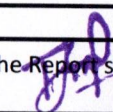


**Scheme of Studies BA JMC Programme 2018-21**

Scheme of Studies BA JMC Programme 2018-21															
ODD SEMESTER								EVEN SEMESTER							
Year	SNo	Course Code	Course Title	L	T	P	C	SNo	Course Code	Course Title	L	T	P	C	
FIRST	1	SJIM 101	English Writing Skills	4	1	-	5	1	SJIM 102	Print Media Growth and Trends	4	-	-	4	
	2	SJIM 103	Introduction to Communication	4	-	-	4	2	SJIM 104	News Reporting and Editing - I	4	-	-	4	
	3	SJIM 105	Indian Economy and Reforms	4	-	-	4	3	SJIM 108	Media Laws and Ethics	3	1	-	4	
	4	SJIM 107	Indian Polity and Issues	4	-	-	4	4	SJIM 110	Photography	4	-	-	4	
	5	SJIM 109	Computer Applications in Media	2	-	-	2	5	SJCH 125	Environmental Studies	3	-	-	3	
	6	SJIM 153	Introduction to Communication Lab	-	-	4	2	6	SJIM 154	News Reporting and Editing Lab	-	-	4	2	
	7	SJIM 155	Computer Applications in Media Lab	-	-	4	2	7	SJIM 158	Design and Graphics Lab	-	-	4	2	
	8	SJIM 157	Media Writing and Translation	-	-	4	2	8	SJIM 160	Photography Lab	-	-	4	2	
	<b>TOTAL</b>				<b>18</b>	<b>1</b>	<b>12</b>	<b>25</b>	<b>TOTAL</b>				<b>18</b>	<b>1</b>	<b>12</b>
SECOND	1	SJIM 205	News Reporting and Editing - II	4	1	-	5	1	SJIM 202	Advertising and Branding	4	-	-	4	
	2	SJIM 207	Radio Broadcasting and Technology	4	1	-	5	2	SJIM 204	Radio Programmes and Production	4	-	-	4	
	3	SJIM 209	Advertising Concepts and Principles	4	-	-	4	3	SJIM 210	Communication and Development	4	-	-	4	
	4	SJIM 211	Video Production Techniques	3	1	-	4	4	SJIM 212	Introduction to Audio Visual Media	4	-	-	4	
	5	SJIM 213	New Media and Technologies	4	-	-	4	5	SJEL 230	Film Studies	4	-	-	4	
	6	SJIM 253	New Media Lab	-	-	4	2	6	SJIM 252	Advertising and Branding Lab	-	-	4	2	
	7	SJIM 255	Field Work	-	-	-	2	7	SJIM 254	Radio Programmes and Production Lab	-	-	4	2	
	8	SJIM 259	Radio Jockeying and News Anchoring Lab	-	-	4	2	8	SJIM 258	Introduction to Audio Visual Media Lab	-	-	4	2	
	<b>TOTAL</b>				<b>19</b>	<b>3</b>	<b>8</b>	<b>28</b>	<b>TOTAL</b>				<b>20</b>	<b>0</b>	<b>12</b>
THIRD	1	SJIM 301	Event Management	4	-	-	4	1	SJIM 302	Media Organization and Management	4	-	-	4	
	2	SJIM 303	Media Research	4	-	-	4	2	SJIM 304	World Media Scenario	4	-	-	4	
	3	SJIM 305	TV News and Programmes	4	-	-	4	3	SJIM 306	Personality Development	2	-	-	2	
	4	SJIM 307	Public Relations	4	1	-	5	4	SJIM 352	Major Project	-	-	10	10	
	5	SJIM 351	Event Management Lab	-	-	4	2	5	SJIM 354	Viva Voce	-	-	-	5	
	6	SJIM 353	Media Research Lab	-	-	4	2								
	7	SJIM 355	TV News and Programmes Lab	-	-	4	2								
	8	SJIM 357	*Functional Exposure Report	-	-	-	4								
	<b>TOTAL</b>				<b>16</b>	<b>1</b>	<b>12</b>	<b>27</b>	<b>TOTAL</b>				<b>10</b>	<b>0</b>	<b>10</b>
<b>Total Hours: Lect [L]+Prac [P]+Tut [T]</b>											<b>173</b>				
<b>Total Credits [C]</b>											<b>156</b>				

\*The Functional Exposure Report is to be undertaken soon after the End Term of Fourth Semester Examination for a period of minimum four weeks. The Report submitted by the student will be evaluated in the Fifth Semester by a Board of Examiners.

