



SGT UNIVERSITY
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved) Gurugram, Delhi-NCR
Budhera, Gurugram-Badli Road, Gurugram (Haryana) – 122505 Ph. : 0124-2278183, 2278184, 2278185

Faculty of Mass Communication & Media technology

Program Outcomes (POs)



PROGRAMME OUTCOMES OF B.A. (Journalism and Mass Communication)

PO 1 - The B.A. in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts.

PO 2 - While the emphasis of the course is on the Subjects of JOURNALISM and MASS COMMUNICATION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

PO 3 - As we are committed to bring together concepts and ideas with work ‘on the ground’, there is significant input from the industry professionals. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

PO 4 - The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analysed in various contexts. The social values and ethics are in the core of the program.

PO 5 - The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.

PO 6 - Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.



PROGRAMME OUTCOMES OF M.A. (Mass Communication and Journalism)

PO 1 - The M.A. in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts.

PO 2 - While the emphasis of the course is on the Subjects of JOURNALISM and MASS COMMUNICATION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

PO 3 - As we are committed to bring together concepts and ideas with work ‘on the ground’, there is significant input from the industry professionals. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

PO 4 - The syllabus and curriculum provide students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analyzed in various contexts. The social values and ethics are in the core of the program.

PO 5 - The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.

PO 6 - Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.



PROGRAMME OUTCOMES OF B.A. (Film and Television Production)

PO 1 - The B.A. in Film & Television Production course is designed to provide overall and in-depth knowledge about Film and Television Production to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts.

PO 2 - While the emphasis of the course is on the Subjects of FILM & TELEVISION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the traditional as well as multi-platform and digitized environment of media industries. They are also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

PO 3 - As we are committed to bring together concepts and ideas with work ‘on the ground’, there is significant input from the industry professionals. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from film making to television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

PO 4 - The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analyzed in various contexts. The social values and ethics are in the core of the program.

PO 5 - The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of film making and television and production apart from other forms of media.

PO 6 - To provide comprehensive knowledge and skills so that student can work in the field of film, television and media as well as in academics.



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Program Specific Outcomes (PSOs)



B.A. (JOURNALISM & MASS COMMUNICATION)

At the end of the programme students will be able to:

- **PSO 1.** Create research-driven communication campaigns that accomplish organizational goals.
- **PSO 2.** Reporting on stories in an accurate, detailed, balanced, professional and timely manner.
- **PSO 3.** Anchoring and analyzing news for Television, Digital and Radio Media.
- **PSO 4.** Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.
- **PSO 5.** Determine the validity of news sources and research techniques. Students will be able to interpret data.
- **PSO 6.** Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.
- **PSO 7.** Strategies for personal and professional development.



B.A. (FILM & TELEVISION PRODUCTION)

At the end of the programme students will be able to:

- **PSO 1.** By using cinematic language, the students will be able to create and direct engaging films, demonstrating cooperative, collaborative skills to bring together the disciplines of film making into cohesive whole in a production environment.
- **PSO 2.** To shoot the narrative of story through the amalgamation of science, craft and aesthetics of mise-en-scene and thus creating future cinematographers.
- **PSO 3.** To edit the narrative of story through the amalgamation of science, craft and aesthetics and thus creating future editors.
- **PSO 4.** Helping young thinker to write an engaging well-structured story and screenplay in proper format. The craft of writing visually and exhibiting the mastery of character build up and dialogue writing.
- **PSO 5.** Identifying viable films and Television ideas and understanding rights acquisitions. To demonstrate the mastery related to financing, pitching, pre-production, production and post production, supervision, distribution and P&A, thus creating future producers.
- **PSO 6.** Understanding of the current film making technologies and keeping up with the advancements.
- **PSO 7.** Inculcating entrepreneurial qualities in students for their professional lives.



M.A. (MASS COMMUNICATION AND JOURNALISM)

After brushing the basics and developing the advance subject related medium specific understanding in students, the programme wears microscopic lenses to enhance critical, analytical and contemporary understanding and caters to the ever evolving and changing field. The programme provides a solid base for the further academic and professional endeavours. At the end of the programme students will be able to:

- **PSO 1.** To demonstrate course related specific understanding in the field of communication and the meaning and purpose of communication at the individual, group, and societal level.
- **PSO 2.** To evaluate and apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Films, Documentary Film Making, Television, Digital, Advertising, PR, Corporate Communication and Event Management, Print and constraining oneself within legal limits.
- **PSO 3.** After developing the critical and objective understanding, in 4th semester, the programme divides itself into three specialization and each student has to choose one of the specialization and has to submit prescribed projects, thus fulfilling specialization requirements and creating professionals.
- **PSO 4.** To write compelling content that presents well-organised facts in professional language for News, Documentary, PSA and fictional story and writing dialogues and other sequences for Ads, serials and films.
- **PSO 5.** Apply broadcast and entertainment management skills at the workplace.
- **PSO 6.** Accumulating and sequencing thoughts from current event, surroundings, literature and history etc. to interpret and express the content for designated journalistic or film production.



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Course Outcomes

(COs)



Program B.A. (Journalism and Mass Communication)

COURSE: INTRODUCTION TO MASS COMMUNICATION

Semester - 1 (Scheme 2018-2021)

Course Code: 10010101

Course Outcomes: After the completion of the course the students will able to learn –

- **CO.1** - Importance of communication
- **CO.2.** - Various aspects of mass communication in various mediums.
- **CO.3** - Process of communication in different situations as well as different theories of communication which are applied or used in various scenarios.

