



ST. ALBERT'S COLLEGE (Autonomous), ERNAKULAM

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

SYLLABUS FOR UNDERGRADUATE VOCATIONAL PROGRAMMES

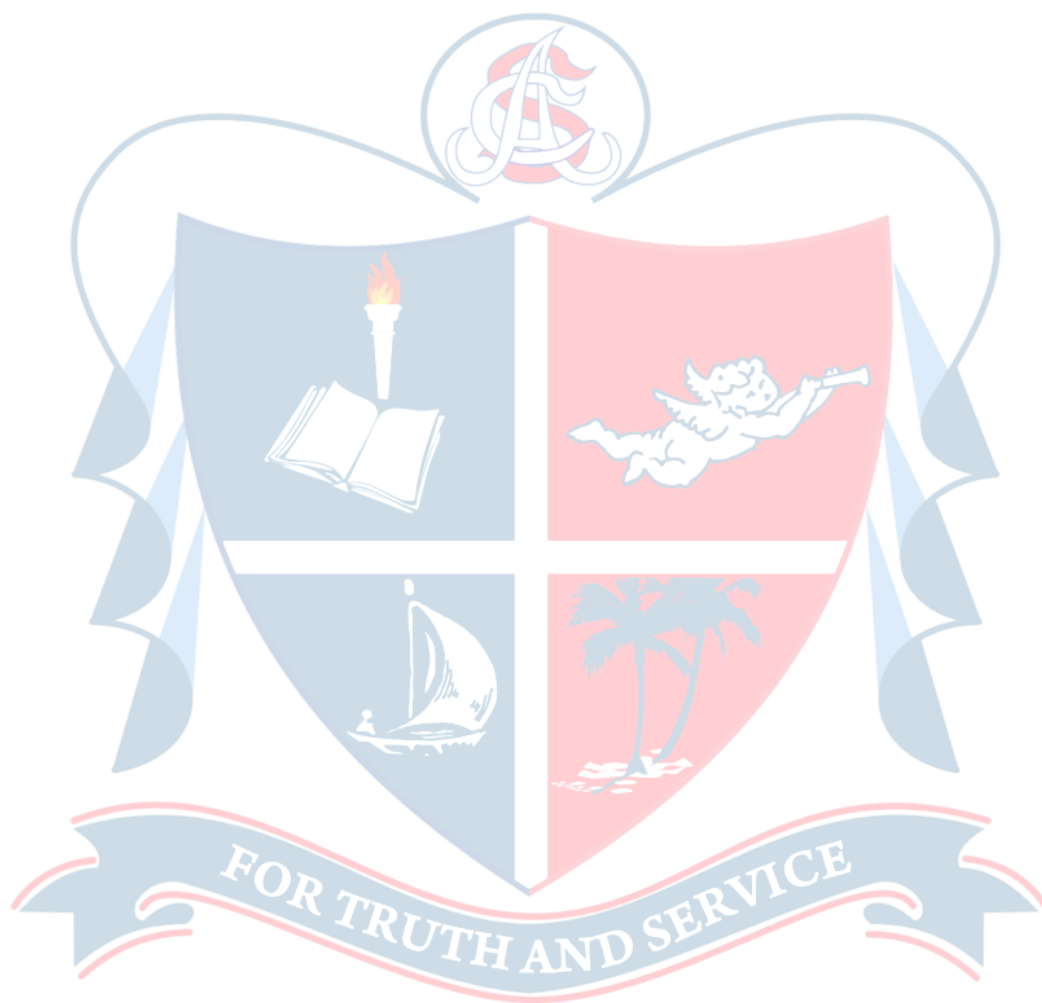
FACULTY OF SOCIAL SCIENCES

**EXPERT COMMITTEE FOR CREATIVE KNOWLEDGE
BASED CAREERS**

**B.VOC (HONOURS) JOURNALISM AND MASS
COMMUNICATION**

SACA - B. VOC (HONOURS)

(WITH EFFECT FROM 2025 ADMISSION)



Syllabus of B.VOC (Honours) Journalism and Mass Communication

Proposed by the Board of Studies on 27 June 2025

Dr. Nisha Tomji Varghese

Chairman, Board of Studies

Approved by the Academic Council on 27 June 2025

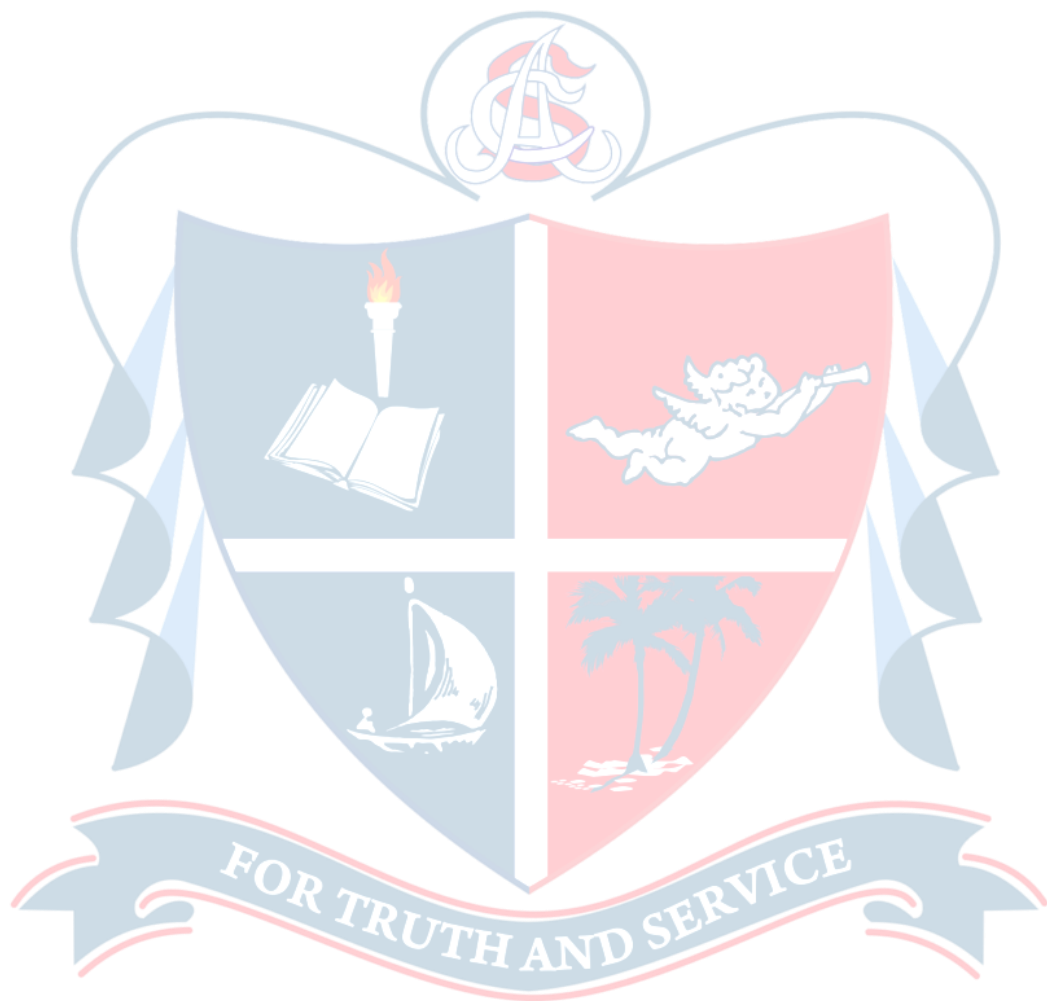
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Chairman, Academic Council.

Adopted by the Governing Council on 3 July 2025

Rev. Dr. Antony Thoppil

Chairman, Governing Council



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	Special Invitees (Journalism and Mass Communication)	
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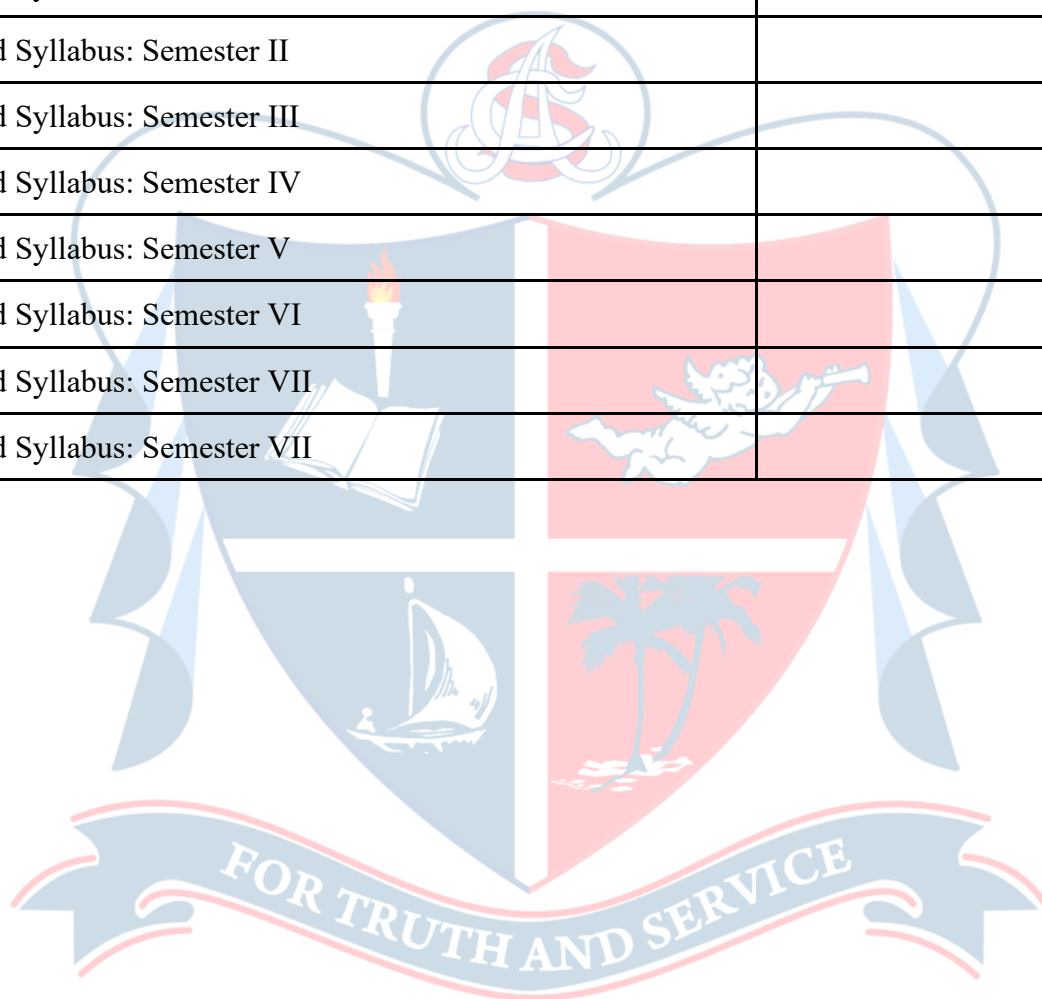
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Preface

The journalism and mass communication landscape are undergoing a seismic shift, driven by the rapid growth of digital media, evolving audience expectations, and technological innovation. To stay ahead, media professionals must master both timeless journalistic principles and the latest digital tools and techniques. This fusion of traditional expertise and modern know-how is crucial for success in today's fast-paced, ever-changing media environment. By embracing this dynamic landscape, aspiring journalists and communicators can unlock new opportunities and make a meaningful impact in the digital age.

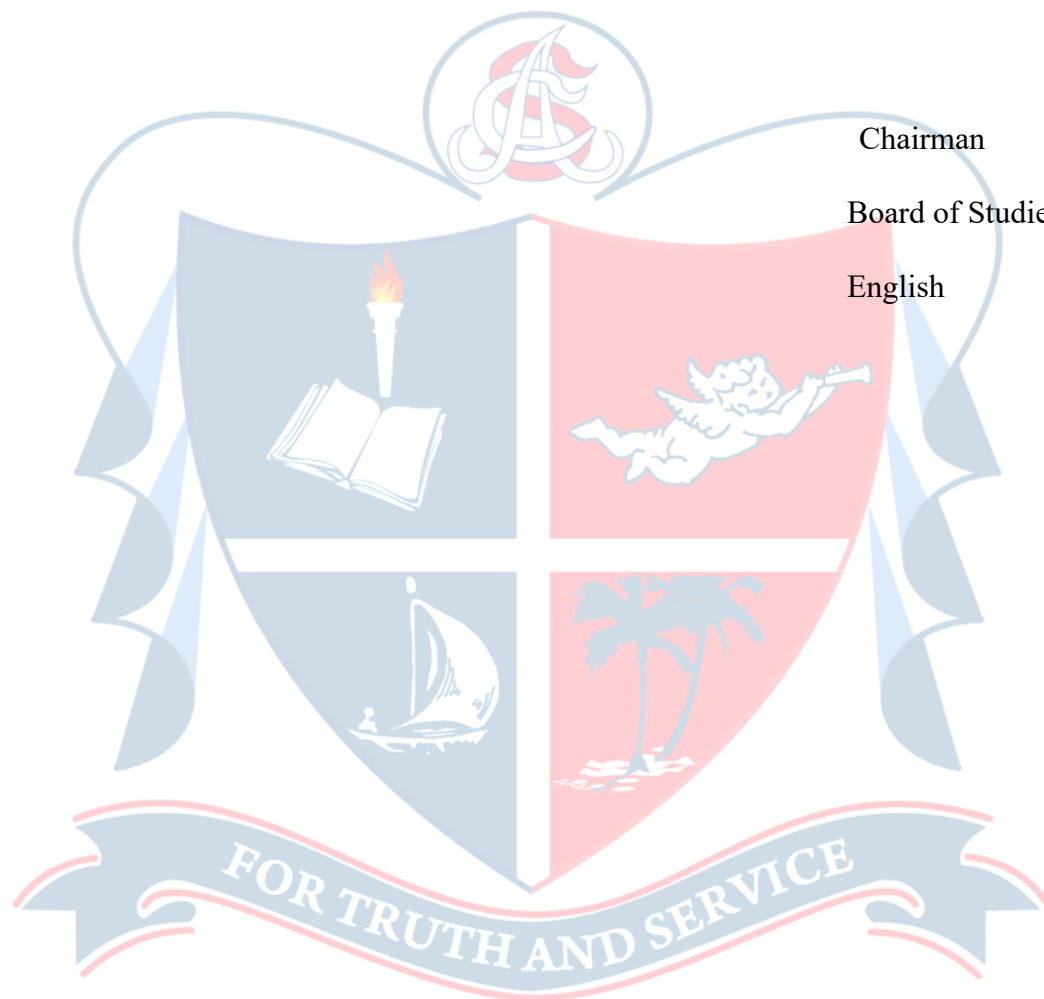
This undergraduate Honours Programme in Journalism and Mass Communication marks a major milestone in our academic portfolio, offering a comprehensive and nuanced study of the dynamic media landscape. The four-year programme provides a more in-depth examination of fundamental journalistic principles, media theory, and hands-on skills compared to traditional three-year programmes, equipping students with a richer understanding of the field.

The program offers an in-depth exploration of specialized areas, including, Film studies, Scriptwriting, Mobile journalism, Marketing communication, Media research, Digital media production etc. The program's interdisciplinary approach empowers students to excel across diverse fields, fostering versatility and a broad range of expertise. The curriculum includes various course components, such as: Discipline-specific core and electives (DSC & DSE) for in-depth knowledge, Multi-disciplinary courses (MDC) for broadened perspectives, Value-added courses (VAC) for added value, Skill enhancement courses (SEC) for practical skills, Ability enhancement courses (AEC) for holistic development. These diverse components provide students with a comprehensive understanding of their field of study.

This programme is designed by the principles of Outcome-Based Education (OBE), focusing on equipping students with the knowledge, skills, and competencies required to excel in the field of journalism. The program aims to produce graduates who are industry-ready, critically thinking, and ethically grounded. Furthermore, this curriculum is designed to align with the learning outcomes, incorporating a range of teaching and learning strategies, including lectures, tutorials, workshops, and project-based learning. Assessments will be designed to

measure student achievement of the learning outcomes, and feedback will be provided to support student learning and improvement.

The B. Voc (Honours) Journalism and Mass Communication program syllabus serves as a detailed roadmap, covering regulations, program structure, course specifics, learning objectives, and assessment strategies. This program is designed to foster critical thinking, effective communication, and professional responsibility in media, empowering you for a successful career.



THE ST. ALBERT'S COLLEGE (AUTONOMOUS) VOCATIONAL UNDERGRADUATE PROGRAMMES (HONOURS) REGULATIONS, 2025 SACA- B.VOC (HONOURS)

PREAMBLE

The University Grants Commission (UGC) has issued the Curriculum and Credit Framework for Vocational Undergraduate Programmes 2025 (CCFUP) which would provide a flexible choice-based credit system, multidisciplinary approach, multiple entry and exit options, and establish three Broad Pathways, (a) 3-year UG Degree, (b) 4-year UG Degree (Honours), and 4-year UG Degree (Honours with Research).

The Kerala Higher Education Reforms Commission has recommended a comprehensive reform in the Vocational undergraduate curriculum for the 2025-26 academic year, adopting 4-year Vocational undergraduate programmes to bring Kerala's Vocational undergraduate education at par with well-acclaimed universities across the globe.

The Kerala State Curriculum Committee The Kerala State Curriculum Committee for Higher Education has been constituted and has proposed a model Kerala State Higher Education Curriculum Framework (KSHECF) for Vocational Undergraduate Education. Further, an Executive Committee and various sub-committees were constituted for the implementation of the Regulations. Further, MGU has framed the Rules and Regulations based on this, namely: THE MAHATMA GANDHI UNIVERSITY UNDERGRADUATE VOCATIONAL PROGRAMMES (HONOURS) REGULATIONS, 2025 {MGU-B.VOC (Honours)} under the New Curriculum and Credit Framework, 2025. Being an Autonomous College affiliated to MG University, St. Albert's College (Autonomous), Ernakulam, is adopting all the major components of MGU B.VOC (HONOURS) 2025 in the title SACA-B.VOC (HONOURS) 2025 to our Vocational UG curriculum from the academic year (2025-26) onwards.

REGULATIONS

1. Short Title and Commencement

- i) These Regulations will be called as 'THE ST.ALBERT'S COLLEGE (AUTONOMOUS) UNDER GRADUATE VOCATIONAL PROGRAMMES (HONOURS) REGULATIONS, 2025 {SACA-B.VOC. (HONOURS) 2025} under the New Curriculum and Credit Framework for B.Voc. Programmes by Kerala State Higher Education Council, 2025.
- i) These Regulations will come into effect from the academic year 2025-2026 and will have a prospective effect.

2. Scope, Application

- i) These Regulations shall apply to all Undergraduate Vocational Programmes under various faculties conducted by ST. ALBERT'S COLLEGE (AUTONOMOUS), ERNAKULAM and its affiliating institutions for the admissions commencing in the academic year 2025-2026.
- ii) Every programme conducted under the SACA-B.Voc. (Honours) shall be monitored by SACA-B.Voc.(Honours) Academic Committee (Academic Council) comprising members nominated by the College Governing Body and by the University.