  
**Registrar**  
 K.R. Mangalam University  
 Sohna Road, Gurugram, (Haryana)

BA(JMC) Program Scheme of Studies 2019-22 as per Choice Based Credit System (CBCS)																		
Year	SNo	Course Code	Course Title	L	T	P	C	SNo	Course Code	Course Title	L	T	P	C				
FIRST	Odd							Even										
	1	CC	SJB 101A	Communication in Real World	4		2	6	1	CC	SJB 102A	Photography	4		2	6		
	2	AEC	SJB 103A	Writing for Media	4		-	4	2	CC	SJB 104A	Media Laws and Ethics	4			4		
	3	CC	SJB 105A	Print Reportage	4		2	6	3	CC	SJB 106A	The Newsroom	4		2	6		
	4	SEC	SJB 107A	Computer Applications in Media	4		-	4	4	SEC	SJB 108A	Design and Graphics	4			4		
	5	CC	SJB 109A	Contemporary Issues	3		-	3	5	AEC	SJCH 125A	Environmental Studies	3			3		
6	OE	SJB 151A	Open Elective-I	4	2		6	6	OE	SJB 152A	Voice of the Fourth Estate	4			4			
TOTAL							23							27				
SECOND	Odd							Even										
	1	CC	SJB 201A	Digital Media Foundation	4		2	6	1	CC	SJB 202A	Branding through Advertising	4		2	6		
	2	CC	SJB 203A	Radio Broadcasting and Programming	4		2	6	2	CC	SJB 204A	Camera, Light and Sound	3		2	4		
	3	CC	SJB 205A	The Advertising World	4		-	4	3	CC	SJB 206A	Documentary and Short Filmmaking	4		2	6		
	4	CC	SJB 207A	Development Communication	4		-	4	4	SEC	SJB 208A	Radio Jockeying and News Reading	3		2	4		
	5	SEC	SJB 209A	Minor Project			-	6	5	DSE	SJB 252A	DSE - II	3			4		
6	DSE	SJB 261A	DSE - I	3	1	-	4	DSE	SJB 254A									2
TOTAL													20			24		
THIRD	Odd							Even										
	1	CC	SJB 301A	Media Research	4		2	6	1	CC	SJB 302A	Global Media Scenario	4			4		
	2	CC	SJB 303A	Idea to Screen	4		2	6	2	CC	SJB 304A	Media Organization and Entrepreneurship	4			4		
	3	CC	SJB 305A	Event as a Marketing Tool	4			4	3	CC	SJB 306A	Major Project				8		
	4	CC	SJB 307A	Public Relations	4			4	4	VAC	SJB 352A	Preparing Students for Future Roles	2			0		
	5	SEC	SJB 309A	Functional Exposure Report	4			4	TOTAL							10		
6	VAC	SJB 351A	Film Appreciation	2			0	TOTAL										
TOTAL																		
Total Credits							150											

Open Elective - I							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB151A	Gender and Media Studies	4	2	-	6

Open Elective - II							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB152A	Voice of the Fourth Estate	4	2	-	6

Discipline Specific Elective (DSE) - I							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB261A	संचार के लिए हिंदी	3	1	-	4
	2	SJB263A	Business Journalism	3	1	-	4

Discipline Specific Elective (DSE) - II							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB262A	Social Media Marketing	3	1	-	4
	2	SJB264A	Sports Journalism	3	1	-	4

Discipline Specific Elective (DSE) - III							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB361A	Story Telling Through Media	4	-	-	4
	2	SJB363A	Fashion Journalism	4	-	-	4

Discipline Specific Elective (DSE) - IV							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB362A	Theatre and Communication	4	-	-	4
	2	SJB364A	Communication and Development	4	-	-	4

Value Added Courses							
	SNo	Course Code	Course Title	L	T	P	C
	1	SJB 351A	Film Appreciation	2	-	-	0
	2	SJB 352A	Preparing Students for Future Roles	2	-	-	0

**BA(JMC) Programme Scheme of Studies 2020-23 as per Choice Based Credit System (CBCS) and Learning Outcome Based Curriculum Framework (LOCF)**

