Anekant Education Society's

TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

Proposed Syllabus For
S.Y. M.Voc. Media Studies
(Semester IV)

2022-Pattern

Sponsored by
University Grant Commission

Under
National Skill Qualification Framework (NSQF)
To be implemented from
December- 2023

Title of the Course: M. Voc. Media Studies
(To be implemented from Academic Year - 2023-2024)

Course structure:

- M.Voc. is two year post graduate program with four general education courses and three skill components courses in each semester**.**

- Each general education course will be of four credits and each credit is of 15 periods.

- Each skill component course will be of six credits and each credit is of 15 periods

- Each period is of one clock hour.

- In each skill component course there will be one visit to the relevant industry/ institute.

- This M.Voc. Programme offers two specializations from third semester namely Digital Journalism and Video Production.

- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

1) First Year M.Voc. (Post Graduate Diploma): A student who has passed the graduation degree (10+2+3) in any stream or its equivalent examination.

2) Second Year M.Voc. (Post Graduate Degree): Satisfactorily keeping terms of First Year of M. Voc. and if they fulfill the eligibility conditions.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, and IV Semester

- Skill Component (Practical Course): Practical examination will be conducted

- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

Programme Outcomes for M.Voc. Media Studies (PO)

PO1. Disciplinary Knowledge: Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc program Execute strong theoretical and practical understanding generated from the chosen B.Voc program.

PO2. Critical Thinking and Problem solving: Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.

PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally; communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.

PO4. Research-Related Skills: Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.

PO5. Personal and Professional competence: Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.

PO6. Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.

PO7. Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

PO8. Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes

PO9.Trans-disciplinary Research competence: Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

Programme Specific Outcomes for M.Voc Media Studies (PSOs)

PSO1 Media and Society: Enhance the knowledge about the role of media in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a media. Regular presentations, group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news roles: Understand what news all is about and have an insight into the working of various news roles. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for digital media and audio-visual content writing: Students learn about various types of writing for digital journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Under the brand name 'Anekant Times' department published audio visual content, digital content, and campus newspaper.

PSO 4 The concept of photography and photo editing: Students get a good idea about the various aspects of photography and photo editing which are crucial requirements in the job market. Editing contents is also a greater perspective in current media industry.

PSO 5 Knowledge about various aspects of audio-video production: Students get professional knowledge about audio-visual production which helps them to build career. Internship program for students creates bridge between academics and media and entertainment industry.

PSO 6 Knowledge about social media and digital journalism: Students get professional knowledge about digital media which helps them to apply skills in journalism and content creation. Understanding eco system of digital media and consumption of content by audience.

PSO 7 Widening Options for Jobs by Learning about Advertising and Political communication: Knowledge about advertising and political communication help in widening options for jobs. Students get opportunities in advertising, political PR and media research.

PSO 8 Core knowledge about media laws, ethics, and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

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Second Year: Semester-III

Subj. Code	Subject Name	No. of Credits	Marks
Semester III - Video Production			
General Education			
PMMS 231A	Direction	Credits 04	100
PMMS 232A	Sound and Post-production	Credits 04	100
PMMS 233A	Understanding Documentary	Credits 04	100
Skill Component			
PMMS 234A	Group Project	Credits 06	150
PMMS 235A	Video Editing	Credits 06	150
PMMS 236A	Lighting Techniques	Credits 06	150
Semester III – Digital Journalism			
General Education			
PMMS 231B	Digital Advertising and Marketing	Credits 04	100
PMMS 232B	New Media Studies & Digital Culture	Credits 04	100
PMMS 233B	New Frontiers of Digital Journalism	Credits 04	100
Skill Component			
PMMS 234B	Group Project	Credits 06	150
PMMS 235B	Audio Production	Credits 06	150
PMMS 236B	Digital Content Development-I	Credits 06	150

Second Year: Semester-IV

Subj. Code	Subject Name	No. of Credits	Marks
Semester IV - Video Production			
Skill Component			
PMMS 241A	Industrial Internship	Credits 10	250
PMMS 242A	Study Visits and Report	Credits 06	150
PMMS 243A	Video Production Project	Credits 14	350
Semester IV – Digital Journalism			
Skill Component			
PMMS 241B	Industrial Internship	Credits 10	250
PMMS 242B	Study Visits and Report	Credits 06	150
PMMS 243B	Research Project/In-depth Reporting	Credits 14	350