3. Definitions

- i) FYUGP means Four Year Under Graduate Programme.
- ii) Academic Year: Two consecutive (one odd and one even) semester followed by a vacation in one academic year.
- iii) Academic Coordinator/Nodal Officer: Academic Coordinator/Nodal Officer is a senior faculty/expert in the field nominated by the college council to co-ordinate the effective conduct of the SACA - B.Voc.(Honours) including Continuous Comprehensive Assessment (CCA) undertaken by various departments within the college. She/ he/ they shall be the convenor for the College level Academic Committee.
- iv) Academic Week: A unit of five working days in which the distribution of work is organized, with five contact hours of one-hour duration on each day.
- v) Academic Credit: A unit by which the course work is measured. It determines the number of hours of instructions required per week in a semester. It is defined both in terms of student efforts and teacher's efforts. A course which includes one hour of lecture or minimum 2 hours of lab work/ practical work/practicum/ hands-on skill training/field work

per week is given one credit hour. Accordingly, one credit is equivalent to one hour of lecture or two hours of lab work /practical work/hands-on skill training/ field work/ practicum and learner engagement in terms of course related activities (such as seminars preparation, submitting assignments, group discussion, recognized club-related activities etc.) per week. Generally, a one credit course in a semester should be designed for 15 hours lectures or 30 hours of practical/ field work/ practicum/ hands-on skill training and 30 hours learner engagement. A two credit On the Job Training (OJT) in a semester should be designed for 5 hours per week. One credit of Apprenticeship/Research Internship is equivalent to 10 days.

vi) Academic Bank of Credits (ABC): An academic service mechanism as a digital/ virtual entity established and managed by Government of India to facilitate the learner to become its academic account holders and facilitating seamless learner mobility, between or within degree-granting Higher Education Institutions (HEIs) through a formal system of credit recognition, credit accumulation, credit transfers and credit redemption to promote distributed and flexible process of teaching and learning. This will facilitate the learner to choose their own learning path to attain a Degree/ Diploma/ Certificate, working on the principle of multiple entry and exit, keeping to the doctrine of anytime, anywhere, and any level of learning.

vii) Credit Accumulation: The facility created by ABC in the Academic Credit Bank Account (ABA) opened by the learner across the country in order to transfer and consolidate the credits earned by them by undergoing courses in any of the eligible HEIs

viii) Credit Recognition: The credits earned through eligible/partnering HEIs and transferred directly to the ABC by the HEIs concerned.

ix) Credit Redemption: The process of commuting the accrued credits in the ABC of the learner for the purpose of fulfilling the credits requirements for the award of various degrees. Total credits necessary to fulfill the criteria to get a degree shall be debited and deleted from the account concerned upon collecting a degree by the learner.

x) Credit Transfer: The mechanism by which the eligible HEIs registered with ABC are able to receive or provide prescribed credits to individual's registered with ABA in adherence to the UGC credit norms for the course(s) registered by the learner in any HEIs within India.

xi) Credit Cap: Maximum number of credits that a student can take per semester, which is restricted to 30.

xii) Continuous Comprehensive Assessment (CCA): The mechanism of evaluating the learner by the course faculty at the institutional level.

xiii) End Semester Evaluation (ESE): The mechanism of evaluating the learner at the end of each semester.

xiv) Audit Course: A course that the learner can register without earning credits, and is not mandatory for completing the SACA -B.Voc.(Honours). The student has the option not to take part in the CCA and ESE of the Audit Course. If the student has 75% attendance in an Audit Course, he/she/they is eligible for a pass in that course, without any credit (zero-credit).

xv) Courses: refer to the papers which are taught and evaluated within a programme, which include lectures, laboratory work, studio activity, field work, project work, vocational training, viva, seminars, term papers, presentations, assignments, self-study, group discussion, internship, etc., or a combination of some of these elements.

xvi) Choice Based Credit System (CBCS) means the system wherein students have the option to select courses from the prescribed list of courses.

xvii) College-level Academic Committee: Is a committee constituted for the SACA -B.Voc. (Honours) at the college level comprising the Principal as the Chairperson, the Academic Co-ordinator/ Nodal Officer as its convenor.

xviii) Course Faculty: A faculty member nominated by the Head of the Department shall be in charge of offering a particular course in a particular semester of SACA-B.Voc.(Honours).

xix) CSDCCP means Centre for Skill Development Courses and Career Planning (CSDCCP):

xx) Department means any teaching department in a college offering a course of study approved by the University as per the Statutes and the Act of the University and it includes a Department, Centre, or School of Teaching and Research conducted directly by the University.

xxi) Senior Faculty Advisor (SFA) is a faculty nominated by a Department Council to co-ordinate all the necessary work related to SACA-B.Voc.(Honours) undertaken in that department, including the continuous comprehensive assessment.

xxii) Department Council means the body of all teachers of a department in a college.

xxiii) Faculty Advisor (FA) means a teacher from the parent department nominated by the Department Council to advise students in academic matters.

xxiv) Graduate Attributes means the qualities and characteristics to be obtained by the graduates of a programme of study at the University or the Higher Education Institution,

which include the learning outcomes related to the disciplinary areas in the chosen field of learning and generic learning outcomes. University will specify graduate attributes for its programmes.

xxv) Job Role: It refers to specific occupation or position within an industry, defined by a set of competencies, knowledge, and skills required to perform task effectively. Each job role is aligned with a particular NHEQF level.

xxvi) National Occupational Standards (NOS): National Occupational Standards (NOS) specify the standard of performance that a person must meet when performing a job along with the skills and knowledge required to satisfy a standard consistently. These standards can form the benchmarks for various education and training programs to match with the job requirements.

xxvii) NHEQF means National Higher Education Qualification Framework

xxviii) Programme means the entire duration of the educational process including the evaluation leading to the award of a degree.

xxix) Programme Pathway: Combination of courses that can be chosen by a student that give options to pursue interesting and unconventional combinations of courses drawn from different disciplinary areas, such as sciences, social sciences, humanities, and a wide range of vocational fields including information technology, tourism, logistics, agriculture, fashion technology etc. The pathways could be in terms of major- minor options with different complementary/ allied disciplines.

xxx) Qualification Pack (QP): A Qualification Pack (QP) is a set of NOS aligned to a job role. A QP is available for every job role in each industry sector.

xxxi) Regulatory Body: Regulatory Body means University Grants Commission (UGC), All India Council for Technical Education (AICTE), National Council for Teacher Education (NCTE), Medical Council of India (MCI), Pharmacy Council of India (PCI), Indian Council for Agricultural Research (ICAR), Bar Council of India, Council of Architecture, National Assessment and Accreditation Council (NAAC), National Board of Accreditation (NBA), National Council for Vocational Education and Training (NCVET), National Skill Development Corporation (NSDC) etc.

xxxii) Sector Skill Council (SSC): The NOSs and QPs for each job role corresponding to each level of the NSQF are being formulated by the respective Sector Skill Councils (SSCs) set up by NSDC with industry leadership.

xxxiii) Signature Courses: Signature courses are specialized courses classified under Skill Development Component Elective (SDCE) Courses, Skill Enhancement Courses (SEC) or Value Addition Courses (VAC) designed and offered by the regular/ ad hoc/ visiting/ emeritus/ adjunct faculty member of a particular college with the prior recommendation of the BoS and the approval of Academic Council of the University/ Institute.

xxxiv) Letter Grade or simply 'Grade' in a course is a letter symbol (O, A+, A, B+, B, C, P, F, and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on their performance in various examinations. The Letter grade that corresponds to a range of CGPA.

xxxv) Grade Point: Each letter grade is assigned a 'Grade point' (G) which is an integer indicating the numerical equivalent of the broad level of performance of a student in each course. Grade Point means point given to a letter grade on 10-point scale.

xxxvi) Semester Grade Point Average (SGPA) is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.

xxxvii) Credit Point (P) of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: $P = G \times C$

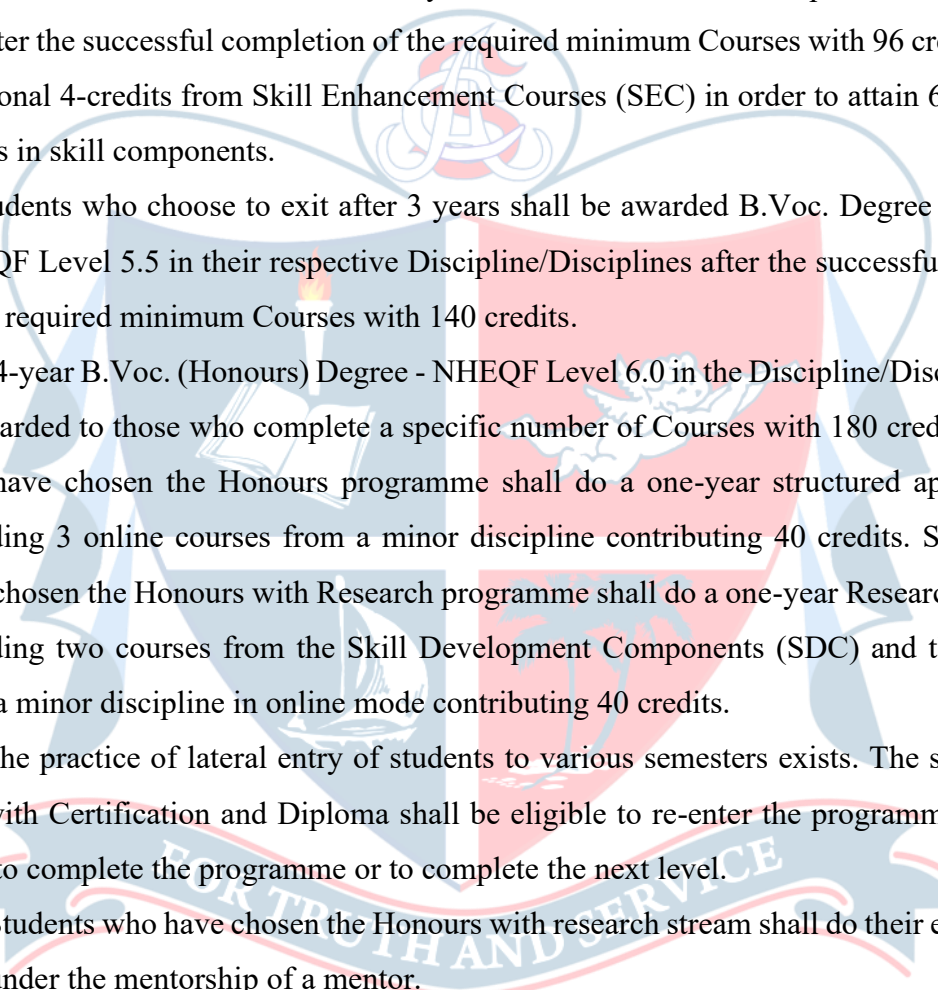
xi) Cumulative Grade Point Average (CGPA) is the value obtained by dividing the sum of credit points in all the semesters earned by the student for the entire programme by the total number of credits in the entire programme and shall be rounded off to two decimal places.

xii) Grade Card means the printed record of students' performance, awarded to them. xiii) Words and expressions used and not defined in this regulation, but defined in the Mahatma Gandhi University Act and Statutes shall have the meaning assigned to them in the Act and Statutes.

4.. Features and Objectives of SACA-B.Voc. (Honours) 2025

The features and objectives of the SACA-B.Voc.(Honours) shall be:

i) The features, meaning, and purpose of Four Year B.Voc. Honours Degree programmes shall be as stipulated by the UGC and as adapted by the Curriculum and Credit Framework for Bachelor of Vocation (B.Voc.) programmes proposed by Kerala State Higher Education Council.

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- ii) B.Voc. programme shall have five Broad Pathways, (a) 1-year UG Certificate, (b) 2- year UG Diploma (c) 3-year B.Voc. Degree and (d) 4-year B.Voc. Honours Degree (e) 4-year B.Voc. Honours with Research Degree.
- iii) Students who choose to exit after 1 year shall be awarded UG Certificate -NHEQF Level 4.5 after the successful completion of the required minimum Courses with 48 credits and an additional 4-credits from Skill Enhancement Courses (SEC) in order to attain 60% of total credits in skill components.
- iv) Students who choose to exit after 2 years shall be awarded UG Diploma-NHEQF Level 5.0 after the successful completion of the required minimum Courses with 96 credits and an additional 4-credits from Skill Enhancement Courses (SEC) in order to attain 60% of total credits in skill components.
- v) Students who choose to exit after 3 years shall be awarded B.Voc. Degree with Minor-NHEQF Level 5.5 in their respective Discipline/Disciplines after the successful completion of the required minimum Courses with 140 credits.
- vi) A 4-year B.Voc. (Honours) Degree - NHEQF Level 6.0 in the Discipline/Disciplines shall be awarded to those who complete a specific number of Courses with 180 credits. Students who have chosen the Honours programme shall do a one-year structured apprenticeship including 3 online courses from a minor discipline contributing 40 credits. Students who have chosen the Honours with Research programme shall do a one-year Research Internship including two courses from the Skill Development Components (SDC) and three courses from a minor discipline in online mode contributing 40 credits.
- vii) The practice of lateral entry of students to various semesters exists. The students who exit with Certification and Diploma shall be eligible to re-enter the programme at the exit level to complete the programme or to complete the next level.
- viii) Students who have chosen the Honours with research stream shall do their entire fourth year under the mentorship of a mentor.
- ix) The mentor shall prescribe suitable advanced level/capstone level courses for a minimum of 8 credits to be taken along with the courses on research methodology, research ethics, and research topic-specific courses including online and blended modes.
- x) Students who have opted for the Honours with Research should successfully complete an industry-linked research project under the guidance of the mentor and should submit a research report for evaluation from University/ College/ Recognized Research Institute. The research shall be in the Major/Allied discipline.

- xi) The research outcomes of their project work may be published in peer-reviewed journals or presented at conferences or seminars or patented.
- xii) The proposed B.Voc.(Honours) curriculum comprises Two Broad Parts: Part I) General Education Components (GEC) and Part II) Skill Development Components (SDC).
- xiii) The General Education Component B.Voc.(Honours) shall consist of a set of General Foundation Courses and Minor Pathway Courses (MPC).
- xiv) General Foundation Courses shall be grouped into 4 major baskets as Ability Enhancement Courses (AEC), Skill Enhancement Courses (SEC), Value Addition Courses (VAC), and Multi-Disciplinary Courses (MDC).
- xv) Ability Enhancement Courses shall be designed specifically to achieve competency in English and other languages as per the student's choice with special emphasis on language and communication skills. Students must complete 3 AECs with two mandatory English Courses and one Elective, which may be in English or other language.
- xvi) English or other language courses shall be designed to enable the students to acquire and demonstrate the core linguistic skills, including critical reading, academic and expository writing skills as well as the cultural and intellectual heritage of the language chosen.
- xvii) Multi-Disciplinary Courses (MDC) shall be so designed as to enable the students to broaden their intellectual experience by understanding the conceptual foundations of Science, Social Sciences, Humanities, and Liberal Arts. Students shall not be permitted to take the MDC in all three semesters in the same discipline as studied under Part III during their Plus Two education, and MDC selection must also comply with the exclusion list published by the university. This shall be the sole condition for eligibility for MDC course selection. Third semester MDC can be Kerala Specific Content. Each BoS can prepare basket of courses under MDC in first and second semesters.
- xviii) Skill Enhancement Courses (SEC) shall be designed to include modules on Employability Skills, Soft Skills and Life Skills with specific modules to enhance employability. These modules are NHEQF-aligned and approved, offering certification options of 30, 60, 90, or 120 hours through professional skilling agencies. Among 9 credits, students are flexible to take 6 credits of SEC from Skill Development Courses.
- xix) Value Addition Courses (VAC) are tailored to the students' skill domains, designed by the respective Boards of Studies (BoS) with CSDCCP's assistance and included in University VAC course baskets. Value Addition Courses (VAC) shall be so designed as to

empower the students with personality development, perspective building, and self-awareness.

xx) Minor Pathway Courses (MPC) offer the flexibility to select subjects either related or unrelated to their vocational domain, promoting interdisciplinary learning and broadening academic horizons.

xxi) Skill Development Components (SDC) shall include any domain specific demand led skill training activity, enabling students to equip with practical skills leading to employment or improving employability or enabling them to acquire a duly assessed and certified skill in the chosen discipline. The skill development components shall be designed and delivered in line with National Occupational Standards (NOS) and Qualification Packs (QP), ensuring relevance to specific job roles and industries.

xxii) Students who complete a sufficient number of Courses in a discipline or an interdisciplinary area of study other than their chosen Major shall qualify for a Minor in that discipline or in a chosen interdisciplinary area of study.

xxiii) Major area of specialization shall be focused on Skill Development in the appropriate areas. By selecting a Major, the student shall be provided with an opportunity to pursue an in-depth study of a particular discipline.

xxiv) Each Board of Studies (BOS) shall identify specific Courses or baskets of Courses towards Minor Course credits. Students shall have the option to choose Courses from disciplinary/ interdisciplinary minors and skill-based courses related to a chosen programme.

xxv) Students shall be given options to choose courses from a basket of courses which the institution is offering. There shall be no rigidity of combination of subjects. Students enrolling in a particular vocational stream may be allowed to take a Multidisciplinary Course (MDC) from another vocational stream/SACA-B.Voc (Honours) in their first two semesters, alongside a minor subject as part of the General Education Component. Students can opt for a change of Major within the vocational stream at the end of the second semester to MDC courses they have studied. Alternatively, students also can opt for a change of Major to SACA-B.Voc (Honours) while retaining their vocational stream as minor.

xxvi) Students should opt their 5th and 6th semester VAC and SEC from their SDC only.

xxvii) Course cum Credits Certificate: After the successful completion of a semester as proof for re-entry to another institution this certificate is essential. This will help the learner for preserving the credits in the Academic Bank of Credits.

xxviii) The Advanced Level/ Capstone Level Courses shall be designed in such a manner as to enable students to demonstrate their cumulative knowledge in their main field of study, which shall include advanced thematic specialization or internships or community engagement or services, vocational or professional training, or other kinds of work experience.

xxix) Advanced/ Capstone level Major Specialization shall include Courses focused on a specific area of study attached to a specific Major, which could be an Elective Course. They shall include research methodology as well.

xxx) The student has the option to register for and attend a course without taking part in the CCA and ESE of that course. Such a course is called the Audit Course. If the student has 75% attendance in an Audit Course, he/she/they is eligible for a pass in that course, without any credit (zero-credit). The Audit Course will be recorded in the final grade card of the student.

xxxi) All students shall undergo Summer Internship or Apprenticeship in a Firm, Industry or Organization; or Training in labs with faculty and researchers or other Higher Education Institutions (HEIs) or Research Institutions. University will publish a separate guideline for Internship Programmes.

xxxii) Students will be provided the opportunities for internships with local industries, business organizations, agriculture, health and allied sectors, Local Government institutions (such as panchayats, municipalities), State Planning Board, State Councils/ Boards, Research Institutions, Research Labs, Library, elected representatives to the parliament/ state assembly/ panchayath, media organizations, artists, crafts persons etc. These opportunities will enable the students to actively engage with the practical aspects of their learning and to improve their employability.

xxxiii) The University will provide opportunities for field-based learning/minor projects enabling them to understand the different socio-economic and development-related issues in rural and urban settings. The University will provide the students with opportunities for Community engagement and services, exposing them to socio- economic issues to facilitate theoretical learning in real-life contexts.

xxxiv) Additional Credits will be awarded for those who actively participating in Social Activities, which may include participation in National Service Scheme (NSS), Sports and Games, Arts, participation in University/ college union related activities (for respective elected/ nominated members), National Cadet Corps (NCC), adult education/ literacy

initiatives, mentoring school students, and engaging in similar social service organizations that deemed appropriate to the University.

xxxv) Grace marks shall be awarded to a student for meritorious achievements in cocurricular activities (in Sports/ Arts/ NSS/ NCC etc.). Such a benefit is applicable in the same academic year spreading over two semesters, in which the said meritorious achievements are earned. The Academic Council will decide from time to time the eligibility and other rules of awarding the grace marks.

xxxvi) Options will be made available for students to earn credit by completing quality-assured remote learning modes, including Online programmes offered on the Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) or other Online Educational Platforms approved by the competent body/university from time to time.

xxxvii) Students shall be entitled to gain credits from courses offered by other recognized institutions directly as well as through distance learning.

xxxviii) For the effective operation of the four year vocational programmes, a system of flexible academic transaction timings shall be implemented for the students and teachers.