COURSE: ENGLISH COMMUNICATION

Semester - 1 (Scheme 2018-2021)

Course Code: 10010108

Course Outcomes: After this course completion the students will able to learn-

- **CO. 1** - Verbal and non-verbal communication in professional life.
- **CO. 2** - Various aspects of body language and English communication.
- **CO. 3** - How to go for presentations and interviews etc.

COURSE: INTRODUCTION TO JOURNALISM

Semester - 1 (Scheme 2018-2021)

Course Code: 10010111

Course Outcomes: After this course completion the students will able to learn-

- **CO. 1** - History of Indian press
- **CO. 2** - Growth of Indian media
- **CO. 3** - Various social movements with respect to Indian press
- **CO. 4** - Various elements of news writing in reference to print media

COURSE: HINDI COMMUNICATION (Theory & Practical)

Semester - 1 (Scheme 2018-2021)

Course Code: 10010114

Course Outcomes:

इस कोर्स की पढ़ाई के बाद छात्र:

- **CO. 1** - शुद्ध भाषा लिख सकेंगे जो मीडिया के लिए बहुत जरूरी है।
- **CO. 2** - अंग्रेजी से हिन्दी और हिन्दी से अंग्रेजी में अनुवाद कर सकेंगे।
- **CO. 3** - फीचर, आलेख लेखन, न्यूज विश्लेषण लेखन कर पाएंगे।
- **CO. 4** - प्रूफ रीडिंग के रूप में उन्हें पार्ट टाइम कार्य मिल सकता है।
- **CO. 5** - वे मीडिया वाद-विवाद में भाग ले सकेंगे।

COURSE: BASICS OF RADIO (Theory & Practical)

Semester - 1 (Scheme 2018-2021)

Course Code: 10010109

Course Outcomes: After the completion of the course the students would be able to understand



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- **CO. 1** - The basics of Radio as a device and as a medium and differentiate between a public and a private broadcaster.
- **CO. 2** - The technicalities and esthetics of radio program and news presentation and production.
- **CO. 3** - The latest technologies and recent trends in Radio Programming and Presentation.

COURSE: CONTEMPORARY ISSUES AND CURRENT AFFAIRS I

Semester - 1 (Scheme 2018-2021)

Course Code: 10010112

Course Outcomes: On completion of this course the students should be able to:

- **CO. 1** - Understand the various aspects of Indian history during partition and after.
- **CO. 2** - Critically engage with various socio-economic and political issues in India.
- **CO. 3** - Understand the need and importance of democracy, parliament and political parties in India.
- **CO. 4** - Utilize knowledge gained to appreciate understand and debate the social fabric of the country.

COURSE: INTRODUCTION TO PHOTOGRAPHY (Theory & Practical)

Semester - 1 (Scheme 2018-2021)

Course Code: 10010113

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** - Understand basics technique of digital photography
- **CO. 2** - Handle the basics techniques of three point lighting and composition
- **CO. 3** - Produce & critique photographs.

COURSE: ENVIRONMENTAL STUDIES

Semester - 2 (Scheme 2018-2021)

Course Code: 10010208

Course Outcomes: After completing this course a student:

- **CO. 1** - will be able to know about the environment that will lead to a concern for his own environment.
- **CO. 2** - will understand environmental concepts such as the need to conserve biodiversity, the need to lead more sustainable lifestyles and the need to use resources more equitably.
- **CO. 3** - will be able to change his outlook towards environment by a practical approach based on observation and self learning
- **CO. 4** - will be able to create pro-environmental action, including activities we can do in our daily life to protect it.

COURSE: REPORTING AND EDITING FOR PRINT (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10010209

Course Outcomes: After the completion of the course, the students:

- **CO. 1** - can draw a line of difference between hard news and soft news.
- **CO. 2** - will be able to write news, reports, news analysis etc.



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- CO. 3 - can make a story newsworthy.
- CO. 4 - will play their roles as copy editors and reporters.
- CO. 5 - will prepare newspaper pages on QuarkXPress

COURSE: TELEVISION JOURNALISM (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10010210

Course Outcomes: After the completion of the course the students would be able to understand

- CO. 1 - The sacred, powerful, instrumental and moral role of journalism in society.
- CO. 2 - To practice and learn the art of TV News reporting, the basic skills and requirement for a TV Journalist.
- CO. 3 - How to cope up with the pressure within the organization and the outside the world and to maintain a balance with the market forces.

COURSE: CONTEMPORARY ISSUES AND CURRENT AFFAIRS II

Semester - 2 (Scheme 2018-2021)

Course Code: 10010211

Course Outcomes: After the completion of the course, the students:

- CO. 1 - will write articles, features, news analysis on social issues.
- CO. 2 - will cover election news and will conduct interviews during election campaigns.
- CO. 3 - will cover stories on economic issues, general budget etc.
- CO. 4 - will be aware of different types of problems the country.
- CO. 4 - will be capable to participate in media debates and discussions.

COURSE: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10010212

Course Outcomes: On completion of this course the students should be able to:

- CO. 1 - Define advertising and brand and functions of advertising.
- CO. 2 - Describe various elements of an advertisement.
- CO. 3 - Utilize knowledge gained to plan and design advertisement campaign.
- CO. 4 - Describe role and importance of PR agency
- CO. 5 - Describe the functions of PR agency
- CO. 6 - Utilize knowledge gained in planning and designing a public relations campaign

COURSE: ADVANCED PHOTOGRAPHY (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10010213

Course Outcomes: On completion of this course, the students will be able to-

- CO. 1 - Understand the advanced digital photography
- CO. 2 - Display the advanced techniques of exposure.
- CO. 3 - Handle the specialized techniques of lighting and composition
- CO. 4 - Produce & critique photographs.



