

SANKALCHAND PATEL UNIVERSITY, VISNAGAR
Faculty of Mass Communication & Journalism



**Structure, Teaching Scheme and Syllabus of
Bachelor of Arts (Journalism & Mass Communication)**

Program Code: JM101

With effect from: 2024-25

Semester- I

COURSE LEARNING OUTCOME

Programme Name: -B. A. Journalism & Mass Communication

Program Outcomes (PO): -

- [PO.1] The program will make the learners responsible citizens sensitive to human issues.
- [PO.2] The program will transform the learners into highly informed multi-tasking media professionals.
- [PO.3] The program will enhance the core competencies required to meet the skills of the journalism profession.
- [PO.4] The program will impart required skills and knowledge to the learners for working as journalists in Print / Electronic / digital media.
- [PO.5] The program will enable the learners to establish their own start-ups on various digital platforms.
- [PO.6] The program will throw broad light on how to develop indigenous media research methods for upcoming scholars.
- [PO.7] The program will groom the learners for working as marketing managers and public relation officers.
- [PO.8] Ethics: To work ethically in all areas of industry related to Media, Journalism & Communication.
- [PO.9] The program will be in silence of confidence to work as able communicators such as Faculty.
- [PO.10]. The program will allow overarching into allied fields such as film studies, animation and graphics.

Program Specific Outcome (PSO): -

- [PSO.1]. The program results in imparting an all roundness to be able to attain a successful career option globally not only as a journalist but also as PRO, Media Planner, Film appreciator or media faculty.
- [PSO.2]. The program empowers the students to the contemporary industrial realities of allied fields.

Credits and Course Type Distribution (Semester wise)

Semester	MJ	MN	MDC	SEC	AEC	VAC/ IKS	INT/ OJT	RP / DESER T	TOTAL CREDITS
I	8	4	4	2	2	2	-	-	22
II	8	4	4	2	2	2	-	-	22
III	12	-	4	2	2	2	-	-	22
IV	12	4	-	2	2	2	-	-	22
V	12	8	-	2	-	-	-	-	22
VI	12	4	-	-	2	-	4	-	22
VII	12	4	-	-	-	-	-	6	22
VIII	12	4	-	-	-	-	-	6	22
TOTAL	88	32	12	10	10	8	4	12	176

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Introduction to Mass Communication & Journalism
Course Code:	11-JMM201-1C
Pre-requisite Course:	-----

Course Objectives:

1. Objective behind this subject is to understand the Communication & Media
2. To understand the role and importance of different factors in Media.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Definition of communication, Concept & feature of communication, Different types of communication: Verbal & Non-Verbal, /written, downward & upward. Barriers of communication, Essentials of communication, 7 C's of communication, Factors affecting communication, Characteristics & Concept of Communication	12	25%
2	Process of Communication Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews	12	25%
3	Forms of Communication. Intrapersonal communication, interpersonal communication, group communication (public, crowd, and small group), mass communication, non-verbal communication, listening skills, Listening, types of listening, barriers to listening, effective listening skills.	12	25%
4	Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews, reading skills, Model of reading to learning, reading tactics and strategies	12	25%

Reference Books:

Sr. No.	Books
1	Key Themes in Media Theories, Rawat Publication.
2	Keval J Kumar, Jaico Publishing House
3	The Definitive Book of Body Language, Munjal Publishing House
4	Theories of Mass Communication, 2nd Edition, NewYork; David Mc McKay
5	Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand the concepts of Indian society.	1 Understanding
CLO2	To understand different religions of India	2 Applying
CLO3	To understand Importance of social change	2 Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM01
Course Name:	Basics of Print Media
Course Code:	11-JMM202-1C
Pre-requisite Course:	Bhartiya Social System

Course Objectives:

- 1) An integral part of Mass Communication and Journalism is acquiring rendering skills.
- 2) Makes the editing part to represent ideas in the most appropriate and effective way through the foundation of journalism.
- 3) This Course helps students to understand the types of editing part of print media.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
3	-	2	4	18	50	09	25	-	-	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Unit-I [Introduction to News] L-15 1. News: Meaning & definition, Hard & Soft News, News Value 2. Sources and elements of news, Orientations and Perspective 3. Characteristics of news, 4. Importance of News 5. Different styles of news writing. 6. Headline: Importance & types	12	25%
2	Unit-II [Different Types of News] L-15 1. Difference between News & Information -Stories of Human Interest. 2. Trends and Modern Journalism, 3. Influence of TV Channels, news reporting in Print Media 4. Entertainment	12	25%
3	Unit-III [News Operations] L-15 1. Definition, scope, concept & Function of News (Newspaper & Magazines) 2. Feature and concept of News 3. Local, Regional and National News 4. Educational News	12	25%
4	Unit-IV [News Agency] L-15 1. News Agency and Impotence of Agency 2. History of functioning & role, UNI, International News Agency, AP, UPI, Reuters, 3. Press Organization: PIB, RNI, DAVP, PTI 4. Syndicate news	12	25%

Reference Books:

Sr. No.	Books
1	Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2	Parthasarthy, Rangaswami, Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi,
3	Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
4	Ambrish Saxena, Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
5	George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6	Suhas Chakravarty., News Reporting & Editing: An Overview, Kanishka Publishers, Delhi,
7	Wynford Hicks, Writing for Journalist, Routledge, London, 2000

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	The program will make the learners responsible citizens sensitive To human issues.	2 Understanding
CLO2	The program will transform the learners into highly informed multi-Tasking media professionals	1 Remembering
CLO3	The program will enhance the core competencies required to meet The skills of the journalism profession.	1 Remembering
CLO4	The program will impart required skills and knowledge the learners For working as a journalist in Print/Electronic/digital media.	3 Applying,
CLO5	The program will enable the learners to establish their own start-ups On various digital platforms.	4, 5 Evaluate, Analyze
CLO6	The program will throw broad light on how to develop indigenous Media research methods for upcoming scholars.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Editing for Print Media
Course Code:	11-JME203-1C
Pre-requisite Course:	

Course Objectives:

1. Objective behind this subject is to understand the Communication & Media
2. To understand the role and importance of different factors in Media.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to News 1. News: Meaning & definition 2. Sources and elements of news 3. Characteristics of news 4. Mass Communication: Concept & Characteristics 5. Different styles of news writing. 6. Headline: Importance & types	12	25%
2	Different Types of writing 1. Writing for newspaper and magazines: Nature & Difference 2. Feature writing: Meaning, definition & nature. 3. Editorial: Importance & art of writing 4. Writing column, Reportage, analysis etc.	12	25%
3	Reporting for Print Media 1. Definition, scope, concept & principles of news reporting 2. Types & techniques of news reporting 3. Functions of reporting: Interview, collection of data, research 4. Qualities & Responsibilities of a reporter. 5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.	12	25%
4	Editing for Print Media 1. Theories and Principles of Editing 2. Preparing good copies for Newspaper, Magazine & others 3. Introduction to editing symbol, proofreading symbols & Copy Desk 4. Role, functions and responsibilities of Copy editor	12	25%

Reference Books:

Sr. No.	Books
1	Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2	Parthasarathy, Rangaswami. Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi,
3	Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
4	Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
5	George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6	Suhas Chakravarty, News Reporting & Editing: An Overview, Kanishka Publishers, Delhi,

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand the Essentials of Environment	1 Understanding
CLO2	To understand different Ecosystem	2 Applying
CLO3	To understand Importance Elements and Importance climate change and global warming	2 Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Bhartiya Social System
Course Code:	11-JME204-1C
Pre-requisite Course:	-----

Course Objectives:

1. Objective behind this subject is to understand the social structure of Indian society
2. To understand the role and importance of different factors in social change.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Society & Religions Concept and types of Society, Introduction to Indian Society: Structure, Characteristics & background, Definition and Concept of religions, Brief idea of religions: Hinduism, Muslims, Christianity, Buddhism, Jainism & Sikhism	12	25%
2	Family in Indian Society: Marriage and kinship in India Functions of family, Types of family, Changes in Indian family system, Evil practice of Dowry in Indian marriage.	12	25%
3	Caste system in India: Characteristics of caste system in India Socio-cultural, economic, political dimension of caste system in India, Power dimension of caste system in India, Inter-caste relations, changes in caste system in India	12	25%
4	Social Change: Factors of social change, Education in social change: Importance & Need, Globalization & Social change, Media & Social change, Technology for Social change.	12	25%

Reference Books:

Sr. No.	Books
1	H.R. Ghosal An Outline History of Indian People
2	A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1&2
3	A.N. Aggarwal Indian Economy
4	Rajni Kothari Caste in Indian politics
5	Ministry of I & B Facts about India

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand the concepts of Indian society.	1 Understanding
CLO2	To understand different religions of India	2 Remembering
CLO3	To understand Importance of social change	3. Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Environment Science
Course Code:	11-MDC203-1C
Pre-requisite Course:	

Course Objectives:

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
4	-	-	4	18	50	18	50	-	-	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Definition, Scope and importance: Environment, Need for public awareness, Role of Information, Technology in Environment and human health. Ecosystems: Concept of an ecosystem: Structure and function of an ecosystem Producers, consumers and decomposers. Energy flows in the ecosystem. Ecological succession	12	25%
2	Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.	12	25%
3	Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity	12	25%
4	Definition, Cause, effects and control measures a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides. Climate change	12	25%

Reference Books:

Sr. No.	Books
1	Environmental Encyclopedia, W.P. Cooper Cunningham, T.H. Gorhani, E & Hepworth, Jaico Publ. House, Mumbai
2	The Biodiversity of India, Erach Bharucha, Mapping Publishing Pvt. Ltd., Ahmadabad
3	Environmental Biology, K.C. Agarwal, Agro Botanical Publishers

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	The program will groom the learners for working as marketing Managers and public relation officers.	2 Understanding
CLO2	Ethics: To work ethically in all areas of industry related to Media, Journalism & Communication.	1 Remembering
CLO3	The program will instill a sense of confidence to work as able Communicators such as Faculty.	1 Remembering
CLO4	The program will allow overarching in to allied fields such as film Studies, animation and graphics.	3 Applying,
CLO5	To Analyze history for evaluation	4, 5 Evaluate, Analyze
CLO6	To Develop knowledge about our history	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Communicative Writing Skills in English Language
Course Code:	11-AEC104-1C
Pre-requisite Course:	

Course Objectives:

- 1) English is an integral part of Mass Communication and Journalism is acquiring rendering skills.
- 2) Makes the editing part to represent ideas in the most appropriate and effective way through the foundation of journalism.
- 3) This Course helps students to understand the importance of English in media.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Basic English Grammar—Importance of Language use and grammar	12	25%
2	Introduction to Articles—Sentence formation (affirmative, Negative interrogative, etc.)	12	25%
3	Primary and Modal Auxiliaries — Be, Have, Do, Can, May, Should, Would, Must, etc. Paragraph and Paraphrasing	12	25%
4	Using the Right Words - 1 (For eg: Difference between joy and happiness) English Key words Associated with Media Preparing to Write an Essay (For eg: Visit to a media house, 5 Assembly, etc.)	12	25%

Reference Books:

Sr. No.	Books
1	Dan Laughey Key Themes in Media Theories, Rawat Publication.
2	Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
3	All and Barbara Pease the Definitive Book of Body Language, Munjal Publishing House