5. Eligibility for Admission and Reservation of Seats

i) The eligibility for admissions and reservation of seats for various SACA-B.Voc.(Honours) Degree Programmes shall be in accordance with the norms/rules made by the Government/University from time to time.

ii) No student shall be eligible for admission to SACA-B.Voc. (Honours) Degree Programmes in any of the disciplines unless he/she/they has successfully completed the examination conducted by a Board/University at the +2 level of schooling or its equivalent.

iii) Students shall be admitted and enrolled in the respective programmes solely based on the availability of the academic and physical facilities within the institution. The College shall provide all students with a brochure detailing the Courses offered by the various departments under the various programmes and the number of seats sanctioned by the University for each Programme.

iv) During the time of admission each student may be provided with a unique higher education student ID which may be linked with the Aadhar number of the student so that this ID can be transferred if required to other higher education institutions as well.

v) The students at the end of second semester may be permitted to change their major programme of study to any course/ institution/ university across the state. Based on the availability of seats and other facilities, the students may be permitted to opt any discipline which he/she/they had studied during the first two semesters as Minor Pathway Courses

(MPC) /Multidisciplinary Courses (MDC). If ranking is required it will be in the order of the highest-grade points secured in the discipline to which the switching of Major is sought.

vi) Students shall be allowed to change their major programmes, if required, to a maximum of 10% of the sanctioned strength of that particular programmes depending upon the academic and infrastructural facilities available in the Institution.

vii) Depending upon the availability of academic and infrastructural facilities, the Institution may also admit a certain number of students who are registered for particular programmes in each semester by transfer method, if required, from other Institutions subject to conditions as may be issued by the University.

viii) Students who exit with Certificate or Diploma shall be eligible to reenter the programme at the exit level to complete the programme or to complete the next level.

ix) A student who has already successfully completed a First-Degree Programme and is desirous of and academically capable of pursuing another First-Degree Programme may also be admitted with the prior approval of the University as per the conditions regarding programme requirements specified by the University.

x) A Student can also be admitted for an additional major/ second major/ additional minor and on completion of the required credits he/she/they can be awarded a second major/ additional major/ minor. He/she/they may be exempted from minor pathway and general foundation course requirements.

xi) The HEIs can also enroll students in certain courses as per their choice depending upon the availability of infrastructure and other academic facilities from other recognized HEIs who are already registered for a particular programmes there either through regular/online/distance mode irrespective of the nature of programme (Govt/ Aided/ Self-finance/ Autonomous). On successful completion of the course the credits may be transferred through the Academic Bank of Credit or it may be communicated to the University against the unique higher education ID provided by the University at the time of admission.

6. Academic Monitoring and Student Support

The academic monitoring and student support shall be in the following manner, namely

i) College should appoint a Senior Faculty member/expert in the field as Academic Co-ordinator/ Nodal officer for the smooth conduct of SACA-B.Voc.(Honours).

ii) Advisory System: There shall be one Senior Faculty Advisor (SFA) for each department

and one Faculty Advisor (FA) for 20 to 30 students of the class to provide advice in all relevant matters. The Head of the Department, in consultation with the SFA, shall assign FA for each student.

iii) The documents regarding all academic activities of students in a class shall be kept under the custody of the FA/ SFA.

iv) All requests/ applications from a student or parent to higher offices are to be forwarded/ recommended by FA/ SFA.

v) Students shall first approach their FA/ SFA for all kinds of advice, clarifications, and permissions on academic matters.

vi) It is the official responsibility of the institution to provide the required guidance, clarifications, and advice to the students and parents strictly based on the prevailing academic regulations.

vii) The SFA shall arrange separate or combined meetings with FA, faculty members, parents, and students as and when required and discuss the academic progress of students.

viii) The FA/ SFA shall also offer guidance and help to solve the issues on academic and non-academic matters, including personal issues of the students.

ix) Regular advisory meetings shall be convened immediately after the commencement of the semester and immediately after announcing the marks of the Continuous Comprehensive Assessment (CCA).

x) The CCA related results shall be uploaded on the University portal only after displaying the same on the department notice board/ other official digital platforms of the college at least for two working days.

a) Any concern raised by the students regarding CCA shall be looked into in the combined meetings of advisors, HoD, course faculty, and the students concerned.

b) If the concerns are not resolved at the advisor's level, the same can be referred to the properly constituted college-level grievance redressal committees as per the existing UGC/ University/ Government norms.

c) The Principal/ HOD shall ensure the proper redressal of the concerns raised by the students regarding CCA.

d) If the students raise further concerns about the issue, the principal shall refer the issue to the University-level grievance committee with proper documents and minutes of all the committees.

xi) The FA/ SFA shall be the custodian of the minutes and action taken reports of the advisory meetings. The SFA shall get the minutes and action taken reports of advisory

meetings approved by the Head of Department and the Principal. It shall be the duty of the HoD and the Principal to produce them before the University as and when required.

xii) The Principal shall inform/forward all regulations, guidelines, communications, announcements, etc. issued by the University regarding student academic and other matters to the HODs/ SFA for information and timely action.

xiii) It shall be the official responsibility of the Principal to extend the required administrative and financial support to the HODs, SFAs and FAs to arrange necessary orientation programmes for students regarding student counselling, the prevailing University norms, regulations, guidelines and procedures on all academic and other University related matters.

xiv) An integrated educational planning and administration software will be made available by the college to manage the academic information of all students, which include student admissions and registration, managing student personal and academic information, course registrations, attendance management, all process related to assessments including regular & online examinations, grading, publishing of results, supplementary examinations, LMS, stakeholders' feedback, etc.

xv) Faculty, staff, students, and parents shall be allowed to access this software system over a highly secure authenticated mechanism from within the campus and outside the campus.

7. Course Registration

i) Each department shall publish well in advance the relevant details of courses offered, such as the name, academic level, expected outcomes, time slot, and course faculty members.

ii) Students shall be allowed to visit and interact with respective faculty members during the first week of each semester, to gather more information about the courses and the availability of seats.

iii) Based on consultations and advice from the faculty advisor, each student shall complete course registration within one week from the commencement of each semester.

iv) The number of credits that a student can take in a semester is governed by the provisions in these Regulations, subject to a minimum of 16 and a maximum of 30 Credits.

v) A student can opt out of a Course or Courses registered, subject to the minimum Credit/

Course requirement, if he/she/they feels that he/she/they has registered for more Courses than he/she/they can handle, within 30 days from the commencement of the semester.

vi) The college shall publish a list of the students registered for each course including audit course, if any, along with the chosen Programmes, repeat/ reappearance courses, if any, and shall forward the same to the university.

vii) The higher education institutions shall admit candidates not only for programmes, but also for courses.

8. Re-admission and Scheme Migration

i) Students who opt out shall be provided with a 'Course cum Credits Certificate' after the successful completion of a semester as proof for re-entry to another institution.

ii) Students who exit with Certificate or Diploma shall be eligible to reenter the programme at the exit level to complete the programme or to complete the next level.

iii) Students who have successfully completed a particular programme pathway may be permitted to take an additional minor or second major.

iv) Those students who are opting for a second major are eligible for getting certain credit transfer/ credit exemption from their previous minor programs of study, subject to the prior recommendation of the BoS that, those credits are relevant for the present major programme of study.

9. Duration of Programme, Credits Requirements and Options

1. Students will be offered the opportunity to take breaks during the programme and resume after the break, but the total duration for completing the SACA -B.Voc.(Honours) programme shall not exceed 7 years.

2. Students will get a NHEQF Level 4.5 Undergraduate Certificate after completing first two semesters with a credit of 48 (28 credits from SDC and 20 credits from GEC) and an additional 4-credits from Skill Enhancement Courses (SEC) in order to attain 60% of total credits in skill components.

3. Students will get a NHEQF Level 5.0 Undergraduate Diploma after completing first four semesters with a credit of 96 (56 credits from SDC and 40 credits from GEC) and an additional 4-credits from Skill Enhancement Courses (SEC) in order to attain 60% of total credits in skill components.

4. Students will get a NHEQF Level 5.5 B.Voc. degree after completing six semesters with a credit of 140 (86 credits from SDC and 54 credits from GEC).

5. Students will get a NHEQF Level 6.0 Honours degree after completing eight semesters with a credit of 180 (110 credits from SDC and 70 credits from GEC).

6. Students who wish to complete the undergraduate programmes faster may do so by completing different courses equivalent to the required number of credits and fulfilling all other requirements in N-1 semesters, where N is the number of semesters in the SACA - B.Voc.(Honours).

7. Provided further that the students may complete the undergraduate programme at a slower pace, they may pursue the three years or six semester programme in 4 to 5 years (8 to 10 semesters), and four years, or eight semester programme in 5 to 6 years (10 to 12 semesters) without obtaining readmission.

8. For students who crossed 6 semesters at a slower pace, the requirement of 16 credits per semester from the institutions where they enrolled may be relaxed.

9. Credit Structure and Levels of Awards

NHEQF Level	Skill Development Component Credits	General Education Component Credits	Total Credits for Award	Normal Duration	Exit Points
4.5	28	20	48	Two Semesters	UG Certificate (48 credits) + SEC (4 credits)
5.0	56	40	96	Four Semesters	UG Diploma (96 credits) + SEC (4 credits)
5.5	86	54	140	Six Semesters	B.Voc Degree with Minor
6.0	114	66	180	Eight Semesters	B.Voc Honours/ Honours with Research

10. Credit Structure

The proposed number of credits per course and the credit distribution of them for the SACA - B.Voc. (Honours) Programmes are given below-

A. An academic year shall consist of 200 working days; one semester consists of 90 working days; and an academic year consists of two semesters.

B. Ten working days in a semester shall be used for extracurricular activities. One semester consists of 18 weeks with 5 working days per week. In each semester, 15 days (3 weeks) should be kept aside for End Semester Evaluation (ESE) and CCA.

C. The maximum number of available weeks for curriculum transactions should be fixed at 15 in each semester. A minimum of 5 teaching hours could be made available for a day in a 5-day week.

D. A course that includes one hour of lecture or two hours of lab work/ practical work/ field work/ practicum/hands-on skill training per week is given one credit hour.

E. One credit in a semester should be designed for 15 hours of lectures or 30 hours of lab work/ practical work/ field work/ practicum and 30 hours of learner engagement in terms of course-related activities such as seminar preparation, submitting assignments, etc.

F. A one-credit seminar or internship or studio activities or field work/ projects or community engagement and service will have two-hour engagements per week (30 hours of engagement per semester).

G. A course can have a combination of lecture credits, practical credits, hands-on skill training credits, OJT credits and practicum credits.

H. Minimum credit for one Course should be 2 (Two), and the maximum credit should be 4 (Four).

I. All Skill Development Components/ Minor Pathway Courses shall be of 4 (Four) credits. A 4-credit course can include five modules, out of which one will be Teacher Specific content.

J. Each semester requires a minimum of 18 skill credits (including theory, practicals and on the job-training) over six semesters.

K. For all Skill Development Components/ Minor Pathway Courses, there may be practical/ practicum of two or four hours per week.

L. All Courses under the Multi-Disciplinary, Ability Enhancement, Value Addition and Skill Enhancement categories are of 3 credits. A 3-credit course can include four modules, out of which one will be Teacher Specific content.

M. 20% syllabus of each course will be prepared by the teacher as 'Teacher Specific Content' and will be evaluated under CCA.

N. A two credit OJT in a semester should be designed for 5 hours per week.

O. One credit of Apprenticeship/Research Internship is equivalent to 10 days.

P. Summer Internship, Apprenticeship, Community outreach activities, etc. may require sixty hours (or as appropriate) of engagement for acquiring one credit.

Q. A student shall be able to opt for a certain number of extra credits over and above the requirements for the award of a degree.

R. Maximum number of credits that a student can earn per semester shall be restricted to 30. Hence, a student shall have the option of acquiring credits to a maximum of 180 credits for a 6-semester UG programmes and 240 credits for a 4-year (8-semester) programmes.

S. Each faculty member shall offer a maximum of 16 credits per semester. However those who are offering both practical and theory courses shall offer a maximum of 12-16 credits per semester.

T. For a four-credit theory course, 60 hours of lecture class shall be assured as a mandatory requirement for the completion of that course.

11. Course Structure of the SACA-B.Voc.(Honours) Programmes

The SACA -B.Voc.(Honours) consists of the following categories of courses and the minimum credit requirements for pathway option-one shall be as follows;

Sl. No.	Categorization of Courses for all Programmes	Minimum Number of Credits Required	
		3-year B.Voc	4-year B.Voc
1	Skill Development Components (SDC)	72	72
2	Minor Pathway Courses (MPC)	24	36
3	Multi-Disciplinary Courses (MDC)	9	9
4	Skill Enhancement Courses (SEC)	9	9
5	Ability Enhancement Courses (AEC)	9	9
6	Value Addition Courses (VAC)	9	9
7	Summer Internship	2	2
8	On the Job Training (OJT)	6	6

9	Apprenticeship/Research Internship		28
	Total Credits	140	180

1. 6 out of 9 credits of the SEC are part of the SDC.
2. The Summer Internship/OJT must be undertaken in an area aligned with the SDC.

The credits earned through this activity shall contribute to the SDC.

3. Students enrolled in the Honours degree programme must earn a minimum of 12 credits from MPC at level 300 or above.

4. Students pursuing the Honours with Research degree must complete an industry-linked research project of 20 credits and earn the remaining 8 credits of the SDC through research-oriented courses.

12. Academic Levels of Pathway Courses

Semester	Difficulty level	Nature of Course
1 & 2	100-199	Foundation level or introductory courses
3 & 4	200-299	Intermediate level courses
5 & 6	300-399	Higher level courses
7 & 8	400-499	Advanced/Capstone level courses

13. Signature Courses

3. With a prior recommendation of BoS and the approval of academic council, each faculty member can design and offer at least one signature course per semester, which may be offered as SDCE /SEC/ VAC.
4. Each institution may publish a list of their signature courses in SDCE/ SEC/ VAC offered by their faculty members with a prior recommendation of BoS and the approval of academic council.
5. An institution may empanel distinguished individuals who have excelled in their field of specialization like science and technology, industry, commerce, social research, media, literature, fine arts, civil services etc. as adjunct faculty as per the UGC guidelines with the approval of the University. With a prior recommendation of BOS and the approval of academic council, the adjunct faculty can offer SEC/VAC as signature course.
6. Adhoc/ Guest faculty/ Visiting faculty/ Visiting Scholars can also offer SDCE/ SEC/ VAC as signature courses with a prior recommendation of BOS and the approval of academic council.

7. The faculty concerned may design the particular course and it should be forwarded to the University BOS after the approval of department and college level academic committees formed as part of this regulations.
8. The examinations and evaluation of the signature courses designed by the faculty shall be conducted by the faculty themselves and an external expert faculty chosen by the college from a panel of experts submitted by the faculty and recommended by the BOS concerned.

14. Programme Pathways and Curriculum Structure

Students who have joined for any programme under these regulations shall have the option to choose the following pathways for their B.Voc. Degree and Honours programme.

- **Degree with single Major:** A student pursuing the B.Voc. programme in a specific discipline shall be awarded a Major degree if he/she/they secures at least 60% of the total credits in the specific discipline required for the award of the Degree in that Discipline.
Example: Logistics Management Major/ Information Technology Major/ Fashion Technology Major/ Renewable Energy Management Major etc.
- **Degree Major with Minor:** If a student pursuing the B.Voc. Programme is awarded a Major Degree in a particular discipline, he/she/they is eligible to be awarded a Minor in another discipline of his/her/their choice, if he/she/they earns a minimum of 24 credits from 6 pathway courses in that discipline.
Example: Travel and Tourism Major with Information Technology Minor/ Fashion Technology Major with Commerce Minor/ Finance and Taxation Major with Retail Management Minor/ Animation and Graphic Design Major with Literature Minor/ Agriculture Technology Major with Culinary Arts and Hospitality Management Minor etc.
- **Major with Multiple Disciplines of Study:** This pathway is recommended for students who wish to develop core competencies in multiple disciplines of study. In this case, the credits for the minor pathway shall be distributed among the constituent disciplines/ subjects. If a student pursuing B.Voc. Degree Programme is awarded a major Degree in a particular discipline, he/she/they is eligible to get mentioned his/her/their core competencies in other disciplines of his/her/their choice if he/she/they has earned 18 credits from the pathway courses of that discipline.
Example: Information Technology Major with Minors in Travel and Tourism and

History, Agro Food Processing Major with Minors in Banking and Financial Services and Biotechnology, Data Analytics and Machine Learning Major with Minors in Logistics Management and Commerce etc.

▪ **Interdisciplinary Major:**

For these programme pathways, the credits for the major and minor pathways shall be distributed among the constituent disciplines/subjects to attain core competence in the interdisciplinary programme.

Example: Fashion Innovation and Retail Management Major, Agri-Business and Food Technology Major, Financial Technology and Banking Analytics Major, Econometrics Major, Global Studies Major, Biostatistics Major etc.

▪ **Multi-Disciplinary Major:**

For multidisciplinary major pathways, the credits for the major and minor pathways will be distributed among the broad disciplines such as Management Studies, Design and Creative Arts, Communication and Media Studies, Environmental and Sustainability Studies, Applied Technologies, Life Sciences, Physical Sciences, Mathematical and Computer Sciences, Data Analysis, Social Sciences, Humanities, etc.

Example: Biomedical Informatics, Computational Social Science, Life Science, Data Science, Nano Science etc.

▪ **Degree with Double Major:**

A student who secures a minimum of 50% credits from the first major will be awarded a second major in another discipline if he/she/they could secure 40% of credits from that discipline for the 3-year/ 4-year UG degree to be awarded a double major degree.

Example: Information Technology and Logistics Management Major, Fashion Technology and Travel and Tourism Major, Renewable Energy and History Major, Finance and Taxation and Journalism and Mass Communication Major etc

Pathway Option - Major with Minor

Course and Components	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Total	Semester 7&8	Total
SDC (4 Credit)	3 (2P)	3 (2P)	3 (2P)	3 (2P)	3* (2P)	2* (2P)	17	2** (2 online)	17/ 19**

/Course)										
MPC (4 Credit /Course)	1 (P)	1	1 (P)	1 (P)		1	1	6	3 (3 online)	9
(MDC) (3 Credit /Course)	1	1(P)	1#					3		3
(AEC) (3 Credit /Course)	1 (English)	1 (English / OL)	1 (English)					3		3
(SEC) (3 Credit /Course)				1		1## (P)	1##	3		3
(VAC) (3 Credit /Course)				1		1##	1##	3		3
Total Courses	6	6	6	6		6	5	35		38/40
OJT (2 Credits)	1	1	1					3		3
Project (4 Credits)							1	1		1
Apprenti ceship (28 credits)/ Research Internshi p (20 credits)									1	1
Total Credits	24	24	24	22	2	22	22	140	40	180
Total Hour s per week	30	30	30	25		25	28			

*One of the courses in 5th and 6th semesters will be Skill Development Component

Elective (SDCE)

** Honours with Research

The MDC offered in the third semester shall focus on Kerala-based content.

The SECs and VACs offered in 5th and 6th semester shall be chosen from domains that align with the SDC.

15. Guidelines for Acquiring Credit from Other Institutions/Online/Distance Mode

- A student shall register to a minimum of 16 credit per semester from the college/ department where he/she/they officially admitted for a particular programme. However, students enrolled for a particular programme in one institution can simultaneously enroll for additional credits from other HEIs within the University or outside University subject to a maximum of 30 credits per semester including the 16 institutional credits.
- Each institution shall publish a list of courses that are open for admission for students from other institutions well in advance before the commencement of each semester.
 - Each BOS shall prepare and publish a list of online courses at different levels before the commencement of each semester offered in various online educational platforms recognized by the academic council of the college, which can be opted by the students for acquiring additional credits.
- BOS shall prepare and publish a list of allied/ relevant pathway courses before the commencement of each semester offered by other Board of Studies that can be considered as pathway course for major/ minor for their disciplines at different levels.
- At the end of each semester college will include the credit acquired by the student through online courses in their semester grade card subject to a maximum of 30 credits.

16. Attendance

- (a) A student shall be permitted to register for the end-semester evaluation of a specific course to acquire the credits only if he has completed 75% of the prescribed classroom activities in physical, online, or blended modes, including any makeup activities as specified by the course faculty of that particular course.
- (b) A student is eligible for attendance as per the existing university and government orders which includes participation in a meeting, or events organized by the college or the university, a regularly scheduled curricular or extracurricular activity prescribed by the college or the university. Due to unavoidable or other legitimate circumstances such as illness, injury, family emergency, care-related responsibilities, bad or severe weather conditions, academic or career-related interviews students are eligible for authorized absence. Apart from this, all other eligible leaves such as maternity leave, and menstrual leave shall also be treated as authorized absences.

(c) The condonation facility can be availed as per the university norms.

17. Workload

1. The workload of a faculty who offers only lecture courses during an academic year shall be 32 credits.
2. The workload of a faculty offering both practical courses and theory courses may be between 24-32 credits per academic year.
3. An academic year shall consist of two semesters.
4. Programme wise workload calculation will be as per the FYUGP workload ordinance.
5. The teachers given the administrative responsibilities in the department and college level may give a relaxation in their work load as specified in the UGC regulations 2018.

18. Credit Transfer and Credit Accumulation

- University will establish a digital storage (DIGILOCKER) of academic credits for the credit accumulation and transfer in line with ABC.
- The validity of credits earned shall be for a maximum period of seven (7) years or as specified in the university/ UGC regulations.
- The students shall be required to earn at least 50% of the credits from the university.
- Students shall be required to earn the required number of credits as per any of the pathway structure specified in this regulation for the award of the degree.

