



Deccan Education Society's

Fergusson College (Autonomous), Pune

Program Specific Outcomes (PSOs) and Course Outcomes (COs) 2019-20

Department of Media and Communication

Programme: B.Voc. Media and Communication

Name of the Programme	Program Specific Outcomes (PSOs) Upon completion of this programme the student will be able to
PSO1	Academic competence: <ol style="list-style-type: none">1. Understand fundamental concepts, principles and processes underlying the field of Media and its different branches (ranging from Public Relations, Advertising, Journalism to Radio Programming, Audio-Visual Production and Editing, Script Writing) and its linkage with related disciplinary areas/subjects.2. Demonstrate updated knowledge in unison with the ongoing changing trends and keep them updated with the latest technology.3. Equipped with creative and technical skills in various domains of Media, Audio-Visual Production and Photography. This will enable them to be employed both at the local as well as global level.
PSO2	Personal and Professional Competence: <ol style="list-style-type: none">1. Empower the student's critical thinking skills and problem-solving strategies for overall development of the professional growth in the fields of Mass Media, Journalism, Audio-Visual Production, Photography and Radio Programming.2. Execute programme based on industry orientated new technologies and trends in Mass Media, Journalism, Audio-Visual Production and Photography3. Identify media related problems and use appropriate concepts and methods to solve them.4. Create ample opportunities in order to work effectively while emerging as an acceptable team leader by working on team projects & assignments.
PSO3	Research competence: <ol style="list-style-type: none">1. Apply technical knowledge, use of software and methodologies in order to conduct research and adapt appropriate skills to seek solutions to problems that emerge in fields of Mass Media, Journalism, Photography and Audio-Visual Production.

	2. Review relevant literature and can develop a hypothesis and conduct methodical research on any topic related to Media.
PSO4	<p>Entrepreneurial and Social competence:</p> <ol style="list-style-type: none"> 1. Design techniques and solutions towards specific areas related to Media such as Advertising, Journalism, Digital Marketing, Audio-Visual Production. 2. Build Entrepreneurial capabilities considering the ever-growing scope of the media industry. Individual Creativity and Apt Technological Training would help to enhance competence of students. 3. Demonstrate adequate knowledge, skill, dedication and work ethics required for accomplishment of the assigned task 4. Exhibit acquired knowledge for the growth of social and ethical values in outdoor activities, such as service learning, internships and field work. 5. Maintain and develop ethics of Media, Photography and Audio-Visual Production as these industries play a vital role in today's world. 6. Enhance social competence by teaching them appropriate communication skills like listening, speaking, presentation required in disciplinary field.

Course Outcomes (COs)

F.Y. B.Voc. Semester 1

Title of the Course and Course Code	Introduction to Communication (BVM1101)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall basic concepts, principles and scope of communication. Describe different types of communication and understand barriers to communication.	1
CO2	Differentiate between theories and models of communication. Explain different key factors, key components associated with the communication process and theories of communication.	2
CO3	Examine the nature and significance of Mass Communication. Analyze and interpret role played by Mass Communication in bringing Social Change.	3,4
CO4	Detect the interrelationship between Mass Communication and Mass Culture and explain the history of Mass Media.	4
CO5	Compare and assess role played by various tools of Mass Media. Compare the difference in nature and roles played by Mass Media tools.	5
CO6	Develop an understanding regarding the influence of Mass Communication on Contemporary Society.	6

Title of the Course and Course Code	Introduction to Journalism (BVM1102)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Define Journalism. Describe role and significance of Journalism as a profession. State the brief history of Journalism.	1
CO2	Explain the role played by Indian Media in the Indian National Movement. Discuss the contribution made by various important Journalists-Thinkers in the pre-independence era.	2
CO3	Examine the development of Indian Journalism in Post-Independence Era. Outline brief history of Important Newspapers, Milestones in Indian Journalism post-Independence	3
CO4	Detect the important success stories of Indian Journalism. Explain the typical Structure of a Newspaper Organization. Identify the roles played by Editorial and Reporting Departments.	2,4
CO5	Assess the contribution of Advertising, Marketing, Circulation Departments in the Newspaper Business. Review the relationship between pagination, photography departments with editorial department.	5
CO6	Build inclusive opinion based on the importance of Administrative Department in a newspaper organization. Construct an insight regarding the overall coordination required to publish a newspaper on a daily basis.	6
Title of the Course and Course Code	Basics of Visual Communication (BVM1103)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe different types of communication and identify basic concepts, elements, scope of visual communication.	1
CO2	Articulate classification of shots. Discuss the history of visual communication and articulate the concepts of visual literacy.	2