Year	S.No	Course Code	Course Title	L	T	P	C	S.No	Course Code	Course Title	L	T	P	C		
FIRST	ODD							EVEN								
	1	CC	SJB101A	Communication in Real World	5	1	-	6	1	CC	SJB110A	Digital Photography	4	-	-	4
	2	AECC	SJCH125A	Environmental Studies	3	-	-	3	2	CC	SJB107A	Computer Applications in Media	4	-	-	4
	3	CC	SJB115A	Reporting and Editing - I	4	-	-	4	3	CC	SJB112A	Reporting and Editing - II	4	-	-	4
	4	AECC	SJB113A	Media Writing	3	-	-	3	4	CC	SJB157A	Computer Applications in Media Lab	-	-	4	2
	5	CC	SJDM301A	Disaster Management	3	-	-	3	5	CC	SJB150A	Digital Photography Lab	-	-	4	2
	6	CC	SJB155A	Reporting and Editing - I Lab	-	-	4	2	6	CC	SJB154A	Reporting and Editing - II Lab	-	-	4	2
	7		SJBMO11A	Online Course (Spoken Tutorials)	-	-	-	2	7			MOOC	-	-	-	1
	8	OE		Open Elective - I	4	2	-	6	8	OE		Open Elective - II	4	2	-	6
<b>TOTAL</b>				<b>22</b>	<b>3</b>	<b>4</b>	<b>29</b>	<b>TOTAL</b>				<b>16</b>	<b>2</b>	<b>12</b>	<b>25</b>	
SECOND	ODD							EVEN								
	1	CC	SJB201A	Radio Broadcasting and Programming	4	-	-	4	1	CC	SJB202A	Digital Media Foundation	4	-	-	4
	2	CC	SJB203A	The Advertising World	4	-	-	4	2	CC	SJB204A	Idea to Screen	4	-	-	4
	3	CC	SJB205A	Camera, Light and Sound	4	-	-	4	3	CC	SJB206A	Documentary and Short Filmmaking	4	-	-	4
	4	CC	SJB104A	Media Laws and Ethics	3	1	-	4	4	SEC	SJB208A	Radio Jockeying and News Reading	3	1	-	4
	5	CC	SJB251A	Radio Broadcasting and Programming Lab	-	-	4	2	5	CC	SJB252A	Digital Media Foundation Lab	-	-	2	1
	6	CC	SJB253A	The Advertising World Lab	-	-	4	2	6	CC	SJB254A	Idea to Screen Lab	-	-	2	1
	7	CC	SJB255A	Camera, Light and Sound Lab	-	-	4	2	7	CC	SJB256A	Documentary and Short Filmmaking Lab	-	-	4	2
	8			MOOC	-	-	-	2	8			MOOC	-	-	-	2
9	DSE		DSE-I	3	1	-	4	9			DSE-II	3	1	-	4	
<b>TOTAL</b>				<b>18</b>	<b>2</b>	<b>12</b>	<b>28</b>	<b>TOTAL</b>				<b>18</b>	<b>2</b>	<b>8</b>	<b>26</b>	
THIRD	ODD							EVEN								
	1	CC	SJB301A	Public Relations and Corporate	3	1	-	4	1	CC	SJB302A	Global Media Scenario	3	1	-	4
	2	CC	SJB303A	Communication Research	4	-	-	4	2	CC	SJB304A	Media Organizations and	3	1	-	4
	3	CC	SJB305A	Event as a Marketing Tool	4	-	-	4	3	SEC	SJB352A	Major Project	-	-	12	6
	4	SEC	SJB357A	Functional Exposure Report	-	-	-	2	4	VAC	VAC 112	Successful Communication - Writing	2	-	-	0
	5	VAC	VAC115	Film Appreciation	2	-	-	0	5			MOOC	-	-	-	2
	6	CC	SJB353A	Communication Research Lab	-	-	4	2	6	DSE		DSE-IV	3	1	-	4
	7	CC	SJB355A	Event as a Marketing Tool Lab	-	-	4	2								
	8			MOOC	-	-	-	2								
9	DSE		DSE-III	3	1	-	4									
<b>TOTAL</b>				<b>16</b>	<b>2</b>	<b>8</b>	<b>24</b>	<b>TOTAL</b>				<b>11</b>	<b>3</b>	<b>12</b>	<b>20</b>	

Total Credits

152

Open Elective - I				L	T	P	C
1	SJB151A	Gender and Media Studies		4	2	-	6

Discipline Specific Elective (DSE) - I				L	T	P	C
1	SJB261A	संचार के लिए हिंदी		3	1	-	4
2	SJB263A	Business Journalism		3	1	-	4

Discipline Specific Elective (DSE) - III				L	T	P	C
1	SJB361A	Story Telling Through Media		4	-	-	4
2	SJB363A	Fashion Journalism		4	-	-	4

Open Elective - II				L	T	P	C
1	SJB162A	Exploring Media Issues		4	2	-	6

Discipline Specific Elective (DSE) - II				L	T	P	C
1	SJB262A	Social Media Marketing		3	1	-	4
2	SJB264A	Sports Journalism		3	1	-	4

Discipline Specific Elective (DSE) - IV				L	T	P	C
1	SJB362A	Theatre and Communication		4	-	-	4
2	SJB364A	Communication and Development		4	-	-	4



Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

**BA(JMC) Programme Scheme of Studies 2021-24 as per Choice Based Credit System (CBCS) and Learning Outcome Based Curriculum Framework (LOCF)**

