> Overview, ground rules, and a pre-test Basics of Urinary system and Reproductive system. Male puberty — physical and emotional changes Female puberty — physical and emotional changes Male-female similarities and differences Sexual intercourse, pregnancy, and childbirth Facts, attitudes, and myths about LGBTQ+ issues and identities Birth control and abortion Sex without love — harassment, sexual abuse, and rape Prevention of sexually transmitted diseases. 	7
IV	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> What is Mental Health First Aid? Mental Health Problems in the India The Mental Health First Aid Action Plan Understanding Depression and Anxiety Disorders 	

	<ul style="list-style-type: none"> • Crisis First Aid for Suicidal Behavior & Depressive symptoms • What is Non-Suicidal Self-Injury? • Non-crisis First Aid for Depression and Anxiety • Crisis First Aid for Panic Attacks, Traumatic events • Understanding Disorders in Which Psychosis may Occur • Crisis First Aid for Acute Psychosis • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal <p>Using Mental Health First Aid</p>	8
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Suggested Readings:

1. Indian First Aid Manual-<https://www.indianredcross.org/publications/FA-manual.pdf>
2. Red Cross First Aid/CPR/AED Instructor Manual
3. <https://mhfa.com.au/courses/public/types/youthedition4>
4. Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes against Children Research Center.
5. www.unh.edu/ccrc/pdf/CV192.pdf
6. Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.
7. Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.
8. Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html
9. Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. <https://marshallmemo.com/marshall-publications.php#8>

Suggested Continuous Evaluation Methods:
Assignments, Presentation, Group Discussion, and MCQ

Suggested equivalent online courses:

- <https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online>
- <https://www.firstaidforfree.com/>
- <https://www.coursera.org/learn/psychological-first-aid>
- <https://www.coursera.org/learn/mental-health>

Further Suggestions- MOOCs, CEC & MHRD Programmes

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad

Bachelor of Arts in Journalism

Advertising and Public Relations

Programme/Class: Diploma/BAJ	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC-301 (A270301T)	Course Title: Advertising and Public Relations	
<p>Course outcomes: The student at the completion of the course will be able to:</p> <ul style="list-style-type: none"> • Prepare the students to understand basic concept of Advertising. • Students will get familiar with different types of advertisement. • Acquaint students with practical knowledge of various types of advertising. • Students have to understand the concept of Public Relation. • Students will know about the various mean of Public Relations. • To know about the ethics of advertisement and Public relation. • After completion of this course students will be skilled in relevant field. • Students will be prepare as a PR professional to handle global challenges in the relevant field. 		
Credits: 4	Major Subject (Core Compulsory)	
Max. Marks: 25+75	Min. Passing Marks:40	
Total No. of Lectures- 60		
Units	Topic	No of Lectures
I	Advertising: Concepts, Definition, Types and Functions; Evolution of Advertising	03
II	Advertising Agencies: Functions, Organizational structure; Advertising and Marketing mix; Advertising and Marketing Research.	10
III	Theories of advertising, Motivation theory, Consumer Behavior, Advertising Appeals	09
IV	Consumer Behavior: Factors, Models, and Brand positioning; Creative strategies; Creating ads for FMCG products; Brand Promotions and Sales Promotions; Advertisements and Ethics; ASCI	08
V	Advertising Research: Importance and Types; Online Advertising: Process, Scene, Types and Creation Measuring Online Advertising: CPC, CPM and other Methods	8
VI	Public relation: Nature and Scope; History; Definition; Role and Functions of PR; Publicity, Public Opinion, Propaganda, Public affairs and lobbying	6
VII	PR Tools: House Journals, Press Conferences, Press Releases, Exhibitions, Advertising, Media tour; PR in Public Sector, Private Sector and Multi nationals	8

VIII	PRSI Theories of PR: Symmetrical & Asymmetrical; PRO; Corporate Communication: Corporate Image and Identity.	8
Suggested Readings:		
<ul style="list-style-type: none"> • Mass Communication in India: Kumar, Kewal J., Jaico Publication • Dr. Umesh Kumar, Digital Advertising • Advertising Management: David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New Delhi • Dr. Umesh Kumar, Advance Advertising • JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications, New Delhi. • Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd. 		
<ul style="list-style-type: none"> • BN Ahuja and SS Chhabra, Advertising, surjeet Publications, New Delhi • C K Sardhana, Challenge of Public Relations, Har-Anand Publication, New Delhi • William F, Contemporary Advertising, Arens & Bovee 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions 		
Further Suggestions:		
It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels as per their socio-economic structure.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

**CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
 Graphics and Design for Advertising (Practical)

Programme/Class: DIPLOMA	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC- 302 (A270302P)	Course Title: Graphics and Design for Advertising (Practical)	
Course outcomes: CO1: Able to design advertising and Make Plan for that. CO2: Understand Public Relation and able to make a good Public Relation. CO3: Know press briefing, Press Conference and others. CO4: Able to understand advertising campaigning. This paper will provide the opportunities of skills as well employability and entrepreneurship.		
Credits: 2	Major Subject (Core Compulsory)	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lab.periods-30 (60 hours)		
Unit	Topic	No. of lab. periods
I	Design Print Advertising for his/her Institute.	6
II	Design Visual Advertising for his/her Institute and also for any historical or religious place.	12
III	Prepare Radio Advertisement for his/her Institute.	5
IV	Case study of any one the advertising National Campaign.	7
Suggested Readings: <ul style="list-style-type: none"> • Advertising Management: David A. Parker, Rajiv Batra, Practice Hall, New Delhi. • BN Ahuja and SS Chhabra, Advertising , Surjeet Publications, New Delhi. • William F, Contemporary Advertising, Arens & Bovee. 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Assessment of observation report. • Preparation of advertising. • Evolution of Case Study. 		

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	1	1	1	1
CO2	1	1	1	2	1	1	1	1
CO3	3	1	1	1	1	3	1	1
CO4	1	2	1	1	1	2	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	1
CO2	2	1	1
CO3	1	1	3
CO4	1	1	2

IFTM University, Moradabad
Bachelor of Arts in Journalism
Radio and TV Journalism

Programme/Class: Certificate	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC- 303	Course Title: Radio and TV Journalism	
<p>Course outcomes: Students will be able to understand CO1: History of radio and writing for radio. CO2: Interviewing techniques of radio and importance of research. CO3: Community radio and recent trends in radio. CO4: International culture of radio. CO5: History of TV and scope of TV journalism CO6: Writing for TV and its impact on society. CO7: Different types of TV programmes. CO8: Basics of video editing. This course will provide the vast opportunities of employability at global level.</p>		
Credits: 6	Major Subject Elective	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
Topic		
I	History of Radio in India; Writing for radio; Radio news bulletin making; News editors, Producer, Radio report; Radio Jockey	12
II	Radio Interview, Radio Feature & Radio Talk; Audience Research	10
III	SFX; Community Radio; Educational Radio; Recent Developments in FM Broadcast	10
IV	National Programmes of All India Radio; BBC and other International Radio Stations	10
V	History of Television in India; Scope of Television Journalism; TV Newsroom: TV news bulletin making; News Editor, Producer, TV Correspondents	12
VI	Techniques of writing TV News; TV News Production; Anchoring; TV Interview; Impact of television on society	12
VII	Television Documentaries; News Magazines and Talk Shows; Field Research; Interviewing; Cable TV	12
VIII	Satellite Channels and its effects on Society; Video Editing; Soap Operas; Other Entertainment Programmes	12
Suggested Readings:		

<ol style="list-style-type: none"> 1. Belavadi, Vasuki, Video Production, OUP. 2. Dancyger, K, The technique of film and video editing. Boston: Focal Press, 1993. 3. Jhingaran, Prabhu, Television Ki Duniya, Pratham Sanskaran, Bharat Book Center, Lucknow, 1998. 4. Millerson, G., & Millerson, G, Television Production. Oxford: Focal Press, 1999. 5. Singh, Dr. Ajay Kumar, Electronic Patrkarita, Praham Sanskankaran, Lokbharti Prakashan, Allahabad, 2014. 6. Zetl, H, Television Production Handbook.
<p>Suggestive digital platforms web links- https://onlinecourses.swayam2.ac.in/cec21_hs03/preview https://onlinecourses.swayam2.ac.in/nos20_sc25/preview</p>
<p>This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject</p>
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions <p>Attendance</p>
<p>Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.</p>

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism

Professional Photography & Video Production

Programme/Class: Certificate	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC- 304	Course Title: Professional Photography & Video Production	
Course outcomes: Students will be able to understand CO1: History of camera. CO2: Different types of lenses and different types of filters. CO3: Technical features of camera. CO4: Types of technologies. CO5: Lighting techniques. CO6: Sound recording technique. CO7: Printing Techniques. CO8: Different Accessories. This paper will provide the job opportunity at global level.		
Credits: 6	Major Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 90		
Units	Topic	No of Lectures
I	History of camera, different types of cameras, photographic films, different types of tapes.	11
II	Different types of lenses; different types of filters, view finder, adopter, microphone, lens hood, aperture rings, focus rings, zoom rings, gain control.	11
III	Technical features: aperture, shutter speed, exposure, focus & focal length, white balance, lens speed, depth of field, principles of axis, pixel, resolution	11
IV	Types of technologies: CCD, CMOS, optical zoom, NTSC, PAL, SECAM.	11
V	Lighting technique: Natural light; Three point lighting technique; Hard light & soft light, Types of artificial lights; Density glass, reflector, separator, dimmer, exposure meter, studio light, colour temperature.	14
VI	Sound recording technique: Types of microphone	10
VII	Printing technique: Photo printing machine, toner, grade and selection of papers, photo developing & enlarging technique	11
VIII	Accessories: memory card, hard disk, cable and connectors, battery	11
Suggested Readings: 1. Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition.		