19. Outcome Based Approach

- (a) The curriculum will be designed based on Outcome Based Education (OBE) practices. The Graduate Attributes (GA) and Programme Outcomes (PO) are provided as Appendix-1. The OBE based syllabus template is provided as Appendix-2.
- (b) The Institution will establish an appropriate Board of Studies (BoS) to approve the curriculum and course content developed by the institution in consultation with the CSDCCP and industry partners.
- (c) The CSDCCP will support the institution in developing a regionally relevant skill curriculum based on appropriate Qualification Packs (QPs) and National Occupational Standards (NOSs).

20. Assessment and Evaluation

The assessment for SACA B.Voc.(Honours) programmes includes evaluations of both the General Education Components and the Skill Development Components.

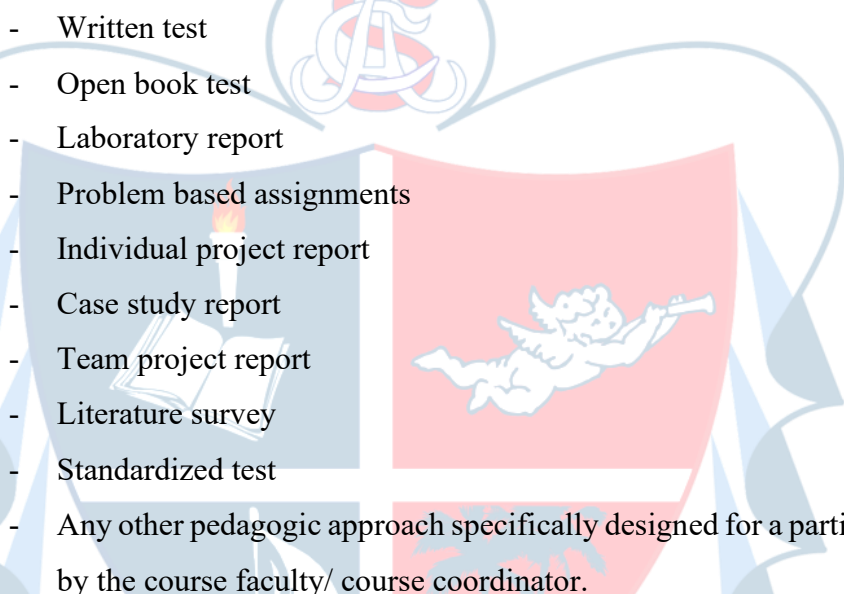
The College will conduct examinations for the General Education components and

Skill Components of the B.Voc. programme in accordance with the existing norms of the University.

2. The assessment shall be a combination of Continuous Comprehensive Assessment (CCA) and an End Semester Evaluation (ESE).
3. 30% weightage shall be given for CCA. The remaining 70% weight shall be for the ESE.
4. Teacher Specific Content will be evaluated under CCA.
5. CCA will have two sub-components- Formative Assessment (FA) and Summative Assessment (SA). Each of these components will have equal weightage and to be conducted by the course faculty/ course coordinator offering the course.
6. FA refers to a wide variety of methods that teachers use to conduct in-process evaluations of student comprehension, learning needs, and academic progress during a lesson, unit, module or course. FA is to encourage students to build on their strengths rather than fixate or dwell on their deficits. FA can help to clarify and calibrate learning expectations for both students. FA will help students become more aware of their learning needs, strengths, and interests so they can take greater responsibility over their own educational growth. FA will be prerogative of the course faculty/ course coordinator based on specific requirement of the student.
7. Suggestive methods of FA are as follows: (anyone or in combinations as decided by the course faculty/ course coordinator)
 - Practical assignment
 - Observation of practical skills
 - Viva voce
 - Quiz
 - Interview
 - Oral presentations
 - Computerized adaptive testing
 - In-class discussions
 - Group tutorial work
 - Reflection writing assignments
 - Home assignments
 - Self and peer Assessments
 - Any other method as may be required for specific course/ student by the course faculty/ course coordinator.
8. Summative Assessments (SA) are used to evaluate student learning, skill acquisition, and

academic achievement at the conclusion of a defined instructional period- typically at the end of a project, unit, module, course or semester. SA may be a class tests, assignments, or project, used to determine whether students have learned what they were expected to learn. It will be based on evidence, collected using single or multiple ways of assessment. The systematically collected evidences should be kept in record by course faculty/ course coordinator and the marks should be displayed on the college notice board/ other official digital platforms of the college before the end semester examinations.

9. The method of SA will be as follows: (any one as decided by the course faculty/ course coordinator)

- 
- Written test
 - Open book test
 - Laboratory report
 - Problem based assignments
 - Individual project report
 - Case study report
 - Team project report
 - Literature survey
 - Standardized test
 - Any other pedagogic approach specifically designed for a particular course by the course faculty/ course coordinator.

10. A student may repeat SA only if for any compulsive reason due to which the student could not attend the assessment.
11. The prerogative of arranging a CCA lies with the course faculty/ course coordinator with the approval of SACA -B.Voc. Academic Committee based on justified reasons.
12. The course faculty/ course coordinator shall be responsible for evaluating all the components of CCA. However, the college may involve any other person (External or Internal) for evaluation of any or all the components as decided by the Chairman/ Principal from time to time in case any grievances are raised.
13. Written tests shall be precisely designed using a variety of tools and processes (e.g., constructed responses, open-ended items, multiple-choice), and the students should be informed about the evaluation modalities before the commencement of the course.

The course faculty may provide options for students to improve their performance through continuous assessment mechanism.

14. There shall be theory and practical examinations at the end of each semester.

15. Regarding evaluation, one credit may be evaluated for 25 marks in a semester; thus, a 4-credit course will be evaluated for 100 marks; 2-credit courses for 50 marks.
16. Odd semester examinations will be conducted by the university and will be evaluated at the institution level. However, even semester examinations will be conducted and evaluated by the university itself.
17. Individual Learning Plans (ILPs) and/ or specific assessment arrangements may be put in place for differently abled students. Suitable evaluation strategies including technology assisted examinations/ alternate examination strategies will be designed and implemented for differently abled students.
18. Students possessing a valid examination hall ticket may enter the examination hall up to 15 minutes after the scheduled start of the examination, with the permission of the Principal or the Chief Superintendent of Examinations.

19. **Duration of Examination**

Questions shall be set as per the defined Outcome. The question setter shall ensure that there will be Time and Mode (T & M) flexibility for all End Semester Examinations. The BoS may recommend T & M from the following list, considering a half-hour evaluation for the 1-credit course, except when the evaluation mode consists entirely of multiple-choice questions.

Mode	Time (in Hours)	
	Minimum	Maximum
Written Examination	1	2
Multiple Choice	0.75	1.5
Open Book	1	2
Any Other Mode	1	2

20. **Practical Examination**

- (a) The end semester practical examination will be conducted and evaluated by the institution.
- (b) There shall be a CCA of practical courses conducted by the course faculty/ course coordinator.
- (c) The scheme of evaluation of practical courses will be as given below:

Components for the Evaluation of Practical Courses	Weightage
CCA of practical/practicum.	30%
ESE conducted under the supervision of internal examiner	70%

- (a) Those who have completed the CCA alone will be permitted to appear for the ESE.
- (b) For grievance redressal purpose, the college shall have the right to call for all the records of CCA.
- (c) The BOS can suggest appropriate Time and Mode (T & M) for practical examinations.

21. Evaluation of Project/ Dissertation

The evaluation of project work shall be CCA with 30% and ESE 70%. The scheme of evaluation of the Project is given below:

Project type	Maximum Marks	CCA	ESE
Industry-Linked Research project of Honours with Research (20 credits)	200	60	140
Apprenticeship of Honours (28 credits)	300	90	210
Project (4 credits)	100	30	70

22. Evaluation of Internship/OJT

The evaluation of internship/OJT shall be done by a committee constituted by the Department Council. The scheme of CCA and ESE is given below:

Components of Evaluation of Internship/OJT	Weightage	Marks for Internship/OJT 2 Credits/ 50 Marks
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CCA	30%	15
ESE	70%	35

The department council may decide any mode for the completion of the Internship/OJT. If in case evaluation is not specified in any of the selected internship programme/OJT, institution can adopt a proper evaluation method as per the weightage specified in the table above.

23. Letter Grades and Grade Points

Mark system is followed for evaluating each question. For each course in the semester, letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given below,

1. The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative Grade Point Average (CGPA) is based on the grades in all courses taken after joining the programme of study.
2. Based on the SGPA/ CGPA obtained, the grade point will be mentioned in the student's grade cards

Letter Grade	SGPA/ CGPA range (x)	Class
O (Outstanding)	$9.5 \leq x$	First Class with Distinction
A+ (Excellent)	$8.5 \leq x < 9.5$	
A (Very good)	$7.5 \leq x < 8.5$	
B+ (Good)	$6.5 \leq x < 7.5$	First Class
B (Above average)	$5.5 \leq x < 6.5$	
C (Average)	$4.5 \leq x < 5.5$	Second Class
P (Pass)	$3.5 \leq x < 4.5$	Third Class
F (Fail)	$x < 3.5$	Fail
Ab (Absent)		Fail

3. Conversion of CGPA to percentage

$$\text{Equivalent Percentage} = \text{CGPA obtained} \times 100$$

Maximum CGPA (= 10)

4. Based on the marks obtained, the grade point will be mentioned in the student's grade cards.

Letter Grade	Grade Point	Percentage of Marks (Both CCA & ESE Marks put together) (y)	Class
O (Outstanding)	10	$95\% \leq y$	First Class with Distinction
A+ (Excellent)	9	$85\% \leq y < 95\%$	
A (Very good)	8	$75\% \leq y < 85\%$	
B+ (Good)	7	$65\% \leq y < 75\%$	First Class
B (Above average)	6	$55\% \leq y < 65\%$	
C (Average)	5	$45\% \leq y < 55\%$	Second Class
P (Pass)	4	$35\% \leq y < 45\%$ Along with a minimum of 30% in ESE	Third Class
F (Fail)	0	$y < 35\%$ Below an aggregate (CCA and ESE put together) of 35% or below 30% in ESE	Fail
Ab (Absent)	0		Fail

1. When students take audit courses, they may be given pass (P) or fail (F) grade without any credits.
2. If a course evaluation consists of both theory and practical components, the minimum passing criteria for each component must be met separately
3. The marks for CCA components and ESE shall be rounded to two decimal places.
4. The aggregate marks for CCA and ESE should be rounded up to the next highest integer.

24. Computation of SGPA and CGPA

The following method is recommended to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in the semester, i.e.

$$\text{SGPA} (S_i) = \Sigma(C_i \times G_i) / \Sigma C_i$$

Where S_i is the SGPA in the i^{th} semester, C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

Sum of the credit points of all the courses in a semesters

SGPA =

Total Credits in that semester

Illustration – Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	SDC 1	4	A	8	4 x 8 = 32
I	SDC 2	4	B+	7	4 x 7 = 28
I	SDC 3	4	B	6	4 x 6 = 24
I	MPC	4	B	6	4 x 6 = 24
I	AEC	3	O	10	3 x 10 = 30
I	MDC	3	C	5	3 x 5 = 15
I	OJT	2	A	8	2 x 8 = 16
	Total	24			169
	SGPA				169/24 = 7.04

- The CGPA is also calculated in the same manner considering all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \Sigma(C_i \times S_i) / \Sigma C_i$$

Where S_i is the SGPA in the i^{th} semester, C_i is the total number of credits in the i^{th} semester.

CGPA = Sum of the credit points of all the courses in six/ eight semesters

Total Credits in Six (140)/ Eight (180) semesters

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

25. Skill Assessment and Certification

(a) Awarding Bodies

NCVET recognize Awarding Bodies who are entitled to award NCVET certificate to trainees/ learners after successful completion of training and assessment of NHEQF aligned and approved qualifications which are either developed or adopted by the Awarding Body. The college level Center for Skill Development Courses and Career Planning may try to get status of deemed Awarding Bodies of NCVET and can issue a dual certification for their skill courses.

(b) Assessment Agencies (AA):

An NCVET recognized Assessment Agency is authorized to assess trainees after completion of the trainees' training under an NSQF aligned and approved qualification. The recognized Assessment Agency is eligible to carry out assessments for NSQF aligned and approved qualifications in the sector allocated to the AA for which adequate capacity (Question Banks, SMEs, Industry connects, Governance processes etc.) Current there are around 56 approved AAs by NCVET. The list of the all the NCVET recognised Assessment Agencies can be accessed <https://ncvet.gov.in/assessment-agencies/> The universities or the CSDCCP centers may get the assistance of these Assessment agencies for doing an effective assessment of the Skill Domains of the learner.

(c) Training Provider (TP)/ Training Centre (TC):

A TP/TC means a person or an organization, which is affiliated by an awarding body or an Higher Education Institution recognized by the NCVET/ Higher Education Council for providing Vocational Education, Training & Skilling and related activities with respect to a qualification/ course. The CSDCCP centers may be recognised as authorized training centers / training providers for the NHEQF aligned Skill Development courses/qualification.

(d) The Skill component of the course can be assessed and certified by the respective Sector Skill Councils.

(e) In case, there is no Sector Skill Council for a specific trade, the assessment may be done by an allied Sector Council or the Industry partner.

(f) CSDCCP/Training Provider/Industry shall do the assessment for skill competency through certified skill assessors.

(g) Wherever the university/college may deem fit, it may issue a joint certificate for the courses with the respective Sector Skill Councils.

(h) The credits regarding skill component will be awarded in terms of NHEQF level certification which will have a minimum of 60% weightage of total credits of the course.

26. Committees to be constituted for the Implementation and Monitoring of SACA-B.Voc.(Honours)

1. There shall be an SACA-B.Voc.(Honours) implementation cum monitoring committee at the College level under the chairmanship of the Principal to ensure the smooth implementation of the SACA-B.Voc.(Honours)
2. Apart from this, there shall be a college level SACA-B.Voc.(Honours) Academic Co-ordinator/ Nodal Officer, academic committee and an SACA-B.Voc. (Honours) department committee in each department of the affiliating colleges.
3. The affiliating colleges should provide an undertaking regarding the constitution of these two committees within one month from the date of effect of this regulation.
4. The tenure of the college level committees will be 4 years

i) SACA-B.Voc. (Honours) Academic Committee

- i. The Principal (Chairman)
- ii. Academic Co-ordinator/ Nodal Officer (Convenor)
- iii. CSDCCP Co-ordinator
- iv. Academic Co-ordinator/ Nodal Officer of SACA- B.Voc (Honours).
- v. All the Heads of Departments associated with B.Voc programmes
- vi. Four teachers of the college representing different discipline nominated by the college council by rotation
- vii. Not less than two experts/ academicians from outside the college representing areas such as Industry, Management, Commerce, Technology, Sciences etc., to be nominated by the college council preferably from the alumni of the college
- viii. One nominee of the affiliating University (not less than the designation of associate professor in a college/ university department)

ii) Functions of SACA-B.Voc. (Honours) Academic Committee

- 1) Scrutinize, approve, recommend to the University all the proposals submitted by the department committee with regard to the SACA-B.Voc. (Honours) such as, academic pathway, allowed syllabi enrichment/ updation, details of elective courses, Online courses, blended teaching, courses offering to the students of other HEIs, panel of examiners, summative and formative evaluation tools proposed by the course faculty concerned, new courses and syllabus proposed by the faculty members as signature courses etc. The Academic Committee can differ on any proposal and it shall have the right to return the matter for reconsideration to the Department committee concerned or reject it, after giving sufficient reasons to do so.
- 2) Scrutiny of all documents related to Teacher Specific Content.
- 3) Recommend to the college governing council for starting innovative programmes using the flexibility and holistic nature of the SACA-B.Voc. (Honours) curriculum frame work.

iii) SACA-B.Voc. Department Committee

- i. Head of the Department concerned (Chairman)
- ii. The entire faculty of the Department
- iii. Two subject experts from outside the college to be nominated by the SACA - B.Voc. (Honours) Academic Committee
- iv. One representative from industry/ corporate sector/ allied area relating to placement
- v. One meritorious alumnus of the department to be nominated by the department council
- vi. The department council of the SACA-B.Voc.(Honours), may with the approval of the principal of the college, co-opt:
 - Experts from outside the college whenever special courses of studies are to be formulated.
 - Other faculty members of the same Faculty within the colleg

iv) Functions of SACA-B.Voc. (Honours) Department Committee

- i. Prepare teacher specific content of syllabi for various courses keeping in view the objectives of the SACA-B.Voc.(Honours) and submit the same for the

approval of the academic committee.

- ii. Scrutinize the signature course content and its evaluation techniques.
- iii. Suggest methodologies for innovative teaching and evaluation techniques.
- iv. Suggest panel of examiners to the academic committee.
- v. Coordinate research, teaching, extension and other academic activities in the department/ college.

v) CSDCCP

Constitution of CSDCCP: CSDCCP Advisory Body consists of seven members

- i. Head of the institution: Chairperson
- ii. Director/Co-ordinator of CSDCCP (One senior faculty nominated by the Head of the institution): Convenor
- iii. Academic Co-ordinator /Nodal Officer- SACA-B.Voc.(Honours)
- iv. Four members : Internal and External Experts

vi) Functions of CSDCCP

- i. Propose skill components for SACA B.Voc. (Honours) courses, ensuring they meet the standards of the National Skills Qualification Framework (NSQF).
- ii. Propose sector-specific skill curricula in line with National Occupational Standards (NOS) and Qualification Packs (QPs), ensuring relevance to specific job roles and industries.
- iii. Conduct competency-based assessments in collaboration with Sector Skill Councils (SSCs) and provide certifications at appropriate NHEQF levels to enhance employability.

27. Proposed Options for Higher Studies for the Students of SACA-B.Voc.(Honours)

The following higher education and research opportunities at the postgraduate level:

a) Postgraduate Diploma:

After completing the 3-year B.Voc. programme, students may opt for a 1-year Postgraduate Diploma in industry-linked, work-integrated, or apprenticeship-embedded programmes.

b) Honours Degree:

Students may pursue a 1-year structured apprenticeship or work-integrated

programme in collaboration with relevant industries, leading to an Honours Degree in their skill domain and enhancing their professional credentials.

c) Honours with Research:

For research-oriented students, an Honours with Research option may be offered through a work-integrated programme involving industry-linked research projects in their skill domain, preparing them for research careers.

d) Lateral Entry to M.Voc.:

Students who complete a Postgraduate Diploma are eligible for lateral entry into M.Voc. programme, allowing for advanced specialization in their skill areas.

e) PG or Research Programs:

Students with Honours or Honours with Research degrees are eligible to pursue 1-year PG or research programme, in accordance with UGC norms. Students with a standard B.Voc. Degree are eligible for 2-year M.Voc. programme or other regular PG programme, subject to the eligibility conditions prescribed by the relevant regulatory bodies.

28. **Power to Remove Difficulties**

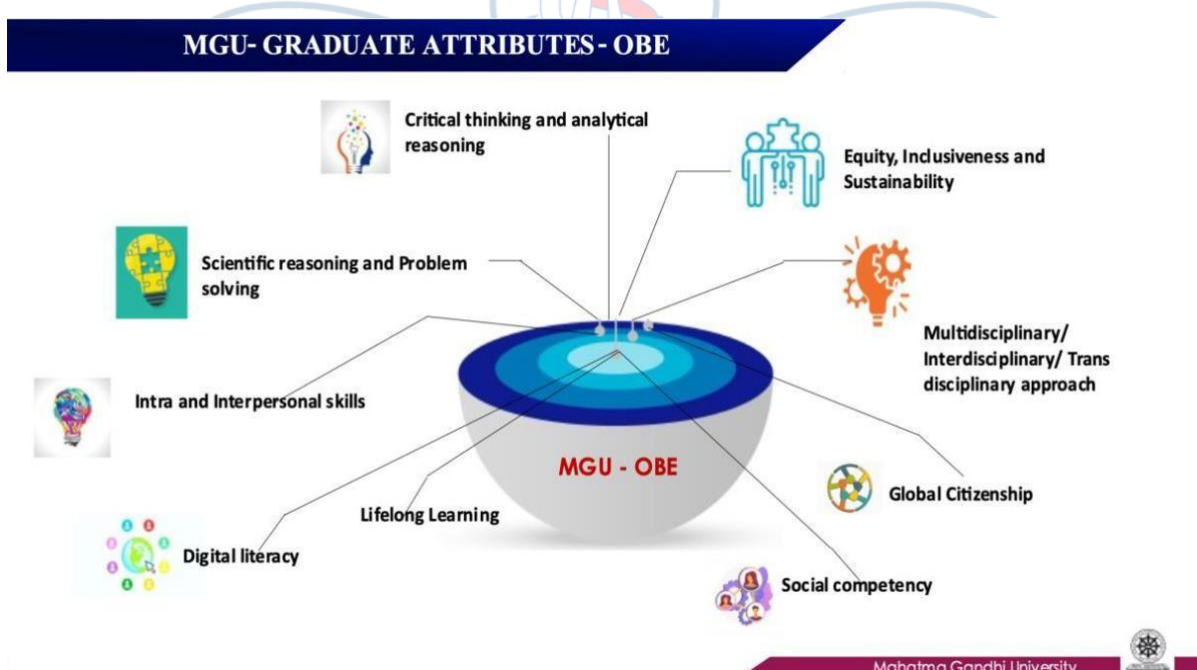
If any difficulty arises in giving effect to the provisions of these Regulations, the Principal may by order make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, which appears to him to be necessary or expedient for removing the difficulty. Every order made under this rule shall be subject to ratification by the appropriate university authorities.