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Second Year   **Semester IV**
                                    Industrial Internship

Skill Component   **Paper No:PMMS 241A**
Maximum Marks: 250   **Credits: 10**
Teaching Period: 2/week

Course Objectives:

1. Develop proficiency in presenting internship experiences: Prepare students to deliver effective presentations summarizing their internship experience, including organization details, learning objectives, work allocation, supervisor information, project details, acquired skills, challenges faced, and contributions made.

2. Enhance organizational and time management skills: Equip students with the ability to maintain a detailed internship diary, recording daily work tasks, allocated hours, and key learnings, promoting organized work practices and efficient time management.

3. Promote critical reflection and self-assessment: Encourage students to critically analyze their internship experience, reflecting on skills they acquired, those required beyond the syllabus, and problems encountered and solved, fostering self-awareness and professional development.

4. Strengthen communication and collaboration skills: Through presenting and writing about their internship, students refine their communication skills in written and oral forms, while also reflecting on team collaboration experiences within the organization.

5. Bridge the gap between theoretical knowledge and practical application: Provide an opportunity for students to apply theoretical knowledge gained in the classroom to real-world work scenarios, demonstrating the practical use of skills and concepts covered in the curriculum.

6. Prepare students for professional entry: Equip students with essential skills and experiences needed for entering the workforce, including resume building, portfolio development, and professional communication with internship supervisors and organizations.

7. Promote responsible citizenship and ethical conduct: Encourage students to reflect on their role in the organization and how their work contributed to its positive functioning, emphasizing professional ethics and responsible engagement in the workplace.

Contents

1. **Compulsory Post Internship Presentation/ Report**
   Details expected in the post internship presentation:
   - A. Name of the Organization where the Internship was carried out.
   - B. Contents of what was proposed to be learnt during internship.
   - C. Allocation of 45 days Internship Programme.
   - D. Name and Designation of Supervising authority.
   - E. Work Profile assigned for the Internship Programme.
   - F. Skills acquired.
   - G. Skills required in completing the given task which was not taught in the syllabus.
   - H. Problems encountered and problems solved while interning
   - I. Contribution of students towards better functioning of the organization.

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Course Outcomes:

CO1. Students will be able to deliver a comprehensive and well-organized presentation of their internship experience.

CO2. Students will be able to maintain a detailed and informative internship diary, documenting daily activities and learning.

CO3. Students will be able to critically analyze their internship experience, identifying acquired skills, skills gaps, and lessons learned.

CO4. Students will be able to demonstrate effective communication in both written and oral forms through internship reports and presentations.

CO5. Students will be able to articulate how their theoretical knowledge was applied in real-world internship tasks.

CO6. Students will be able to showcase internship experiences on resumes and portfolios, enhancing their employability.

CO7. Students will be able to reflect on their professional conduct and contribution to the organization, fostering ethical and responsible work practices.

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Class: M.Voc- (Sem-IV)   **Subject:** M.Voc-Media

Studies**Course: Industrial Internship**   **Course Code**: PMMS 241A

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					2
CO2				2					
CO3		3							
CO4			2					2	
CO5	2					2	2		
CO6					2				
CO7					2				

PO1 - Disciplinary Knowledge: CO5
Course outcome directly aligns with Program Outcome 1 as it requires students to apply the disciplinary knowledge gained in their undergraduate B.Voc program to real-world situations during their internship.

PO2 - Critical Thinking and Problem Solving:CO3
 This course outcome focuses on critical analysis, aligning with the program outcome of critical design thinking and problem-solving. It encourages students to assess their experiences and apply critical thinking to identify areas for improvement and lessons learned.

PO3 - Social Competence:CO4
course outcome ensures that students can express their thoughts and ideas effectively in both written and oral forms, fulfilling the requirements of social competence outlined in PO3.

PO4 - Research-Related Skills:CO1, CO2
Both course outcomes require students to document and report on their internship experiences, demonstrating research-related skills such as inquiry, planning, and reporting results. This aligns with the program outcome related to research skills.