<ol style="list-style-type: none"> 2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition. 3. The Photographer's Handbook. 1999 by John Hedgecoe. Alfred A. Knopf Publisher,. 4. Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland. 5. Ang, T. (2008). Fundamentals of modern photography. London: Mitchell Beazley. 6. Langford, M. Starting photography. Oxford: Focal Press.
<p>Suggestive digital platforms web links- https://onlinecourses.swyam2.ac.in/cec21_hs03/preview https://onlinecourses.swyam2.ac.in/nos20_sc25/preview</p>
<p>This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject</p>
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions <p>Attendance</p>
<p>Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.</p>

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad

Bachelor of Arts in Journalism

Social Change & Social Movements

Programme/ Class: Diploma	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC-305 (A070301T)	Course Title: Social Change & Social Movements	
Course Learning outcomes:		
On completion of this course, learners will be able to: CO1: This paper is designed in a manner, so that students are introduced to the concepts related to Social change and Social Movement. CO2: This course will introduce students to the dynamic aspect and dissension tendencies of society. CO3: The critical evaluation would enable students to come out with better suggestions, contributing in cohesion of society. CO4: Students will understand the nature of the society. CO5: Students will understand the characteristics of society. CO6: Students will understand the process of social reforming. CO7: This paper will provide the employment opportunity. CO8: After completion of this paper students will able to handle the challenges of society.		
Credits: 6	Major Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of Lectures- 90		
Unit	Topics	No. of Lectures
I	Concept, Meaning & Nature of Social change, Factors of Social Change, Change in structure and Change of structure.	12
II	Types of Social change: Evolution, Development, Progress and Revolution.	12
III	Theories of Social Change: Linear, Cyclical, Demographic, and Economic (Conflict). Information technology and Social Change.	11
IV	Processes of Social Change in India: Sanskritization, Westernization, Modernization. Concept & Impact of Secularization and Globalization. Parochialisation and Universalization.	11
V	Concept & Meaning of Social Movement, Nature, Definitions and Characteristics of Social Movements.	11
VI	Social Movement and Social Change, Types of Social Movement: Reform, Rebellion, Revival, Revolution, Insurrection, Counter Movement.	11
VII	Theories of Social Movement: Structural –functional, Marxist, Resource Mobilization Theory, New Social Movement.	11
VIII	Social Movement in India: Peasant movement, Labour movement, Dalit movement, Women’s movement, Environmental movement.	11
Suggested Readings:		
1. Social change :W F Ogburn 2. Theories of social change: A critical appraisal -Raymond Boudon 3. The theory of social change- John McLeish 4. Social change in India : Crisis and resilience - Yogendra Singh 5. Social movement and Social Transformation -MSA Rao 6. Protest and change : Studies in social movement -T K Oommen 7. Social movements in india- Ghanshyam Shah		

CO6	1	2	1	
CO7	1	1	1	
CO8	2	2	1	

IFTM University, Moradabad**Bachelor of Arts in Journalism**

History of Economic Thought

Programme/Class:
Diploma**Year:** 2**Semester:** III**Subject:** Journalism**Course Code:**
JMC- 306
(A080301T)**Course Title:**
History of Economic Thought**Course Learning outcomes:**

On completion of this course, learners will be able to:

CO1: To learn and discuss, at an advanced undergraduate level, how the economic thought has evolved over time.

CO2: Introducing students to the critical comparison of the contributions of the main schools of economics.

CO3: To introduce & highlight before the students about Indian Economic Thinkers and their valuable contribution in the field of Economics.

CO4: The classical, the marginalize revolution and its application to the theories of general and partial equilibrium, the current macroeconomic debate between the neo-classical and the Keynesian school.

CO5: Students will able to understand the division of labour, theory of value.

CO6: Students will able to understand the dynamics of social change.

CO7: This paper will provide the opportunities of employability.

CO8: After completion of this course students can start the consultancy in relevant subject.

Credits: 6**Major Subject (Elective)****Max. Marks:** 25+75**Min. Passing Marks:** 40**Total No. of Lectures-** 90

Unit	Topics	No. of Lectures
I	Kautilya, Valluvar, Dada Bhai Naoroji, RC Dutt, BR Ambedkar, R M Lohia, Gandhian Economics	12
II	Pt. Deen Dayal Upadhyay, JK Mehta, A K Sen, J. Bhagwati, A.K Mathur,	12
III	Early Period: Economic thought of Plato and Aristotle – Doctrines of Just Cost and Just price.	11
IV	Mercantilism: Main Characteristics; Thomas Munn - Physiocracy: Natural Order, Primacy of Agriculture, Social Classes, Tableau Economique, Taxation, Turgot – Economic ideas of Petty, Locke and Hume.	11
V	Classical Period: Adam Smith - Division of Labour, Theory of Value, Capital Accumulation, Distribution, Views on Trade, Economic Progress; David Ricardo - Value, Theory of Rent, Stationary State, Distribution, Ideas on International Trade; Thomas R. Malthus - Theory of Population, Theory of Gluts.	11
VI	German Romantics and Socialists — Sismondi, Karl Marx — Dynamics of Social Change, Labour Theory of Value, Surplus Value, Profit, And Theory of Capitalist Crisis; Economic Ideas of J.B. Say, J.S. Mill.	11
VII	Marshall as a Great Synthesizer: Role of Time in Price Determination, Economic Methods, Ideas on Consumer's Surplus, Elasticity, Representative Firm, Quasi-Rent, Pigou: Welfare Economics; Schumpeter: Role of Entrepreneur and Innovations.	11
VIII	Marginalists: The Precursors of Marginalism, Cournot, Gossen— The Marginalist Revolution: Jevons, Walras and Menger - Bohm- Bawark, Wicksell and Fisher: Quantity Theory of Money; Economic Ideas of Wicksteed and Weiser.	11

Suggested Readings:

1. Bhatia, H. L: History of Economic Thought, Vikash Publishing House.
2. Blackhouse, R (1985): A History of Modern Economic Analysis, Basil Blackwell, Oxford.
3. Ganguli, B. N (1977): Indian Economic Thought: A 19th Century Perspective, Tata Mcgraw Hill.
4. Hajela, T. N (2011): Aarthik Vicharon Ka Itihas, Ane Books.
5. Hajela, T. N (2011): History of Economic Thought, Ane Books.
6. Hunt, E. K & Lautzenheiser, Mark (2011): History of Economic Thought: A Critical Perspective, Phi Learning.
7. Jhingan, M. L (2008): Aarthik Vicharon Ka Itihas, Vrinda Publications, New Delhi.
8. Kautilya (1992), The Arthashastra, Translated And Introduced By L. N. Rangarajan, Penguin Books.
9. Loknathan, V (2009): History of Economic Thought, S. Chand & Company.
10. Roll, Eric : History of Economic Thaught, Faber.
11. Schumpeter, J.A (1954): History of Economic Analysis, Oxford University Press, New York.
12. Sinha, V. C (2011): Aarthik Vicharon Ka Itihas, Mayur Pu
13. Staley, Charles. E, "A History of Economic Thought: From Aristole To Arrow", Blackwell Publishing

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

Assignment / Test / Quiz(MCQ) / Seminar/ Presentations/ Research orientation of students

Suggested equivalent online courses:

Courses on Swayam / MOOCs

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
 Multimedia Journalism

Programme/Class: Diploma	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC- 307	Course Title: Multimedia Journalism	
Course outcomes: Students will be able to understand CO1: Students will know the basics of multimedia for skill development. CO2: Students will understand multi platform communications for skill development and employability. CO3: Students will learn about making audio and video content for skill development, employability and entrepreneurship. CO4: Students will understand mobile journalism for skill development, employability and entrepreneurship. CO5: Social and cultural effects of multimedia. CO6: Impact of multimedia on traditional formats. CO7: ICT and social transformation. CO8: Issues of multimedia.		
Credits: 3	Major Subject Elective (Vocational)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures- 45		
Units	Topic	No of Lectures
I	Introduction to Multimedia; Multimedia and interactivity, Basics of multimedia reporting.	6
II	Importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story, ideas, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.	6
III	Multi-platform Communications; Leads and Nut Graphs, News Writing for Web, Content Development.	6
IV	Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.	5
V	Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound.	6
VI	Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story and writing.	5
VII	Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture.	6
VIII	Corporate websites, web feature stories, key points for web interactive narrative, interactive users vs. linear narratives, Interactive	5

writer.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K, Social media marketing: A strategic approach. Mason, OH: South-Western Cengage Learning, 2013. 2. Bonim, Andrew, Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web. 3. Christopher, Callahan, A Journalist's Guide to the Internet: The Net as a reporting tool. 4. Crumilish, ABC of the Internet. 5. Curtin, Danis P, Information Technology. 6. Mishra , R.C, Cyber Crime: Impacts in the New Millennium, Author Press. 7. Satish D, Kaila, Rajesh Prabhakar, Blogs: Emerging Communication Media, The ICFAI University Press. 8. Sekhar, Pulugurta Chandra, New Media: The virtual media, Vol 1, B.R. Publishing Corporations. 	
<p>Suggestive digital platforms web links- https://onlinecourses.swayam2.ac.in/cec21_hs03/preview https://onlinecourses.swayam2.ac.in/nos20_sc25/preview</p>	
<p>This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject</p>	
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance	
<p>Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skillingthe people at different levels.</p>	

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1

CO8	1	1	2	1	1	1	1	2
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CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad
Bachelor of Arts in Journalism
Media Marketing

Programme/Class: Certificate	Year: 2	Semester: III
Subject: Journalism		
Course Code: JMC- 308	Course Title: Media Marketing	
Course outcomes: Students will be able to understand CO1: Basic concept of marketing and marketing mix. CO2: Need for Effective marketing. CO3: Objectives of marketing. CO4: Organizational factors of planning in marketing. CO5: Different types of marketing. CO6: Promotion mix in marketing. CO7: Role of TRP in marketing. CO8: Challenges in multinational marketing. This course will provide the job opportunity at global level.		
Credits: 3	Minor Subject (Elective)	
Max. Marks: 25+75	Min. Passing Marks: 40%	
Total No. of Lectures-45		
Units	Topic	No of Lectures
I	Marketing: Concept and Definition, Marketing Mix elements, Globalisation, competition.	6
II	Need for effective marketing, Marketing and Selling, New trends in marketing.	5
III	Media marketing objectives, differentiation strategies, Factors influencing marketing.	6
IV	Plans: organizational factors - social, economic, technological, legal and political factors	5
V	Target market: niche marketing, types of market, characteristics of the Indian market, Need for market study,.	6
VI	Global brands and market perception; Promotion mix in marketing – advertising, Public relations and publicity; Sales promotion techniques.	6
VII	Corporate and brand image building; Direct marketing strategies: telemarketing and online marketing; Integrated Marketing Communication: Need for integrated approach, Role of TRP in media marketing.	6
VIII	Cross cultural marketing programmes, challenges in multinational marketing, ethical issues in marketing,	5

	consumer rights and forums.	
Suggested Readings:		
<ol style="list-style-type: none"> 1. Market Management by Philip Kotler 2. Business Communication by K.K. Sinha Galgotia Publication 3. Principle of Marketing by Philip Kotler & Gary Armstrong 4. Marketing by Steven J. Skinner 5. Argenti, P. A. (2009). Strategic corporate communication: A global approach for doing business in the new India. New York: McGraw-Hill. 6. Jethwaney, J. (2010). Corporate communication: principles and practice. Oxford: Oxford University Press. 		
Suggestive digital platforms web links-		
https://onlinecourses.swayam2.ac.in/cec21_hs03/preview https://onlinecourses.swayam2.ac.in/nos20_sc25/preview		
This course can be opted as an elective by the students of following subjects: Open for all The eligibility for this paper is 10+2 with any subject		
Suggested Continuous Evaluation Methods: <ul style="list-style-type: none"> • Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions Attendance		
Further Suggestions: It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.		