CO3	Demonstrate forms and approaches regarding visual communication, interpret meaning of visuals. Detect design process and classify design principles.	3,4
CO4	Analyze color theory. Distinguish between motion and static visual communication and explain the impact of visual communication on society.	4
CO5	Assess influence and significance of Visual aids and advance techniques to separate shots.	4,5
CO6	Specify the importance of the models of visual communication. Explain advantages and the overall role played by visual communication in today's society.	6
Title of Course and Course code	Writing Skills (BVC1104)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall and cite the specific facts, basic concepts and principles of writing skills.	1
CO2	Differentiate and compare between diverse types of writing. Discuss advantages and limitations of news writing, feature writing, article writing, and captions writing. Create well written content for applications, blogs, emails, story movie review, book review and summary.	2,5
CO3	Demonstrate an ability to write content on a specific type. Modify same content to suit various types	2,3
CO4	Compare different writing styles, detect their advantages and limitations. Integrate more than one style and organize data.	4,6
CO5	Evaluate skills and style of the content of any type. Determine reasoning for a particular write-up.	5
CO6	Build an insight about the necessity and utility of writing skills. Assemble the content in the required writing type to suit the need of communication.	6

Title of Course and Course code	Image Processing (BVM1105)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall and cite the basic concepts and principles of Image Processing. Apply different brush styles, colors and draw images.	1,3
CO2	Differentiate and compare between various themes. Classify diverse shapes and apply lighting effects and flare to a suitable picture.	2,3
CO3	Illustrate, retouch portrait photography and apply glamour effect on it. Apply motion effects to appropriate pictures. Execute shooting of photographs for panorama.	3
CO4	Relate action, record and apply it on an entire folder. Design a greeting card for Diwali festival. Size: 6" x 4" or 4" x 6" or customize.	4,6
CO5	Evaluate the importance of image processing. Compare various images and assess their advantages and limitations.	5
CO6	Design a cover on a given subject, a Visiting Card, Letterhead and Envelope.	6
Title of the Course and Course Code	Basics of Photography (BVM 1106)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Remember and cite the basic concepts and principles of Photography. Identify the scope and functioning of camera.	1
CO2	Articulate the process of photography effects of aperture, shutter speed, types of Photo (Formal, Informal), elements concerning Silhouette and Architectural photography	2
CO3	Apply Perspectives (Linear, Aerial). Illustrate ability to take photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware,	3

	Glassware, Food, Jewelry etc.	
CO4	Analyze Patterns (Natural, Artificial) of photography. Differentiate lighting for Rough & Smooth Texture. Explain importance of Lighting for form & shape.	4
CO5	Appraise the importance of Silhouette, Portrait, Outdoor portrait with reflector. Compare various types of photography and assess their significance.	5
CO6	Build an understanding regarding key elements associated with photography. Plan and execute assignments for photography.	6

F. Y. B. Voc. Semester 2

Title of the Course and Course Code	Social Issues and Ideas (BVM 1201)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe Characteristics of Indian Society. Define Nation State and Nationalism, Modernism, Feminism. And describe Society in Indian Context	1
CO2	Articulate contribution and significance of social reformers in India and discuss the role played by them in India's transformation. Summarize role of media in social reform movements.	2
CO3	Examine importance of five-year planning in the initial development of India. Classify development policies according to objectives, target audience and efficacy.	3
CO4	Explain role of contemporary policies in national development. Discuss case studies based on issues like gender, education, poverty etc.	4
CO5	Assess challenge created by terrorism and naxalism to national security and national development. Appraise influence of caste system in Indian politics as well as other important sectors.	5