Year	S.No	Course Code	Course Title	L	T	P	C	
FIRST	<b>ODD</b>							
	1	CC	SBJ101A	Communication in Real World	5	1	-	6
	2	CC	SBJ107A	Computer Applications in Media	4	-	-	4
	3	CC	SBJ115A	Reporting and Editing - I	4	-	-	4
	4	AECC	SBJ113A	Media Writing	3	-	-	3
	5	CC	SBJ157A	Computer Applications in Media Lab	-	-	4	2
	6	CC	SBJ155A	Reporting and Editing - I Lab	-	-	4	2
	7	MOOC		MOOC	-	-	-	2
	8	OE		Open Elective - I	3	1	-	4
<b>TOTAL</b>				<b>19</b>	<b>2</b>	<b>8</b>	<b>27</b>	
SECOND	<b>ODD</b>							
	1	CC	SBJ201A	Radio Broadcasting and Programming	4	-	-	4
	2	CC	SBJ203A	The Advertising World	4	-	-	4
	3	CC	SBJ205A	Camera, Light and Sound	4	-	-	4
	4	AECC	UCDM 301A	Disaster Management	3	-	-	3
	5	CC	SBJ251A	Radio Broadcasting and Programming Lab	-	-	4	2
	6	CC	SBJ253A	The Advertising World Lab	-	-	4	2
	7	CC	SBJ255A	Camera, Light and Sound Lab	-	-	4	2
	8	MOOC		MOOC	-	-	-	2
9	DSE		DSE-I	3	1	-	4	
<b>TOTAL</b>				<b>18</b>	<b>1</b>	<b>12</b>	<b>27</b>	
THIRD	<b>ODD</b>							
	1	CC	SBJ301A	Public Relations and Corporate Communications	3	1	-	4
	2	CC	SBJ303A	Communication Research	4	-	-	4
	3	CC	SBJ305A	Event as a Marketing Tool	4	-	-	4
	4	SEC	SBJ357A	Functional Exposure Report	-	-	-	2
	5	VAC	VAC115	Film Appreciation	2	-	-	0
	6	CC	SBJ353A	Communication Research Lab	-	-	4	2
	7	CC	SBJ355A	Event as a Marketing Tool Lab	-	-	4	2
	8	MOOC		MOOC	-	-	-	2
9	DSE		DSE-III	3	1	-	4	
<b>TOTAL</b>				<b>16</b>	<b>2</b>	<b>8</b>	<b>24</b>	
<b>Total Credits</b>				<b>150</b>				
<b>EVEN</b>								
1	CC	SBJ110A	Digital Photography	4	-	-	4	
2	CC	SBJ104A	Media Laws and Ethics	3	1	-	4	
3	CC	SBJ112A	Reporting and Editing - II	4	-	-	4	
4	AECC	UCES 125A	Environmental Studies	4	-	-	4	
5	CC	SBJ150A	Digital Photography Lab	-	-	4	2	
6	CC	SBJ154A	Reporting and Editing - II Lab	-	-	4	2	
7	MOOC		MOOC	-	-	-	2	
8	OE		Open Elective - II	3	1	-	4	
<b>TOTAL</b>				<b>18</b>	<b>2</b>	<b>8</b>	<b>26</b>	
<b>EVEN</b>								
1	CC	SBJ202A	Digital Media Foundation	4	-	-	4	
2	CC	SBJ204A	Idea to Screen	4	-	-	4	
3	CC	SBJ206A	Documentary and Short Filmmaking	4	-	-	4	
4	SEC	SBJ208A	Radio Jockeying and News Reading	3	1	-	4	
5	CC	SBJ252A	Digital Media Foundation Lab	-	-	2	1	
6	CC	SBJ254A	Idea to Screen Lab	-	-	2	1	
7	CC	SBJ256A	Documentary and Short Filmmaking Lab	-	-	4	2	
8	MOOC		MOOC	-	-	-	2	
9			DSE-II	3	1	-	4	
<b>TOTAL</b>				<b>18</b>	<b>2</b>	<b>8</b>	<b>26</b>	
<b>EVEN</b>								
1	CC	SBJ302A	Global Media Scenario	3	1	-	4	
2	CC	SBJ304A	Media Organizations and Entrepreneurship	3	1	-	4	
3	SEC	SBJ352A	Major Project	-	-	12	6	
4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0	
5	MOOC		MOOC	-	-	-	2	
6	DSE		DSE-IV	3	1	-	4	
<b>TOTAL</b>				<b>11</b>	<b>3</b>	<b>12</b>	<b>20</b>	

<b>Open Elective - I</b>						
S.No	Course Code	Course Title	L	T	P	C
1	SBJ151A	Gender, Media and Society	4	-	-	4

<b>Discipline Specific Elective (DSE) - I</b>						
S.No	Course Code	Course Title	L	T	P	C
1	SBJ261A	संचार के लिए हिंदी	3	1	-	4
2	SBJ263A	Business Journalism	3	1	-	4

<b>Discipline Specific Elective (DSE) - III</b>						
S.No	Course Code	Course Title	L	T	P	C
1	SBJ361A	Story Telling Through Media	4	-	-	4

<b>Open Elective - II</b>						
S.No	Course Code	Course Title	L	T	P	C
1	SBJ152A	Voice of the Fourth Estate	4	-	-	4

<b>Discipline Specific Elective (DSE) - II</b>						
S.No	Course Code	Course Title	L	T	P	C
1	SBJ262A	Social Media Marketing	3	1	-	4
2	SBJ264A	Sports Journalism	3	1	-	4

<b>Discipline Specific Elective (DSE) - IV</b>						
S.No	Course Code	Course Title	L	T	P	C
1	SBJ362A	Theatre and Communication	4	-	-	4