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

IFTM University, Moradabad

Bachelor of Arts in Journalism

Human Values and Environment studies

Programme / Class: Diploma	Year: 2	Semester: III
Minor Subject (Co-Curricular Course) Vocational		
Course Code: JMC- 309 (Z030301T)	Course Title: Human Values and Environment studies	
<p>Course outcomes:</p> <p>CO1: The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity.</p> <p>CO2: The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values.</p> <p>CO3: Building fundamental knowledge of the interplay of markets, ethics, and law. Look at various challenges faced by individual to counter unethical issues. Look at core concepts for business ethics. Look at core concepts of anti-corruption. Look at core concepts for a morally articulate solution evolver to management issues in general. Issues of sustainable development for a better environment. To know how environmental degradation has taken place. Beware of negotiations and international efforts to save environment. How to develop sustainably? Efforts taken up by UN in Sustainable Development. Efforts taken by India in Sustainable Development.</p> <p>CO4: The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operational is ethical choices. The course integrates various. This course will provide the job opportunities at global level.</p>		
Credits: 2		
Max. Marks: 100		Min. Passing Marks: 40
<p>Total No. of Lectures- 30 As the course requires two areas of Human Values and Environment Studies institutions can even opt for a parallel delivery</p>		
Unit	Topics	No. of Lectures Total=30
I	<p>Human Values- Introduction-Values, Characteristics, Types, Developing Value System in Indian Organization, Values in Business Management, value based Organization, Trans-cultural Human values in Management. Swami Vivekananda's Philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam View on role of parents and Teachers.</p> <p>Human Values and Present Practices– Issues: Corruption and Bribe, Privacy Policy in Web and Social Media, Cyber threats, Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.</p> <p>Principles of Ethics</p> <p>Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features, Levels of value Implementation. Features of spiritual Values,</p> <p>Corporate Social Responsibility- Nature, Levels, Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji</p>	8

	And Bill Gates.	
II	<p>Holistic Approach in Decision making- Decision making, the decision making process, The Bhagavad Gita: Techniques in Management, Dharma and Holistic Management.</p> <p>Discussion through Dilemmas –</p> <p>Dilemmas in Marketing and Pharma Organizations, moving from Public to Private–monopolycontext, Dilemma of privatisation, Dilemma on liberalization, Dilemma on Social media and cyber security, Dilemma on Organic food, Dilemma on standardization, Dilemma on Quality standards. Case Studies.</p>	7
III	<p>Ecosystem: Concept, structure & functions of ecosystem: producer, consumer, decomposer, food web, food chain, energy flow, Ecological pyramids</p> <p>Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity</p> <p>Role of individual in Pollution control</p> <p>Human Population & Environment</p> <p>Sustainable Development</p> <p>India and UN Sustainable Development Goals</p> <p>Concept of circular economy and entrepreneurship</p>	7
IV	<p>Environmental Laws, International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index. Importance of Indian Traditional knowledge on environment, Bio assessment of Environmental Quality, Environmental Management System, Environmental Impact Assessment and Environmental Audit.</p>	8

Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangalet.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.
3. Human Values by A. N. Tripathi New Age International
4. Environmental Management by N. K. Oberoi
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
6. <https://www.india.gov.in/my-government/schemes>
7. <https://www.legislation.gov.uk/ukpga/2010/23/contents>
8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through case studies and dilemmas. Assignments, Presentation, Group Discussions. This will instill in student. A sense of decision making and practical learning. The course participants can be evaluated on the following structure.

- Assignments(10)
- Presentation(10)
- Attendance (5)
- Final exam (75)

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	1
CO2	2	1	1
CO3	1	1	3
CO4	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	1	1	1	1
CO2	1	1	1	2	1	1	1	1
CO3	3	1	1	1	1	3	1	1
CO4	1	2	1	1	1	2	1	2

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Media Law and Ethics (Theory)

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 401 A270401T	Course Title: Media Law and Ethics (Theory)	
<p>Course outcomes: CO1: Learn about history of media laws. CO2: To know about the various laws applicable to media person. CO3: Understand basics about the media laws. CO4: To know about the legislature reporting. CO5: To know about the different types of acts regarding: Contempt of Court; Defamation; Right to Information; Official Secrets Act CO6: Understand the Prasar Bharati Act; Copyright Act; PCI CO7: To know about code of conduct of different organizations. CO8: Understand the different types of media issues.</p>		
Credits: 4	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 60		
Unit	Topic	No. of Lectures
I	Constitution of India; Fundamental rights; Freedom of Speech and Expressions and their limitations	7
II	Brief history of Press Laws in India; Emergency and its impact on media	8
III	Provisions for legislature reporting; Parliamentary privileges in reference with media	8
IV	Contempt of Court; Defamation; Right to Information; Official Secrets Act	7
V	Press and Registration of Books Act; Working Journalist Act 1955; Cinematograph y Act (1953); Information Technology Act; Film Censorship	8
VI	Prasar Bharati Act; Copyright Act; PCI	8
VII	Sedition and inflammatory writings: IPC and CrPC; Code of conduct for journalists; ASCI Code of Conduct; PRSI Code of Conduct	7
VIII	Media Related Issue	7
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Don Pember Mass Media Law, McGraw-Hill Higher Education • M Neelamalar, Media Laws and Ethics, PHI Learning Pvt. Ltd.s 		

- Dileep Kumar, Rakesh Kumar and Amitabh Srivastav, Media Laws and Ethics, Mackhingeepublisher
- Shipra Kumari, Indian Laws and Press, Omega publication
- Rayudu, C.S. and Nageshwar Rao SB, Mass Media — Laws and Regulations, Himalaya PublishingHouse,
- Nand Kishore Trikha, Press Vidhi

PK Badhopadhyay and Kuldeep S. Arora, Journalistic Ethics

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

- Janmadhyam: Kanoon Evem Uttardayitva - Dr.Shrikant Singh
- DD Basu, Press Laws, Prentice Hall Pub.
- Mass Media Laws and Regulations in India, AMIC Publication
- Surender Kumar ManoharPrabhakar, Bharat Mein Press Vidhi

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as“SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Print Media Production (Practical)

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 402 A270402P	Course Title: Print Media Production (Practical)	
Course outcomes:		
<ul style="list-style-type: none"> • Able to produce photo feature • Plan & prepare Print Media content. • Develop understanding for house journal publication. • Able to understand the page designing. 		
Credits: 2	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of lab.periods-30 (60 hours)		
Unit	Topic	No. of lab. periods
I	All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D. format to the concerned Department.	8
II	All the students have to make their Institute's House Journal of at least of 20 pages including articles, Photographs, and stories etc.	8
III	All the students have to write 05 articles on any two current social issues and make a separate file and submit it to the concerned Department.	7
IV	All the students have to create a photo feature with at least 07 photographs of size 12x15 inches and submit the print out of the same in the concerned Department.	7
Suggested Readings:		
<ol style="list-style-type: none"> 1. N. N Sarkar, Art and Print Production. 2. Kayanna Pace Designer's Guide to Print Production. 3. Wayne Collins Graphic Design and Print Production Fundamentals. 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Evaluate Newspaper layout and design • Evaluate Magazine quality • Evaluate Articles written by Students 		

Further Suggestions:

- Students may develop their managerial skills & Interior designing skills after completion this course with the capability to opt for a job or start their own ventures.

The program giving an opportunity to advancement their knowledge by enrolling for advanced specialized program of their own area of need & interest.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Film Appreciation

Programme/Class: DIPLOMA	Year: 1	Semester: IV
Subject: Journalism		
Course Code: JMC 403	Course Title: Film Appreciation	
<p>Course outcomes: CO1: Define the film & its concepts for skill development. CO2: Distinguish between the different types of films for skill development. CO3: Describe the different aspect of films for skill development. CO4: Apply the knowledge in analyze the needs of films in media cinema industry while launching a making a short film, documentary film, tele film and any other film organization and promotional strategies for skill development, employability and entrepreneurship. CO5: To know about the post production. CO6: Understand the film marketing. CO7: To know about the challenges and prospects of the Indian Cinema. CO8: Understand the different types of film organizations.</p>		
Credits: 6		Core Compulsory / Elective
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 90		
Unit	Topic	No. of Lectures
I	Film appreciation: Introduction; History and development of film in India.	10
II	Types of films –feature film, commercial film, art film, documentary film, short film, public relation film, news film, public interest film, advertising film, animation film.	12
III	Film production: Pre production: Theme budget & planning, production team and instruments, one line, developed story, script, story board, research.	12
IV	Production: Location shooting, cinematography, outdoor & indoor shooting, lighting technique, sound recording technique, importance of dope sheet.	10
V	Post production: Editing, dubbing, mixing, narration//voice over, background music, special effects, master print & copy.	12
VI	Film marketing: Film marketing process, distribution, distribution area, publicity, promo, stunt publicity.	10
VII	Challenges and prospects of the Indian film industry, regional cinemas.	12
VIII	Film organizations – FTII, NFDC, Sensor board, role & responsibilities of Censor board, Censor board certification– ‘A’, ‘U’, ‘A/U’.	12

Suggested Readings:

1. Tiwari, Vinod Film Athva TV, May Edition, Pustak Mahal Delhi, 2002.
2. Gazetas, A, An Introduction to World Cinema. Jefferson, NC: McFarland, 2000.
3. J., Saldi, R., & Manjula, S. (n.d.). Indian cinema through the century.
4. Phillips, L. R., & Phillips, J. M, Film appreciation. New York: Gordon Press, 1979.
5. Tripathi, Dr., Ramesh Chandra, Agrwal, Dr. Pawan, Media Lekhan, Bharat Prakashan Lucknow, Pratham , Sanskaran, 2001.
6. Vilanilam, Prof. , J.V, Shukla, Dr. Shashi Kant, Bharat Me Sanchar Aur Jan Sanchar, Pratham Sanskaran, Madhya Pradesh Hindi Granth Academy, Bhopal, 2002.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as“SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	1	2	1	1	1	2	1	2
CO4	1	1	1	2	1	2	1	1
CO5	1	2	2	1	1	1	1	3
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	2	3	1
CO6	3	1	1
CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism

2nd Year, Semester-IV

Journalism

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 404 A020401T	Course Title: Journalism	
<p>Learning Objectives:</p> <p>CO1: To understand the role of journalism in society and its evolution over time.</p> <p>CO2: To identify the various types of journalism and their functions.</p> <p>CO3: To analyze the ethical standards and codes of conduct in journalism.</p> <p>CO4: To understand the role of journalism in a democratic society.</p> <p>CO5: To identify the various types of journalism and their functions.</p> <p>CO6: To understand the role of journalism in a democratic society.</p> <p>CO7: To analyze the ethical standards and codes of conduct in journalism.</p> <p>CO8: To understand the role of journalism in a democratic society.</p>		
Credits: 6	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 90		
Unit	Topic	No. of Lectures
I	Journalism: A brief history of journalism, its evolution and its role in society.	12
II	Journalism: A brief history of journalism, its evolution and its role in society.	12
III	Journalism: A brief history of journalism, its evolution and its role in society.	12
IV	Journalism: A brief history of journalism, its evolution and its role in society.	12
V	Journalism: A brief history of journalism, its evolution and its role in society.	10