CO6	Develop an understanding regarding challenges to Indian Society. Integrate analysis of challenges with the advantages that Indian society possesses. Formulate a viewpoint to achieve national development and address key challenges.	6
Title of the Course and Course Code	News Reporting (BVM 1202)	Number of Credits:4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe the significance of News in any Media Organization and recall values and principles of News writing.	1
CO2	Articulate the role of a reporter in a media organization. Discuss the skills required in order to work as a reporter. State the importance of sources in order to write a news.	2
CO3	Execute the process of news creation. Examine the relationship between new ideas and their conversion into a story.	3
CO4	Explain importance of Press Releases and Press Conferences in writing a news. Identify methods of Writing a News Story and compare different types of leads.	4
CO5	Determine the importance of a beat in a newspaper organization and evaluate the role and responsibilities of a Beat Reporter.	5
CO6	Develop an understanding regarding important beats in a newspaper organization. Recognize the importance of reporters assigned to specific beats.	6
Title of the Course and Course Code	Audio Visual Narratives (BVM 1203)	Number of Credits:4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe storytelling and identify its types. Recall the characteristics of effective storytelling.	1
CO2	Articulate components associated with narration and narrative structure. State types of narrative structure	2

CO3	Examine different narration styles. Interpret role and significance of three-act structure used in narrative fiction	3
CO4	Analyze new trends shaping TV and Film Industry and identify changes visible in terms of content, strategy and technology. Appraise influence of newly emerged narrative forms like Online shots, flash fiction, web series, viral videos, Interactive comics, digital trailers.	4
CO5	Assess emergence of current trends and methods in Audio Visual Narratives. Analyze significance of short films, documentaries and web series in terms of content and revenue.	4,5
CO6	Develop an understanding about role of advertising in overall financial structure of audio-visual content. Specify the current key components of audio-visual industry.	6

Voiceover Techniques (BVM 1204)		
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Title of the Course and Course Code	Voiceover Techniques (BVM 1204)	Number of Credits: 6
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On completion of the course, the students will be able to:		Bloom's Cognitive Level
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CO1	Describe mechanism of human voice and identify its types.	1
CO2	Articulate 5Ps of Human Voice and discuss relationship between Breathing & Voice.	2
CO3	Carry out breathing while controlling air flow. Experiment with various breathing exercises.	3
CO4	Analyze the role of voice in different Audio-Visual genres and classify types of voice-overs based on different Audio-Visual genres. Explain importance of the diaphragm in voice production.	4
CO5	Compare different voice-overs. Evaluate importance of voice-overs in commercials as well as audio programmes.	5
CO6	Design Voice-Over project using techniques of voice recording and editing.	6

Communication Skills (BVM 1205)		
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Title of the Course and Course Code	Communication Skills (BVM 1205)	Number of Credits: 6
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On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall basics of language and describe key factors associated with verbal language.	1
CO2	Discuss importance of Pronunciation, Maintaining Pitch in communications skills.	2
CO3	Interpret body language and communication. Outline process of communication and comprehension.	3
CO4	Classify types of communication - Group Discussions, Power Point Presentations, Interview and explain key components of speech.	4
CO5	Appraise importance of introduction in formal communication. Evaluate role of communication to accomplish any task. Discuss importance of exercises like talking in front of camera or vocabulary building.	5
CO6	Design and perform various tasks related to communication skills.	6

Title of the Course and Course Code	Journalism Project (BVM 1206)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Identify and write news, articles, features and draw sketches, cartoons, take photos.	1
CO2	Discuss design of the book/magazine and differentiate between types of content.	2
CO3	Carry out research in order to apply best design to the created content. Predict and apply types of lay outs.	3
CO4	Design and classify pages dedicated to specific content. Assess advantages and limitations of layout provided.	4,6
CO5	Determine importance of relationship between textual content and visuals. Select press to print and justify the specific choice based on analysis.	5