PO5 - Personal and Professional Competence: CO6 , CO7
Both course outcomes contribute to building personal and professional competence. CO6 enhances employability, and CO7 focuses on reflecting on professional conduct and ethical practices, aligning with PO5.

PO6 - Effective Citizenship and Ethics:CO7
This course outcome directly aligns with the program outcome related to ethics. It requires students to reflect on their professional conduct and contribute to the organization in an ethical and responsible manner.

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PO7 - Environment and Sustainability: CO5
Applying theoretical knowledge to real-world tasks may involve considering the impact of scientific solutions on societal and environmental contexts, aligning with the program outcome related to environment and sustainability.

PO8 - Self-directed and Life-long Learning: CO2
Maintaining a detailed internship diary involves continuous learning and self-reflection, aligning with the program outcome related to self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:CO1 –
Delivering a comprehensive presentation may involve integrating and transcending beyond discipline-specific approaches, aligning with the program outcome of trans-disciplinary research competence

Second Year   **Semester IV- Video Production**
                              Study Visits and Report

Skill Component   **Paper No - PMMS 242A**
Maximum Marks: 150   **Credits: 6**

Course Objective:

1. Provide students with firsthand industry exposure through diverse study visits and interactions.
2. Foster critical thinking by facilitating out-of-class interactions with influential figures from different domains.
3. Immerse students in real-world applications across journalism, advertising, NGOs, industry, and other sectors.
4. Cultivate effective communication skills by encouraging interactions with professionals outside the classroom.
5. Promote a multidisciplinary perspective by exploring a spectrum of fields including media, politics, science, and industry.
6. Strengthen research and reporting abilities by requiring systematic documentation of study visits in a specified format.
7. Ensure mandatory participation in study visits for all students to facilitate holistic personal and professional development.
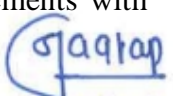
Study Visits have to be evaluated for 6 Credits

• Visits and interactions have to organize over four semesters.

• Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency,

NGO, development project, industrial house, Parliament or Legislative Assembly,scientific and research institutes, military establishments, film shooting set, TVprogramme production set

• Suggested interactions (preferably out-of-class): authors, practitioners, political leaders,

ministers, bureaucrats, film personalities, sportspersons, activists etc.

• Report of study visit should be present in given format.

Course Outcome:

1) Demonstrate enhanced practical knowledge and familiarity with various professional sectors.
2) Develop analytical and communication skills through engagement with authors, leaders, and practitioners.
3) Gain a comprehensive understanding of practical scenarios, enhancing readiness for professional challenges
4) Demonstrate improved interpersonal and communication abilities through engagements with diverse personalities.

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5) Develop a holistic viewpoint, fostering adaptability and versatility in approaching complex issues.
6) Exhibit advanced research and reporting skills, enhancing students' capabilities in documenting and presenting findings.
7) Attain a well-rounded educational experience, contributing to overall growth in knowledge, skills

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc-(Sem-IV)   **Subject:** M.Voc-Media Studies

Course: Study Visits and Report   **Course Code**: PMMS 242A

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					2
CO2				2					
CO3		3							
CO4			2					2	
CO5	2					2	2		
CO6					2				
CO7					2				

Justification of mapping

PO1 - Disciplinary Knowledge:
Relates to CO1 (Demonstrate enhanced practical knowledge): The comprehensive knowledge gained from the program contributes to enhance practical understanding in various professional sectors.

O2 - Critical Thinking and Problem Solving:
Relates to CO2 (Develop analytical and communication skills): Critical design thinking skills are essential for analyzing information, a key component of analytical skills, and communicating effectively.

PO3 - Social Competence:
Relates to CO4 (Demonstrate improved interpersonal and communication abilities): Effective communication and interpersonal skills are vital components of social competence.

PO4 - Research-Related Skills:
Relates to CO6 (Exhibit advanced research and reporting skills): The ability to plan, execute, and report research aligns with the development of advanced research and reporting skills.

PO5 - Personal and Professional Competence:
Relates to CO3 (Gain a comprehensive understanding of practical scenarios): Demonstrating personal and professional competence involves gaining a comprehensive understanding of practical scenarios in professional settings.