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Students should be able to speak confidently and effectively in English, demonstrating good pronunciation, fluency, and appropriate use of vocabulary and grammar.	2 Understanding
CLO2	Students should experience and their vocabulary and understand common diplomatic expressions used in English.	1 Remembering
CLO3	Develop skills in social interaction, including polite conversation, Active listening and non-verbal communication.	1 Remembering
CLO4	Develop skills in multimedia storytelling, such as creating audio video reports and interactive online content.	3 Applying,
CLO5	Develop an understanding of international and cross-cultural Reporting, including the ability to report on global issues and events.	6 creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO	PO3	PO	PO5	PO6	PO	PO8	PO9	PO0	PSO1	PSO2
CLO1	M		L	M	M	M	L	M	M	M		L
CLO2	L	M	M		L		M		L		M	M
CLO3	L	L		M	L	M		L		M		M
CLO4	M	H				M	H		M		L	
CLO5	H		M		H			H	M	M		H
CLO6				M	M	M	L	H		H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM01
Course Name:	Application of Computers in Media
Course Code:	11-SEC104-1C
Pre-requisite Course:	Basic Computer, Media, M. S. Office

Course Objectives:

- 1) The objective of this subject is to make the students understand the functioning of office application software.
- 2) It will help the student to have hands-on experience on various application software used for office automation like Document editor, Spreadsheet, Presentation and Internet for day-to-day problem solving, in particular for creating business documents, data analysis, graphical representation, web communication.
- 3) This Course helps students to understand the types Software of Textures and colour Combination.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	4	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Advanced Document Editor Working with Tables and Graphics: Create Table, Inserting the Data, Selecting Row and Column; Add/Delete Row, Column, Cells; Merging and Splitting the Cells; Changing Table Position; Formatting Tables, Adding Border and Shading, Use Sort Feature, Insert Diagram; Mail Merge and Labels, Autocorrecting, Auto text, Inserting Footnotes/Endnotes, Count Words, Saving Documents with Passwords, Macros; Checking Spelling and Grammar, Looking at A Document in Different Views.	12	25%
2	Computer Graphics Software and Data in Apparel Industry: Introduction, the software configuration of graphics systems, functions of a graphics package, Data base structure & content, Geometric modeling–3D modeling, other CAD software feature.	12	25%
3	Computer Communication and Internet: Basic of Computer Networks LAN, WAN, MAN Internet: Concept, Application, Web Browsing Software, Surfing, URL Address, Search Engine, Down Loading, Chatting on Internet. Email: Meaning, Email Addressing, Mailbox: Inbox and Outbox, Using, Viewing, Sending, Saving Mails, Sending Same Mail to Various Users, Sending Soft Copy as Attachment, Enclosures to Email, Spam Mail. Computer Related Terms: Anti- Virus, Bit, Boot, Bite, Cache, Compatible, Bug, Dos, DVD, End-Users, GUI, Hypertext, Html, IBM, LAN, WAN, MAN, Motherboard, Multimedia, Nibble, PDF, Peripheral, Processor, PDA, Protocol, USB, Extension, IP Address, Troubleshoot, Ups, Web Browser	12	25%
4	Photoshop & Corel Draw, Adobe illustration or Application Introduction, features and its applications.	12	25%

Reference Books:

Sr. No.	Books
1	Renee Weiss Chase, CAD for Fashion Design, Prentice Hall Publication.
2	Mikell P. Groover & Mory W. Zimmers, CAD/CAM/Computer Aided Design Manufacturing, Person Education Publication.
3	Dr. A.M. Patel, Pankaj Pandya, Kiran Desai: Fundamentals of Computer & Its Application Part-I, Jalaram Publication, Ahmadabad.
4	Taxali R.K.: IT Tools & Applications, TMH, New Delhi