COURSE: DIGITAL MEDIA (Theory & Practical)

Semester - 3 (Scheme 2018-2021)

Course Code: 10010307

Course Outcomes: After the completion of the course, the students:

- **CO. 1** - Will understand the importance of digital journalism in the present scenario
- **CO. 2** - Understand the various aspects of blogging and its use.
- **CO. 3** - Understand the elements of web designing
- **CO. 4** - Learn the importance and application of podcast, webcast as well as various trends of digital media.

COURSE: ADVANCE REPORTING AND ANCHORING (Theory & Practical)

Semester - 3 (Scheme 2018-2021)

Course Code: 1001308

Course Outcomes: After the completion of the course, the students:

- **CO. 1** - will face camera without any type of hesitation.
- **CO. 2** - will be able to work as TV Anchor.
- **CO. 3** - will understand the techniques to cover news stories and LIVE coverage for TV channels.
- **CO. 4** - will be capable to do sting operation.
- **CO. 5** - will use spy camera for any specific coverage.
- **CO. 6** - will participate in studio discussion.

COURSE: CONTEMPORARY ISSUES AND CURRENT AFFAIRS III

Semester - 3 (Scheme 2018-2021)

Course Code: 10010309

Course Outcomes: After the completion of the course, the students:

- **CO. 1** - will be able to be a knowledgeable person in General knowledge which is base of journalism.
- **CO. 2** - will understand the legal aspects and can file a PIL in a court.
- **CO. 3** - will cover stories on Police system, Police reforms and Paramilitary forces.
- **CO. 4** - will be aware of different types of problems the country.
- **CO. 5** - will be capable to write articles, features on current issues.

COURSE: FILM STUDIES (Theory & Practical)

Semester - 3 (Scheme 2018-2021)

Course Code: 10010310

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** - Develop a passion for films through understand the language of cinema, film narrative and the history of cinema
- **CO. 2** - Became film professionals with an aesthetic understanding of film production.
- **CO. 3** - Equipped to approach and appreciate cinema in an academic way.



COURSE: CORPORATE COMMUNICATION, BRAND MANAGEMENT AND EVENT MANAGEMENT (Theory & Practical)

Semester - 4 (Scheme 2018-2021)

Course Code: 10010409

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** - Learn the aspects of communication in corporate industry.
- **CO. 2** - Understand how branding and image building is done for any brand or product
- **CO. 3** - How to manage an event and how to frame it as well.

COURSE: BASICS OF TV PRODUCTION (Theory & Practical)

Semester - 4 (Scheme 2018-2021)

Course Code: 10010401/10010402

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** - Operate HD video cameras.
- **CO. 2** - Handle the basics of operating video field equipment (camera, audio, lighting)
- **CO. 3** - Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer
- **CO. 4** - Apply the principles of visual grammar.
- **CO. 5** - Create and produce a TV programme/short film.

COURSE: MEDIA LAWS AND ETHICS

Semester - 4 (Scheme 2018-2021)

Course Code: 10010404

Course Outcomes: On completion of this course the students should be able to

- **CO. 1** - Understand and explain freedom of press as per article 19(1) of the Indian constitution and reasonable restrictions in freedom of press.
- **CO. 2** - Understand the need and importance of various media laws in India.
- **CO. 3** - Utilize knowledge gained in coverage of judicial proceedings, parliament and state legislature

COURSE: MEDIA MANAGEMENT

Semester - 4 (Scheme 2018-2021)

Course Code: 10010408

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** - Understand micro and macro economics media Industry.
- **CO. 2** - Explain operation of media business and its managerial aspects.
- **CO. 3** - Fore see the future challenges in emerging media platforms and importance of technological developments.
- **CO. 4** - Understand significance of marketing, its concept, scope and new trends.

COURSE: ADVANCED TV PRODUCTION (Theory & Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10010501/10010502

Course Outcomes: On completion of this course, the students will be able to



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- **CO. 1** - develop an understanding of advanced TV Production technique by completing and presenting the following processes: pre-production, production, and post-production
- **CO. 2** - Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer.
- **CO. 3** - handle the basics of operating video field equipment (camera, audio, lighting)
- **CO. 4** - Create and produce a various types of TV Programmes/short film.

COURSE: BASICS OF MEDIA RESEARCH AND DATA JOURNALISM (Theory & Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10010506/10010507

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** - Understand research, types of research, research methods.
- **CO. 2** - Understand and use qualitative and quantitative methodologies.
- **CO. 3** - Explain data collection techniques and data presentation
- **CO. 4** - Understand the importance and usages of data journalism in different forms of Journalism.

COURSE: DEVELOPMENT JOURNALISM AND SOCIAL ISSUES (Theory & Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10010508

Course Outcomes: After the completion of the course, the students:

- **CO. 1** - will be able to cover news related to development.
- **CO. 2** - will understand different types of development models.
- **CO. 3** - can make documentaries on development issues.
- **CO. 4** - will understand the legal aspects of development journalism.
- **CO. 5** - will be capable to write articles, features on development topics.

COURSE: VISUAL COMMUNICATION & GRAPHICS (Theory & Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10010509

Course Outcomes: Upon completion of this course students will be able to:

- **CO. 1** - Understand concepts and apply procedures to create portfolios
- **CO. 2** - Apply procedures of pre-production, production, and post-production for graphics projects
- **CO. 3** - Apply procedures of pre-production, production, and post-production for animation projects , Audio, Video , Graphics and web projects
- **CO. 4** - Identify current trends within the digital media industry and appropriate career opportunities.
- **CO. 5** - Create and display an integrated digital media portfolio on a website.