PO6 - Effective Citizenship and Ethics:
Relates to CO7 (Attain a well-rounded educational experience): Citizenship and ethical awareness contribute to a well-rounded educational experience.

PO7 - Environment and Sustainability:
Relates to CO7 (Attain a well-rounded educational experience): Understanding the impact of scientific solutions on societal and environmental contexts aligns with a well-rounded educational experience.

PO8 - Self-directed and Life-long Learning:
Relates to CO4 (Acquire a well-rounded educational experience): The ability to engage in independent and lifelong learning is a crucial aspect of acquiring a well-rounded education.

PO9 - Trans-disciplinary Research Competence:
Relates to CO5 (Develop a holistic viewpoint): Creating new conceptual innovations and transcending discipline-specific approaches contribute to developing a holistic viewpoint.

Video Production Project

Skill Component   **Paper No. – PMMS 243A**
Maximum Marks: 350   **Credits:** 14
Teaching Period: 2/week   **Teaching Load: 90 hours**

Course Objectives:

1. Facilitate the development of each student's unique creative voice and style in video production, encouraging exploration and experimentation in storytelling, visuals, and aesthetics.
2. Enhance students' advanced technical skills in video production, including mastery of camera operation, lighting techniques, sound design, and post-production editing.
3. Develop students' ability to independently plan and manage the entire video production process, from conceptualization and pre-production through shooting, editing, and final delivery.
4. Encourage students to conduct thorough research, conceptualize original ideas, and develop well-defined narratives, ensuring a strong foundation for their individual video projects.
5. Foster critical analysis and self-reflection in students, encouraging them to assess their own work, identify strengths and areas for improvement, and apply insights to enhance future projects.
6. Instill a sense of professionalism in students, emphasizing clear communication, adherence to deadlines, and the ability to manage resources effectively during the execution of individual video projects.
7. Introduce and encourage the integration of emerging trends and technologies in video production, ensuring students stay current with industry advancements and innovative storytelling techniques.

CONTENTS:

In this semester Students of the specialization of Video Production take up an individual
Video production project worth 14 credits. The project may be Fiction or Non Fiction. The subject,
topic, content of the project has to be of the length of 10 to 20 minutes. After approval of the story concept from the production guide and the script selection committee, students are expected to assume the role of the director for this project and execute it within given/scheduled time frame. Also in order to understand the process better, students will be expected to do at least two production exercises and do detailed paperwork in the pre-production, production and postproduction phases. The activities involved are meant to give the student a thorough experience of the script-to-screen process. Evaluation is made on the basis of production exercises, submissions related to productions and the basis of the assessment of the video production project film itself
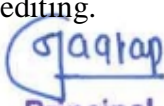and viva voce.

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Submissions for Project

Pre-Production Process

1. **Idea Pitching**   **10 hours**
   - One -linear
   - Story and Synopsis
   - Narrative Story and Research Paper
   - PPT Presentation of Idea Pitch

2. **Script Writing to Screenplay**   **15 hours**
   - Final Draft of Narrative Story
   - Script Fiction or Non Fiction
   - Drafting of Script without Dialogue
   - Drafting of Screenplay

3. **Crew Finalization and Final Draft of Screenplay**   **25 hours**
   - Final Draft of Screenplay with Dialogue
   - Art Direction and Property List
   - Casting Report
   - Costume Designing and List
   - Crew Finalization and Budgeting
   - Location finalization
   - Color Palette submission
   - Master sheet and Scheduling
   - Shot Breakdown
   - Story board
   - Schedule

4. **Production Process**   **20 hours**
   - Production Report with evidence
   - BTS (Behind the scene)

5. **Post-Production**   **20 hours**
   - Conversion of footage
   - Rough Cut
   - Dubbing and Sound Designing
   - Color Correction and Subtitles
   - Final Project

Course Outcomes:

1. Students will produce a video project that demonstrates a well-defined and unique creative voice, showcasing their individual style and storytelling approach.
2. Graduates will exhibit mastery of advanced technical skills in video production, including high-quality camera work, effective lighting, sound design, and polished post-production editing.