Course Learning Outcomes (CLO) on completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Basic Computer	2 Understanding
CLO2	To Remember types of Function CAD	1 Remembering
CLO3	To define Pencil and Color Shading Designing Software.	1 Remembering
CLO4	Applying Different Types of Media.	3 Applying,
CLO5	To Analyze advertising and Media Graphic Study.	4, 5 Evaluate, Analyze
CLO6	To Develop Poster and Logos etc.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM01
Course Name:	Bhartiya Nyay Darshan
Course Code:	11-IKS106-1C
Pre-requisite Course:	History of Art Culture and Ethics

Course Objectives:

- 1) To facilitate understanding of the History of Bharatiya Culture
- 2) To understand the Nyay Philosophy, learn concepts of Bharatiya Emotion,
- 3) To develop managerial skills in the students and to develop Ethics.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	4	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Definition Nyaya Darshan, Meaning and Scope of Nyaya Darshan, Salient features of Nyaya, Sources of cultural History of Ancient Bharat.	12	25%
2	Theory of Pramans, The concept of God and proof for the existence of God, Prakriti arguments for the existence of God, purusha, arguments for its existence, Drvay Karma Gun arguments	12	25%
3	Nyaya Prama and Pramāṇa, Pratyakṣa (Definition), Sannikarṣa, Classification of Pratyakṣa: Nirvikalpaka, Savikalpaka, Laukika, Alaukika	12	25%
4	Anumiti, Anumana (Definition), vyapti, paramarsa, Classification of Anumana: purvavat, sesavat, smanyatodṛṣṭa, kevalanvayī, kevalavyatirekī, anvayavyatireki, svarthanumana, pararthanumana, Upamana (definition), Śabda (definition).	12	25%

Reference Books:

Sr. No.	Books
1	Devraj N. K Bhartiya Darshan
2	Chatterjee & Dutt, An Introduction to Indian Philosophy
3	Sharma CD., A critical survey of Indian Philosophy
4	Sinha, HP, Bhartiya Darshan ki Ruprekha

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom 's Taxonomy Level
CLO1	To Understand Bharatian Philosophy	2 Understanding
CLO2	To understand Nyaya Darshan	1 Remembering
CLO3	To define the role of Bhariya Darshan.	1 Remembering
CLO4	To Applying Different types of origin of subject	3 Applying,
CLO5	To Analyze Study of Bharatia Culture.	4, 5 Evaluate, Analyze
CLO6	To Create Ethics and Philosophy	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	UHV-I
Course Code:	11-UHV001-1C
Pre-requisite Course:	---

Course Objectives:

- 1) To train the student for Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
- 2) To understand (or develop clarity) the harmony in the human being, family, society and nature/existence.
- 3) To strengthen self-reflection.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	-	-	-	-	-	-	-	-	-	-	-

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Case studies of typical holistic technologies, management models and production systems 6. Vision for the Holistic alternatives, UHVs for entrepreneurship Strategy for transition from the present state to Universal Human Order: (a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers (b) At the level of society: as mutually enriching institutions and organizations – Right understanding and dilemmas of professional ethics in today's world.	12	25%
2	Holistic perception of harmony at all levels of existence. Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.	12	25%
3	Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals. Visualizing a universal harmonious order in society-Undivided Society, Universal Human Order-from Family to world family.	12	25%

4	Understanding the harmony in Nature and its Equanimity, Respect for all, Nature as Teacher. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Coexistence of mutually interacting units in all-pervasive space. Holistic Perception of harmony at all levels of existence.	12	25%
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Reference Books:

Sr. No.	Books
1	JeevanVidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2	Human Values, A. N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3	The Story of Stuff (Book).
4	Small is Beautiful-E. F Schumacher

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Universal Human Values	2 Understanding
CLO2	To Remember of Natural Acceptance "and Experiential Validation	1 Remembering
CLO3	To Define Types of human-human relationship	1 Remembering
CLO4	To Applying harmony in the Nature and its Equanimity	3 Applying,
CLO5	To Analyze nature- recyclability and self-regulation in nature	4, 5 Evaluate, Analyze
CLO6	To Develop Holistic per caption of harmony at all levels of existence.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low