CO6	Design and print a Magazine/Book based on the exercises.	6
S.Y.B.Voc. SEMESTER 3		
Title of the Course and Course Code	Media and Society (BVM 2301)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Define nature of Mass Communication and describe history, characteristics of mass media.	1
CO2	Discuss relationship between society and media, media norms and social institutions. Classify media according to types. Give examples of media content of various types.	2
CO3	Examine effects of media on children, women, and youth. Outline different stereotypes depicted by media.	3
CO4	Analyze role of media in bringing social and economic development. Explain significance of media in the process of rural/community development.	4
CO5	Appraise culture as a distinguishing factor of any society. Assess influence of media in projecting culture and discuss type of culture.	5
CO6	Develop an understanding about the need of media literacy. Formulate media texts.	6
S.Y.B.Voc. SEMESTER 3		
Title of the Course and Course Code	Basics of Management (BVM 2302)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall nature of management, its functions and describe principles and need for it.	1
CO2	Discuss scope and nature of media management. Explain media as an industry & profession and articulate it's types.	2

CO3	Classify newspaper ownership and organizational patterns of print media. Outline functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper.	3
CO4	Analyze various factors associated with Newspaper Economics. Explain importance of circulation & advertising as source of revenue.	4
CO5	Review functional framework of broadcasting organizations. Compare revenue patterns in different new organizations. Justify digital media management as a newly emerged trend.	5
CO6	Specify role of media management division in the any media organization. Build understanding regarding the current challenges and opportunities in the sector media management.	6
Title of the Course and Course Code	Script Writing (BVM 2303)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall basic concepts related to script writing. Describe norms and practices of Script Writing.	1
CO2	Discuss fundamental principles of storytelling. Explain principles of action and dialogue writing. Give examples of Script formats and styles.	2
CO3	Classify elements of a script. Generalize importance of theme, plot, character profiles, scene design and dialogue in a script.	3
CO4	Analyze the relationship between characters and plots. Explain basics of dramaturgy including nature of conflict, escalating confrontation, resolution delivering dramatic satisfaction	4
CO5	Review different genres of scripts and the entertaining elements. Select any genre out of action, children, comedy, crime, drama, family, history, horror, romance, science fiction, teens, and thriller and discuss script written for the particular genre.	5
CO6	Build an understanding about different styles and formats of script writing. Design a script based on particular genre.	6

Title of the Course and Course Code	Practical in Creative Writing (BVM 2304)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Identify basic concepts related to creativity and creative writing.	1
CO2	Discuss fundamental principles of creative writing. Explain relationship between creative thought and writing.	2
CO3	Carry out creative writing exercises. Modify a write-up by adding creativity.	3
CO4	Detect and classify different creative write-ups according to mediums and styles. Explain relationship between target audience and creative writing.	4
CO5	Review different genres of creative write-ups. Select a particular write-up and discuss applied creativity to the content.	5
CO6	Write creative write-ups in different styles and for different mediums. Perform creative writing tasks designed for specific target audience.	6
Title of the Course and Course Code	Practical in Audio Production (BVM 2305)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Identify basic concepts related to sound and technology.	1
CO2	Discuss key components related to audio production process	2
CO3	Use pro-tools related to audio production. Carry-out exercises related to post production.	3
CO4	Analyze the importance of audio-production with respect to different genres.	4

CO5	Appraise the role played by emerging and existing sound technologies in the overall process of audio production	5
CO6	Perform specific tasks related to audio-production.	6
Title of the Course and Course Code	Practical Video Editing (BVM 2306)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Identify basic concepts related to video editing. State key components related to video editing.	1
CO2	Discuss advantages offered by Editing Software (Premier Pro CC). Use this software.	2,3
CO3	Execute fiction video editing.	3
CO4	Analyze and classify skills needed for video editing. Discuss general nature of video editing.	2,4
CO5	Appraise the importance of video editing for Dramatic Sequence, Action Sequence, Documentary News Editing & Ad Editing	5
CO6	Perform video editing of different types effectively.	6
S.Y.B.VOC. SEMESTER 4		
Title of the Course and Course Code	Introduction to Digital Media (BVM 2401)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe process of digitalization. Show significance of digital technologies and define nature of social networking.	1
CO2	Explain significance of Internet as a medium. Discuss Communication in the era of Digitalization. Give examples of	2