Semester	1	2	3	4	5	6	Total
Courses	8	8	9	9	9	6	49
Credit	27	25	27	26	24	20	149



Registrar

 K.R. Mangalam University  
 Sohna Road, Gurugram (Haryana)

**BA(JMC) Programme Scheme of Studies 2022-25 as per Choice Based Credit System (CBCS) and Learning Based Outcome Curriculum Framework (LOCF)**

Year	S.No	Course Code	Course Title	L	T	P	C	
FIRST	<b>ODD</b>							
	1	CC	SBJ101A	Communication in Real World	5	1	-	6
	2	CC	SBJ107A	Computer Applications in Media	4	-	-	4
	3	CC	SBJ115A	Reporting and Editing - I	4	-	-	4
	4	AECC	SBJ113A	Media Writing	3	-	-	3
	5	CC	SBJ157A	Computer Applications in Media Lab	-	-	4	2
	6	CC	SBJ155A	Reporting and Editing - I Lab	-	-	4	2
	7	OE		Open Elective - I	4	-	-	4
<b>TOTAL</b>				<b>20</b>	<b>1</b>	<b>8</b>	<b>25</b>	
SECOND	<b>ODD</b>							
	1	CC	SBJ201A	Radio Broadcasting and Programming	4	-	-	4
	2	CC	SBJ203A	The Advertising World	4	-	-	4
	3	CC	SBJ205A	Camera, Light and Sound	4	-	-	4
	4	AECC	UDCM	Disaster Management	3	-	-	3
	5	CC	SBJ251A	Radio Broadcasting and Programming Lab	-	-	4	2
	6	CC	SBJ253A	The Advertising World Lab	-	-	4	2
	7	CC	SBJ255A	Camera, Light and Sound Lab	-	-	4	2
	8			MOOC	-	-	-	4
9	DSE		DSE-I	3	1	-	4	
<b>TOTAL</b>				<b>18</b>	<b>1</b>	<b>12</b>	<b>29</b>	
THIRD	<b>ODD</b>							
	1	CC	SBJ301A	Public Relations and Corporate Communications	3	1	-	4
	2	CC	SBJ303A	Communication Research	4	-	-	4
	3	CC	SBJ305A	Event as a Marketing Tool	4	-	-	4
	4	SEC	SBJ357A	Functional Exposure Report	-	-	-	2
	5	VAC	VAC115	Film Appreciation	2	-	-	0
	6	CC	SBJ353A	Communication Research Lab	-	-	4	2
	7	CC	SBJ355A	Event as a Marketing Tool Lab	-	-	4	2
8	DSE		DSE-III	3	1	-	4	
<b>TOTAL</b>				<b>16</b>	<b>2</b>	<b>8</b>	<b>22</b>	
<b>Evening</b>								
<b>ODD</b>								
1	CC	SBJ110A	Digital Photography	4	-	-	4	
2	CC	SBJ104A	Media Laws and Ethics	3	1	-	4	
3	CC	SBJ112A	Reporting and Editing - II	4	-	-	4	
4	AECC	UCES125A	Environmental Studies	3	-	-	3	
5	CC	SBJ150A	Digital Photography Lab	-	-	4	2	
6	CC	SBJ154A	Reporting and Editing - II Lab	-	-	4	2	
7	OE		Open Elective - II	4	2	-	4	
<b>TOTAL</b>				<b>18</b>	<b>3</b>	<b>8</b>	<b>23</b>	
<b>Evening</b>								
<b>ODD</b>								
1	CC	SBJ202A	Digital Media Foundation	4	-	-	4	
2	CC	SBJ204A	Idea to Screen	4	-	-	4	
3	CC	SBJ206A	Documentary and Short Filmmaking	4	-	-	4	
4	SEC	SBJ208A	Radio Jockeying and News Reading	3	1	-	4	
5	CC	SBJ252A	Digital Media Foundation Lab	-	-	4	2	
6	CC	SBJ254A	Idea to Screen Lab	-	-	4	2	
7	CC	SBJ256A	Documentary and Short Filmmaking Lab	-	-	4	2	
9			DSE-II	3	1	-	4	
<b>TOTAL</b>				<b>18</b>	<b>2</b>	<b>12</b>	<b>26</b>	
<b>Evening</b>								
<b>ODD</b>								
1	CC	SBJ302A	Global Media Scenario	3	1	-	4	
2	CC	SBJ304A	Media Organizations and Entrepreneurship	3	1	-	4	
3	SEC	SBJ352A	Major Project	-	-	-	6	
4	VAC	VAC 112	Successful Communication - Writing and Presentation	2	-	-	0	
5	DSE		DSE-IV	3	1	-	4	
<b>TOTAL</b>				<b>11</b>	<b>3</b>	<b>12</b>	<b>18</b>	

Total Credits

143

<b>Open Elective - I</b>				L	T	P	C
1	SBJ161A	Gender and Media Studies		4	2	-	4

<b>Discipline Specific Elective (DSE) - I</b>				L	T	P	C
1	SBJ261A	संचार के लिए हिंदी		3	1	-	4
2	SBJ263A	Business Journalism		3	1	-	4