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3. Students will successfully plan, organize, and manage their individual video projects, demonstrating the ability to navigate all phases of production independently.
4. Graduates will present video projects that reflect in-depth research, original conceptualization, and well-developed narratives, contributing to the overall quality and impact of their work.
5. Students will engage in critical analysis and reflection on their own work, leading to continuous improvement in their video production skills, techniques, and creative decision-making.
6. Graduates will execute their individual video projects with professionalism, meeting deadlines, effectively managing resources, and communicating clearly throughout the production process.
7. Students will integrate emerging trends and technologies into their video projects, showcasing an awareness of industry advancements and a willingness to experiment with innovative storytelling techniques.

Choice Based Credit System Syllabus (2022 Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: SY M. Voc (Sem IV) Subject: Media Studies
Course: Video Production Project Course Code: **PMMS 243A**
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	2								
CO2						2			
CO3				2					
CO4				3					2
CO5		3						3	
CO6			2						
CO7							1		

Justification for the mapping

(PO1):Disciplinary Knowledge
CO1 aligns with PO1 as it involves producing a video project that demonstrates a well-defined and unique creative voice, showcasing comprehensive knowledge and understanding from the chosen program.

(PO2):Critical Thinking and Problem Solving
CO5 aligns with PO2 as it involves engaging in critical analysis and reflection on their own work, leading to continuous improvement in video production skills, techniques, and creative decision-making.

(PO3):Social Competence
CO6 aligns with PO3 as it involves executing individual video projects with professionalism, meeting deadlines, managing resources effectively, and communicating clearly throughout the production process.

(PO4):Research-Related Skills
CO4 aligns with PO4 as it involves presenting video projects that reflect in-depth research, original conceptualization, and well-developed narratives.

(PO5):Personal and Professional Competence
CO3 aligns with PO5 as it involves successfully planning, organizing, and managing individual video projects, demonstrating the ability to navigate all phases of production independently.

(PO6):Effective Citizenship and Ethics
CO2 aligns with PO6 as it involves exhibiting mastery of advanced technical skills in video production, showcasing high-quality camera work, effective lighting, sound design, and polished post-production editing.

(PO7):Environment and Sustainability
CO7 aligns with PO7 as it involves integrating emerging trends and technologies into video projects, showcasing an awareness of industry advancements and a willingness to experiment with innovative storytelling techniques.

(PO8):Self-directed and Life-long Learning
CO5 aligns with PO8 as it involves engaging in critical analysis and reflection on their own work, contributing to continuous improvement and self-directed learning.

(PO9):Trans-disciplinary Research Competence
CO4 aligns with PO9 as it involves presenting video projects that reflect in-depth research, original conceptualization, and well-developed narratives, contributing to trans-disciplinary research competence.

Second Year   **Sem-IV Digital Journalism**
                          Industrial Internship

Skill Component   **Paper No- PMMS 241B**
Maximum Marks 250   **Credits: 10**

Course Objectives:

1. Develop proficiency in presenting internship experiences: Prepare students to deliver effective presentations summarizing their internship experience, including organization details, learning objectives, work allocation, supervisor information, project details, acquired skills, challenges faced, and contributions made.

2. Enhance organizational and time management skills: Equip students with the ability to maintain a detailed internship diary, recording daily work tasks, allocated hours, and key learnings, promoting organized work practices and efficient time management.

3. Promote critical reflection and self-assessment: Encourage students to critically analyze their internship experience, reflecting on skills they acquired, those required beyond the syllabus, and problems encountered and solved, fostering self-awareness and professional development.

4. Strengthen communication and collaboration skills: Through presenting and writing about their internship, students refine their communication skills in written and oral forms, while also reflecting on team collaboration experiences within the organization.

5. Bridge the gap between theoretical knowledge and practical application: Provide an opportunity for students to apply theoretical knowledge gained in the classroom to real-world work scenarios, demonstrating the practical use of skills and concepts covered in the curriculum.

6. Prepare students for professional entry: Equip students with essential skills and experiences needed for entering the workforce, including resume building, portfolio development, and professional communication with internship supervisors and organizations.

7. Promote responsible citizenship and ethical conduct: Encourage students to reflect on their role in the organization and how their work contributed to its positive functioning, emphasizing professional ethics and responsible engagement in the workplace.