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COURSE: PROJECT - MEDIA RESEARCH & PRESENTATION

Semester - 6 (Scheme 2018-2021)

Course Code: 10010605

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** - Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
- **CO. 2** - systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
- **CO. 3** - engage in systematic discovery and critical review of appropriate information sources
- **CO. 4** - appropriately apply qualitative and/or quantitative evaluation processes to original data
- **CO. 5** - understand and apply ethical standards of conduct in the collection and evaluation of data and other resources communicate research concepts and contexts clearly in writing and oral way.

COURSE: PROJECT – PRINT MEDIA, Ad/PR, TV PRODUCTION/DOCUMENTARY

Semester - 6 (Scheme 2018-2021)

Course Code: 10010606

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – The student will choose any of the disciplines as per his/her interest and excel in the interested field.

COURSE: INTERNSHIP

Semester - 6 (Scheme 2018-2021)

Course Code: 10010607

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – The student will get hands on training in professional set up thus embarking on the professional journey for which he/she prepared this long. It will help the student to develop professional contacts for future.



Program - B.A. (Film and Television Production)

COURSE: PHOTOGRAPHY (Theory & Practical)

Semester - 1 (Scheme 2018-2021)

Course Code: 10030102

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** - Acquire operational knowledge of a professional DSLR camera
- **CO. 2** - Have in-depth knowledge of Visual Grammar
- **CO. 3** - Know tools and techniques used by Professional photographers
- **CO. 4** - Be adept at taking Professional quality photographs

COURSE: ENGLISH COMMUNICATION (Theory)

Semester - 1 (Scheme 2018-2021)

Course Code: 10030103

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** - Develop a clear understanding of Phonetics, Vocabulary and Language
- **CO. 2** - Be able to form coherent writing styles
- **CO. 3** - Be able to express creatively in any genre/writing style

COURSE: PRODUCTION EQUIPMENT (Theory & Practical)

Semester - 1 (Scheme 2018-2021)

Course Code: 10030105

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** - Experience hands-on working of Broadcast quality Video Cameras & Audio equipment
- **CO. 2** - Be familiar with in-built tools in the camera and its operation.
- **CO. 3** - Work on outdoor and indoor exercises for better control over camera and visual grammar
- **CO. 4** - Be able to shoot sequences to understand working of microphones, cables & tripod
- **CO. 5** - Produce an “eight-shot” film.

COURSE: READING AND REVIEWING (Theory)

Semester - 1 (Scheme 2018-2021)

Course Code: 10030106



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Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** - Be exposed to World Cinema
- **CO. 2** - Know the history of Indian Cinema
- **CO. 3** - Develop an understanding of Socio-politico-cultural contexts of film content
- **CO. 4** - Develop an understanding of metaphors, symbols and underlying themes
- **CO. 5** - Be able to write critical reviews of movies

COURSE: FILM AND TELEVISION PRODUCTION BASICS

Semester - 1 (Scheme 2018-2021)

Course Code: 10030107

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – the basic understanding of the process and students will learn different production stages of film and Television simultaneously.
- **CO. 2** – Have knowledge of work flow through pre-production, production and post production stages.
- **CO. 3** – it will lay the foundation for work culture in high competitive setup and get acquainted with tools and techniques required to envisage the expectations.

COURSE: SCRIPT AND SCREENPLAY (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10030201

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Be able to develop and differentiate between a Story and Screenplay.
- **CO. 2** – Acquire an understanding of elements (characters, pace and mood, setting) of a Screenplay.
- **CO. 3** – Be able to write a 3 Act or 5 Act plot/screenplay.
- **CO. 4** – Be able to present a professionally drafted screenplay to a Production house/agency.

COURSE: PRODUCTION SOUND (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10030202

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Know different types of microphones, mixers, cables and their uses.
- **CO. 2** – Be able to handle sound recording and mixing equipment for different media.
- **CO. 3** – Be able to record location-sound during a production
- **CO. 4** – Be able to Dub sound and sound effects as per the requirement of a Project
- **CO. 5** – Be able to prepare a complete sound track for any given project



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COURSE: PRODUCTION PROCESS AND TECHNIQUES (Theory & Practical)

Semester - 2 (Scheme 2018-2021)

Course Code: 10030203

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Have knowledge of work flow through pre-production, production and post production stages.
- **CO. 2** – Be able to prepare budget and estimate above the line and below the line budgeting
- **CO. 3** – Be able to handle actors on a set or location
- **CO. 4** – Gain competitive edge through practical exercises and projects.
- **CO. 5** – Be prepared for working in the industry.

COURSE: DEVELOPMENT COMMUNICATION (Theory)

Semester - 2 (Scheme 2018-2021)

Course Code: 10030204

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Develop a perspective on national and international issues
- **CO. 2** – Know how to use traditional, digital and professional media platforms for development
- **CO. 3** – Be contextually equipped to prepare content for developmental changes and advocacy.

COURSE: ENVIRONMENTAL STUDIES (Theory)

Semester - 2 (Scheme 2018-2021)

Course Code: 10030205

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Be aware of issues affecting the environment.
- **CO. 2** – Be able to make media content leading to social awareness and change in society.

COURSE: EDITING (Theory & Practical)

Semester - 3 (Scheme 2018-2021)

Course Code: 10030301

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Gain basic knowledge of video editing – in theory and practice.
- **CO. 2** – Learn software interface and tools on Premiere Pro.



