



(AN AUTONOMOUS COLLEGE)

([www.smsvaranasi.com](http://www.smsvaranasi.com))

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

**Semester-wise Papers in BA (Hons) Mass Communication Course**

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

**BA(H)MC COURSE STRUCTURE**

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

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

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

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

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

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

**Mapping of Programme Outcomes and Courses**

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

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

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



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

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

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

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

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

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

<b>Semester I</b>	<b>BA(H)MC-22-102 :Introduction to Journalism</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

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

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

<b>Semester I</b>	<b>BA(H)MC-22-103 :Principles of Communication</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

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

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

<b>Semester I</b>	<b>BA(H)MCME-22-104 : Principles of Management</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

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

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

<b>Semester -I</b>	<b>BA(H)MCME-22-105: Cyber Security</b>
<b>Credit-4</b>	<b>LTP: 4:0:0</b>

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

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

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

**Course Objective:**

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

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

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

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

<b>Programme /Class: Certificate</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Co-Curricular</b>		
<b>Course Code: CC-22-1</b>	<b>Course Title: Food, Nutrition and Hygiene, Credits: 2</b>	
<b>Course outcomes:</b> <div><div>1. To learn the basic concept of the Food and Nutrition</div><div>2. To study the nutritive requirement during special conditions like pregnancy and lactation</div><div>3. To learn meal planning</div><div>4. To learn 100 days Nutrition Concept</div><div>5. To study common health issues in the society</div><div>6. To learn the special requirement of food during common illness</div></div>		



<b>Semester II</b>	<b>BA(H)MC-22-201: Print Media Production</b>
<b>Credit – 6</b>	<b>LTP: 4:0:2</b>

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

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

<b>Semester II</b>	<b>BA(H)MC-22-202: Media History</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

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

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

<b>Semester II</b>	<b>BA(H)MC-22-203: Public Relations</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

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

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

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

<b>Semester II</b>	<b>BA(H)MCME-22-204: Advertising and Media</b>
<b>Credit – 4</b>	<b>LTP: 4:0:0</b>

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

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

<b>Semester II</b>	<b>BA(H)MCME-22-205 : Management Information System</b>
<b>Credit – 4</b>	<b>LTP: 4:0:0</b>

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

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

<b>Semester II</b>	<b>BA(H)MC-22-206: Camera &amp; Editing</b>
<b>Credit – 3</b>	<b>LTP: 2:0:1</b>

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

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

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

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

<b>Semester III</b>	<b>BA(H)MC -22-301 :Exploring Hindi Cinema</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

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

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

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

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

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

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

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

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

<b>Semester III</b>	<b>BA(H)MCME-22-304:Organizational Behavior</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

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

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

<b>Semester- III</b>	<b>BA(H)MCME-22-305: Business Environment</b>
<b>Credit - 4</b>	<b>L:T:P - 4:0:0</b>

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

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

<b>Semester III</b>	<b>BA(H)MC-22-306 :Content Writing</b>
<b>Credit – 3</b>	<b>LTP: 3:0:0</b>

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

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

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



<b>Semester IV</b>	<b>BA(H)MC-22-401: Development Communication</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

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

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

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

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

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

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

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

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

<b>Semester IV</b>	<b>BA(H)MCME-22-404: Marketing Management</b>
<b>Credit – 4</b>	<b>LTP: 4:0:0</b>

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

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

<b>Semester -IV</b>	<b>BA(H)MCME-22-405:Data Mining</b>
<b>Credit– 4</b>	<b>LTP: 4:0:0</b>

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

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

<b>Semester IV</b>	<b>BA(H)MCVC-22-406: Digital Marketing</b>
<b>Credit – 3</b>	<b>LTP: 3:0:0</b>

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

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

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

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

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

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



<b>Semester V</b>	<b>BA(H)MC-22-502: Writing for Media</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

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

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

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

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

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

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

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

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

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

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

<b>Semester VI</b>	<b>BA(H)MC-22-601: Documentary</b>
<b>Credit – 5</b>	<b>LTP: 3:0:2</b>

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

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

<b>Semester VI</b>	<b>BA(H)MC-22-602: Alternative Media</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

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

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

<b>Semester - VI</b>	<b>BA(H)MC-22-603: Integrated Marketing Communications</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

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

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

<b>Semester VI</b>	<b>BA(H)MC-22-604: Media Management</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

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

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

<b>Programme /Class : Certificate</b>	<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Co-Curricular Course</b>		
<b>Course Code: BA(H)MCCC-6</b>	<b>Course Title: Communication Skills and Personality Development, Credits: 2</b>	
<b>Course outcomes:</b> 1. To understand the concept of Personality. 2. To learn what personal grooming pertains. 3. To learn to make good resume and prepare effectively for interview. 4. To learn to perform effectively in group discussions. 5. To explore communication beyond language. 6. To learn to manage oneself while communicating. 7. To acquire good communication skills and develop confidence.		