<b>Discipline Specific Elective (DSE) - III</b>				L	T	P	C
1	SBJ361A	Story Telling Through Media		4	-	-	4
2	SBJ363A	Fashion Journalism		4	-	-	4

<b>Open Elective - II</b>				L	T	P	C
1	SBJ152A	Voice of Fourth State		4	-	-	4

<b>Discipline Specific Elective (DSE) - II</b>				L	T	P	C
1	SBJ262A	Social Media Marketing		3	1	-	4
2	SBJ264A	Sports Journalism		3	1	-	4

<b>Discipline Specific Elective (DSE) - IV</b>				L	T	P	C
1	SBJ362A	Theatre and Communication		4	-	-	4
2	SBJ364A	Communication and Development		4	-	-	4



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**NEW MEDIA LAB**

**Course Code: SJJM 253**

**(L-0, T-0, P-4, C-2)**

**Exercises/Assignments (Individual):**

1. Exercises on internet surfing
2. Searching material on the net on the given topic
3. Writing for web newspaper/ news portal
4. Writing blogs and their posting on the net
5. Creating a Facebook group as Administrator
6. Generating news content for mobile phone
7. Open an email account and promote a social cause

**Exercises/Assignments (Group):**

1. Developing a web based publication either a newspaper or magazine with hyperlinks, graphics, and gif animations.
2. Production of one-minute video film on mobile phone

**FIELD WORK**

**Course Code: SJJM 255**

**(L-0, T-0, P-0, C-2)**

The Field Work practical will be a communication based project to give students first-hand experience of working in field. This work will be undertaken preferably in the months of June-July.

The students will be given a theme related to a social problem. They will be required to prepare a communication project on the same. The project will include-

- a. A skit/play on the theme to create awareness (Theatre)
- b. A short film/documentary on the theme (AV Media)
- c. Designing Posters and Brochure (Print Media)
- d. Photo feature (Photography)
- e. A file and PowerPoint presentation for final evaluation (documentation)

It will be a group activity

**RADIO JOCKEYING AND NEWS ANCHORING LAB**

**Course Code: SJJM 259**

**(L-0, T-0, P-4, C-2)**


**Exercises/Assignments:**

**A. Radio Jockeying**

- a. Script for anchoring, Use of language, diction and pronunciation for Radio Jockeying
- b. Write, present and edit 5-10 minutes radio news bulletin and news based programmes
- c. Conducting radio interviews/vox-pop with a music Programme anchoring

**B. News Anchoring for TV**

- a. Write, present and edit 8-10 minutes TV News Programme with Teleprompter
- b. Prepare a 10-15 minutes TV News Package combined with an interview and PTC

  
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- Writing the proposal

### 3. Documentary

- Watching documentaries and analyzing their script
- Writing the script of a documentary

### 4. Fiction

- Analysis of scripts of films and TV serials by watching them
- Writing story for making a fiction film
- Writing of scripts as per the assignment given
- Writing screenplays
- Preparing storyboard

## FUNCTIONAL EXPOSURE REPORT

**Course Code: SJJM 357**

**(L-0, T-0, P-0, C-4)**

### Objective of the course:

- To help the students learn hands-on while working in a media organization
- To ask them making use of their learning by documenting their training

### Summer Training and Report Writing:

Soon after the End Term Fourth Semester Examination, each student will undergo Summer Training for at least six weeks in a media organization. After the training, he/she will submit Functional Exposure Report based on his/her experience and learning during media attachment.

### Evaluation of Functional Exposure Report:

The Functional Exposure Report carries 100 marks. It will be evaluated in the Sixth Semester Examination by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.



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**MAJOR PROJECT**

**Course Code: SJJM 352**

**(L-0, T-0, P-0, C-10)**

Students have to undertake a major project. The project can be based on research study or production work.

**Research Based Study:**

- **Selection of Topic:** The students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.
- **Significance of Study:** They are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.
- **Writing the Report:** The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.


**Production Based Project:**

The students need to produce video films as group work, with the approval and under supervision of a faculty member.

**Production:**

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

- **Short Film:** A group can decide to produce a short film with the prior approval of the concerned faculty member. The duration of the short film may be 1 to 5 minutes.
- **Documentary:** A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary may be 10 to 20 minutes.
- **Fiction Film:** A group can produce a short fiction film with the prior approval of the concerned faculty member. The duration of the fiction film may be up to 10 minutes.

  
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## MINOR PROJECT

SJBJ209A

CREDITS – 6

### Overview:

In the five semesters of BA (JMC) the learner gets a solid foundation in print media, electronic media, Event Management, Public Relations, Advertising, Media Research and Social media. Building on this foundation, students develop a wide variety of mass communication skills which they need in today's changing media and communication environment. They apply these skills inside and outside the classroom. To serve these ends, the course is structured with application of all the skills that strengthens students' practical knowledge to create final products of various disciplines of mass communication.