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- **CO. 3** – Be able to build video clips, export them to video files and upload them.

.COURSE: CINEMATOGRAPHY (Theory & Practical)

Semester - 3 (Scheme 2018-2021)

Course Code: 10030302

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Acquire an understanding of camera features and accessories.
- **CO. 2** – Gain an understanding of lights, lighting techniques and styles.
- **CO. 3** – Be able to operate camera – DSLR and Broadcast camcorder.
- **CO. 4** – Be able to use lighting equipment.
- **CO. 5** – Be able to produce short fiction & non-fiction films

COURSE: FILM STUDIES (Theory & Practical)

Semester - 3 (Scheme 2018-2021)

Course Code: 10030303

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Gain knowledge of motion picture history.
- **CO. 2** – Will see, discuss and critically analyze World cinema
- **CO. 3** – Know the great legends of cinema through regular viewing of Classics.
- **CO. 4** – Be extremely aware of the role of a Director and Impact of Cinema on a society
- **CO. 5** – Develop understanding of Cinema as an Art and a Craft.

COURSE: PRODUCTION DESIGN

Semester - 3 (Scheme 2018-2021)

Course Code: 10030306

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – understand the role of trinity and will understand why look and feel is so important in the visual world.
- **CO. 2** – it will help them realize what it takes to put imagination on screen.
- **CO. 3** – it helps them understand and find new areas of learning and a chance to excel other than the conventional jobs.

COURSE: PRODUCTION MANAGEMENT

Semester - 3 (Scheme 2018-2021)

Course Code: 10030307



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Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – one of the new evolving areas for jobs
- **CO. 2** – Be able to prepare budget and estimate above the line and below the line budgeting
- **CO. 3** – Be able to handle the entire production in studio and on location
- **CO. 4** – Gain competitive edge through practical exercises and projects.
- **CO. 5** – Be prepared for working in the industry.
- **CO. 6** – Be able to design a color palette for their productions
- **CO. 7** – Know how to design a “location” / set in a film or video production
- **CO. 8** – Understand the importance of make-up, hair style, age-look, period-look, for given productions

COURSE: DIRECTION (Theory & Practical)

Semester - 4 (Scheme 2018-2021)

Course Code: 10030401

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Write/adapt and Direct short fiction films
- **CO. 2** – Demonstrate understanding of visual, literary and performing arts in their film productions process
- **CO. 3** – Showcase an understanding of relationship between visual aesthetics and message/story
- **CO. 4** – Be able to *Direct* actors
- **CO. 5** – Lead a creative and technical team as Directors

COURSE: ADVANCE CINEMATOGRAPHY (Theory & Practical)

Semester - 4 (Scheme 2018-2021)

Course Code: 10030402

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Demonstrate Professional Cinematography practices at par with industry standards
- **CO. 2** – Be able to work as DoP (Director of Photography) on a range of shoots
- **CO. 3** – Have a good understanding of aesthetics, composition and framing of shots
- **CO. 4** – Be able to build a visually appealing narrative through their camera work
- **CO. 5** – Be able to shoot music videos, short films and other cinematography assignments
- **CO. 6** – Be familiar with multiple film and video formats

COURSE: ADVANCE EDITING (Theory & Practical)

Semester - 4 (Scheme 2018-2021)



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Course Code: 10030403

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Be able to use professional software – final cut pro, for their projects
- **CO. 2** – Utilize visual effects and video editing to improve their productions
- **CO. 3** – Apply various types, styles and techniques of video editing depending on the requirement of the project.
- **CO. 4** – Be able to carry out a smooth post production work flow.

COURSE: ACTORS AND ACTING

Semester - 4 (Scheme 2018-2021)

Course Code: 10030406

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Be proficient in *Directing* Actors for film & television
- **CO. 2** – Know the relevant use of hyperbole, subtle, theatrical Acting
- **CO. 3** – Be able to enhance Acting & their Production by the use of Lights, Camera frames, angles and blocking
- **CO. 4** – Be able to improvise their Directorial skills on-location
- **CO. 5** – Be able to shoot & direct Actors in a random/non-linear order

COURSE: DOCUMENTARY FILM

Semester - 4 (Scheme 2018-2021)

Course Code: 10030407

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Be able to Direct/create Documentaries.
- **CO. 2** – Be fully aware of social, ethnicity, cultural and gender issues
- **CO. 3** – Become proficient in one or more of documentary formats
- **CO. 4** – Combine aesthetics with issues to present realistic films
- **CO. 5** – Be able to pitch for their Documentaries in industry

COURSE: SOUND DUBBING & EFX (Theory & Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10030502

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Know the importance of Sound track in their films
- **CO. 2** – Be able to undertake Dubbing of dialogues
- **CO. 3** – Be able to use Sound EFX effectively and professionally
- **CO. 4** – Be able to produce ambience and music track



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- **CO. 5** – Also be able to create International sound track for their films
- **CO. 6** – Learn various tools & technologies for sound recording & mixing

COURSE: MINOR PROJECT – MUSIC VIDEO PRODUCTION (Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10030503

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Direct/Produce a Music Video matching industry standards

COURSE: MARKETING, DISTRIBUTION & EXHIBITION (Theory)

Semester - 5 (Scheme 2018-2021)

Course Code: 10030504

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Gain insight into the overview of Film business
- **CO. 2** – Plan Marketing Budget & Strategy for their Films
- **CO. 3** – Know “who & how to” approach for Collaboration/Publicity of their Films
- **CO. 4** – Know how to position their film in the market by reviewing the profile of Target Audience

COURSE: ADVANCE DIRECTION (Theory and Practical)