	impact caused by digitalization on the society.	
CO3	Examine nature and scope of Mobile Communication in India. Interpret relationship between Mobile Communication & Development.	3
CO4	Analyze concept and nature of space in digital era. Classify mobile communication technologies (1G to4G) in terms of reach and impact.	4
CO5	Appraise the importance of newly emerged new media. Evaluate influence of new media on identity projection. Review social institutions on the background of virtual space	5
CO6	Develop an understanding regarding key elements associated with digital media. Write about the social effects, advantages and concerns about digital media.	6
Title of the Course and Course Code	Basics of Advertising (BVM 2402)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe Origin and History of Advertising. State types of advertising. Understand creative process involved in advertising.	1,2
CO2	Classify different types of media for advertising. Give examples of copy writing for advertisements. Discuss factors that affect Marketing and Advertising.	2,3
CO3	Examine Creative Ads, Structure, Emerging Areas of Growth, Shifting Patterns of Consumption. Classify specialized department in an Ad. Agency: (Account. Planning, Account Servicing, Creative, Media Planning HRD)	3
CO4	Detect client related issues. Explain key factors associated with business and brand development.	4
CO5	Appraise relationship between brand management and audience psychology. Assess the general process branding product.	5

CO6	Specify importance of brand personalities, marketing in brand development. Write a copy for an advertisement with specific target audience.	6
Title of the Course and Course Code	Film Appreciation (BVM 2403)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe basic concepts related to cinema. Show film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting.	1
CO2	Discuss relationship between film and 20th-century art movements: impressionism, cubism, surrealism. Explain vocabulary of film, tools of expression and film formats.	2
CO3	Classify different film styles and genres like action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war.	3
CO4	Analyze recurrent themes, images, and narrative structures. Identify other formats i.e. short films: fiction & nonfiction, promotional, propaganda, corporate, educational, advertising films.	4
CO5	Appraise development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and film. Review Development and contribution of important Film Makers (Global/Indian).	5
CO6	Specify importance of Film appreciation, analysis, criticism as well as need and relevance of Censorship. Write about key components related to Film as an industry.	6
Title of the Course and Course Code	Practical in Translation Skills (BVM 2404)	Number of Credits: 6
		Bloom's Cognitive

On completion of the course, the students will be able to:		Level
CO1	Describe basic concepts related to translation skills and importance of translation as a necessary skill.	1
CO2	Discuss and practice key skills required for translation. Articulate language structure, flow and tone.	2
CO3	Carry out basic translation exercises. Apply skills in order to translate content of different types (Article, News, Feature, Interview, story)	3
CO4	Analyze flow of original content and translated content. Detect inconsistencies and work on it.	4
CO5	Compare different copies of translation. Break down sentences where specific translation skills have been applied.	4,5
CO6	Design and perform specific tasks related to translation skills. Translate copies of different types.	6
Title of the Course and Course Code	Practical in Page Designing (BVM 2405)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe basic concepts related to page design.	1
CO2	Understand and discuss importance of page design.	2
CO3	Carry out basic exercises related to page designing. Use In-Design Software.	3
CO4	Analyze types of page design. Modify patterns in page designing to suit the content.	4
CO5	Evaluate importance of tools required for page designing. Specify advanced skills necessary for page designing.	5,6
CO6	Design and perform specific tasks related to page designing. Design content of various types.	6

Title of the Course and Course Code	Practical in Camera Exercise (BVM 2406)	Number of Credits: 6
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe basic concepts related to camera	1
CO2	Understand and discuss relationship between lighting and camera	2
CO3	Carry out basic exercises related to photography. Discuss importance of studio lighting in photography.	3
CO4	Analyze types of photography. Carry out exercises related to photography in different environments.	3,4
CO5	Evaluate importance of skills required for advanced photography.	5
CO6	Design and perform specific tasks related to advanced photography.	6
T.Y.B.VOC. SEMESTER 5		
Title of the Course and Course Code	Media Research (BVM 3501)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe basic concepts related to media research. Tell scope and nature of research and state components related to scientific enquiry.	1
CO2	Classify research according to types and discuss its methods. Explain key differences between qualitative and quantitative approach.	2
CO3	Examine case studies which followed different research approaches. Employ literature review and data collection while pursuing research.	3
CO4	Analyze key elements associated with a research proposal and identify care needs to be taken while drafting a research proposal.	4
CO5	Appraise importance and utility of different approaches to data analysis. Review the need of research in media.	5