Internship has to be evaluated for 10 credits:

● **Compulsory Post Internship Presentation/ Report**
   (Details expected in the post internship presentation:
      1.1 Name of the Organization where the Internship was carried out.
      2.1 Contents of what was proposed to be learnt during internship.
      3.1 Allocation of 45 days Internship Programme.
      4.1 Name and Designation of Supervising authority.
      5.1 Work Profile assigned for the Internship Programme.
      6.1 Skills acquired.
      7.1 Skills required in completing the given task which was not taught in the syllabus.
      8.1 Problems encountered and problems solved while Interning
      9.1 Contribution of students towards better functioning of the organization.

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Course Outcomes:

CO1. Students will be able to deliver a comprehensive and well-organized presentation of their internship experience.

CO2. Students will be able to maintain a detailed and informative internship diary, documenting daily activities and learning.

CO3. Students will be able to critically analyze their internship experience, identifying acquired skills, skills gaps, and lessons learned.

CO4. Students will be able to demonstrate effective communication in both written and oral forms through internship reports and presentations.

CO5. Students will be able to articulate how their theoretical knowledge was applied in real-world internship tasks.

CO6. Students will be able to showcase internship experiences on resumes and portfolios, enhancing their employability.

CO7. Students will be able to reflect on their professional conduct and contribution to the organization, fostering ethical and responsible work practices.

Mapping of Program Outcomes with Course Outcomes
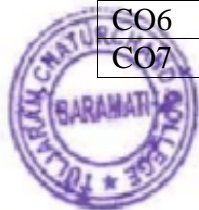
Class: M.Voc- (Sem-IV)   **Subject:** M.Voc-Media

Studies**Course: Industrial Internship**   **Course Code**: PMMS 241B

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					2
CO2				2					
CO3		3							
CO4			2					2	
CO5	2				2	2			
CO6				2					
CO7				2					

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PO1 - Disciplinary Knowledge: CO5
Course outcome directly aligns with Program Outcome 1 as it requires students to apply the disciplinary knowledge gained in their undergraduate B.Voc program to real-world situations during their internship.

PO2 - Critical Thinking and Problem Solving:CO3
 This course outcome focuses on critical analysis, aligning with the program outcome of critical design thinking and problem-solving. It encourages students to assess their experiences and apply critical thinking to identify areas for improvement and lessons learned.

PO3 - Social Competence:CO4
course outcome ensures that students can express their thoughts and ideas effectively in both written and oral forms, fulfilling the requirements of social competence outlined in PO3.

PO4 - Research-Related Skills:CO1, CO2
Both course outcomes require students to document and report on their internship experiences, demonstrating research-related skills such as inquiry, planning, and reporting results. This aligns with the program outcome related to research skills.

PO5 - Personal and Professional Competence: CO6 , CO7
Both course outcomes contribute to building personal and professional competence. CO6 enhances employability, and CO7 focuses on reflecting on professional conduct and ethical practices, aligning with PO5.

PO6 - Effective Citizenship and Ethics:CO7
This course outcome directly aligns with the program outcome related to ethics. It requires students to reflect on their professional conduct and contribute to the organization in an ethical and responsible manner.

PO7 - Environment and Sustainability: CO5
 Applying theoretical knowledge to real-world tasks may involve considering the impact of scientific solutions on societal and environmental contexts, aligning with the program outcome related to environment and sustainability.

PO8 - Self-directed and Life-long Learning: CO2
Maintaining a detailed internship diary involves continuous learning and self-reflection, aligning with the program outcome related to self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:CO1 –
Delivering a comprehensive presentation may involve integrating and transcending beyond discipline-specific approaches, aligning with the program outcome of trans-disciplinary research competence

                              Study Visits and Report
Skill Component   **Paper No - PMMS 242B**
Maximum Marks: 150   **Credits: 6**

Course Objectives:

1) Develop practical knowledge and understanding of diverse professional environments through organized study visits.
2) Facilitate interactions with key personalities in various fields to enhance real-world exposure and insights.
3) Foster critical observation skills during visits to institutions such as newspaper offices, TV channels, and research institutes.
4) Promote out-of-class interactions with authors, practitioners, leaders, and professionals to broaden perspectives.
5) Enhance report-writing skills by documenting study visits in a specified format.
6) Instill an appreciation for interdisciplinary learning through visits to a range of organizations and industries.
7) Cultivate a holistic understanding of societal, political, and industrial dynamics through experiential study visits.