Semester - 5 (Scheme 2018-2021)

Course Code: 10030505

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Write/adapt and Direct full length feature film
- **CO. 2** – Demonstrate understanding of visual, literary and performing arts in their film productions process
- **CO. 3** – Showcase an understanding of relationship between visual aesthetics and message/story
- **CO. 4** – Be able to *Direct* actors
- **CO. 5** – Lead a creative and technical team as Directors

COURSE: MEDIA LAWS & ETHICS (Theory)

Semester - 5 (Scheme 2018-2021)

Course Code: 10030506

Course Outcomes: Upon successful completion of the course, students will:



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- **CO. 1** – Gain brief understanding of Constitution of India, Contempt of court Acts and those relevant to media such as Copyright Act
- **CO. 2** – Gain insight into investigative journalism & media ethics
- **CO. 3** – Be aware about global issues related to media

COURSE: PRODUCTION MANAGEMENT (Theory & Practical)

Semester - 6 (Scheme 2018-2021)

Course Code: 10030601

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Know the legalities involved in a film/television production
- **CO. 2** – Be fully aware of the role of a Production Manager and so will be able to hire the “right” team members for their productions
- **CO. 3** – Be able to handle Location, Team, Money management during various stages of their production

COURSE: TELEVISION PROGRAMMING (Theory & Practical)

Semester - 6 (Scheme 2018-2021)

Course Code: 10030602

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Be aware of production process in Television Programming
- **CO. 2** – Become aware “where” they can fit “if” they intend to join television channels

COURSE: PROJECT WORK FICTION FILM (Practical)

Semester - 6 (Scheme 2018-2021)

Course Code: 10030603

Course Outcomes: Upon successful completion of the course, students will:

- **CO. 1** – Produce and Direct a 30 minute Fiction Film

COURSE: INTERNSHIP (Practical)

Semester - 6 (Scheme 2018-2021)

Course Code: 10030604

Course Outcomes: Upon successful completion of the course, students will:

CO. 1 – BE EMPLOYABLE IN THE INDUSTRY



Programme: M.A. (Mass Communication and Journalism)

COURSE: INTRODUCTION TO MASS COMMUNICATION

Semester - 1 (Scheme 2018-2020)

Course Code: 10020108

Course Outcomes: After this course completion the students will able to learn –

- **CO. 1** – The importance of communication
- **CO. 2** – Various aspects of mass communication in various mediums.
- **CO. 3** – Process of communication in different situations as well as different theories of communication which are applied or used in various scenarios.

COURSE: INTRODUCTION TO PHOTOGRAPHY (Theory & Practical)

Semester - 1 (Scheme 2018-2020)

Course Code: 10020109

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** – Understand basics technique of digital photography
- **CO. 2** – Handle the basics techniques of three point lighting and composition
- **CO. 3** – Produce & critique photographs.

COURSE: RADIO PRODUCTION (Theory & Practical)

Semester - 1 (Scheme 2018-2020)

Course Code: 10020110

Course Outcomes: After the completion of the course the student would be able to understand the-

- **CO. 1** – Radio news and program production and how to practice broadcast journalism
- **CO. 2** – How to use remote equipment, especially the audio tape recorder, audio consoles, microphones and others.
- **CO. 3** – The technique of mixing different audio sources
- **CO. 4** – The techniques of audio tape editing, especially for use in radio news. Newsreel and other radio news and current affairs programs.
- **CO. 5** – To learn the art of announcing, presenting, news reading and jockeying for radio.
- **CO. 6** – To prepare radio programs in different formats and style for different audiences.

COURSE: FILM STUDIES (Theory & Practical)

Semester - 1 (Scheme 2018-2020)

Course Code: 10020111

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** – Develop a passion for films through understand the language of cinema, film narrative and the history of cinema
- **CO. 2** – Became film professionals with an aesthetic understanding of film production.
- **CO. 3** – Equipped to approach and appreciate cinema in an academic way.



COURSE: CONTEMPORARY ISSUES AND CURRENT AFFAIRS I

Semester - 1 (Scheme 2018-2020)

Course Code: 10020112

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** – Understand about India's recent history and discuss Indian constitution and political system of the country.
- **CO. 2** – Explain the electoral and political system of the country and its weaknesses and strengths.
- **CO. 3** – Develop a habit of reading and analyzing news and important events in around the world.

COURSE: INTRODUCTION TO DIFFERENT MEDIA

Semester - 1 (Scheme 2018-2020)

Course Code: 10020113

Course Outcomes: After the completion of the course, the students:

- **CO. 1** – Can write stories for print, electronic and cyber media.
- **CO. 2** – Can work desk or field duty.
- **CO. 3** – Can handle work load while covering news.
- **CO. 4** – Will know about recruitment process of media houses.
- **CO. 5** – Can start his own news website, online magazine etc.

COURSE: STORY TELLING AND CREATIVE WRITING

Semester - 1 (Scheme 2018-2020)

Course Code: 10020114

Course Outcomes: After the completion of the course, the students:

- **CO. 1** – will learn idea generation which is base of any writing.
- **CO. 2** – will know elements of story development.
- **CO. 3** – will write stories on any topic for different media houses.
- **CO. 4** – will be capable in creative writing will help him in gaining job.
- **CO. 5** – can earn money as freelance journalist by writing film reviews and book reviews.

COURSE: ADVERTISING, PUBLIC RELATIONS AND CORPORATE COMMUNICATION (Theory & Practical)

Semester - 2 (Scheme 2018-2020)

Course Code: 10020208

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – Gain understanding of Ad campaigning and how to frame it.
- **CO. 2** – Explain how the people in an organization can be managed as well as how to manage crises.