This 'hands on' course attempts to introduce students the application of all the courses studied in previous years in the form of group based/individual projects where real problems of communication that exist in the world around us can be studied and even solved.

### Objective and Expected Outcome:

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to be skillful, ethical, adaptable and persuasive professional communicators. Our students should be ready to address the challenges of a quickly changing occupational landscape and prepared to meet the diverse needs of stakeholders across society. The course prepares our students to engage in the work that leaves a positive impact on the surrounding community.

They will use written, oral and visual communication skills to fulfill the objectives of course. They will be able to develop an understanding of journalistic investigation methods and the ability to critically evaluate images and ideas presented through media. They will produce a finished media product which may be used to showcase their expertise in that stream of mass communication.

### Course Content:

The students will be given a theme related to a social problem. They will

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be required to prepare a communication project on the same. The project will include-

- a. A skit/play on the theme to create awareness (Theatre)
- b. A short film/documentary on the theme (AV Media)
- c. Designing Posters and Brochure (Print Media)
- d. Photo feature (Photography)
- e. A file and PowerPoint presentation for final evaluation (documentation)

**This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems. It will be a group activity**



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## FUNCTIONAL EXPOSURE REPORT

**SJBJ 309A**

**CREDITS – 4**

### **Overview:**

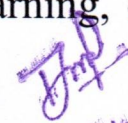
On job training or internship is an extension of the classroom where intern learns to work within a team and to communicate effectively with colleagues and supervisors. Internship provides students with practical experience and functional exposure to the industry environment. Students get the opportunities to assemble portfolios.

This 'hands-on' course attempts to introduce students to have flavour of industry experience where they work with real clients and are exposed to the nuances of functioning of media industry.

### **Objective and Expected Outcome:**

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree.

An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports. Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get 'Hands on' experience of functioning of newspaper organizations, TV channels, Advertising agencies, PR Consultancies, Event Management Firms, Production Houses and Alternate Media etc. During the summer vacation, students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.


  
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## **Catalogue Description**

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree. An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports.

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get 'Hands on' experience of functioning of newspapers, TV channels, Advertising agencies, PR Consultancies, Event management Firms, Productions houses and Alternate media etc. During the summer vacation students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.

**This course will give them functional exposure of various set of skills required to be a successful media professional. After completing the course, students will create a project report about their learning through industry exposure.**

  
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## MAJOR PROJECT

**SJBJ 306A**

**CREDITS – 8**

### **Overview:**

In the five semesters of BA (JMC) the learner gets a solid foundation in print media, electronic media, Event Management, Public Relations, Advertising, Media Research and Social media. Building on this foundation, students develop a wide variety of mass communication skills which they need in today's changing media and communication environment. They apply these skills inside and outside the classroom. To serve these ends, the course is structured with application of all the skills that strengthens students' practical knowledge to create final products of various disciplines of mass communication.

This 'hands on' course attempts to introduce students the application of all the courses studied in previous years in the form of group based/individual projects where real problems of communication that exist in the world around us can be studied and even solved.

### **Objective and Expected Outcome:**

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to be skillful, ethical, adaptable and persuasive professional communicators. Our students should be ready to address the challenges of a quickly changing occupational landscape and prepared to meet the diverse needs of stakeholders across society. The course prepares our students to engage in the work that leaves a positive impact on the surrounding community.

During the final semester students will choose one area of their choice and will apply a diverse set of skills to meet a variety of media-oriented objectives. They will use written, oral and visual communication skills to fulfill the objectives of course. They will be able to develop an understanding of journalistic investigation methods and the ability to critically evaluate images and ideas presented through media. They will produce a finished media product which may be used to showcase their


expertise in that stream of mass communication.

### **Course Content:**

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing(Advertising,Public Relations &Event Management)/Media Research on the subject/theme approved by the Dean/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation and project report during final exam.

The Project Report and final product will be evaluated by Examiner through continuous and final assessment.

**This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems.**

  
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SJBJ352A	Major Project	L	T	P	C
Version 2.0		0	0	12	6
Pre-requisites/Exposure	BA(JMC), I, II, III, IV, V Sem				
Co-requisites	--				

### Course Objectives

1. To introduce students the application of all the courses studied in previous years in the form of group based/individual projects
2. To prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.
3. To able to find solution for real life communication/media problems.
4. To apply written, oral and visual communication skills while designing the project
5. To design a media product/portfolio to showcase their expertise in various areas of Mass Communication.

### Course Outcomes

After completion of the course student will be able to:

- CO1: Introduce students the application of all the courses studied in previous years in the form of group based/individual projects
- CO2: Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.
- CO3: Able to find solution for real life communication/media problems.
- CO4: Apply written, oral and visual communication skills while designing the project
- CO5: Design a media product/portfolio to showcase their expertise in various areas of Mass Communication.