CO6	Formulate a research question. Write a research report. Specify methodology and approach which has been followed.	6
Title of the Course and Course Code	Introduction to Indian Polity (BVM 3502)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe Approaches to study Indian politics. Recall nature and components of the Indian states. Tell the process regarding formation of the Indian state in the historical perspective.	1
CO2	Discuss key components of Indian constitution. Distinguish key issues regarding Indian Judiciary and give examples of Landmark Verdicts pertaining to Indian Politics.	2
CO3	Examine Key Issues in Indian Politics. Classify challenges according to their nature.	3
CO4	Examine the role of major Political Parties in India and explain the role and significance of these parties.	4
CO5	Appraise challenges to Indian Polity. Argue on development and governance in the Indian context.	5
CO6	Specify the key debates shaping Indian Politics. Build and understanding regarding the relevance of Indian Political System.	6
Title of the Course and Course Code	Radio Programming (BVM 3503)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe Brief history of Radio. State qualities required for R. J and identify production process of radio programmes.	1
CO2	Discuss different writing styles for radio, writing for a specific programme. Articulate relationship between sound effects and text in a radio commercial.	2
CO3	Examine way of new writing for radio. Classify different radio	3

	programming styles.	
CO4	Detect and explain basics of Radio and Sound Technologies (AM / FM / MW / SW). Analyze functioning of radio stations, satellite radio, and community radio.	4
CO5	Appraise the overall process of radio production. Evaluate the importance of radio as a significant medium	5
CO6	Write copies for radio commercials or programmes. Design a radio programme.	6

Video Production (BVM 3511)		
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Title of the Course and Course Code	Video Production (BVM 3511)	Number of Credits: 6
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On completion of the course, the students will be able to:	Bloom's Cognitive Level
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CO1	Describe basic concepts related to video production. Identify key elements - Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques	1
CO2	Discuss components related to pre-production and production design (Pre-Production)	2
CO3	Apply Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting in the process of production. Identify Production Design (Production)	3
CO4	Detect and apply process related to post production – Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting	3,4
CO5	Appraise the overall process of video production. Apply skills necessary for Production Design (Post Production)	5
CO6	Perform specific tasks related to video production.	6

Podcast Programmes and Techniques (BVM 3512)		
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Title of the Course and Course Code	Podcast Programmes and Techniques (BVM 3512)	Number of Credits: 6
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On completion of the course, the students will be able to:	Bloom's Cognitive
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		Level
CO1	Identify basic concepts related to Podcast and Digital Media	1
CO2	Discuss key components related to Audio Podcasting.	2
CO3	Use various platforms like Spotify for audio podcasting	3
CO4	Explain the process of live audio podcast. Analyze the important components necessary for Podcast Setup.	4
CO5	Appraise the scope and nature of Scope of Video Podcast. Understand the components related to Video Podcast.	5
CO6	Perform specific tasks related to podcasting techniques.	6

T.Y.B.VOC. SEMESTER 6		
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Title of the Course and Course Code	In-Depth Report (BVM 3513)	Number of Credits
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On completion of the course, the students will be able to:		Bloom's Cognitive Level
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CO1	Identify basic concepts related to in-depth report. Identify skills required to write for various formats.	1
CO2	Discuss possibilities of Specialized Reporting based on local socio-economic and political situations.	2
CO3	Apply skills in the process of data collection. Use data in order to write an in-depth report.	3
CO4	Analyze the importance of new techniques of reporting.	4
CO5	Compare and assess new ways of reporting – Open Source, Data Based and Citizen Journalism	5
CO6	Write at least two in-depth reports on different topics	6