COURSE: DIGITAL JOURNALISM (Theory & Practical)

Semester - 2 (Scheme 2018-2020)

Course Code: 10020209



Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – Gain an understanding of the concepts and issues surrounding digital, online and social media
- **CO. 2** – Explain the history and background of the Internet and Web
- **CO. 3** – Explain how the Web works
- **CO. 4** – Apply social media tools in relevant situations
- **CO. 5** – Explain how companies like Google, Facebook, Twitter, YouTube, Craigslist and others are changing media
- **CO. 6** – Analyze the role of mobile devices and data in the future of communication
- **CO. 7** – Analyze the role of citizen journalism and user-generated content with professional media

COURSE: INTRODUCTION TO TV PRODUCTION (Theory & Practical)

Semester - 2 (Scheme 2018-2020)

Course Code: 10020210

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – Operate HD video cameras.
- **CO. 2** – Handle the basics of operating video field equipment (camera, audio, lighting)
- **CO. 3** – Practice an understanding of crew hierarchy and duty by taking on the roles of Director/Editor, Director of Photography, Sound Mixer/Boom Operator, and Production Designer
- **CO. 4** – Create and produce a TV programmes

COURSE: REPORTING FOR DIFFERENT MEDIA (Theory & Practical)

Semester - 2 (Scheme 2018-2020)

Course Code: 10020211

Course Outcomes: After the completion of the course, the students:

- **CO. 1** – will be capable to understand an event as a news story.
- **CO. 2** – will do news coverage for print, electronic and cyber media.
- **CO. 3** – will know organizational structure of reporting which will help them to work smoothly when he gets a job in a media house.
- **CO. 4** – will write news reports for different media.
- **CO. 5** – will develop news sources in order to be a professional reporter.

COURSE: CONTEMPORARY ISSUES AND CURRENT AFFAIRS II (Theory & Practical)

Semester - 2 (Scheme 2018-2020)

Course Code: 10020212

Course Outcomes: After the completion of the course, the students:

- **CO. 1** – will be able to be a knowledgeable person in General knowledge which is base of journalism.
- **CO. 12** – will understand the legal aspects and can file a PIL in a court.
- **CO. 3** – will cover stories on Police system, Police reforms and Paramilitary forces.
- **CO. 4** – will be aware of different types of problems the country.



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- **CO. 5** – will be capable to write articles, features on current issues.

COURSE: WRITING FOR MEDIA (Theory & Practical)

Semester - 2 (Scheme 2018-2020)

Course Code: 10020213

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – Demonstrate proper media writing and editing styles. Modify writing styles to fit various media platforms.
- **CO. 2** – Demonstrate effective information gathering skills and techniques.
- **CO. 3** – Demonstrate understanding of laws, ethics, and responsibilities of media writing and to become an intelligent consumer of the mass media
- **CO. 4** – Understand the legal, moral and ethical responsibilities inherent in a free press;
- **CO. 5** – Develop responsibility for meeting deadlines, and the necessity of research to add validity, emphasis and depth to writing.
- **CO. 6** – To have an awareness of the world around us, both social and political

COURSE: ADVANCE REPORTING & ANCHORING (Theory & Practical)

Semester - 3 (Scheme 2018-2020)

Course Code: 10020318

Course Outcomes: After the completion of the course the students would be able to understand the

- **CO. 1** – Understanding the concepts and techniques used in news gathering, reporting, editing, writing and anchoring
- **CO. 2** – The students will be able to follow all ethical guidelines as presented by the Professional Journalists and media house.
- **CO. 3** – Will be able to conceive a news story using accurate and credible information from a variety of sources and methods, and would also be able to use various technologies, equipment and other tools to communicate stories to different people in different forms.

COURSE: DEVELOPMENT JOURNALISM AND SOCIAL ISSUES (Theory & Practical)

Semester - 3 (Scheme 2018-2020)

Course Code: 10020319

Course Outcomes: On completion of this course, the students will be able to

- **CO. 1** – have developed in-depth understanding of issues and become more socially aware individual and become a well informed citizen thus acting as a catalyst for better society.
- **CO. 1** – becoming a well informed citizen and a contributor for better future.

COURSE: DOCUMENTARY FILM MAKING (Theory & Practical)

Semester - 3 (Scheme 2018-2020)

Course Code: 10020320

Course Outcomes: On completion of this course, the students will be able to



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- **CO. 1** – Use of fiction film making techniques and style in Documentary: narrative structure, plot, editing etc.
- **CO. 2** – Explore the development and production of contemporary non-fiction film.
- **CO. 3** – To understand of ethical, cultural and aesthetic element of documentary
- **CO. 4** – To develop and write a documentary treatment and prospectus.

COURSE: MEDIA LAWS AND ETHICS (Theory & Practical)

Semester - 3 (Scheme 2018-2020)

Course Code: 10020321

Course Outcomes: On completion of this course the students should be able to:

- **CO. 1** – Understand the need and importance of various media laws in India.
- **CO. 2** – Utilize knowledge gained in coverage of judicial proceedings, parliament and stage legislature
- **CO. 3** – Understand and explain freedom of press as per article 19(1) of the Indian constitution and reasonable restrictions in freedom of press.