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This course can be opted as an elective by the students of the following subject:

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This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as“SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1

CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Fashion Desining

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 405	Course Title: Event Management	
<p>Course outcomes: Students will able to</p> <p>Students completing this course will be able to:</p> <p>CO1: Define the media management & its concepts for skill development. CO2: Distinguish between the different types of ownership in media organization for skill development. CO3: Describe the structure & functions of the different departments in print media & electronic media for skill development. CO4: Improve the leadership quality for skill development. CO5: To know about the history of event management. CO6: Understand the National & International Exhibitions. CO7: To know about case study of events. CO8: Understand the importance of marketing and sponsorship.</p>		
Credits: 6	Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 90		
Unit	Topic	No. of Lectures
I	Introduction to Events: Objectives of events; Event Characteristics; Types of events; Structure of events, Supply and Suppliers; Distribution.	12
II	Event Process; Brief concept; Budgets; Schedule of items; Media Coverage of an event; Themes; Beneficiary; Creative; People Celebrities in events; The Managers and their Celebrities.	10
III	Property Creation; Implications of events; Aims; Introduction; Social and Community implications of events; Economic Implications of events.	12

IV	Income from events; Cultural event; Organizational event; Personal event; Sponsorship and Public Funding.	10
V	Exhibitions; A little history; Exhibition; definition, requirement and importance; The Economic Impact of Exhibitions; 10 steps to create the great indoors.	12
VI	Exhibitions in India; Membership of International organizations.	10
VII	Case study of a renowned expo/ trade fair/exhibition in India; Agreements; Surfing the Information Net; Main activities and services of ITPO. Major event strategy program.	12
VIII	Marketing and sponsorship; Insurance & legal issues; The Economic Impact of major events; Sports development; Support services; Importance of telephone directory.	12

Suggested Readings:

1. Kishore, D., & Singh, G. S, Event management: A booming industry and an eventful career, Har-Anand Publications, New Delhi, 2011.
2. Kotler, P, Marketing Management, Upper Saddle River, NJ: Prentice Hall, 2003.
3. Sharma, D. (2005). Event planning and management, Deep & Deep Publications PVT., New Delhi: 2005.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.exlinkeventsblog.com

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as "SWAYAM" in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3

C03	2	1	3	2	1	1	1	1
C04	1	1	1	2	1	1	1	1
C05	3	1	1	1	1	3	1	1
C06	2	1	2	1	1	2	1	2
C07	2	1	1	2	1	2	1	1
C08	1	1	2	2	1	1	1	2

**CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
C01	2	2	1
C02	2	3	1
C03	3	1	1
C04	1	1	1
C05	2	3	1
C06	3	1	1
C07	1	1	1
C08	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Fashion Designing

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 406	Course Title: Fashion Designing	
<p>Course outcomes: Students will able to</p> <p>CO1: Learn about history of fashion designing. CO2: To know about the various types of designing. CO3: Understand basics of design in 2-D and 3D. CO4: To know about the 3-D forms and primitive forms, shapes. CO5: To know about the Principles of composition using grids, symmetrical/ asymmetrical. CO6: Understand the Introduction –visible spectrum, coloured light, colour temperature, colour interaction, colour blindness. CO7: To know about Psychological impact of color – warm, cool and neutral colors. CO8: Understand the use of color in special situations – out door/indoor spaces.</p>		
Credits: 6	Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 90		
Unit	Topic	No. of Lectures
I	Definitions and meaning of design, importance of design, examples of design from nature.	12
II	Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, colour and material.	10
III	Introduction to the principles of design in 2-D and 3D - unity, balance, symmetry, proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. ; use of grids, creating repetitive patterns.	12
IV	Introduction to different 3-D forms and primitive forms, shapes and understanding the behavior when combined. Transformation of 2-D to 3-D.	10
V	Principles of composition using grids, symmetrical/ asymmetrical, Rule Of Thirds, Center Of Interest, Gestalts Theory of Visual Composition.	12

VI	Introduction –visible spectrum, coloured light, colour temperature, colour interaction, colour blindness. Color wheel – primary, secondary, tertiary colors, color wheel, color schemes color value, intensity, and modification of color hues– tints, shades, neutralization. Color charts– types, making and using. Color harmony, use of color harmony	10
VII	Psychological impact of color – warm, cool and neutral colors, impact of specific hues, meanings of color, color and form, color and light, color and surface qualities, color and distances and scales. Problems with color.	12
VIII	Use of colors in various functional contexts– e.g. residential interiors, Non Residential interiors. Use of color in special situations – out door/indoor spaces, accessories, art works etc.	12

Suggested Readings:

- 2- Linda Holtzschue, Understanding color, an introduction for designers, Van Nostrand Reinhold, Newyork, 1995.
- 3- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publications, Inc. New York, 2003.
- 4- Francis D.K. Architecture Form, space, and Order, 3rd ed. Van Nostrand Reinhold, New York, 2007.
- 4- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publications, Inc. New York, 2003.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as“SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	2	1	2	1	1	2	1	2
CO7	2	1	1	2	1	2	1	1
CO8	1	1	2	2	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	2	3	1
CO6	3	1	1
CO7	1	1	1

CO8	2	2	1
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Bachelor of Arts in Journalism
2nd Year, Semester-IV
Theatre Art

Programme/Class: DIPLOMA		Year: 2	Semester: IV
Subject: Journalism			
Course Code: JMC 407		Course Title: Theatre Art	
<p>Course outcomes: After completion of this paper students will be able to CO1: Learn about history of theatre art. CO2: To know about the various types of theatre play. CO3: Understand basics about the acting. CO4: To know about the impact of the theatre play. CO5: To know about the different types of set designing. CO6: Understand the different types of the makeup, costume designing. CO7: Know about the importance of the audience research. CO8: This paper will provide the opportunities of job.</p>			
Credits: 6		Core Compulsory / Elective	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures- 90			
Unit	Topic	No. of Lectures	
I	Concept of Theatre Play, Different Types of Theatre Play.	12	
II	Impact of Theatre Play on Society.	10	
III	Basics of Acting, Dialogue Delivery.	12	
IV	Body Language. Expression of Face.	10	
V	Set Designing for Theatre Play, Background Music,	12	
VI	Makeup, Costume Designing.	10	
VII	Organization of Theatre Artist. Audience Research.	12	
VIII	Difference Between Cine Artist and Theatre Artist.	12	

Suggested Readings:

1- [REDACTED] - [REDACTED]. [REDACTED]

2- [REDACTED] [REDACTED] [REDACTED] - [REDACTED]. [REDACTED] [REDACTED]

3- मीडिया लेखन - डॉ. रमेश चंद्र त्रिपाठी

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as“SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	1	3	1	1	1	1	3
CO3	2	1	1	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	1	2	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	2	2	1
CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Money, Banking and Public Finance

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 408 A080401T	Course Title: Money, Banking and Public Finance	
<p>Course outcomes: On completion of this course, learners will be able to: CO:1 Understand simple concepts related with monetary economics and banking theory. CO2: Correlate and apply to current events & key models and concepts of monetary economics and banking theory. CO3: Appreciate the potential importance of monetary phenomenon in the economy. CO4: Understand the sources of finance both public and private CO5: Demonstrate the role of government to correct market failures and possible advantage of public financing. CO6: Understand the possible burden, benefits and distribution of various types of taxes among various classes of people, know the general trend and impact on general welfare and arouse them to suggest good and bad tax system. CO7: To know about the about the IPC and CrPC; Code of conduct for journalists. CO8: Understand about the Media Related Issues.</p>		
Credits: 6		Core Compulsory / Elective
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 90		
Unit	Topic	No. of Lectures
I	Money: Concept, functions, measurement; theories of money supply determination.	12
II	Financial Institutions, Markets, Instruments and Financial Innovations a. Role of financial markets and institutions; problem of asymmetric information – adverse selection and moral hazard; financial crises. b. Money and capital markets: organization, structure and reforms in India; role of financial derivatives and other innovations.	11
III	Interest Rates Determination; sources of interest rate differentials; theories of term structure of interest rates; interest rates in India.	11
IV	Banking System a. Balance sheet and portfolio management. b. Indian banking system: Changing role and structure; banking sector	11

	reforms. c. Central Banking and Monetary Policy Functions, balance sheet; goals, targets, indicators and instruments of monetary control; monetary management in an open economy; current monetary policy of India.	
V	Nature and Scope of Public Finance: Meaning and scope of Public Finance; Distinction between Private and Public Finance; Public Goods Vs. Private Goods; The Principle of Maximum Social Advantage; Market Failure; Role of the Government.	12
VI	Public Expenditure: Meaning, Classification and Principle of Public Expenditure; Canons and Effects of Public Expenditure; Trends in Public Expenditure and Causes of Growth of Public Expenditure in India.	11
VII	Taxation: Sources of Public Revenue; Taxation — Meaning, Canons and Classification of Taxes; Division of Tax Burden — The Benefit and Ability-To-Pay Approaches; Impact and Incidence of Taxes; Taxable Capacity; Effects of Taxation; Characteristics of A Good Tax System.	12
VIII	Fiscal policy: Components, Instruments, Objectives. Role of Fiscal Policy in Developed and Developing Countries, Budget Structure of the Government of India, State Budget- Sources of Revenues and Expenditures. Major Tax Reforms in India. Fiscal Federalism in India: Union-State Fiscal Relations, Federal Fiscal Imbalances and the Role of Finance Commission. Finances of Local Bodies	10

Suggested Readings:

1. Eyler, Robert (2009): Money and Banking-An International Text, Routledge.
2. Gupta, S. B (2009): Monetary Economics-Institutions, Theory & Policy, S. Chand & Company, New Delhi.
3. Jhingan, M. L (2012): Monetary Economics, Vrinda Publications, NewDelhi.
4. Lal, S. N (2012): Mudra, Banking Avam Videshi Vinimay, Shiva Publishing House, Allahabad.
5. Jhingan, M. L (2012): Maudrik Arthshastra, Vrinda Publications, New Delhi.
6. Seth. M. L (2012): Maudrik Arthshastra, Laxmi Narayan Publications, Agra.
7. Khanna, Perminder (2005): Advanced Study in Money and Banking: Theory and Policy Relevance in The Indian Economy, Atlantic.
8. Nadar, E. Narayanan (2013): Money and Banking, PHI Learning Press.
9. Paul, R.R (2011): Money, Banking & Exchange , Kalyani Publishers, Delhi.
10. Uppal, R. K (2011): Money, Banking and Finance in India- Evolution & Present Structure New Century Publications.
11. Bagchi, Amaresh (2005): Readings in Public Finance, Oxford University Press.
12. Cullis, John & Jones Philip (2009): Public Finance and Public Choice, Oxford University Press.
13. Due, John. F, Friedlaender, Ann. F (2002): Government Finance, Economics Of The Public Sector, Aitbs Publishers & Distributors.
14. Gupta, Janak Raj (2011): Public Economics in India Theory and Practice, Atlantic.
15. Head, J.C (1974): Public Goods and Public Welfare, Durham, NC, Duke University Press.
16. Inge Kaul, Pedro Conceicao (2006): The New Public Finance, Oxford University Press.
17. Johansen, Life (1965): Public Economics, Chicago: Rand McNally.
18. Margolis, J & Guitton, H: Public Economics (1974), Mcmillan.
19. Musgrave, R. A & P.B. Musgrave (1989): Public Theory: Theory & Practice, Mcgraw Hill.