29. **Modifications to the Regulations**

Notwithstanding anything contained in these Regulations, any amendments or modifications issued or notified by the University Grants Commission or the State Government, from time to time, shall be deemed to have been incorporated into these Regulations and shall constitute an integral part thereof.

Graduate Attributes (GA) of St. Albert's College Autonomous

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications are awarded on the basis of demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes and values) and academic standards expected. The expected learning outcomes are used as reference points that would help formulate graduate attributes, qualification descriptors, programme outcomes and course outcomes which in turn will help in curriculum planning and development, and in the design, delivery and review of academic programmes. The graduate attributes of St. Albert's College Autonomous are



GA 1: Critical thinking and Analytical reasoning

Capability to analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories to develop knowledge and understanding; critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

GA 2: Scientific reasoning and Problem solving

Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective; capacity to extrapolate from what one has learned and apply their competencies to

solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

GA 3: Multidisciplinary/interdisciplinary/transdisciplinary Approach

Acquire interdisciplinary /multidisciplinary/transdisciplinary knowledge base as a consequence of the learning they engage with their programme of study; develop a collaborative-multidisciplinary/interdisciplinary/transdisciplinary- approach for formulate constructive arguments and rational analysis for achieving common goals and objectives.

GA 4: Intra and Interpersonal skills

Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team; lead the team to guide people to the right destination, in a smooth and efficient way.

GA 5: Digital literacy

Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

GA 6: Global citizenship

Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

GA 7: Social Competency

Ability to contemplate of the impact of research findings on conventional practices, and a clear understanding of responsibility towards societal needs and reaching the targets for attaining inclusive and sustainable development.

GA 8: Equity, Inclusiveness and Sustainability

Appreciate equity, inclusiveness and sustainability and diversity; acquire ethical and moral reasoning and values of unity, secularism and national integration to enable to act as dignified citizens; able to understand and appreciate diversity (caste, ethnicity, gender and marginalization), managing diversity and use of an inclusive approach to the extent possible.

GA 9: Lifelong Learning

Ability to acquire knowledge and skills, including “learning how to learn”, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and

adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Programme Outcomes (PO)

PO 1: Critical thinking and Analytical reasoning

Capability to analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories to develop knowledge and understanding; critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO 2: Scientific reasoning and Problem solving

Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective; capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO 3: Multidisciplinary/interdisciplinary/trans-disciplinary Approach

Acquire interdisciplinary /multidisciplinary/trans-disciplinary knowledge base as a consequence of the learning they engage with their programme of study; develop a collaborative-multidisciplinary/interdisciplinary/trans-disciplinary approach for formulate constructive arguments and rational analysis for achieving common goals and objectives.

PO 4: Communication Skills

Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO 5: Leadership Skills

Ability to work effectively and lead respectfully with diverse teams; setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 6: Social Consciousness and Responsibility

Ability to contemplate of the impact of research findings on conventional practices, and a clear understanding of responsibility towards societal needs and reaching the targets for attaining inclusive and sustainable development.

PO 7: Equity, Inclusiveness and Sustainability

Appreciate equity, inclusiveness and sustainability and diversity; acquire ethical and moral reasoning and values of unity, secularism and national integration to enable to act as dignified citizens; able to understand and appreciate diversity (caste, ethnicity, gender and marginalization), managing diversity and use of an inclusive approach to the extent possible.

PO 8: Moral and Ethical Reasoning

Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior.

PO 9: Networking and Collaboration

Acquire skills to be able to collaborate and network with educational institutions, research organizations and industrial units in India and abroad.

PO 10: Lifelong Learning

Ability to acquire knowledge and skills, including "learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/re-skilling.

Syllabus Index

Name of the Major Subject: Journalism and Mass Communication

Semester – I						
Sl. No.	Course Code and Title	Courses Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM1SP101 Reporting Skills and Editing Techniques	SDC	5	3 – 2 – 0	4	3 – 1 – 0
2.	25SACVJM1SP102 Layout and Design	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM1ST101 Introduction to Journalism	SDC	4	4 – 0 – 0	4	4 – 0 – 0
4.	25SACVJM1MP101 Reporting Skills and Editing Techniques	MPC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM1MD101 Travel Journalism	MDC	3	3 – 0 – 0	3	3 – 0 – 0
6.	25SACVJM1OJ101	OJT	5	0 – 0 – 5	2	0 – 0 – 2
Total			30		24	

L – P – O à Lecture – Practical/ Practicum-On the Job Training (OJT)

Semester – II						
Sl. No.	Course code and Title	Course category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM2ST101 Introduction to Communication	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM2SP101 Introduction to Print Media	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM2SP102 Introduction to Electronic Media	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM2MT101 Introduction to Communication	MPC	4	4 – 0 – 0	4	4 – 0 – 0
5.	25SACVJM2MD101 New Media & AI	MDC	4	2 – 2 – 0	3	2 – 1 – 0
6.	25SACVJMOJ101	OJT	5	0 – 0 – 5	2	0 – 0 – 2
Total			30		24	

L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)

Semester – III						
Sl. No.	Course Category	Courses	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM3ST201 Public Relations	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM3SP201 Advertising	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM3SP202 Radio & TV Production	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM3MP201 Video Production	MPC	5	3 – 1 – 0	4	3 – 1 – 0
5.	25SACVJM3MD201 Malayalam Cinema	MDC	3	3 – 0 – 0	3	3 – 0 – 0
6.	25SACVJM3OJ201	OJT	5	0 – 0 – 5	2	0 – 0 – 2
Total			30		24	

L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)

Semester – IV						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM4ST201 Media Law and Ethics	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM4SP201 Film Studies	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM4SP202 Script Writing	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM4MP201 Mobile Journalism	MPC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM4SE201 Interpersonal Skills	SEC	3	3 – 0 – 0	3	3 – 0 – 0
6.	25SACVJM4VA201 Human Rights	VAC	3	3 – 0 – 0	3	3 – 0 – 0
7.	25SACVJM4IN201	INTERNSHIP	20 days on Sem Break		2	0 – 0 – 2
Total			25		24	

L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)

Semester – V						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM5ST301 Research Methodology and Statistics	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM5EP301 Video Editing	SDE	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM5EP302 Sports Journalism	SDE	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM5SP301 Documentary Production	SDC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM5SE301 Photography	SEC	4	2 – 2 – 0	3	2 – 1 – 0
6.	25SACVJM5MT301 Photojournalism	MPC	4	4 – 0 – 0	4	4 – 0 – 0
7.	25SACVJM5VA301 Citizen Journalism	VAC	3	3 – 0 – 0	3	3 – 0 – 0
Total			25		22	

L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)

Semester – VI						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM6EP301 Sound Editing/Data Journalism	SDE	5	3 – 2 – 0	4	3 – 1 – 0
2.	25SACVJM6EP302 Data Journalism	SDE	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM6SP301 Film & Drama Acting	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM6SE301 Publishing	SEC	3	3 – 0 – 0	3	3 – 0 – 0
5.	25SACVJM6MT301 Film Production	MPC	4	4 – 0 – 0	4	4 – 0 – 0
6.	25SACVJM6VA301 Business Journalism	VAC	3	3 – 0 – 0	3	3 – 0 – 0
7.	25SACVJM6PR301	PRJ	8	0 – 8 – 0	4	0 – 4 – 0
Total			20+8		22	
Total Credits for B.Voc. Degree with Minor					140	

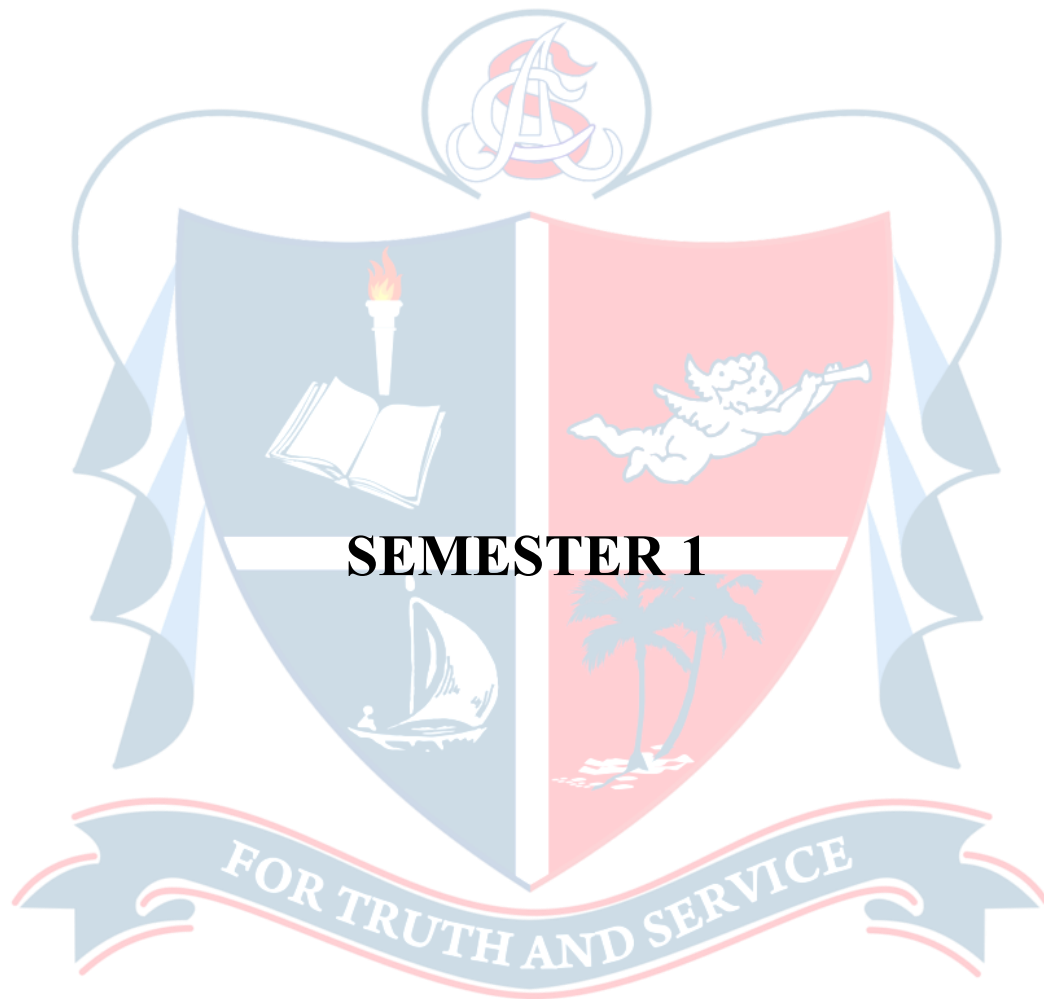
L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)

4 Year Work Integrated B.Voc Honours with Minor						
Semester – VII						
Sl No.	Course Category	Courses Code and Title	Methodology	Number of days	Credits	
					Total	L – P – O
1.	SDC/Major	25SACVJM7SN401 APPRENTICESHIP	Apprenticeship	280 days	28	0 – 28 – 0
2.	GEC/Minor	MPC B7	Online	NA	4	4 – 0 – 0
3.	GEC/Minor	MPC B8	Online	NA	4	4 – 0 – 0
4.	GEC/Minor	MPC B9	Online	NA	4	4 – 0 – 0
Total					40	
4 Year B.Voc Honours with Research with Minor						
Semester VIII						
Sl No.	Course Category	Courses	Methodology	Number of days	Credits	
					Total	L – P – O
1.	SDC/Major	25SACVJM8SR401 RESEARCH INTERNSHIP	Research Internship	200 days	20	0 – 20 – 0
2.	SDC/Major	SDC A18	Online	NA	4	4 – 0 – 0
3.	SDC/Major	SDC A19	Online	NA	4	4 – 0 – 0
4.	GEC/Minor	MPC B7	Online	NA	4	4 – 0 – 0

5.	GEC/Minor	MPC B8	Online	NA	4	4 – 0 – 0
6.	GEC/Minor	MPC B9	Online	NA	4	4 – 0 – 0
Total					40	
Total Credits for Work Integrated B.Voc. Honours Degree with Minor					180	

Job Roles and Qualification Packs for Certificate, Diploma, Bachelor's, and Honours Degrees.

JOB ROLES	NHEQF LEVEL	QPs ALIGNED	SECTOR SKILL
Correspondent	Level 4	MES/N1904	Media & Entertainment
Desk Editor	Level 5	MES/N1924	Media & Entertainment
Anchor	Level 6	MES/N1914	Media & Entertainment
Script Editor	Level 6	MES/N3004	Media & Entertainment



Semester – I						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM1SP101 Reporting Skills and Editing Techniques	SDC	5	3 – 2 – 0	4	3 – 1 – 0
2.	25SACVJM1SP102 Layout and Design	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM1ST101 Introduction to Journalism	SDC	4	4 – 0 – 0	4	4 – 0 – 0
4.	25SACVJM1MP101 Reporting Skills and Editing Techniques	MPC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM1MD101 Travel Journalism	MDC	3	3 – 0 – 0	3	3 – 0 – 0
6.	25SACVJM1OJ101	OJT	5	0 – 0 – 5	2	0 – 0 – 2
Total			30		24	

L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Name	Reporting Skills and Editing Techniques				
Type of Course	SDC				
Course Code	25SACVJM1SP101				
Course Level	100-199				
Course Summary	This course offers a comprehensive introduction to the fundamentals of news reporting and editing. It. Students will learn essential reporting skills, ethical considerations, and challenges faced by journalists today. The course also emphasizes editing techniques, including headline writing, proofreading, photo selection, and newsroom operations.				
Semester	1	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	1	75
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No

1	Understand the fundamental concepts of news.	U	1, 10
2	Demonstrate practical skills in news gathering and reporting.	A	2, 3,4,6,9,10
3	Apply editing principles and techniques to produce clear, accurate, and well-structured news content.	U, A	1,2,4,8,10
4	Comprehend newsroom organization and operations, including the roles and responsibilities of the editorial department.	U	1,3,5,8,9, 10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	0	1	0	1	1	1	1	2
CO 2	1	3	2	3	1	2	1	1	3	3
CO 3	3	2	1	3	0	1	0	2	1	2
CO 4	2	0	2	1	3	1	1	2	3	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hours	CO No
1	Understanding News			
	1.1	News- definition, News values, and News elements	2	1
	1.2	Types of News News Process	4	1

		Sources of News		
	1.3	Headlines -Significance, Different Types of Headlines Leads – Definition, Writing Lead, and Types of Lead Creditline, Byline, and Dateline	6	1
	1.4	Practical: News reports about various programmes in the city assigned by the concerned teacher	9	1
2	Gathering News			
	2.1	Reporting – Definition, Skills required. Ethical Guidelines and Challenges Faced in the Current Scenario.	4	2
	2.2	Types of Reporting- Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Technical & Science Reporting	4	2
	2.3	Interviews- Different kinds of Interviews.	4	2
	2.4	Practical: Interview with a local politician.	7	2
3	Editing Techniques			
	3.1	Nature and need for editing, Principles of editing, style book, Proofreading,	4	3
	3.2	Selection of photographs, over lines, and captions of photographs.	3	3
	3.3	Newspaper design and layout, editing techniques & skills in the electronic era.	5	3
	3.4	Practical:	9	3

		Capture photographs of newsworthy events in your locality.		
4	Newsroom Operations			
	4.1	Qualities and responsibilities of a sub-editor. Organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editor	5	4
	4.2	Editorials – editorial page versus news page	3	4
	4.3	Practical: Visiting the editorial desk of a newspaper organisation.	8	4
Teacher Specific Content				

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Interactive lectures● PPT● ICT Tools● Discussions● Workshops								
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) - 25 marks Theory <table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5
Total Mark: 25									
Assessment methods									
Assignment	10								
Seminar/ Quiz/ Group Discussion	5								

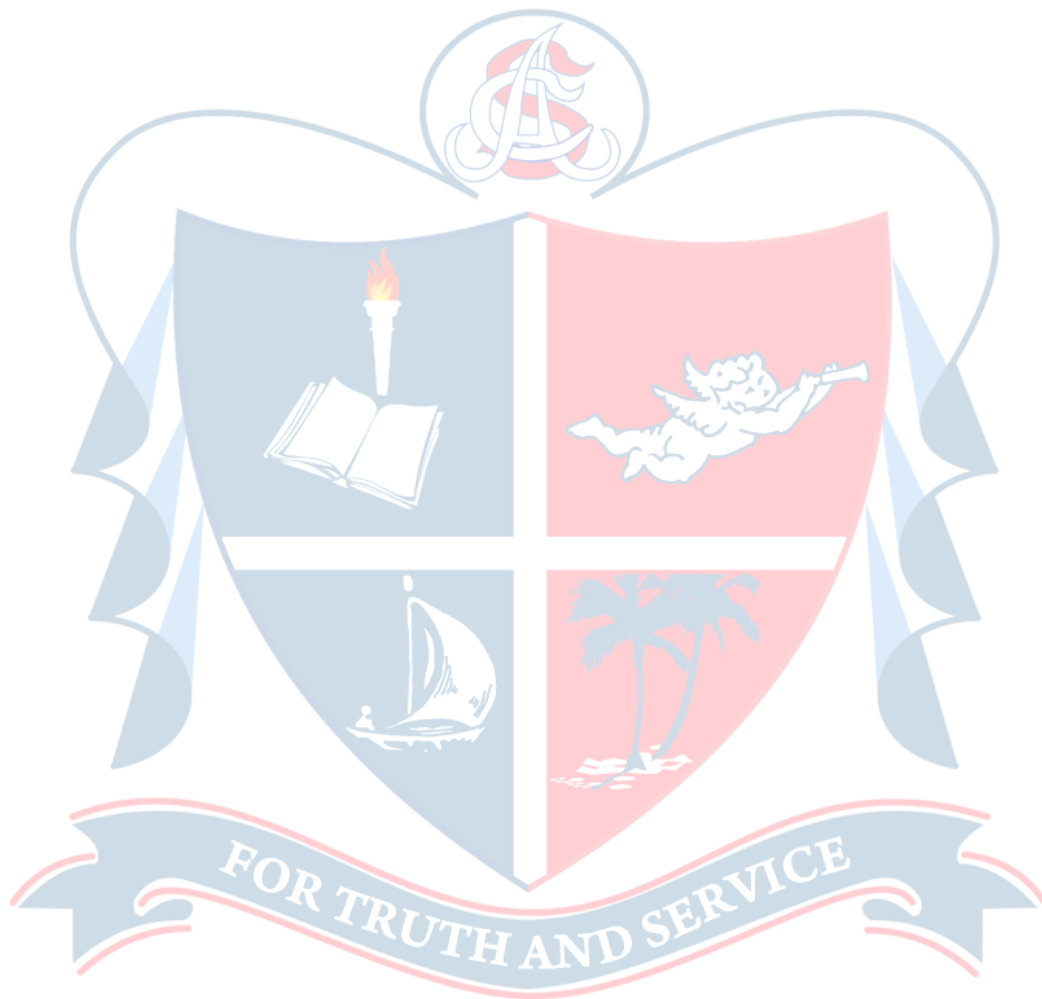
	<table border="1"><tr><td>Test</td><td>10</td></tr></table>	Test	10																			
Test	10																					
	<p>Practical</p> <table border="1"><tr><td colspan="2">Total Mark: 15</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record/PPT</td><td>5</td></tr></table>	Total Mark: 15		Assessment methods		Involvement	5	Punctuality	5	Record/PPT	5											
Total Mark: 15																						
Assessment methods																						
Involvement	5																					
Punctuality	5																					
Record/PPT	5																					
	<p>B. End Semester Evaluation (ESE)</p> <p>Theory</p> <table border="1"><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 15 out of 17</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 3 out of 5</td></tr><tr><td>Part C</td><td>10 mark</td><td>Answer any 2 out of 4</td></tr></table> <p>Part A can be objective type, fill in the blanks, multiple choice etc.</p>	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 15 out of 17	Part B	5 mark	Answer any 3 out of 5	Part C	10 mark	Answer any 2 out of 4
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Assessment methods: Written Exam																						
Duration of Examination: 1.5 hrs																						
Pattern of Examination: Non-MCQ																						
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Part B	5 mark	Answer any 3 out of 5																				
Part C	10 mark	Answer any 2 out of 4																				

References

- Westley, Bruce. *News Editing*. Houghton Mifflin Company, 1972.
- Baskette, Floyd, and Jack Sissors. *The Art of Editing*. Macmillan Publishing Co., 1986.
- Lanson, Jerry, and Mitchell Stephens. *Writing and Reporting the News*. Oxford University Press, 2008.