T.Y.B.VOC. SEMESTER 6		
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Title of the Course and Course Code	Media Laws and Ethics (BVM 3601)	Number of Credits: 4
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On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe fundamental legal regulations with special emphasis on Media. State laws related to media, Working Journalists Act, Press Council Act, Copyright Act, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharati Act	1
CO2	Discuss Emerging formats in new media, Cyber content, piracy, Cyber Laws, Intellectual Property Laws: Trademarks and Copyrights	2
CO3	Examine philosophy of journalism and its ethics, evolution of ethics, press council of India and its role in maintaining ethical journalistic standards. Implement Code of Conduct, Ethics for broadcast, radio and advertising.	3
CO4	Analyze Major debates and court cases concerning ethics.	4
CO5	Appraise the role of International Bodies: WTO, UNESCO as well as National Bodies: Press Council, TRAI, BRAI, Censor Board, INS, Editor's Guild in articulating laws and ethics.	5
CO6	Write a well-articulated response addressing issues concerning media laws and ethics. Build an understanding about the ethical concerns and media behavior in context of India	6
Title of the Course and Course Code	Public Relations (BVM 3602)	Number of Credits: 4
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Describe fundamental concepts, history, evolution and models of public relations.	1
CO2	Discuss Public relation practices in India. Explain the relationship between journalism, Corporate Communication and Public Relations. Discuss importance of Media Relations for a PRO.	2
CO3	Examine significance of corporate communication. Identify stakeholders of Corporate Communications and infer types of corporate communication (Internal and External)	1,3

CO4	Analyze Case studies examining corporate communication. Identify Practices and Tools of a CC professional.	4
CO5	Appraise the importance of PRO in any organization. Review his role and responsibilities. Evaluate importance of Crisis Communication, Corporate Branding, corporate image management, Investor relations in a corporate organization	5
CO6	Build an understanding about the significance of PR, corporate communication and crisis communication in today's world. Specify role of technology in maintaining communication.	6



Title of the Course and Course Code	Current Affairs (BVM 3603)	Number of Credits: 4
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On completion of the course, the students will be able to:	Bloom's Cognitive Level
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CO1	Describe fundamental concepts related current issues in geo-political, economic, social, cultural, humanitarian, global and historical terms. And political overview of last seven decades	1
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CO2	Discuss Economic Development: Mixed economic model, Five-year plans, Green Revolution, LPG in 1991, rising service sector. Explain socio-political challenges, security challenges like terrorism or naxalism, economic challenges for India.	2
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CO3	Examine India's role at the global level and examine India's foreign policy in the historical context.	3
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CO4	Analyze key challenges before India at the national level. Explain the impact of such challenges on the polity of India.	4
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CO5	Appraise the doctrine of National Security in the Indian context. Review key issues with relevance in sectors like Science and Technology, Healthcare, Industry, Agriculture.	5
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CO6	Build an understanding about the significance of current issues. Develop a response to challenges concerning India's security, development, political structure and economy.	6
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Title of the Course and		Number of Credits: 6
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Course Code	Practical in Social Media (BVM 3611)	
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall fundamental concepts related to social media and describe key platforms of social media.	1
CO2	Discuss the relationship between Types of Social Media and Business. Explain dynamics and nature of social media.	2
CO3	Interpret business funnel of social media. Apply right social media platform according to need of the business idea.	3
CO4	Analyze importance of Creating and Curating Content for Social Media. Explain importance of Social listening and audience research.	4
CO5	Assess significance of ecosystem behavior. Discuss approaches to strategic thinking.	5
CO6	Select a particular product and design a social media strategy for it.	6
Title of the Course and Course Code	Vocational Project (BVM 3612)	Number of Credits: 12
On completion of the course, the students will be able to:		Bloom's Cognitive Level
CO1	Recall and use fundamental concepts related to various sectors of media in order to complete a vocational project.	1,3
CO2	Articulate a plan to accomplish the project - Audio Visual Production Project or Journalism Project (Print / Broadcast / Photo feature / Research)	2
CO3	Apply skills learnt in the course which are relevant to the project	3
CO4	Analyze importance of skills and abilities in accomplishment of the vocational project	4
CO5	Review and evaluate the plan devised in order to complete the project. Synchronize all the skills to finalize the project.	5
CO6	Design and complete the project. Specify type of the project, skills	6

applied and build an understanding about relevance of the project.