20. Musgrave, R. A (1959), The Theory Of Public Finance, McGraw Hill.

Shome Parthasarathi (2002): India's Fiscal Matters, Oxford University Press, New Delhi.

Suggested Continuous Evaluation Methods:

Assignment / Test / Quiz(MCQ) / Seminar/ Presentations/ Research orientation of students

Suggested equivalent online courses:

Courses on Swayam / MOOCs

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as "SWAYAM" in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	1	2	1	1	1
CO5	3	1	1	1	1	1	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	2	2
CO5	1	2	3
CO6	1	3	1
CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
 Basics of Animation

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 409	Course Title: Basics of Animation	
<p>Course outcomes: After completion of this paper students will able to CO1: Learn about history of Animation. CO2: know about the various laws and Ethics of animation film. CO3: Understand basics of the animation film making. CO4: Know about the challenges and prospects of the animation film making. CO5: know about the animation software. CO6: Understand the professional computer and essential hardware. CO7: To know about code of conduct of different film organizations. CO8: Understand the different types Animation Film Makers and this paper will provide the job opportunity as well as entrepreneurship.</p>		
Credits: 3		Core Compulsory / Elective
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 45		
Unit	Topic	No. of Lectures
I	Principles of Animation; Importance of Animation in film production and Audio Visual Programme Production.	6
II	History and development of Animation. Difference between Animation film and traditional film making.	6
III	Animation techniques: Script Writing, Character sketching, Story Board, Music Composition.	6
IV	VFX, Sound and Lighting Effect.	5
V	Computer and animation Software; Maya, Max, Adobe Photoshop,	6
VI	Editing Software for Windows and Mac.	5
VII	Challenges and Scope in Animation. Understanding of Sound	5
VIII	Recording Studio, Recording equipment. Organization of Animation Film Makers.	6

Suggested Readings:

- 1- □□□□□□□□ □□ □□□□□□ - □□□□□□ □□□□□□
- 2- □□□□□□ □□□□□ - □□. □□□□□ □□□□□□ □□□□□□□□□□
- 3- Computer Graphics Multimedia and Animy - Malay K Pakhira
- 4- Animation From Concept to Production - Hannes Rall

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as“SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	1	1	1	1	2
CO2	3	2	2	1	1	1	1	3
CO3	1	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	1	2	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
Engaging with Padagogies-2 EWP-2 (Practical)

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 410 A030402P	Course Title: Engaging with Padagogies-2 EWP-2	
<p>Course outcomes: After the completion of this course, the students will be able to CO1: Detail of various aspects of teacher and teaching CO2: Get mastery in different skills and strategies for teaching CO3: Plan joyful learning spaces and environment for teaching CO4: Look after and maximize the use of laboratories in teaching & Design and develop need-based assessments related to their subjects.</p>		
Credits: 3	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 45		
Unit	Topic	No. of Lectures
I	<p>Every student will be required to perform the following activities:</p> <ul style="list-style-type: none"> • Managing and writing a reflective diary • Creating engaging teaching-learning environments for teaching, recording the proceedings, and discussing it with peers. • Selecting two transactional strategies of their choice and practicing them • Learning teaching skills and strategies while practicing in simulated teaching conditions • Identifying five open education resources (OER) and adapting them for teaching and learning in your context. • Visiting science laboratories of any University Department and understanding its functions. <p>Designing and developing two assessments each for ‘learning of subject’ and ‘learning for subject.</p>	45P
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Lefrancois, G. (1991). Psychology for teaching. Wadsworth Publishing Co. 2. Mukunda, K. (2009). What did you ask at school today? A handbook of children’s learning. New Delhi: Harper Collins. 3. National Research Council (2000). How people learn: Brain, mind, experience, and school. Washington, DC: The National Academies Press. Available at: 		

<https://doi.org/10.17226/9853>.

This course can be opted as an elective by the students of the following subjects: Open for all

Suggested Continuous Evaluation Methods:

- The students will be assessed through presentations, discussions, demonstrations, seminars, workshops, project work, group work, assignments, and interaction with peers.

Suggested equivalent online courses:

Further Suggestions:

Suggested Continuous Evaluation Methods:

- Seminar / presentation on any topic of the above syllabus.
- Test with multiple choice questions/ short and long answer questions.
- Preparation of Audio-visual aids.

Suggested equivalent online courses:

- IGNOU & Other centrally/state operated Universities/ MOOC platforms such as “SWAYAM” in India and Abroad.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	1	1	1	1	2
CO2	1	2	2	1	1	1	1	3
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1
CO5	3	1	1	1	1	3	1	1
CO6	1	2	1	1	1	2	1	2
CO7	1	1	1	2	1	2	1	1
CO8	1	1	2	1	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	1
CO2	2	1	2
CO3	3	1	1
CO4	1	2	2
CO5	1	1	1
CO6	1	2	1
CO7	1	1	1
CO8	2	2	1

Bachelor of Arts in Journalism
2nd Year, Semester-IV
 Environmental Studies & Media

Programme/Class: DIPLOMA	Year: 2	Semester: IV
Subject: Journalism		
Course Code: JMC 411 (Z040401)	Course Title: Physical Education and Yoga	
<p>Course Outcomes: Students completing this course will be able to: CO1: Define the Physical Education and & its concepts for skill development and entrepreneurship. CO2: Understand Fitness issues. CO3: Describe the Definition, types scopes & importance of yoga. CO4: Understand the traditional games and recreation in physical education.</p>		
Credits: 2	Core Compulsory / Elective	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures- 30		
Unit	Topic	No. of Lectures
I	<p>Physical Education:</p> <ul style="list-style-type: none"> • Meaning, Definition, Aim and Objective. • Misconception about Physical Education. • Need, Importance and Scope of Physical Education in the Modern Society. • Physical Education Relationship with General Education. • Physical Education in India before Independence. • Physical Education in India after Independence. 	7
II	<p>Concept of Fitness and Wellness:</p> <ul style="list-style-type: none"> • Meaning, Definition and Importance of Fitness and Wellness. • Components of Fitness. • Factor Affecting Fitness and Wellness. <p>Weight Management:</p> <ul style="list-style-type: none"> • Meaning and Definition of Obesity. • Causes of Obesity. • Management of Obesity. • Health problems due to Obesity. <p>Lifestyle:</p> <ul style="list-style-type: none"> • Meaning, Definition, Importance of Lifestyle. • Factor affecting Lifestyle. • Role of Physical activity in the maintains of Healthy Lifestyle. 	8

<p>III</p>	<p>Yoga and Meditation:</p> <ul style="list-style-type: none"> • Historical aspect of yoga. • Definition, types scopes & importance of yoga. • Yoga relation with mental health and value education. • Yoga relation with Physical Education and sports. • Definition of Asana, differences between asana and physical exercise. • Definition and classification of pranayama. • Difference between pranayama and deep breathing. • Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasan, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. • Pranayam: Anulom, Vilom. 	<p>8</p>
<p>IV</p>	<p>Traditional Games of India:</p> <ul style="list-style-type: none"> • Meaning. • Types of Traditional Gameso <ul style="list-style-type: none"> ▪ Gilli- Danda ▪ Kanche ▪ Stapu ▪ Gutte, etc. • Importance/ Benefits of Traditional Games. • How to Design Traditional Games. <p>Recreation in Physical Education:</p> <ul style="list-style-type: none"> • Meaning, Definition of Recreation. • Scope and Importance of Recreation. • General Principles of Recreation. • Types of Recreational Activities. <p>Aerobics and Zumba.(Fir India Movement)</p>	<p>7</p>
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Assignments (10) • Presentation (10) • Attendance (5) • Final exam (75) 		
<p>Suggested equivalent online courses:</p> <ul style="list-style-type: none"> • IGNOU. • Rajarshi Tandan Open University. 		
<p>Further Suggestions:</p>		

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	3	1	1
CO2	1	2	1	1	1	2	1	2
CO3	2	1	3	2	1	1	1	1
CO4	1	1	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	2	3	1
CO3	3	1	1
CO4	1	1	1

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V
Subject Code: BA JMC 511
Photo Journalism

CREDIT-4

Course Objectives:

The outcome of the course is to provide students a clear understanding of photojournalism, different aspects of photojournalism and how photography is an intrinsic part of journalism. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1 **Session: 11**
Introduction of Photo Journalism: objectives & importance; History of photo journalism; Qualities of a photo journalist.

Unit-2 **Session: 13**
Technical aspects of cameras: operating system; Selection of camera for print media photography; Basic shots: Big close up, close up, mid shot, knee shot, long shot, extreme long shot, high angle, low angle & bird eye angle, over the shoulder shot, single shot, two shot, three shot, group shot.

Unit-3 **Session: 13**
Photography: Portrait, wildlife, action, environment, sports, landscape, industrial disasters, war, syndicates, food, political and social photography; Photography for newspapers, magazines, documentary film & advertising; Photo feature; Caption writing; News values of pictures; Rule of third.

Unit-4 **Session: 11**
Photo developing & editing techniques; Importance of mobile phone, computer, internet & photo shop in photography.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

**CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the photo journalism & its concepts for skill development.

CO2: Distinguish between different types of cameras and shots for skill development and employability.

CO3: Describe the theories of photography for skill development.

CO4: Apply the knowledge in analyze the needs of photography in different types of media, media industries while launching a news paper, TV channel or any other social media platform and promotional strategies for skill development, employability and entrepreneurship.

Suggested Readings:

1. Kobre, Photo Journalism- The Professional Approach, Focal Press, 1996.
2. Ippolito, Joseph. A, Understanding Digital Photography, Thomson Press, Delhi, 2005.
3. Ang, Tom, Digital Photography, Mitchell Beazley, London, 2005.
4. Daly, Tim, Digital Photography Handbook, Amphoto Books, New York, 2002
5. Singh, Dr., Ajay Kumar, Electronic Patrkarita, , Praham Sanskansaran Lokbharti Prakashan, Allahabad.
6. Ang, T, Fundamentals of Modern Photography, Mitchell Beazley, London, 2008.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- streetbounty.com
- mymodernmet.com
- www.ndsu.edu

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V
Subject Code: BA JMC 512
Media Research

CREDIT-4

Course Objectives:

To sensitize students to media research & enable students to independently conceive and execute research projects. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1 Session: 13

Research: meaning, objectivity and Scope; Research steps and its types; Quantitative research; Qualitative research; Reliability and validity in research; Difference between social & media research; Variables; Hypothesis; Synopsis.