COURSE: MEDIA MANAGEMENT

Semester - 3 (Scheme 2018-2020)

Course Code: 10020322

Course Outcomes: After the completion of this course student will be able to

- **CO. 1** – Understand micro and macro economics media Industry.
- **CO. 2** – Explain operation of media business and its managerial aspects.
- **CO. 3** – Fore see the future challenges in emerging media platforms and importance of technological developments.
- **CO. 4** – Understand significance of marketing, its concept, scope and new trends.
- **CO. 5** – Understand tools of analytics, market research and competition.

COURSE: MEDIA RESEARCH AND DATA JOURNALISM (Theory & Practical)

Semester - 3 (Scheme 2018-2020)

Course Code: 10020323

Course Outcomes: After the completion of this course student will be able to

- **CO. 1** – understanding different kinds of data and why they are used
- **CO. 2** – why data is important for journalists and it is data literacy
- **CO. 3** – the use of infographics and different kinds of charts



SPECIALIZATION IN TELEVISION JOURNALISM

COURSE: DOCUMENTARY

Semester - 4 (Scheme 2018-2020)

Course Code: 10020416

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** – Use of fiction film making techniques and style in Documentary: narrative structure, plot, editing etc.
- **CO. 2** – Explore the development and production of contemporary non-fiction.
- **CO. 3** – To develop, write and produce a documentary treatment and prospectus.

COURSE: NEWS PROGRAMME

Semester - 4 (Scheme 2018-2020)

Course Code: 10020417

Course Outcomes: On completion of this course, the students will be able to-

- **CO. 1** – Write for TV news
- **CO. 2** – Handle and create television news production techniques
- **CO. 3** – Display ideas of programming
- **CO. 4** – Create the TV news segments or programs

COURSE: MEDIA RESEARCH PROJECT

Semester - 4 (Scheme 2018-2020)

Course Code: 10020413

Course Outcomes: After the completion of this course student will be able to

- **CO. 1** – Understand research, types of research, research methods.
- **CO. 2** – Understand and use qualitative and quantitative methodologies.
- **CO. 3** – Explain data collection techniques and data presentation
- **CO. 4** – Understand the applications of research in different forms of Journalism.

COURSE: INTERSHIP

Semester - 4 (Scheme 2018-2020)

Course Code: 10020415

Course Outcomes: After the completion of this course student will be able to

- **CO. 1** – The student will get hands on training in professional set up thus embarking on the professional journey for which he/she prepared this long. It will help the student to develop professional contacts for future.

SPECIALIZATION IN ONLINE JOURNALISM

COURSE: WEBSITE DESIGNING AND CONTENT WRITING

Semester - 4 (Scheme 2018-2020)

Course Code: 10020418

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – Gain an understanding of the concepts and issues surrounding digital, online and social media



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- **CO. 2** – Understand the history and background of the Internet and Web and how they work
- **CO. 3** – Understanding how to apply social media tools in relevant situations
- **CO. 4** – Analyze the role of mobile devices and data in the future of communication
- **CO. 5** – Understand and Practice the role of citizen journalism and user-generated content with professional media
- **CO. 6** – Authoring and maintaining a Word Press blog throughout the semester on a specific topic of his/her choice
- **CO. 7** – Understand how to create web pages with the help of HTML and software applications provided.

COURSE: VIDEO BLOGGING

Semester - 4 (Scheme 2018-2020)

Course Code: 10020419

Course Outcomes: After the completion of the course, the student will be able to:

- **CO. 1** – Gain an understanding of Blogging as well as webcasting.
- **CO. 2** – Will learn to produce content for the digital platform.
- **CO. 3** – Will learn the video production for web.

COURSE: MEDIA RESEARCH PROJECT

Semester - 4 (Scheme 2018-2020)

Course Code: 10020413

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** – Understand research, types of research, research methods.
- **CO. 2** – Understand and use qualitative and quantitative methodologies.
- **CO. 3** – Explain data collection techniques and data presentation
- **CO. 4** – Understand the applications of research in different forms of Journalism.

COURSE: INTERSHIP

Semester - 4 (Scheme 2018-2020)

Course Code: 10020415

Course Outcomes: After the completion of this course student will be able to

- **CO. 1** – The student will get hands on training in professional set up thus embarking on the professional journey for which he/she prepared this long. It will help the student to develop professional contacts for future.



**SPECIALIZATION IN ADVERTISING, PUBLIC RELATIONS & EVENT
MANAGEMENT**

COURSE: AD AND PR TOOL DESIGNING

Semester - 4 (Scheme 2018-2020)

Course Code: 10020420

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** – Understand the importance of AD and PR in an organization.
- **CO. 2** – Learn the designing of AD and PR tools through various designing softwares.
- **CO. 3** – Learn to manage public of the organization as well as how to work in a crisis.

COURSE: EVENT MANAGEMENT

Semester - 4 (Scheme 2018-2020)

Course Code: 10020421

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** – Will learn how to manage an event.
- **CO. 2** – Also understand the various aspects of event management.
- **CO. 3** – Will learn various stages to frame an event and execute it.

COURSE: MEDIA RESEARCH PROJECT

Semester - 4 (Scheme 2018-2020)

Course Code: 10020413

Course Outcomes: After the completion of this course student will be able to-

- **CO. 1** – Understand research, types of research, research methods.
- **CO. 2** – Understand and use qualitative and quantitative methodologies.
- **CO. 3** – Explain data collection techniques and data presentation
- **CO. 4** – Understand the applications of research in different forms of Journalism.

COURSE: INTERSHIP

Semester - 4 (Scheme 2018-2020)

Course Code: 10020415

Course Outcomes: After the completion of this course student will be able to

- **CO. 1** – The student will get hands on training in professional set up thus embarking on the professional journey for which he/she prepared this long. It will help the student to develop professional contacts for future.