- **Suggested Readings**

- Saxena, Ambrish. *Fundamentals of Reporting and Editing*. Kanishka Publishers, 2007.
- Saxena, Sunil. *Headline Writing*. Sage Publications, 2006.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication					
Programme	B.Voc (Honours) Journalism and Mass Communication					
Course Name	Layout and Design					
Type of Course	SDC					
Course Code	25SACVJM1SP102					
Course Level	100 - 199					
Course Summary	The <i>Design for Layout</i> course introduces students to the fundamentals of visual composition using Adobe Photoshop, Illustrator, and InDesign. It focuses on developing practical skills in photo editing, vector illustration, and professional page layout design. By the end of the course, students will be able to create visually compelling print and digital materials such as posters, brochures, and magazines.					
Semester	1	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any	Students have a basic understanding of Design for Layout.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
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1	To understand basic principles of Graphic Design	U	1, 2
2	Understand the core tools and functions of Adobe Photoshop, Illustrator, and InDesign.	U	1, 2
3	Edit and enhance images using Photoshop for both web and print media and professional-quality design projects	S	2
4	Create scalable vector graphics and illustrations using Illustrator & Design multi-page documents and layouts using InDesign	S	2
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	1	0	0	0	0	0	0	0	0
CO 2	1	1	0	0	0	0	0	0	0	0
CO 3	0	1	0	0	0	0	0	0	0	0
CO 4	0	1	0	0	0	0	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Introduction to Graphic Design			
	1.1	Interface overview of all three applications.	2	1
	1.2	Understanding raster and vector graphics and the workspace.	2	2
	1.3	Practical:	5	2

		Explore the user interface of Photoshop, Illustrator, and InDesign. Understand resolution settings and zooming Compare file formats (PSD, AI, INDD, JPG, PNG, PDF).		
2	Adobe Photoshop Basics			
	2.1	Understanding tools & menus	5	3
	2.2	Layers, selections, and masking techniques	5	3
	2.3	Cropping, resizing, and retouching images	2	3
	2.4	Filters and effects	4	3
	2.5	Basic text and image composition	1	4
	2.6	Exporting for web and print	1	4
	2.7	Practical: <ul style="list-style-type: none"> ● Use basic tools like Move, Marquee, Lasso, Brush, and Eraser ● Explore menu options (File, Edit, Image, Layer) ● Apply layer masks and adjustment layers ● Crop and resize images with precision ● Use text formatting tools ● Align and balance elements visually ● Add layer effects: drop shadows, outer glow, etc. ● Create a poster using multiple tools 	10	4
3	Adobe Illustrator Basics			

	3.1	Understanding vector graphics	2	4
	3.2	Drawing with basic shapes and Pen Tool	5	4
	3.3	Typography and layout design	3	4
	3.4	Practical: Create scalable vector shapes <ul style="list-style-type: none"> ● Use Artboard and Tools ● Save in AI and SVG formats ● Create artwork using the Rectangle, Ellipse, and Polygon tools ● Use the Pen Tool to trace a shape or drawing ● Combine shapes using Pathfinder ● Create a logo or quote-based typographic design ● Use the Type Tool and align text creatively ● Explore 	10	4
4	Adobe InDesign Basics			
	4.1	Introduction to page layout and desktop publishing	5	4
	4.2	Master pages, grids, and guides	2	4
	4.3	Multi-page layout creation	3	4
	4.4	Exporting for print and digital PDF	1	4
	4.5	Practical: Create a one-page layout (e.g., magazine cover) <ul style="list-style-type: none"> ● Place images and text in a structured layout ● Use margins and columns effectively ● Create and apply Master Pages ● Design a 4-page brochure or booklet 	5	4

		<ul style="list-style-type: none"> • Flow text across pages using linked text frames • Apply consistent styling • Export your multi-page layout as print and interactive PDFs • Package files for print submission 		
	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Interactive lectures• PPT• Lab• Workshops										
Assessment Types	MODE OF ASSESSMENT Continuous Comprehensive Assessment (CCA) Total Marks:30 Assessment Method <table><tr><td>Assignment</td><td>15</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record</td><td>5</td></tr></table>	Assignment	15	Involvement	5	Punctuality	5	Record	5		
Assignment	15										
Involvement	5										
Punctuality	5										
Record	5										
	B. End Semester Evaluation (ESE) Theory <table><tr><td colspan="2">Total mark: 70</td></tr><tr><td colspan="2">Duration of Examination: 2 hrs</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Theory/ Procedure/ Flow chart/ Demonstration/Project</td><td>20</td></tr><tr><td>Skill and Performance</td><td>10</td></tr></table>	Total mark: 70		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Flow chart/ Demonstration/Project	20	Skill and Performance	10
Total mark: 70											
Duration of Examination: 2 hrs											
Assessment methods											
Theory/ Procedure/ Flow chart/ Demonstration/Project	20										
Skill and Performance	10										

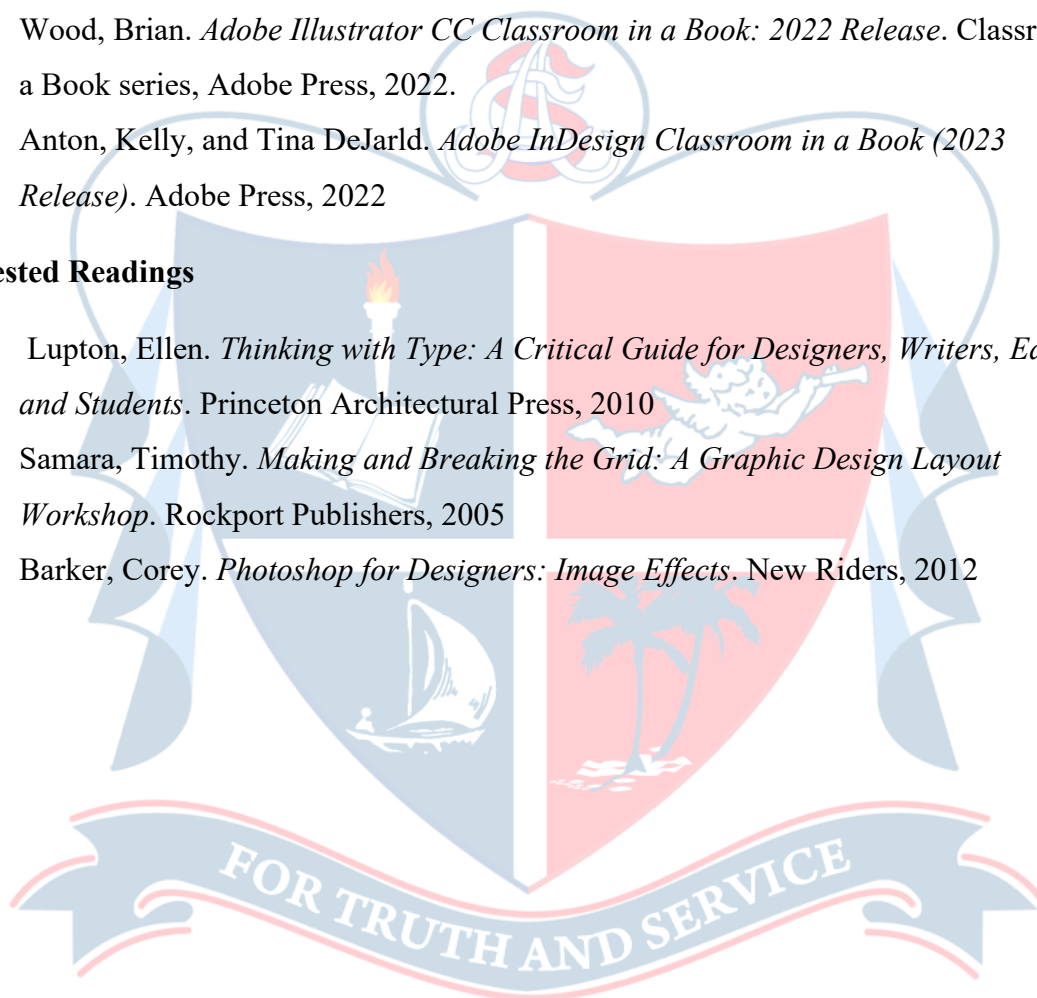
		Result/ Output	20	
		Viva	20	

References

- Faulkner, Andrew, and Conrad Chavez. *Adobe Photoshop Classroom in a Book*. 2020 release, 1st ed., Adobe Press, 2020
- Wood, Brian. *Adobe Illustrator CC Classroom in a Book: 2022 Release*. Classroom in a Book series, Adobe Press, 2022.
- Anton, Kelly, and Tina DeJarld. *Adobe InDesign Classroom in a Book (2023 Release)*. Adobe Press, 2022

Suggested Readings

- Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*. Princeton Architectural Press, 2010
1. Samara, Timothy. *Making and Breaking the Grid: A Graphic Design Layout Workshop*. Rockport Publishers, 2005
 2. Barker, Corey. *Photoshop for Designers: Image Effects*. New Riders, 2012





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication					
Programme	B. Voc (Honours) Journalism and Mass Communication					
Course Name	Introduction to Journalism					
Type of Course	SDC					
Course Code	25SACVJM1ST101					
Course Level	100-199					
Course Summary	Introduction to Journalism is a foundational course that explores news values, reporting techniques, media ethics, writing styles, and the role of journalism in society. It equips students with essential skills for gathering, verifying, and presenting news across various media platforms.					
Semester	1	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		60	-		-	
Pre-requisites, if any	An understanding and interest to learn about the basic concepts of journalism					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the definition, nature, scope, and significance of journalism,	U	1,3,8,10
2	Explain the interdependent relationship between the press, society, and government.	U	1,6,8,10
3	Understand the news writing styles and apply the principles of clear writing on various media format	U, A	1,10
4	Discuss the principles of press freedom; analyse constraints affecting journalistic independence in the country.	U, A, An	1,6,8,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	0	0	1	0	2	0	2
CO 2	2	0	1	0	0	3	1	2	0	2
CO 3	2	0	1	1	0	0	0	1	0	2
CO 4	3	1	0	0	0	2	0	2	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No
	1	Introduction to Journalism		
1	1.1	Journalism - Definition, Nature, Scope, and Significance	5	1
	1.2	Functions and responsibilities of journalism	5	1

	1.3	Principles of Journalism- Truth, accuracy, objectivity, independence, etc	2	1
	1.4	Types of journalism- print, broadcast, and online-its characteristics	3	1
	2	Journalism as a Profession		
2	2.1	Relationship between Press and Society - Press and Government.	3	2
	2.2	Code of Ethics of the press - functions and role of the Press Council of India	3	2
	2.3	Journalism as a watchdog and agenda-setter	2	2
	2.4	Press as a tool of development journalism- characteristics- role of media in rural development	2	2
	2.5	Newspaper Organization - The role of the press as an agency of communication –The Fourth Estate: Checks and balances	3	2
	2.6	Growth of citizen journalism- its strengths and weaknesses	2	2
	3	Principles of writing		
3	3.1	Features- meaning and definition	2	3
	3.2	Feature stories- characteristics and types - Writing style for feature stories- narrative style of writing	5	3
	3.3	News writing styles – Inverted Pyramid style, Narrative style, and Hourglass style	5	3
	3.4	Robert Gunning: Principles of clear writing, Rudolf Flesch formula	4	3

		Language and principles of writing		
	3.5	Writing for print, electronic, and new media.	4	3
	4	Press & Democracy		
4	4.1	Role of Media in Democracy	5	4
	4.2	Freedom of Press: basic principles and constraints	5	4
	5	Teacher Specific Content (TSC)		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> ● Interactive lectures ● PPT ● ICT Tools ● Discussions ● Workshops
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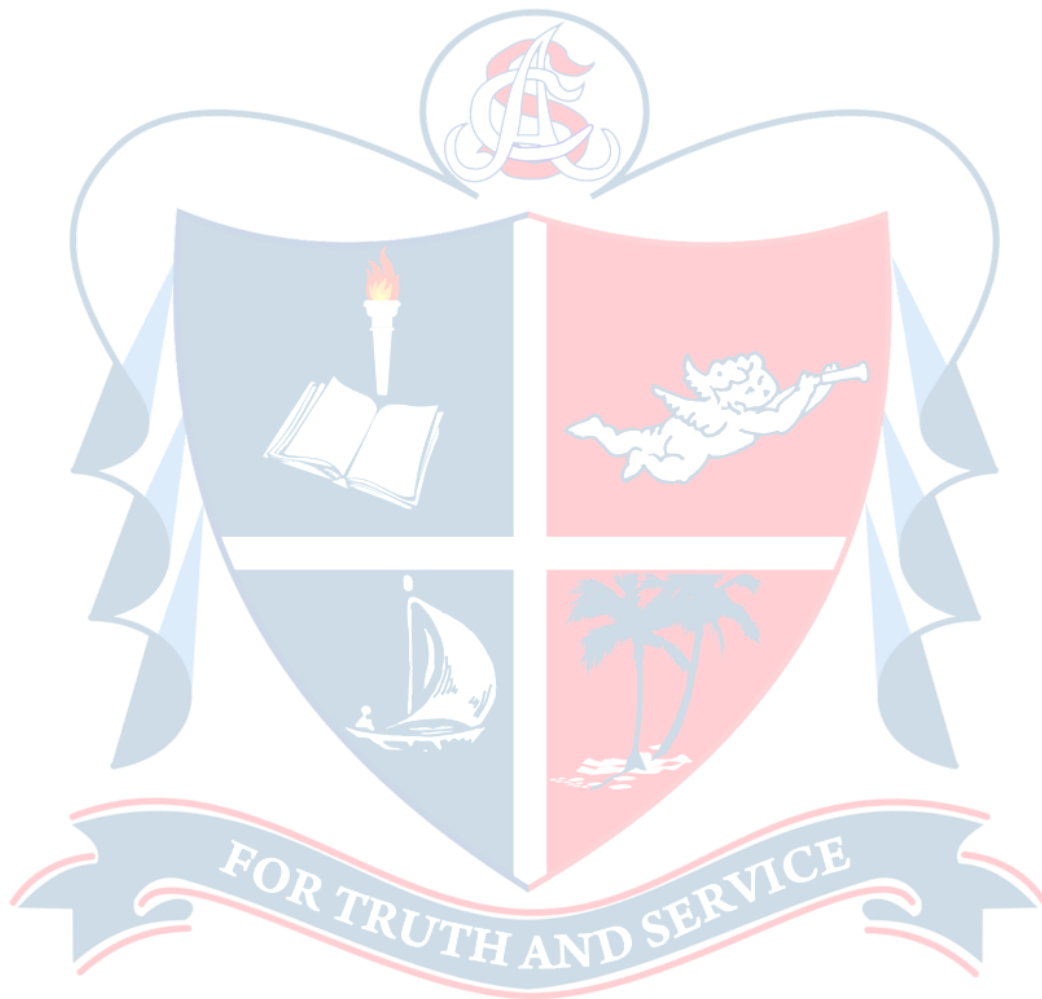
Assessment Types	MODE OF ASSESSMENT		
	A. Continuous Comprehensive Assessment (CCA) - 30 marks		
	Total Mark: 30		
	Assessment methods		
	Assignment	10	
	Seminar/ Quiz/ Group Discussion	10	
	Test	10	
B. End Semester Evaluation (ESE)			
Total mark: 70			
Assessment methods: Written Exam			
Duration of Examination: 2 hrs			
Pattern of Examination: Non-MCQ			
Part A	1 mark	Answer any 25 out of 27	
Part B	5 mark	Answer any 5 out of 7	
Part C	10 mark	Answer any 2 out of 4	
Part A can be objective type, fill-in-the-blanks, multiple choice, etc.			

References

- Flemming, Carole. *Introduction to Journalism*. Vistaar Publications, 2006.
- Hilliard, Robert L. *Writing for Television, Radio and New Media*. Wadsworth, 2014
- Hohenberg, J. *The Professional Journalist*. Holt Rinehart & Winston. 1983.
- Keeble, Richard and Reeves, Ian. *The Newspaper's Handbook*; New York: Routledge Publication, 2014

Suggested Reading

- Rich, Carole. *Writing and Reporting News: A Coaching Method*. 8th ed., Cengage Learning, 2016.
- Parthasarathy, Rangaswami. *Journalism in India: From the Earliest Times to the Present Day*. Sterling Publishers, 1989.
- Harcup, Tony. *Journalism: Principles and Practice*. 4th ed., SAGE Publications, 2021.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Name	Reporting Skills and Editing Techniques				
Type of Course	MPC				
Course Code	25SACVJM1MP101				
Course Level	100-199				
Course Summary	This course offers a comprehensive introduction to the fundamentals of news reporting and editing. It. Students will learn essential reporting skills, ethical considerations, and challenges faced by journalists today. The course also emphasizes editing techniques, including headline writing, proofreading, photo selection, and newsroom operations.				
Semester	1	Credits	4		Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	1	75
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No

1	Understand the fundamental concepts of news.	U	1, 10
2	Demonstrate practical skills in news gathering and reporting.	A	2, 3,4,6,9,10
3	Apply editing principles and techniques to produce clear, accurate, and well-structured news content.	U, A	1,2,4,8,10
4	Comprehend newsroom organization and operations, including the roles and responsibilities of the editorial department.	U	1,3,5,8,9, 10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	0	1	0	1	1	1	1	2
CO 2	1	3	2	3	1	2	1	1	3	3
CO 3	3	2	1	3	0	1	0	2	1	2
CO 4	2	0	2	1	3	1	1	2	3	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hours	CO No
1	Understanding News			
	1.1	News- definition, News values, and News elements	2	1
	1.2	Types of News News Process	4	1

		Sources of News		
	1.3	Headlines -Significance, Different Types of Headlines Leads – Definition, Writing Lead, and Types of Lead Creditline, Byline, and Dateline	6	1
	1.4	Practical: News reports about various programmes in the city assigned by the concerned teacher	9	1
2	Gathering News			
	2.1	Reporting – Definition, Skills required. Ethical Guidelines and Challenges Faced in the Current Scenario.	4	2
	2.2	Types of Reporting- Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Technical & Science Reporting	4	2
	2.3	Interviews- Different kinds of Interviews.	4	2
	2.4	Practical: Interview with a local politician.	7	2
3	Editing Techniques			
	3.1	Nature and need for editing, Principles of editing, style book, Proofreading,	4	3
	3.2	Selection of photographs, over lines, and captions of photographs.	3	3
	3.3	Newspaper design and layout, editing techniques & skills in the electronic era.	5	3
	3.4	Practical:	9	3

		Capture photographs of newsworthy events in your locality.		
4	Newsroom Operations			
	4.1	Qualities and responsibilities of a sub-editor. Organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editor	5	4
	4.2	Editorials – editorial page versus news page	3	4
	4.3	Practical: Visiting the editorial desk of a newspaper organisation.	8	4
Teacher Specific Content				