Unit-2 Session: 13

Research design and its types; Sampling technique and its types; Tools and techniques of data collection: primary and secondary data collection; Questionnaire, schedule, interview, observation, case study and content analysis method.

Unit-3 Session: 11

Media research: Utility and scope; Importance and utility of survey research, content analysis; Market research; Advertising based research; Pareto Chart.

Unit-4 Session: 11

Analysis: Importance of analysis; Types of analysis, Report Writing; Bibliography; Index; Appendix.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the media research & its concepts for skill development.

CO2: Distinguish between different types of research method, data collection and sampling & its result for skill development.

CO3: Describe the theories of research & media research for skill development.

CO4: Apply the knowledge in analyze the needs of media research in media sector and society while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies for skill development, employability and entrepreneurship.

Suggested Readings:

1. Mukerjee, R.N, Social Research and Statistics, Vivek Prakashan, Delhi.
2. Ghosh, B. N, Scientific Method and Social Research, Sterling Publishers, New Delhi, 1992.
3. Dayal, Dr., Manoj, Media Shodh, First Edition, Hariyana Sahitya Kala Academy, Panchkula, 2003.
4. Wimmer, R. D., & Dominick, J. R, Mass Media Research An Introduction. Andover u.a, Cengage Learning, Wadsworth, 2014.
5. Kothari, C. R, Research methodology: Methods and Techniques. New Delhi: New Age International (P), 2004.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- egyanagar.osou.ac.in
- epgp.infibnet.ac.in
- www.ukessays.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V

Subject Code: BA JMC 513
Audio-Visual Media-II

CREDIT-4

Course Objectives:

To enable students to understand the basics of television & understand ownership pattern in TV. The student should be able to debate on various aspects of Indian history, art and culture and critically engage on various socio-economic and political issues in India. Utilize knowledge gained to influence the social fabric of the country. This subject of Indian Governance will improve skill development, entrepreneurship as well as employability of the pupil.

Course Content

Unit-1

Session: 11

Introduction to Television; Structure of Doordarshan and other private TV channels; Aim and objectives of audio visual media; Importance of television.

Unit-2

Session: 14

Television Studio structure; TV programme production team: Role and responsibilities of Director, Dy. Director Programme, Pex Producer, Programme Executive, Pannel Producer, Director News, Director Administration, Audience Research Officer, Engineer in Chief;

Television Production equipments: Professional camcorder, tripod, lighting kit, microphones, teleprompter, switcher, VTR, video monitor, computer, editing software, graphic card.

Unit-4

Session: 12

Television programme sources: In house programme, Contract basis programme, Commissioned basis programme, Sponsored programme, royalty basis programme, NGO's Programme; FCT (Free Commercial Time).

Unit-4

Session: 11

Communication satellites- Role of Satellites in telecasting; Satellite TV, Cable TV, Specialized television channels.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the audio visual media & its concepts for skill development.

CO2: Distinguish between audio & visual media for skill development.

CO3: Describe the development of audio & visual media & its structure and functioning and importance for skill development.

CO4: Apply the knowledge in analyze the needs of audio & visual media in electronic media industries, while launching a TV channel, or any other audio visual media platform and promotional strategies for skill development, employability and entrepreneurship.

Suggested Readings:

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Srivastava, Dr. H .O., Srivastava, Srivastava, Chandra, Dr. Rashmi, Prasaran Takniki: Kal Aaj Aur Kal, P. Publication. New Delhi, First Edition, 2004
3. Jhingran, Prabhu, Television Ki Dunia, 1st Edition, Ashok Prakashan, Lucknow, 1998.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.communicationstudies.com
- epgp.infibnet.ac.in
- www.peoi.org

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication

SEMESTER – V
Subject Code: BA JMC 514
Media Laws

CREDIT-4

Course Objectives:

To enable students understand the constitutional and legal framework of India, make them study the press laws and analyse their relevance in changed scenario, apprise students with the laws which affect the working of the press. To familiarize them with laws in other media sectors like broadcasting and web & to motivate students to brainstorm the issues of professional conduct, standard of content and ethics. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1

Session: 11

Features of Constitution of India in various political Setup; Fundamental Rights; Right to Information; Freedom of Expression and Freedom of Press.

Unit-2

Session: 12

Constitutional Restrictions on Media; The Indian Penal Code; Indian Evidence Act; Libel Slander; Defamation; Contempt of Court (Relevant sections).

Unit-3

Session: 13

The Press Registration of Books Act 1867; Copy Right Act: Periodical Changes; Post and Telegraphy Act; Official Secrets Act of 1923; Press Council; Working Journalists Act: MRTPC (Monopolies and Restrictive Trade Practice Commission); Industrial Dispute Act; Indecent Representation of Women Act of 1986.

Unit-4

Session: 12

Censorship Law; Internet: emerging trends; Laws relating to cable and satellite TV; Cyber Law: Cyber Crime, Cyber Ethics; Convergence Bill; Communications Commission of India (CCI); Intellectual Property Rights; Rights to Privacy and Internet.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the media laws & its concepts for skill development.

CO2: Distinguish between general reporting & court reporting for skill development.

CO3: Describe the theories of media laws and ethics for skill development.

CO4: Apply the knowledge in analyze the needs of medial laws & ethics in reporting, media market while launching a news paper, TV channel, Radio Stations or any other social media platform for skill development, employability and entrepreneurship.

Suggested Readings:

1. Trikha, Nand Kishore, Press Vidhi.
2. Badhopadhyay, P.K, Arora , Kuldeep S, Journalistic Ethics.
3. Singh, Dr. Shrikant, Janmadhyam: Kanoon Evem Uttardayitva.
4. Basu, D.D, Press Laws Prentice Hall Publication.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.ddegjust.ac.in

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication

SEMESTER – V
Subject Code: BA JMC 514 A
Consumer Behavior and Audience Study

Objectives:

To impart the basic concepts of consumer behaviour and marketing mix. And to understand the basic concepts of market segmentation of consumers. To develop understanding on the positioning of the consumer. To apply techniques for targeting markets based on consumer's profile. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1 **Session: 12**
Fundamentals of Consumer Behaviour, Concept of Consumer Behaviour –Segmentation - Bases for Segmentation – Personality Traits – Psychographic Values – Media-Based Segmentation; Targeting and Positioning – Marketing Mix.

Unit-2 **Session: 12**
Consumer Positioning and Targeting Targeting and Positioning the Consumers – Behavioural Targeting. Case Study.

Unit-3 **Session: 12**
Consumer's Perception Consumer's Perception – Elements of Perception - Consumer Learning - Classical Condition in Behavioural Learning - Consumer's Attitude Formation - The Tri- Component of Attitude Model.

Unit-4 **Session: 12**
Consumer Research Consumer Research Process – Importance of Studying Media Audience - TRP – RAM.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1 – Identify the basic concepts of consumer behaviour for skill development.

CO2 – Understand the basics for segmenting a market for skill development.

CO3 – Produce ideas on positioning and repositioning consumers for skill development.

CO4 – Analyze consumer’s perception for a product or services for skill development.

References:

1. Consumer Behaviour – By Leon G. Schiffman, et al, 2015.
2. Consumer Behavior: Concepts and Applications – By David L. Loudon, 1993.
3. Media Audience Research: A Guide for Professionals – By Graham Mytton, 2015.
4. Audience Research Methodologies: Between Innovation and Consolidation – By Geoffroy Patriarche, Helena Bilandzic, Jacob Linaa Jensen and Jelena Jurisic, 2015.
5. Research in Consumer Behavior – By Russell W. Belk, 2010.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V
Subject Code: BA JMC 514 B
Introduction to Media and Entertainment Business

Objectives:

To help learners understand the media and entertainment business and train learners in launching media and entertainment ventures. To produce learners who understand M&E business and its impact on the society besides this to help learners use the theories of M&E business for the benefit of an organization. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1 **Session: 13**
 Overview of M&E Organisations; Media and Entertainment Matter in Indian Polity and Economy. Ownership Patterns.; Processes and Prospects of Starting M&E Ventures. Pricing for M&E Products.

Unit-2 **Session: 11**
 Various Departments and Apex Bodies; Advertising and Marketing Departments; Apex M&E Bodies; Legal and Financial Aspects.

Unit-3 **Session: 13**
 Operations, Production Schedule and Process – Evaluation, Budget Control, Costing, Tax, and Building and Sustaining Business and Audience. Brand Promotion (Space, Time and Circulation) –Promotion.

Unit-4 **Session: 11**
 FDI in M&E; The Business of TV; OTT; Film; Radio; Social Media; OOH, Animation.

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Understand the media and entertainment business for skill development, employability and entrepreneurship.

CO2: Launch media and entertainment ventures for skill development, employability and entrepreneurship.

CO3: Explain the unique nature of M&E business and its impact on society for skill development, employability and entrepreneurship.

CO4: Plan strategies to take organizations to newer heights for skill development, employability and entrepreneurship.

Suggested Books:

1. The Indian Media Business – By Vanita Kohli- Khandekar, 2017.
2. Media Management: A Casebook Approach – By C. Ann Holyfield, Jan LeBlanc Wicks, George Sylvie and Wilson Lowrey, 2015.
3. Social Media Management – By Amy Van Looy, 2016.
4. Entertainment Industry Economics: By Harold L. Vogel, 2010

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V
Subject Code: BA JMC 514 C
Journalism Across Media

Objectives:

To produce learners who can become professional journalists through advanced training in Various types of Reporting and Feature writing; Print media editing and pre-production, Cyber and Mobile journalism, Data journalism and fact checking. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1 **Session: 13**
Different Types of Reporting: Business, Sports, Investigative, Legal, Development, Health, Special Needs, Energy, Science & Technology, etc, for various media.

Unit-2 **Session: 13**
Varieties of Features: Lifestyle, Seasonal and Festival, Travel, Tourism and Adventure; Planning and editing magazine; Newspaper and Magazine design skills, Graphics.

Unit-3 **Session: 11**
Internet Tools; Reporting, Writing and Editing for websites; Shooting with a handset, Capturing sound, Editing and Publishing.

Unit-4 **Session: 11**
Data Journalism; Fact Check with Online Sources; Use of RTI in Reporting – Tracking Fake News.

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Explain the concept of news, especially in the digital context for skill development, employability and entrepreneurship.

CO2: Turn in different types of news reports and soft stories for skill development, employability and entrepreneurship.

CO3: Analyse different approaches to newspaper, magazine and cyber journalism for skill development, employability and entrepreneurship.

CO4: Apply digital fact-check skills for skill development, employability and entrepreneurship.