Study Visits have to be evaluated for 6 Credits

1. Visits and interactions have to organize over four semesters.

2. Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency,NGO, development project, industrial house, Parliament or Legislative Assembly,scientific and research institutes, military establishments, film shooting set, TVprogramme production set

3. Suggested interactions (preferably out-of-class): authors, practitioners, political leaders,ministers, bureaucrats, film personalities, sportspersons, activists etc.

4. Report of study visit should be present in given format.

Course Outcomes:

1) Successfully organize and participate in study visits across diverse professional settings, contributing to a comprehensive educational experience.
2) Engage with and learn from key personalities, expanding networks and gaining practical insights into various industries.
3) Demonstrate critical observation skills by analyzing the operations of institutions like newspapers, TV channels, and research institutes during study visits.

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4) Establish connections with authors, practitioners, leaders, and professionals, fostering valuable out-of-class interactions.

5) Produce well-structured and informative reports of study visits, showcasing effective communication and documentation skills.

6) Apply interdisciplinary knowledge gained from study visits to appreciate the interconnected nature of various fields and industries.

7) Develop a nuanced understanding of societal, political, and industrial dynamics through firsthand experiences during study visits.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-IV)   **Subject:** Media Studies
Course: Study Visit   **Course Code**: PMMS 242B

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					3
CO2								3	
CO3		3		2					
CO4			3						
CO5	3						3		
CO6					3				
CO7					2	2			

Justification of mapping

PO1 - Disciplinary Knowledge:
Relates to CO3 (Demonstrate critical observation skills): Comprehensive knowledge contributes to the ability to critically observe and analyze the operations of various institutions during study visits.

PO2 - Critical Thinking and Problem Solving:
Relates to CO4 (Establish connections with authors, practitioners, leaders, and professionals): Critical design thinking skills contribute to the ability to engage with and learn from key personalities during study visits, expanding networks and gaining insights.

PO3 - Social Competence:
Relates to CO5 (Produce well-structured and informative reports): Effective communication skills, both in writing and orally, enhance the production of well-structured and informative reports of study visits.

PO4 - Research-Related Skills:
Relates to CO6 (Apply interdisciplinary knowledge): The sense of inquiry and knowledge of avenues for research contribute to applying interdisciplinary knowledge gained from study visits.

PO5 - Personal and Professional Competence:

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Relates to CO1 (Successfully organize and participate in study visits): Personal and professional competence is demonstrated through the successful organization and participation in study visits across diverse professional settings.

PO6 - Effective Citizenship and Ethics:
Relates to CO2 (Engage with and learn from key personalities): Ethical considerations and social concern contribute to engaging with key personalities in various industries during study visits.

PO7 - Environment and Sustainability:
Relates to CO7 (Develop a nuanced understanding of societal, political, and industrial dynamics): Understanding the impact of scientific solutions in societal and environmental contexts aligns with developing a nuanced understanding of societal, political, and industrial dynamics through study visits.

PO8 - Self-directed and Life-long Learning:
Relates to CO6 (Apply interdisciplinary knowledge): The ability to engage in independent and life-long learning aligns with applying interdisciplinary knowledge gained from study visits.

PO9 - Trans-disciplinary Research Competence:
Relates to CO7 (Develop a nuanced understanding of societal, political, and industrial dynamics): Creating new conceptual, theoretical, and methodological innovations aligns with developing anuanced understanding through study visits.