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Interactive lectures• PPT• ICT Tools• Discussions• Workshops								
Assessment Types	MODE OF ASSESSMENT C. Continuous Comprehensive Assessment (CCA) - 25 marks Theory <table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5
Total Mark: 25									
Assessment methods									
Assignment	10								
Seminar/ Quiz/ Group Discussion	5								

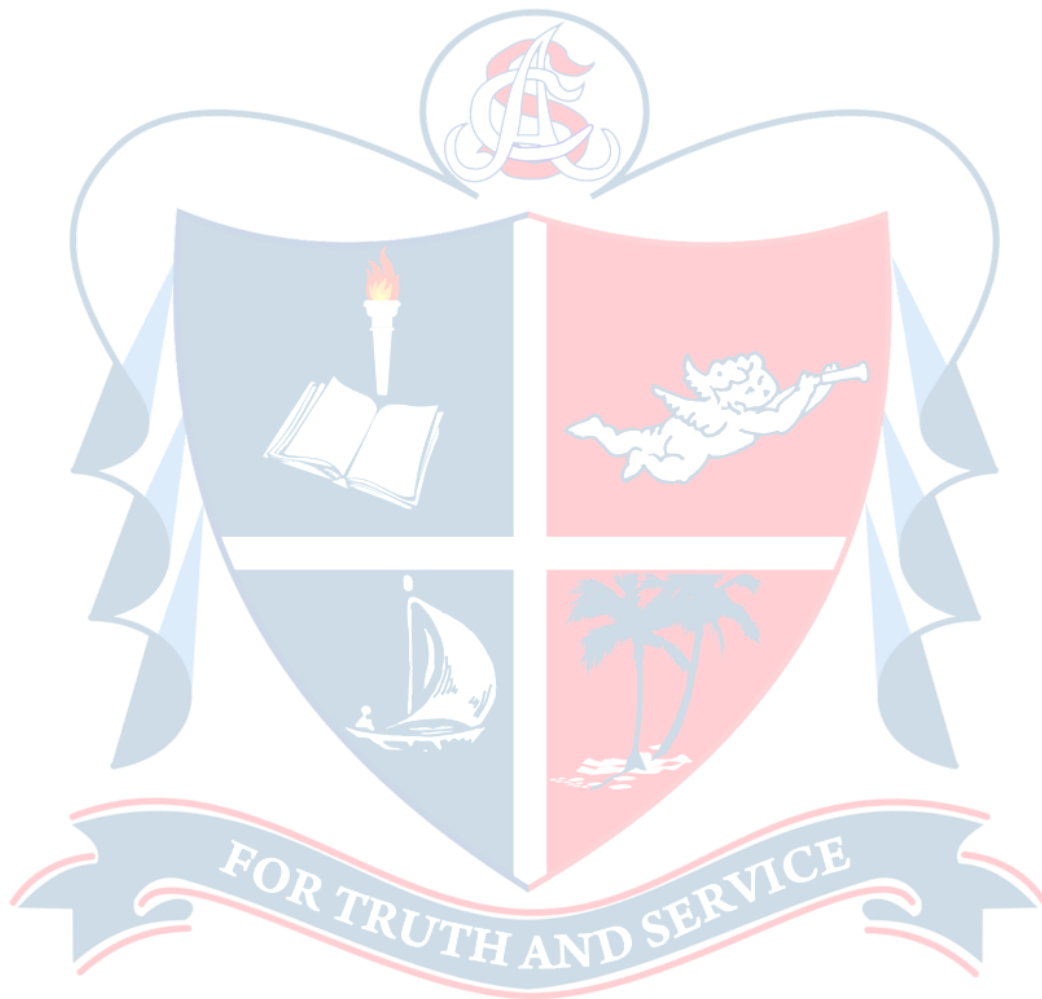
	<table border="1"><tr><td>Test</td><td>10</td></tr></table>	Test	10																			
Test	10																					
	<p>Practical</p> <table border="1"><tr><td colspan="2">Total Mark: 15</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record/PPT</td><td>5</td></tr></table>	Total Mark: 15		Assessment methods		Involvement	5	Punctuality	5	Record/PPT	5											
Total Mark: 15																						
Assessment methods																						
Involvement	5																					
Punctuality	5																					
Record/PPT	5																					
	<p>D. End Semester Evaluation (ESE)</p> <p>Theory</p> <table border="1"><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 15 out of 17</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 3 out of 5</td></tr><tr><td>Part C</td><td>10 mark</td><td>Answer any 2 out of 4</td></tr></table> <p>Part A can be objective type, fill in the blanks, multiple choice etc.</p>	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 15 out of 17	Part B	5 mark	Answer any 3 out of 5	Part C	10 mark	Answer any 2 out of 4
Total mark: 50																						
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Pattern of Examination: Non-MCQ																						
Part A	1 mark	Answer any 15 out of 17																				
Part B	5 mark	Answer any 3 out of 5																				
Part C	10 mark	Answer any 2 out of 4																				

References

- Westley, Bruce. *News Editing*. Houghton Mifflin Company, 1972.
- Baskette, Floyd, and Jack Sissors. *The Art of Editing*. Macmillan Publishing Co., 1986.
- Lanson, Jerry, and Mitchell Stephens. *Writing and Reporting the News*. Oxford University Press, 2008.

- **Suggested Readings**

- Saxena, Ambrish. *Fundamentals of Reporting and Editing*. Kanishka Publishers, 2007.
- Saxena, Sunil. *Headline Writing*. Sage Publications, 2006.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Title	Travel Journalism				
Type of Course	MDC				
Course Code	25SACVJM1MD101				
Course Level	100-199				
Course Summary	This course introduces students to the dynamic field of travel journalism, covering the fundamentals of travel and tourism and their significance in economic, cultural, and social development.				
Semester	1	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	-	45
Pre-requisites, if any	Basic understanding of travel and tourism				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the nature, growth, and significance of travel and tourism in economic, cultural, and social contexts.	U	1,2,3,6,7, 8, 10

2	Differentiate between various types and forms of tourism and understand the impact of media on tourism trends and public perceptions.	U, An	1,2,3,4,6,7,8, 10
3	Classify different types of travel reporting	An	1,2,4,10
4	Analyse various forms of travel writing and the skills required for a travel journalist	An	1,2,3,4,6,7,8,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	2	2	1	0	3	3	2	1	2
CO 2	3	2	2	2	0	2	2	2	1	2
CO 3	2	2	1	2	0	1	1	1	1	2
CO 4	3	3	2	3	1	2	2	2	2	3

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hours	CO No
Travel and Tourism				
1	1.1	Definition and Nature	3	1
	1.2	Growth of the Travel Industry	4	1
	1.3	Importance of tourism in economic, cultural, and social development	5	1

Classification of Tourism and Tourists				
2	2.1	Forms of tourism -International and Domestic Tourism Inbound and Outbound Tourism	4	2
	2.2	Types of tourists - Tourist, Traveller, and Excursionist	3	2
	2.3	Role of Media in shaping tourism trends and public perceptions	5	2
Types of Travel Reporting				
3	3.1	Religious and Heritage Reporting	3	3
	3.2	Cultural and Historical Reporting	3	3
	3.3	Adventure and Nature Writing	3	3
	3.4	Food and Climate Tourism	2	3
Travel Writing				
4	4.1	Travel Vlogging versus Travel Blogging	3	4
	4.2	Qualities and Responsibilities of a Travel Journalist	3	4
	4.3	Travel literature and Travel magazines	4	4
Teacher Specific Content				

Classroom Procedure (Mode of transaction)	
Teaching and Learning Approach	<ul style="list-style-type: none"> ● Interactive lectures ● PPT ● ICT Tools ● Discussions

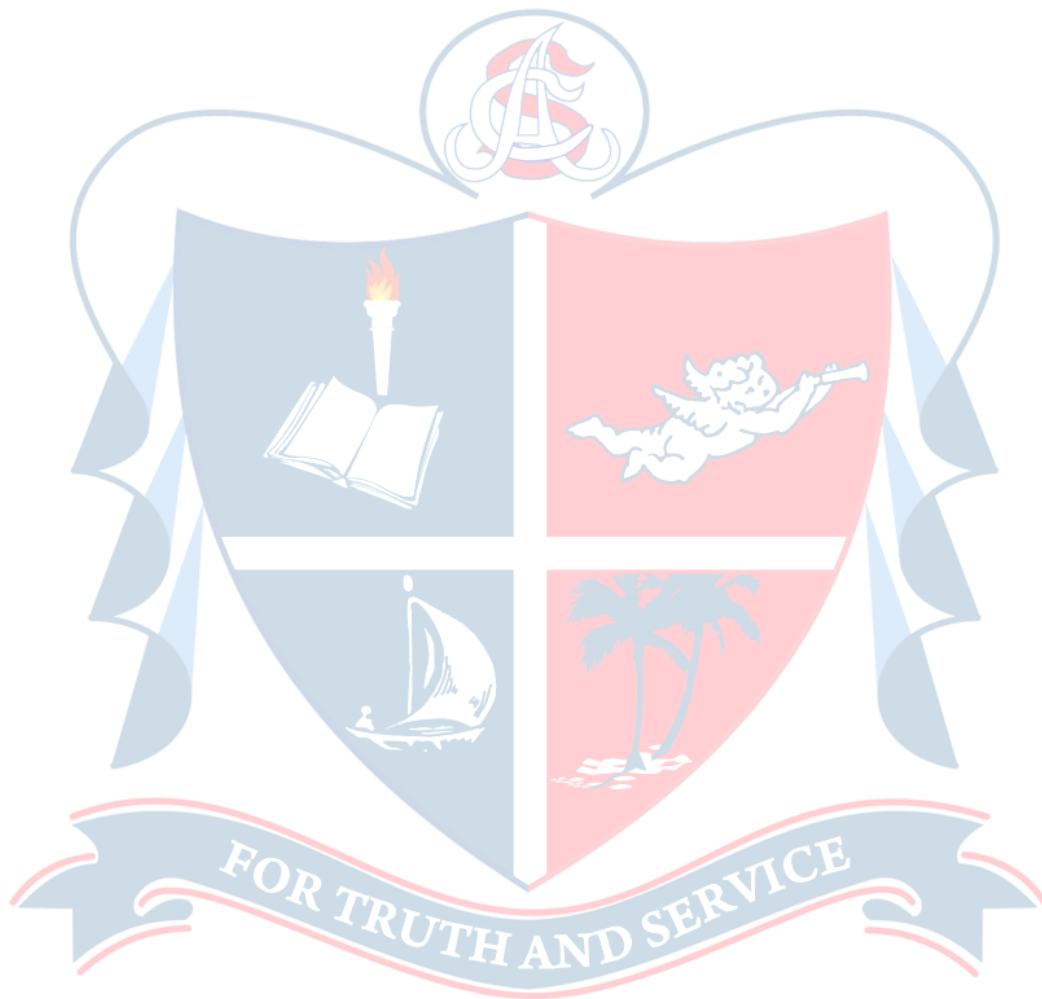
	<ul style="list-style-type: none">Workshops																		
Assessment Types	MODE OF ASSESSMENT																		
	<div>A. Continuous Comprehensive Assessment (CCA)</div> <table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr><tr><td>Test</td><td>10</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10								
Total Mark: 25																			
Assessment methods																			
Assignment	10																		
Seminar/ Quiz/ Group Discussion	5																		
Test	10																		
	<div>B. End Semester Evaluation (ESE)</div> <table><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 30 out of 32</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 4 out of 6</td></tr></table> <p>Part A can be objective type, fill-in-the-blanks, multiple choice, etc.</p>	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 30 out of 32	Part B	5 mark	Answer any 4 out of 6
Total mark: 50																			
Assessment methods: Written Exam																			
Duration of Examination: 1.5 hrs																			
Pattern of Examination: Non-MCQ																			
Part A	1 mark	Answer any 30 out of 32																	
Part B	5 mark	Answer any 4 out of 6																	

References

- Kumar, Sain, and Sampad. *Tourism Principles and Practices*. Oxford Higher Education, 2010.
- Sharpley, Richard. *Travel and Tourism*. SAGE Publications, 2006.
- Eberts, Linda, Linda Brothers, and Ann Gisner. *Careers in Travel, Tourism and Hospitality*. VGM Career Books, 2003.

Suggested Readings

- Molz, Jennie Germann. *Travel Connections: Tourism, Technology and Togetherness in a Mobile World*. Routledge, 2012.
- MacCannell, Dean. *The Tourist: A New Theory of the Leisure Class*. University of California Press, 1999.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Title	On-the-Job Training				
Type of Course	OJT - (Print Media)				
Course Code	25SACVJM1OJ101				
Course Summary	<p>On-the-Job Training (OJT) is designed to equip students with practical skills, workplace discipline, and industry exposure by actively engaging them in real-world professional environments. Conducted in collaboration with firms, OJT enables students to understand industry standards, apply academic knowledge, and perform job-specific tasks using contemporary tools and practices. The training must be undertaken in the student's skill domain, aligned with the major area of study in their undergraduate program, to ensure relevance and coherence with their academic and career goals. The program also fosters essential workplace competencies such as communication, responsibility, adaptability, and teamwork. Furthermore, it offers students a platform for career exploration and networking, helping them evaluate potential career paths and align their aspirations with industry demands.</p>				
Semester	1	Duration	5 hours/week	Credits	2

COURSE OUTCOMES (CO)

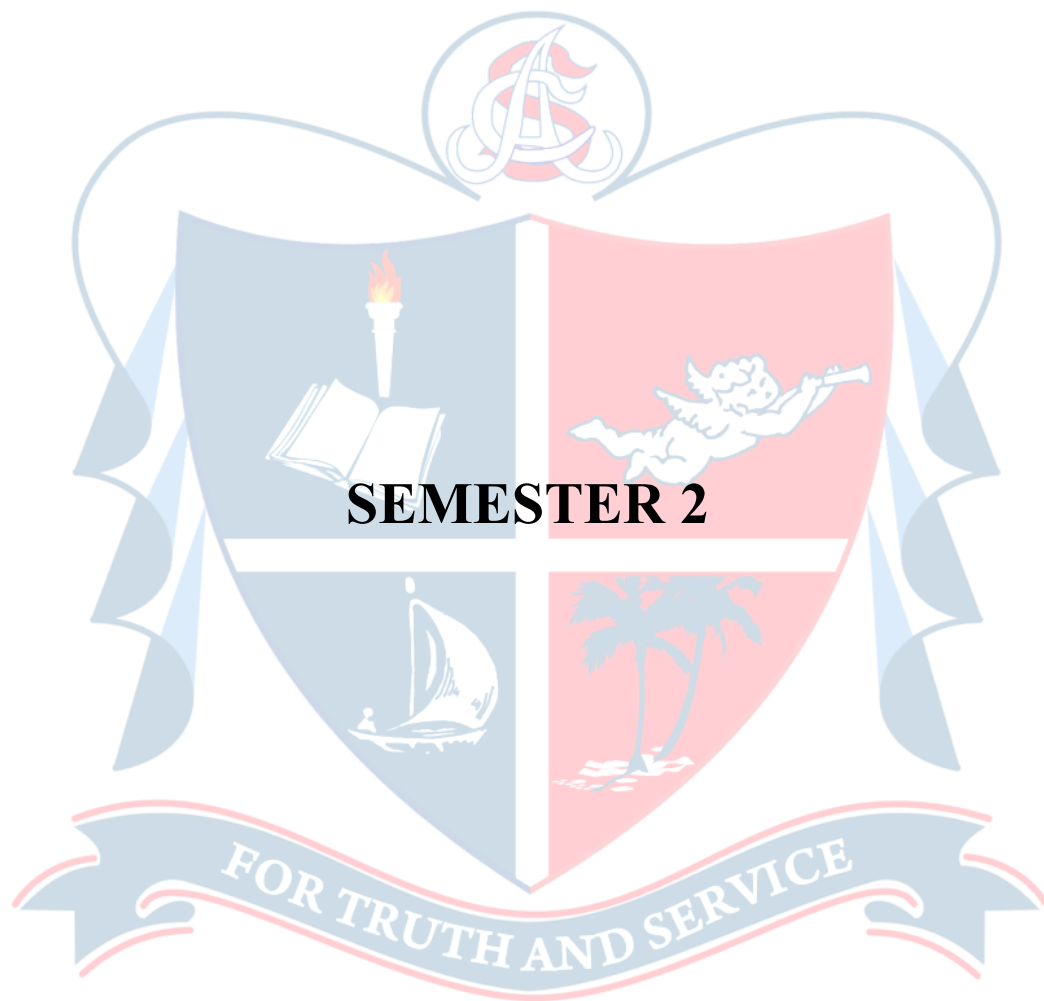
CO No:	Expected Course Outcome	Learning Domains	PO No:
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	Upon the successful completion of the course, the student will be able to		
1	Demonstrate understanding of industry operations, standards, and professional expectations through direct exposure to workplace environments.	Ap	1,3, 6,10
2	Apply job-specific skills effectively in real-world tasks and responsibilities within the assigned industry setting.	S	2,4,5,10
3	Integrate academic knowledge with practical applications to solve work-related challenges and contribute to organizational goals.	An	1,2,3,6
4	Exhibit essential workplace competencies such as punctuality, accountability, communication, teamwork, and adaptability.	S	4,5,8,9
5	Identify and evaluate potential career opportunities by reflecting on their internship experiences and professional interactions.	E	1,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Assessment Types	MODE OF ASSESSMENT		
	A	Internal Evaluation	
		Components	Marks
		Feedback from the hosting organization	5
		Internal Supervisor feedback	10
		Total	15
	B	External Evaluation	
		Components	Marks
		Presentation	10
		Report	10

	Viva Voce	15
	Total	35





Semester – II						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM2ST101 Introduction to Communication	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM2SP101 Introduction to Print Media	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM2SP102 Introduction to Electronic Media	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM2MT101 Introduction to Communication	MPC	4	4 – 0 – 0	4	4 – 0 – 0
5.	25SACVJM2MD101 New Media & AI	MDC	4	2 – 2 – 0	3	2 – 1 – 0
6.	25SACVJMOJ101	OJT	5	0 – 0 – 5	2	0 – 0 – 2
Total			30		24	

L – P – O à Lecture – Practical/ Practicum- On the Job Training (OJT)



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Introduction to Communication				
Type of Course	SDC				
Course Code	25SACVJM2ST101				
Course Level	100 - 199				
Course Summary	The purpose of this course is to categorize and explain various forms of communication. A thorough understanding of communication principles, models, and theories, as well as how they are applied in many communication contexts, is also provided by this course.				
Semester	2	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		4	-	-	60
Pre-requisites, if any	Basic writing and reading skills, interest in communication and media.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the fundamentals of communication.	U	1, 2, 3, 4
2	Understand the different types of communication models and their applications.	U	1, 2, 4
3	Analyze the strengths and limitations of various mass communication theories.	An	1, 2, 10

4	Analyze signs, symbols, and meanings in various contexts.	An	1, 2, 3
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	1	1	3	1	1	1	1	1	1
CO 2	2	2	2	0	0	0	0	0	0	0
CO 3	3	3	0	0	0	0	0	0	0	2
CO 4	2	2	2	0	0	0	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Understanding Communication			
	1.1	Definitions, meaning, elements, functions, scope, process, and barriers of communication.	4	1
	1.2	History of Communication	3	1
	1.3	7 Cs of Communication	2	1
	1.4	Types of Communication	3	1
2	Models of Communication			
	2.1	Meaning and definition of communication models.	3	2
	2.2	Types - Linear, Interactive, and Transactional models.	3	2
	2.3	Aristotle	9	2

		Laswell Shannon & Weaver Berlo's SMCR Newcomb's Osgood and Schramm Wesley and MacLean Two-Step-Flow of Communication model Gatekeeping model.		
3	Theories of Communication			
	3.1	Development of mass communication theories.	4	3
	3.2	Communication theories - Interpersonal communication theories (Social Penetration Theory & Social Exchange Theory). Media Effects Theories (Agenda Setting Theory & Cultivation Theory). Psychological theories (Cognitive Dissonance Theory & Social Learning Theory). Sociological theories (Social Exchange Theory & Symbolic Interactionism). Normative theories.	9	3
	3.3	Major theories of mass communication The magic bullet theory Two-step flow theory Multi-step flow theory Uses and gratifications theory	6	3

	3.4	Marshall McLuhan- concepts of mechanical and electrical, and the global village.	4	3
4	Semiotics in Communication			
	4.1	Basics of semiotics- Introduction, Signs, Signifier and Signified.	3	4
	4.2	Signs, Meaning, and Culture.	3	4
	4.3	Ferdinand de Saussure's semiotic theory. Semiotic analysis in communication.	4	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Interactive lectures● PPT● ICT Tools● Workshops with industry experts● Group discussions										
Assessment Types	MODE OF ASSESSMENT										
	A. Continuous Comprehensive Assessment (CCA)										
	<table><tr><td colspan="2">Total Mark: 30</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>10</td></tr><tr><td>Test</td><td>10</td></tr></table>	Total Mark: 30		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	10	Test	10
	Total Mark: 30										
	Assessment methods										
Assignment	10										
Seminar/ Quiz/ Group Discussion	10										
Test	10										
B. End Semester Evaluation (ESE)											
<table><tr><td>Total mark: 70</td></tr></table>	Total mark: 70										
Total mark: 70											

Assessment methods: Written Exam		
Duration of Examination: 2 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 25 out of 27
Part B	5 mark	Answer any 5 out of 7
Part C	10 mark	Answer any 2 out of 4
Part A can be objective type, fill in the blanks, multiple choice etc.		