### Catalogue Description

In the five semesters of BA (JMC) the learner gets a solid foundation in print media, electronic media, Event Management, Public Relations, Advertising, Media Research and Social media. Building on this foundation, students develop a wide variety of mass communication skills which they need in today's changing media and communication environment. They apply these skills inside and outside the classroom. To serve these ends, the course is structured with application of all the skills that strengthens students' practical knowledge to create final products of various disciplines of mass communication.

This 'hands on' course attempts to introduce students the application of all the courses studied in previous years in the form of group based/individual projects where real problems of communication that exist in the world around us can be studied and even solved.

### Objective and Expected Outcome:

This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems.

### Course Content

- Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester.



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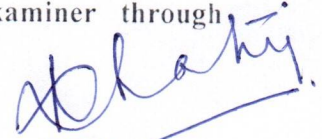
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- Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Advertising, Public Relations & Event Management)/Media Research on the subject/theme approved by the Dean/HoD in the Fifth Semester.
- The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation and project report during final exam.

The Project Report and final product will be evaluated by Examiner through continuous and final assessment.



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SJBJ357A	Functional Exposure Report	L	T	P	C
		0	0	0	4
Pre-requisites/Exposure	BA(JMC) IV				
Co-requisites	--				

### Course Objectives

1. To conceive hands-on experience while working in a media organization.
2. To familiarize with all the technical terms and guidelines used in their respective industry.
3. To apply the acquired course knowledge in industry.
4. To compose their learning's by documenting them during their training.

### Course Outcomes

After completion of the course student will be able to

- CO1: Conceive hands-on experience while working in a media organization.
- CO2: Familiarize with all the technical terms and guidelines used in their respective industry.
- CO3: Apply the acquired course knowledge in industry.
- CO4: Compose their learning's by documenting them during their training.

### Catalogue Description

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree. An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports.

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get 'Hands on' experience of functioning of newspapers, TV channels, Advertising agencies, PR Consultancies, Event management Firms, Productions houses and Alternate media etc. During the summer vacation students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.

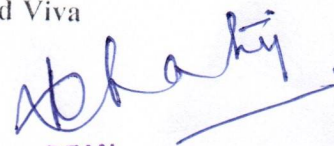
### Project Report

Students will prepare an internship report, covering all the relevance of internship, the work done and learning's on weekly basis during their industry internship. Student will be evaluated on the basis of his progress in creating report, supervisor's feedback and PowerPoint presentation during mid of the semester. At the end of the semester, students will present the report to the examiner and he/she will be evaluated on the basis of viva and the Functional Exposure report.

**Modes of Evaluation: Internship report assessment, Presentation and Viva**



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SJBJ353A	Communication Research Lab	L	T	P	C
Version 2.0		0	0	4	2
Pre-requisites/Exposure	Basic Knowledge of Research				
Co-requisites	--				

### Course Objectives

1. To understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature
2. To draft objectives using research gaps and research questions.
3. To collect data using relevant research methods
4. To critically analyse the data using theoretical framework.
5. To write Research Articles/Paper, Project Reports, Reference, and Bibliography

### Course Outcomes –

After completion of the course student will be able to:

- CO1 Understand statement of problem pertaining to Journalism and Mass Communication after going through review of relevant literature
- CO2 Draft objectives using research gaps and research questions.
- CO3 Collect data using relevant research methods
- CO4 Critically analyse the data using theoretical framework.
- CO5 Write Research Articles/Paper, Project Reports, Reference, and Bibliography

### Catalogue Description

#### Overview:

Research is an integral part of communication where a society at large is benefitted. Knowing the problem and searching the probable cause for it has always a necessity. Through this course students will be practical converting all the theoretical aspects.

#### Objective and Expected Outcome:


An important part of this course is designing and conducting a research report. Students will be writing a research paper after thorough working on the literature and methodology. They will be writing an abstract and will be conducting every part of it. Students will also be attending the conference and will try presenting or publishing the research appears in the same.


By the end of this course student will have an analytical approach and work proficiently in the research area.

### Course Content

1. Writing review of collected literature and finding out research gaps
2. Drafting research proposal with problem statement, research questions and objectives.
3. Understanding research design and research methods to apply in real life communication for data collection.
4. Analysing and inferring the data using theoretical framework.
5. Drafting the final report/paper with references/bibliography using APA style sheet.

### Suggested Readings:

  
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1. Kothari, C R: Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 2004
2. Hansen Andero, Cottle Simon: Mass Communication Research methods Negrine Ralph. Newbold Chris McMillan Press Ltd., London 2004
3. Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
4. Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
5. Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
6. Uma Josh Media Research- Cross Sectional Analysis, Authors Press, 2002
7. G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
8. Allen T Harrell New Methods in Social Science Researches, Praeger Publishers, New York
9. Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi
10. Broota, K D Experimental Designs in Behavioural Research, New Age International

**Modes of Evaluation: Assessment of Research report, Presentation, Viva**

After completion of the course, students will have an overall knowledge of writing research paper/project. Students will aim presenting the research paper in conference and publishing the same after duly checked by concerned faculty.



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