Suggested Books:

1. News Reporting and Editing – By K.M. Shrivastava, 2015.
2. Feature Writing – By N. Mera Raghavendra Rao, 2012.
3. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age – By Paul Bradshaw, 2017.
4. Broadcast Journalism and Digital Media– By Keshav Sathaye, 2011.
5. Smartphone Video Storytelling – By Robb Montgomery, 2018.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V
Subject Code: BA JMC 514 D
Sports Journalism

Objectives:

Objective of the Course On completion of this course, the student should be able to define Sports Journalism and explain types and techniques of sports reporting and writing. Describe the importance of sports management and regulatory organisations and utilize knowledge gained to promote physical and mental wellbeing through sports. The student should be able to debate on various aspects of Indian history, art and culture and critically engage on various socio-economic and political issues in India. Utilize knowledge gained to influence the social fabric of the country. This subject of Indian Governance will improve skill development, entrepreneurship as well as employability of the pupil.

Course Content

Unit-1 **Session: 12**
 Defining Sports Journalism; Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympics Committee, Commonwealth Games Federation, Asian Games Federation, National Games. Sports Authority of India (SAI), its importance in the promotion and management of sports. News Sources for Sports Journalism.

Unit-2 **Session: 12**
 News Values and Ethics for Sports Reporting and Writing. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story. Sports Photography: Equipment, Editing, Publishing and Uploading. Editing and Use of Info-graphics, Layout of Sports News.

Unit-3 **Session: 12**
 Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL). The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies).

Unit- 4 **Session: 12**
 Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles. New Trends in Sports Journalism: E-magazines and Blogs. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports. Future of Sports Journalism and Career Opportunities.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Students will know the basics of Sports Journalism for skill development.

CO2: Students will understand the writing and presentation of sports news for skill development and employability.

CO3: Students will learn the sports management for skill development, employability and entrepreneurship.

CO4: Students will understand the various factors of sports journalism for skill development.

References:

1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarter man, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
6. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
7. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – V
Subject Code: BA JMC 515
Electronic Media Production (ITR Practical)

Course Objective:

CREDIT: 2

To train the students in producing video films of different genres and duration & make them learn various aspects of production by taking up the work themselves. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Production Based Project:

The students need to produce as below mentioned audio visual programme as group work, with the approval and under supervision of a faculty member.

The students can produce in group any one of the following work.

Production:

- 1- Short Film: Duration maximum 5 minutes.
- 2- Documentary: Duration maximum 10 minutes.
- 3- Radio news bulletin: Duration maximum 10 minutes.
- 4- Television news bulletin: Duration maximum 10 minutes.
- 5- Detailed news story - Duration maximum 5 minutes.

Students will submit their project work on the end of the semester.

Evaluation of Major Project:

The Major Project (Production Based) carries 100 marks.

50 marks will be awarded by the External examiner and rest 50 by internal examiner.

The Production Work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

Students completing this course will be able to:

CO1: Making news bulletin, television programmes, radio news bulletin & different types of radio programmes for skill development, employability and entrepreneurship.

CO2: Making different types of film for skill development, employability and entrepreneurship.

CO3: Start any audio visual based programmes for social media for skill development, employability and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of electronic media in media industries while launching a TV channel, Radio Stations or any other social media platform for skill development, employability and entrepreneurship.

Suggested Readings:

- 1- Jhingran, Prabhu, Television Ki Dunia, 1st Edition, Ashok Prakashan, Lucknow, 1998.
- 2- Dr., Tripathi, Ramesh Chandra, Dr., Agrwal, Pawan, Media Lekhan, 1st Edition, Bharat Prakashan, Lucknow, 2001.
- 3- Tiwari, Vinod, Film Athva TV, May Edition, 2002, Pustak Mahal, Delhi, 2002.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.bh.photovideo.com

IFTM UNIVERSITY, MORADABAD
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 611
Corporate Communication

Course Objectives

CREDIT-4

To make students aware of the importance of public relations and its critical role incorporate organizations & prepare students for corporate communication challenges. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Unit- I

Session: 13

Corporate Communications: Meaning, importance & functions; Medium of corporate communication: Radio, Television, Internet and social sites, traditional media; Role of new media in corporate communication.

Unit- II

Session: 12

Internal and External Corporate Communication; Responsibilities of corporate houses in social development; Communication skills of General Manager (PR).

Unit- III

Session: 12

Corporate Communication Strategies; PR setup in India at Central and State Government; Relations between media persons and consumer; Corporate Branding and image making; Need and importance of advertising agencies.

Unit- IV

Session: 11

Annual report; House journals, folders, press release, video release, press conferences, event management.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the corporate communication & its concepts for skill development.

CO2: Distinguish challenges between different types of corporate sectors for skill development.

CO3: Describe the theories of corporate communication and its importance for skill development and employability.

CO4: Improve the professional communication skills for skill development.

Suggested Readings:

1. Balan K.R, Corporate Public Relations.
2. Baldeo, Sahai, Public Relations–A Scientific Approach.
3. Butterick, K, Introducing public relations: Theory and practice. London: SAGE, 2011.
4. Mehta, D.S, Handbook of Public Relations in India.
5. Seitel, Fraser P, Public Relations.
6. Shri, J & Jethu, N, Public Relations Concept, Sterling Publishers Pvt. Ltd. New Delhi.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.adonimedia.com.au/

IFTM University, Moradabad
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 612
Event Management

Course Objectives

CREDIT-4

The outcome of the course is to provide students a clear understanding of principles of events, property creation, exhibitions, India Trade Promotion Organization (ITPO) and running events. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Unit- I

Session: 13

Introduction to Events: Objectives of events; Event Characteristics; Types of events; Structure of events, Supply and Suppliers; Distribution; Event Process; Brief concept; Budgets; Schedule of items; Media Coverage of an event; Themes; Beneficiary; Creative; People Celebrities in events; The Managers and their Celebrities.

Unit- II

Session: 12

Property Creation ; Implications of events; Aims; Introduction; Social and Community implications of events; Economic Implications of events. Income from events; Cultural event; Organizational event; Personal event; Sponsorship and Public Funding.

Unit- III

Session: 10

Exhibitions; A little history; Exhibition; definition, requirement and importance; The Economic Impact of Exhibitions; 10 steps to create the great indoors. Exhibitions in India; Membership of International organizations.

Unit- IV

Session: 13

Case study of a renounced expo/ trade fair/exhibition in India; Agreements; Surfing the Information Net; Main activities and services of ITPO. Major event strategy program; Marketing and sponsorship; Insurance & legal issues; The Economic Impact of major events; Sports development; Support services; Importance of telephone directory.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the media management & its concepts for skill development.

CO2: Distinguish between the different types of ownership in media organization for skill development and employability.

CO3: Describe the structure & functions of the different departments in print media & electronic media for skill development and employability.

CO4: Improve the leadership quality for skill development.

Suggested Readings:

4. Kishore, D., & Singh, G. S, Event management: A booming industry and an eventful career, Har-Anand Publications, New Delhi, 2011.
5. Kotler, P, Marketing Management, Upper Saddle River, NJ: Prentice Hall, 2003.
6. Sharma, D. (2005). Event planning and management, Deep & Deep Publications PVT., New Delhi: 2005.

Website Sources:

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- www.cvent.com

IFTM University, Moradabad
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 613
Global Media Scenario

Course Objectives

CREDIT-4

The main objectives of this paper are that to improve the knowledge of students in the area of global media. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Unit- I **Session: 12**
 Brief introduction to Global media; Monopoly of developed countries in media; Information flow and Imbalance; Foreign policies of India and developed countries; Role of news agencies in International communication. Foreign policies of India for developed countries.

Unit- II **Session: 13**
 Brief study of American media, British Media, French Media, Chinese media, Bhutan media and Russian media. Top media organization of the world- The Times, New York Times, Washington Post, BBC, Asahi Shimbun, AFP, TAAS, Reuters, Hawas, CNN, Alzazira, PTI, The Times of India.

UNIT III **Session: 12**
 Role of United Nations; UNESCO; Mc Bride Commission; NWICO; NANAP; ASEAN; SAARC Countries; European Union.

UNIT IV **Session: 11**
 Foreign policies of India for developed countries.

Guidelines for setting Question Paper

Section-A
 Twenty multiple Choice Questions to be answered. 20x1=20

Section –B
 Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the global media & its concept for skill development.

CO2: Distinguish between different types of medium of global communication for skill development.

CO3: Describe the global media scenario & impact of global communication for skill development.

CO4: Improve the knowledge of global media activities for skill development.

Suggested Readings:

1. Bandhopadhyay, J, The Making of India's Foreign policy.
2. Jagran year Book: 2016
3. Bharat 2016: Publication of Deptt. of Information & Broadcasting
4. Basu, Justice Durgadas, Introduction to the Constitution of India.
5. Maheshwari, S, Indian Administration.
6. Sundaram, K, Indian Economics.
7. Merrill, J. C., & S., D. B. (2003). Global journalism: Topical Issues and Media Systems. Stellenbosch: US Printers, 2003.
8. Ghosh, P, International relation, PHI Learning Pvt. Limited, 2013.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.nraismc.com
- www.rampages.us

IFTM University, Moradabad
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 614
Specialized Journalism

Course Objectives

CREDIT-4

To understand news, its basics, know about different forms of journalism & understanding the role of media in a democracy. The student should be able to debate on various aspects of Indian history, art and culture and critically engage on various socio-economic and political issues in India. Utilize knowledge gained to influence the social fabric of the country. This subject of Indian Governance will improve skill development, entrepreneurship as well as employability of the pupil.

Unit- I

Session: 10

Specialized Journalism: Concept, meaning, importance, problems and challenges.

Unit- II

Session: 12

Political Journalism: Understanding of political trends and political parties and its large area of news gathering; Legislative journalism: Parliament, Assembly and court reporting problems and challenges, Understanding of autonomous bodies- UPSC, Universities.

Unit- III

Session: 13

Rural & financial Journalism: Reporting of rural areas, problems and challenges, present status of economic scenario and corporate world, reporting of financial and business activities, understanding of share market and, annual budget of Government of India and State Government.

Unit- IV

Session: 13

Cultural, Environment & Sport Journalism: Understanding of eastern & western culture, Environment & sports journalism and its large area of news gathering.

Investigative Journalism: Meaning, aims and objectives of investigative reporting.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the specialized journalism and its concepts for skill development.

CO2: Distinguish between the different types of specialized area of journalism for skill development.

CO3: Describe the vast area of specialized journalism and its challenges & prospects for skill development and employability.

CO4: Apply the knowledge in analyze the needs of specialized journalism in the media industries while launching a news paper, TV channel or any other social media platform and promotional strategies for skill development, employability and entrepreneurship.

Suggested Readings:

- 1- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.
- 2- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 3- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi, 1980.
- 4- Chaugan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.nraismc.com

IFTM University, Moradabad
 Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 614 A
Media, Gender and Human Rights

Objectives:

To expose students to different issues regarding Gender, Human Rights and role of media. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Unit-1

Human Rights: inherent, inalienable, universal, indivisible; Values: Dignity, liberty, equality, justice, unity in diversity; Balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and the disadvantaged groups.