Second Year   **Semester IV**
Research Project/In-depth Reporting
Skill Component   **Paper No: PMMS 243B**
Maximum Marks: 350   **Credits: 14**
Teaching Period: 2/week

Course Objectives:

1) Develop advanced research skills by undertaking either an individual research project or an in-depth reporting project.
2) Demonstrate the ability to select, plan, and execute a research or reporting project with guidance from faculty.
3) Enhance written communication skills through the creation of a comprehensive dissertation or a series of in-depth reports.
4) Foster continuous internal assessment skills by maintaining a research diary, presenting research ideas, and delivering final project presentations.
5) Cultivate proficiency in referencing primary and secondary sources, ensuring thorough documentation in written reports.
6) Utilize multimedia elements like photographs and graphics to enhance the quality and visual impact of written reports.
7) Participate in viva-voce sessions with external examiners, showcasing in-depth understanding and analytical skills in discussing the research or reporting project
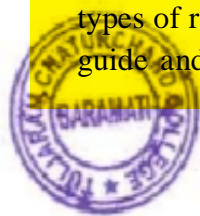
Content

Research Project

In this semester student will be assigned to an individual research project worth 10 credits. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline. Continuous internal assessment for research based up the maintaining research diary, Research idea presentation, and final research project presentation. A written dissertation must be submitted by the end of the semester. The written dissertation evaluated by the research guide and External Examiner. Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks for the viva-voce.

OR

In-depth Reporting Project

Every student must work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports. The reports will be evaluated by the guide and External Examiner. Viva-voce based on the project has to be conducted by the External

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Course Outcomes:

1) Successfully execute and submit a research project or in-depth reporting project, demonstrating advanced research capabilities.

2) Showcase effective project planning, execution, and completion, indicating a high level of competence in the chosen area of study.

3) Present a well-structured and comprehensive written dissertation or a series of reports, reflecting enhanced written communication skills.

4) Demonstrate continuous internal assessment proficiency through the maintenance of a research or in-depth reporting diary and successful presentations.

5) Exhibit adeptness in referencing primary and secondary sources, ensuring academic integrity and thorough documentation in written reports.

6) Integrate multimedia elements seamlessly, enhancing the visual appeal and impact of the written reports.

7) Excel in viva-voce sessions, engaging with external examiners to discuss and defend the research or reporting project with depth and analytical prowess.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-IV)   **Subject:** Media Studies

Course: Research Project/In-depth Reporting   **Course Code**: PMMS 243B

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1		2						3	
CO2	2								2
CO3			3						
CO4				3					
CO5					3				
CO6						3			
CO7							3		

Justification of mapping

PO1 - Disciplinary Knowledge:

Relates to CO2 (Showcase effective project planning, execution, and completion): Comprehensive knowledge from the M.Voc program contributes to effective project planning and execution, indicating a high level of competence.

PO2 - Critical Thinking and Problem Solving:
Relates to CO1 (Successfully execute and submit a research project or in-depth reporting project): Critical design thinking skills contribute to the successful execution and submission of research or reporting projects.

PO3 - Social Competence:
Relates to CO3 (Present a well-structured and comprehensive written dissertation or series of reports): Effective communication skills, both in writing and orally, enhance the presentation of well-structured written dissertations or reports.

PO4 - Research-Related Skills:
Relates to CO4 (Demonstrate continuous internal assessment proficiency): A sense of inquiry and the capability to plan, execute, and report results align with proficiency in continuous internal assessment through research diaries and presentations.

PO5 - Personal and Professional Competence:
Relates to CO5 (Exhibit adeptness in referencing primary and secondary sources): Personal and professional competence is demonstrated through adept referencing, ensuring academic integrity and thorough documentation in reports.

PO6 - Effective Citizenship and Ethics:
Relates to CO6 (Integrate multimedia elements seamlessly): Ethical considerations and social concern contribute to the seamless integration of multimedia elements, enhancing the visual appeal and impact of reports.

PO7 - Environment and Sustainability:
Relates to CO7 (Excel in viva-voce sessions): Understanding the impact of scientific solutions in societal and environmental contexts aligns with excelling in viva-voce sessions, demonstrating depth and analytical prowess.

PO8 - Self-directed and Life-long Learning:
Relates to CO1 (Successfully execute and submit a research project or in-depth reporting project): The ability to engage in independent and life-long learning aligns with successfully executing and submitting research or reporting projects.

PO9 - Trans-disciplinary Research Competence:
Relates to CO2 (Showcase effective project planning, execution, and completion): Creating new conceptual, theoretical, and methodological innovations aligns with showcasing effective project planning and execution.