Unit-2

Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of Human Rights, National Human Rights Commission, State Human Rights Commissions, RTI, Right to Privacy.

Unit-3

Media exposure and Gender Construction, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act), Masculinity and Femininity: Cultural Studies, Feminist movement and Media Studies.

Unit-4

Human Rights Institutions: Amnesty International; NGOs; Major Human Rights Issues in India; Presentation: Human Rights issues and violations in International scenario and media operations.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Students will know the basics Human Rights for skill development

CO2: Students will understand various rights and freedom enjoyed by the people for skill development.

CO3: Students will learn the gender balance and its challenges in media for skill development.

CO4: Students will understand the working of Human Rights institutions for skill development.

References:

1. UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
2. UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
3. UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
4. Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
5. Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986).
6. UNESCO, Yearbook on Human Rights.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 614 B
Broadcasting Media

Objectives:

The main objectives of this course students will be able to understand the basics of Broadcasting Media and their importance. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Unit-1

Radio: Development of Radio broadcasting in India; Radio and society; Radio News: Elements of radio news; Differences in reporting and presentation between Radio and Television;

Unit-2

FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.

Unit-3

Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and entertainment medium; Differences in news reporting and presentation between Radio & TV; Balanced Presentation and Objectivity; Basic camera movements.

Unit-4

Television and national development; Television Soap Opera, Reality Shows, Impact of Television on Children, Women (assignments); Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Students will know the concept of broadcasting media for skill development.

CO2: Students will understand various radio setups and programmes for skill development, employability and entrepreneurship.

CO3: Students will learn various TV setups and programmes for skill development, employability and entrepreneurship

CO4: Students will understand the impact of TV on society for skill development.

References:

1. K.M. Srivastava: Radio and Television; Sterling Publishers.
2. Sisir Bhattacharya: Television Sambadikata.
3. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
4. Radio Sanbadikata- Kaushik Bhattacharya- Parul Prakasani.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 614 C

Artificial Intelligence, 5G and Augmented Reality and Virtual Reality

Objectives:

To expose students to Artificial Intelligence, 5G and Augmented Reality and Virtual Reality & prepare students to examine the validity of Artificial Intelligence, 5G advanced Technology. The student should be able to debate on various aspects of Indian history, art and culture and critically engage on various socio-economic and political issues in India. Utilize knowledge gained to influence the social fabric of the country. This subject of Indian Governance will improve skill development, entrepreneurship as well as employability of the pupil.

Unit-I

Introduction to artificial intelligence; 5G and advanced Technology.

Unit-II

Exciting applications of 5G in daily life; demands and technical challenges of 5G; cutting-edge technology enablers; new apps and new demands in a well connected 5G world; opportunities arise on VR/AR, massive IoT, smart city, autonomous driving, tactile internet, remote healthcare; innovations toward better application experience in 5G and B5G. **Unit-III**

VR as a discipline. Basic features of VR systems. Architecture of VR systems; VR input hardware: tracking systems, motion capture systems, data gloves. VR output hardware: visual displays; AR software. Camera parameters and camera calibration. Marker based augmented reality. Pattern recognition. AR Toolkit.

Unit-IV

Artificial Intelligence and Entrepreneurship. Artificial Intelligence related Organizations.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Students will know the concept of artificial intelligence for skill development.

CO2: Students will understand need of 5G in modern world for skill development.

CO3: Students will learn the basics of VR for skill development and employability.

CO4: Students will understand role of AI in organizations for skill development and employability.

References:

- 1- Mass Communication: An introduction, Bittner, John. Prentice-Hall, New Jersey. 1980.
- 2- Human communication, Bugoonetal, 3rd Edn. Sage, New Delhi, 1994.
- 3- Taxonomy of Concepts in Communication, Blake & Haroldsen, Hasting House, NY, 1979.
- 4- Communication Models. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
- 5- India's Communication Revolution, Singhal & Rogers, Sage, New Delhi. 2001.
- 6- The dynamics of Mass Communication. Dominick, Joseph. McGraw Hill, 1993.
- 7- Natarajan, J. (1955). History of Indian journalism. Delhi: Publications Division, Ministry of Information and Broadcasting.
- 8- Ahuja, B. N. (1996). History of Indian press: Growth of newspapers in India. Delhi: S.S. Chhabra for Surjeet Publications.
- 9- Lorenz, A. L., & Vivian, J. (1995). News: reporting and writing. Boston, MA: Allyn & Bacon.
- 10- Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept.

Website Sources:

- www.wikipedia.org

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 614 D
Radio Jockeying & Production

Objectives:

After completion of this course students will be able to understand the basics of radio programme production and role of announcer and RJ. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Unit-I

Introduction to RJ; Introduction to voice; Voice Modulation; How to make it presentable.

Unit-II

Elements of radio productions: Acoustics, Perspective, Sound effects, Music, Distort/Filter, Different types of microphones.

Unit-III

Musical Shows, Interviews, Discussion, Vox Pop, Radio Report, Commentary, Talent Show.

Unit-IV

Understanding of different types of radio programme.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Students will know the basics of Jockeying for skill development.

CO2: Students will understand the elements of radio production for skill development and employability.

CO3: Students will learn various types of radio programmes for skill development.

CO4: Students will understand different setups of radio for skill development and employability.

References:

1. The Radio Jockey Hand Book by S. Kohli, Simran Kohli, Published by Diamond Pocket Books.
2. O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.
3. Wat kinson, John. The Art of Digital Audio. Newton, MA: Focal Press 1994.
4. Nisbett, Alex. The Use of Microphones, 3rd ed. Newton, MA: Focal Press 1989.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
BA JMC 615
Dissertation

Course Objective

CREDIT: 2

It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Students may opt from any one of the topic or a topic of his or her choice.

(Any one)

1-Radio

2-Television

3- Print Media

4-Advertising

5- New Media

Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.

Students will submit their dissertation on the end of semester.

Evaluation of dissertation:

The dissertation carries 100 marks.

50 marks will be awarded by the External examiner and rest 50 by internal examiner.

The dissertation will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

CO1: The students will be able to identify the problems of research and the selection of the research topic for study and the students will be mature as researcher for skill development.

Suggested Readings:

- 1- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.
- 2- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 3- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi, 1980.
- 4- Chaugan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.

Website Sources:

- en.wikipedia.org
- www.encyclopedia.com
- www.bms.co.in
- shodhganga.inflibnet.ac.in

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
SEMESTER – VI
Subject Code & Paper
Disaster Management
BA JMC 616

Course Objectives:

Credit: 3

To provide students an understanding to the concepts and aspects of disaster and its relationship with development. To ensure awareness of Disaster Risk Reduction (DRR) approaches among students. To assist students develop ability to respond to their environment with potential response to disaster. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

UNIT I: Introduction To Disasters

(12 Sessions)

Definition: Disaster, Hazard, Vulnerability, Resilience, Risks.

Types of disasters – Earthquake, Landslide, Flood, Drought, Fire, campus shooting, bomb threat, terrorist incidence and financial emergency etc.

Causes and Impacts including social, economic, political, environmental, health, psychosocial, etc. Differential impacts- in terms of caste, class, gender, age, location, disability.

Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change- Dos and Don'ts during various types of Disasters.

UNIT II: Approaches To Disaster Risk Reduction

(10 Sessions)

Disaster life cycle – its analysis, phases, culture of safety, prevention, mitigation and preparedness

Community based DRR (Disaster Risk Reduction), Structural-nonstructural measures,

Roles and responsibilities of community: Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), States, Centre, and other stakeholders.

UNIT III: Inter-Relationship Between Disasters And Development

(08 Sessions)

Factors affecting Vulnerabilities, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation- IPCC Scenario and Scenarios in the context of India – Relevance of indigenous knowledge, appropriate technology and local resources. Role of international co operations in Disaster Management.

UNIT IV: Disaster Risk Management In India

(08 Sessions)

Hazard and Vulnerability profile of India. Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management

Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act and Policy – Other related policies, plans, programmes and legislation

Role of GIS and Information Technology Components in Preparedness, Risk Assessment, Response and Recovery Phases of Disaster – Disaster Damage Assessment. Challenges & scope of skill development and Employability to the students.

UNIT V: Disaster Management: Applications, Case Studies and Field Works

(07 Session)

The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located. A few ideas or suggestions are discussed below.

Several governmental initiatives require Urban Local Bodies (ULBs) and Panchayati Raj Institutions (PRIs) to be pro active in preparing DM plans and community based disaster preparedness plans. Information on these would be available with the district collector or Municipal corporations.

Teachers could ask students to explore and map disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teacher could work on ways of addressing these vulnerabilities, preparing plans and consultation with local administration or NGOs.

Students could conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings, training in first aid.

Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

The suggested topics for Project work for student could be as follows:

- Monitoring and evaluation plan for disaster response
- Low cost Home based water purification methods
- Planning Nutrition intervention programmes
- Safety tips before during and after earthquake, cyclone, floods and fire accidents.
- Mock Drills
- Major disasters in India
- Disaster Management in India
- Flood affected areas and damages in India
- Heat waves in India
- Earth quakes in India
- Historical Tsunamis in India
- Nuclear emergence
- Traffic accidents in India
- Train Accidents
- Major disease outbreak
- Disaster management structure in India
- Precaution, mitigation of disaster in India
- Warning system in India to prevent disaster
- Bhopal gas tragedy
- Kutch earth quake
- Tsunami (2004)
- Kosi Calamity 2008
- Mayapuri radiation exposure Delhi (2010)
- Mock exercises

Any field works related to disaster management.

Learning Outcomes: The students will be able to identify the nature and causes of disaster and to apply the disaster risk reduction mechanism.

Teaching Resources

Emphasis will be on interactive teaching learning methods. Tools could be Range of Films- documentaries and feature films related to disasters and their impacts and on vulnerabilities of people are available which a teacher could choose with care and screen. This could form a basis for classroom discussion.

Guidelines for setting Question Paper

Section-A

Twenty Multiple Choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

PO-CO Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: The students will be able to identify the nature and causes of disaster and to apply the disaster risk reduction mechanism for skill development.

Suggested Readings:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press.
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Damon P. Coppola, Introduction to International Disaster Management, Butterworth-Heinemann.
- Gupta Anil K, Sreeja S. Nair. Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi
- Kapur Anu Vulnerable India: A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.
- Carter, Nick. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
- Govt. of India: Disaster Management Act 2005, Government of India, New Delhi. Government of India, 2009.
- Sreeja S. Nair. Environmental Knowledge for Disaster Risk Management, NIDM Indian Journal of Social Work, New Delhi.

Websites Sources

- <http://nidm.gov.in/>
- <http://nidmssp.in>
- <http://www.drishtiiias.com/upsc-exam-gs-resources-COMMUNITY-BASED-DISASTER-MANAGEMENT>

Note: Latest editions of all the suggested readings must be used.