References

- Baran, Stanley J. *Introduction to Mass Communication Theory*. 5th ed., Wadsworth, 2013.
- Berger, Arthur Asa. *Essentials of Mass Communication*. SAGE, 1995.
- Chandler, Daniel. *Semiotics: The Basics*. 4th ed., University of Wales, Aberystwyth, 2002.
- Chandler, Daniel, and Rod Munday. *A Dictionary of Media and Communication*. Oxford University Press, 2011.

Suggested Readings

- . Chawla, Abhay. *Introduction to Mass Communication*. Pearson, 2021.
- De Fleur, Melvin L., and Sandra Ball-Rokeach. *Theories of Mass Communication*. 1977.
- Hausman, Carl, et al. *Modern Radio Production: Production, Programming, and Performance*. Wadsworth, 2012.



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Introduction to Print Media				
Type of Course	SDC				
Course Code	25SACVJM2SP101				
Course Level	100 - 199				
Course Summary	This course introduces the fundamentals of print media, covering its history, characteristics, functions, and various formats. It explores newspaper and magazine production, journalistic writing styles, printing technologies, and the evolving role of print in the digital era.				
Semester	2	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	1	75
Pre-requisites, if any	Basic understanding about the concepts of journalism and an interest to learn the history of the press in the country.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the historical evolution of printing technology and its impact on communication.	U	2,8,10
2	Understand the key milestones in the evolution of journalism. and discuss	U	1,6

3	Identify major non-governmental press bodies; analyse their roles in setting media ethics and professional standards.	U, A	1,8,10
4	Understand and analyse management functions, media structures, and operational challenges across media organizations	U, An	1,2
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	0	2	0	0	1	0	2	0	2
CO 2	2	0	0	0	0	2	0	0	0	1
CO 3	3	1	0	0	0	1	0	2	0	2
CO 4	3	2	0	0	0	1	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module s	Units	Course description	Hrs	CO
1	Introduction to Printing and Digital Printing			
	1.1	Types of Printing: Overview of various printing techniques (letterpress, offset, digital printing)	2	1
	1.2	Development of Printing: Historical evolution of printing technology- metal plate printing, offset printing, digital printing.	3	1
	1.3	Typography: Basics of typography, font types, and their impact on readability and aesthetics.	3	1
	1.4	Digital Publishing: Introduction to e-publishing, digital magazines, e-newspapers, and convergence.	2	1

	1.5	Practical: <ol style="list-style-type: none"> Design a magazine page or poster using different font families and analyse their readability and aesthetic appeal. Visit a local printing press (letterpress, offset, or digital) and prepare a comparative report on the machinery, process, and output quality. 	5	1
2	History and Evolution of Indian Journalism			
	2.1	Brief History of Indian Journalism: Key milestones and development phases, Press Act.	4	2
	2.2	Pioneers of Indian Journalism: J.A. Hickey: Founder of India's first newspaper: Raja Ram Mohan Roy, James Silk Buckingham	4	2
	2.3	The Indian press and freedom movement; Mahatma Gandhi and his journalism; social, political, and economic issues before independence and the Indian press.	3	2
	2.4	Malayalam newspapers and Indian freedom movements.	2	2
	2.5	Practical: <ol style="list-style-type: none"> Write a modern editorial in the style of Mahatma Gandhi addressing a current social or political issue, maintaining his tone, ethics, and journalistic values. Trace colonial-era press laws (like the Press Act of 1910) and critically analyse their long-term influence on post-independence journalism laws in India. 	5	2
	News Media Operations: Functioning of News Media (Newspapers and Magazines)			
	3.1	Local, Regional, and National Press	2	3

3	3.2	Press Organizations: PIB, RNI, DAVP, and Press Council of India.	2	3
	3.3	Non-governmental press organisations: Editors Guild, Journalist's Unions, IBF, BCCCI.	2	3
	3.4	News Agency: Functioning & role of PTI, UNI, and International News Agencies: AP, UPI, Reuters. News Syndicate: Relevance and functions	3	3
	3.5	Practical: Industrial visit to a newspaper organization or news agencies.	10	3
Contemporary Print Media Practices				
4	4.1	Principles of Management – Functions-Factors influencing good management	2	4
	4.2	Structure and Ownership Patterns of Print and Electronic Media	4	4
	4.3	Management Problems of Small, Medium, and Large Newspapers	4	4
	4.4	Advertisement v/s circulation– Media Promotion. –Social Commitment v/s Profit Making – Quality Control and Cost-Effective Techniques.	3	4
	4.5	Practical: Observe and report on recent events or developments in your college (e.g., fests, seminars, sports events, campus achievements, club activities, or administration updates). Write 2–3 news stories based on these events using proper journalistic style (inverted pyramid structure). Then, design	10	4

		a one-page newspaper layout incorporating these stories with headlines, subheads, photos, datelines, and bylines.		
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Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Discussions • Workshops
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Assessment Types	<p>MODE OF ASSESSMENT</p> <p>A.Continuous Comprehensive Assessment (CCA) - 40 marks</p> <p>Theory</p> <table border="1"> <tr> <td colspan="2">Total Mark: 25</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Assignment</td><td>10</td></tr> <tr> <td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr> <tr> <td>Test</td><td>10</td></tr> </table> <p>Practical</p> <table border="1"> <tr> <td colspan="2">Total Mark: 15</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Involvement</td><td>5</td></tr> <tr> <td>Punctuality</td><td>5</td></tr> <tr> <td>Record/PPT</td><td>5</td></tr> </table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10	Total Mark: 15		Assessment methods		Involvement	5	Punctuality	5	Record/PPT	5
Total Mark: 25																					
Assessment methods																					
Assignment	10																				
Seminar/ Quiz/ Group Discussion	5																				
Test	10																				
Total Mark: 15																					
Assessment methods																					
Involvement	5																				
Punctuality	5																				
Record/PPT	5																				

B. End Semester Evaluation (ESE)**Theory**

Total mark: 50		
Assessment methods: Written Exam		
Duration of Examination: 1.5 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 15 out of 17
Part B	5 marks	Answer any 3 out of 5
Part C	10 marks	Answer any 2 out of 4

Part A can be objective type, fill in the blanks, multiple choice etc.

Practical

Total mark: 35	
Duration of Examination: 2 hrs	
Assessment methods	
Theory/ Procedure/ Understanding	10
Skill and Performance/ Data Collection	10
Calculation/ Analysis and Result	10
Viva	5

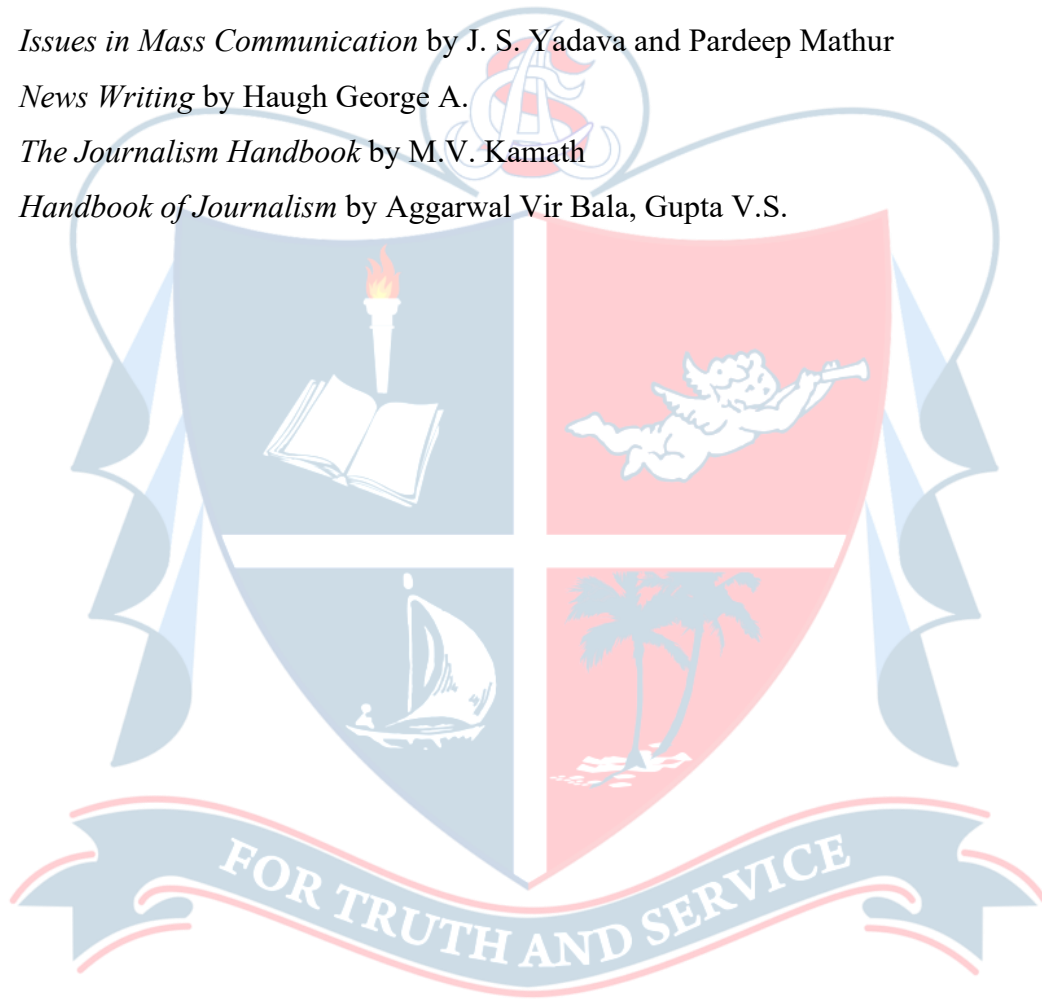
References


- Ahuja, B. N. *Reporting*. Surjeet Publications, 1990.
- Parthasarathy. *Basic Journalism*. Macmillan India Pvt. Ltd., 1997.

- Srivastava, K. M. *News Reporting and Editing*. Sterling Publishers, 1987.
- Harris, Julian, et al. *The Complete Reporter*. Macmillan Publishing Co., New York.
- Hohenberg, John. *The Professional Journalist*. Oxford IEH Publishing Company, New Delhi.
- Tharyan. *Good News, Bad News*.

Suggested Reading

- *Issues in Mass Communication* by J. S. Yadava and Pardeep Mathur
- *News Writing* by Haugh George A.
- *The Journalism Handbook* by M.V. Kamath
- *Handbook of Journalism* by Aggarwal Vir Bala, Gupta V.S.



	<div>Department of Journalism</div> <div>St. Albert's College (Autonomous),</div> <div>Ernakulam</div>					
Faculty/ Discipline	Journalism and Mass Communication					
Programme	B.Voc (Honours) Journalism and Mass Communication					
Course Name	Introduction to Electronic Media					
Type of Course	SDC					
Course Code	25SACVJM2SP102					
Course Level	100 - 199					
Course Summary	<p>This course introduces students to the fundamentals of electronic media, including radio, television, and digital platforms. It explores the history, evolution, and technological developments in broadcasting and new media. Through hands-on practice, students will gain experience in audio-visual production, editing, and content creation. The course aims to build a strong foundation in electronic media concepts and equip students with the practical skills necessary to produce engaging and effective media content.</p>					
Semester	2	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	
Prerequisite, if any	Basic knowledge of mass communication and journalism is recommended.					

COURSE OUTCOMES (CO)

CO NO.	EXPECTED COURSE OUTCOME	LEARNING DOMAINS*	PO NO.

01	Explain the historical evolution and growth of electronic media and describe the structure and functioning of electronic media organizations and their key roles in media production and dissemination.	U	1,2
02	Analyze the characteristics and impact of electronic media on audiences and society, considering cultural, political, and economic factors.	U, A	1,2,10
03	Evaluate the technical and regulatory frameworks that govern electronic media on audiences and society, considering cultural, political, and economic factors.	A, E	2,9,10
04	Demonstrate basic skills in media production processes, such as scripting, editing, and sound management, through practical assignments.	S	1,4,10

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	0	0	0	0	0	0	2
CO 2	2	2	2	1	0	0	0	0	0	2
CO 3	1	2	1	2	1	0	0	0	2	2
CO 4	2	2	1	2	0	0	0	0	1	2

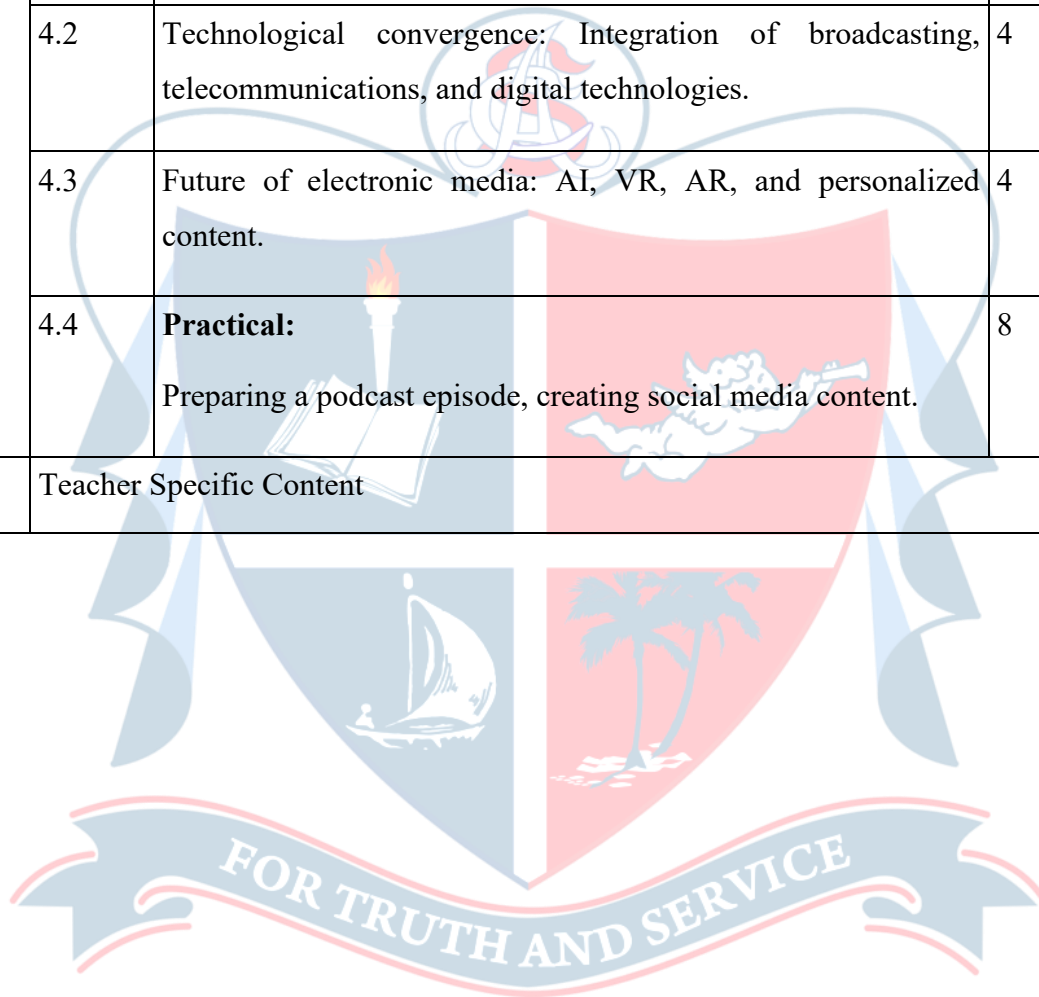
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COURSE CONTENT

MODUL E	UNITS	COURSE DESCRIPTION	Hrs.	CO. NO.
1	Introduction to electronic media			
	1.1	Definitions, characteristics, scope, and importance. Historical development of radio and television.	3	1

	1.2	Structure of radio broadcasting: Functions of different departments, production staff, and station management.	3	1
	1.3	Structure of television broadcasting: Organization, program production, and roles of technical and creative personnel.	3	1
	1.4	Fundamentals of radio and TV broadcasting: AM, FM, and TV channels.	2	1
	1.5	Practical: Field visit to a radio/television station.	8	1
2	Characteristics of Electronic Media			
	2.1	Audio-visual language, immediacy, and live transmission. Effects of media on audiences and society.	4	2
	2.2	Audience research and rating systems: TRP, TAM, and online analytics.	3	2
	2.3	Advertising and marketing in electronic media: Structure, functions, and revenue models.	4	2
	2.4	Practical: Conducting simple audience research, preparing basic advertising scripts for radio and TV.	7	2
3	Regulatory frameworks:			
	3.1	Overview of broadcast regulations in India (TRAI, MIB, CBFC),	4	3
	3.2	Ethics and responsibilities in electronic media.	4	3
	3.3	Code of Conduct for broadcasters.	3	3

	3.4	Practical: Case study analysis of media regulations.	7	3
4	Emerging trends in electronic media			
	4.1	Digital platforms, OTT, podcasting, web radio, and interactive media.	4	4
	4.2	Technological convergence: Integration of broadcasting, telecommunications, and digital technologies.	4	4
	4.3	Future of electronic media: AI, VR, AR, and personalized content.	4	4
	4.4	Practical: Preparing a podcast episode, creating social media content.	8	4
5	Teacher Specific Content			



Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, demonstrations, animations, presentations, and discussions.																	
Assessment Types	MODE OF ASSESSMENT																	
	A. Continuous Comprehensive Assessment (CCA)																	
	Theory																	
	<table><tr><td colspan="3">Total Mark: 25</td></tr><tr><td colspan="3">Assessment methods</td></tr><tr><td>Assignment</td><td></td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td></td><td>5</td></tr><tr><td>Test</td><td></td><td>10</td></tr></table>	Total Mark: 25			Assessment methods			Assignment		10	Seminar/ Quiz/ Group Discussion		5	Test		10		
	Total Mark: 25																	
	Assessment methods																	
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	Seminar/ Quiz/ Group Discussion		5															
	Test		10															
	Practical																	
<table><tr><td colspan="3">Total Mark: 15</td></tr><tr><td colspan="3">Assessment methods</td></tr><tr><td>Involvement</td><td></td><td>5</td></tr><tr><td>Punctuality</td><td></td><td>5</td></tr><tr><td>Record/PPT</td><td></td><td>5</td></tr></table>	Total Mark: 15			Assessment methods			Involvement		5	Punctuality		5	Record/PPT		5			
Total Mark: 15																		
Assessment methods																		
Involvement		5																
Punctuality		5																
Record/PPT		5																
B. End Semester Evaluation (ESE)																		
Theory																		
<table><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 15 out of 17</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 3 out of 5</td></tr></table>	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 15 out of 17	Part B	5 mark	Answer any 3 out of 5
Total mark: 50																		
Assessment methods: Written Exam																		
Duration of Examination: 1.5 hrs																		
Pattern of Examination: Non-MCQ																		
Part A	1 mark	Answer any 15 out of 17																
Part B	5 mark	Answer any 3 out of 5																

Part C	10 mark	Answer any 2 out of 4
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Part A can be objective type, fill in the blanks, multiple choice etc.

Practical

Total mark: 35	
Duration of Examination: 2 hrs	
Assessment methods	
Theory/ Procedure/ Understanding	10
Skill and Performance/ Data Collection	10
Calculation/ Analysis and Result	10
Viva	5

References

- Boyd, Andrew. *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press, 2008.
- Dominick, Joseph R. *The Dynamics of Mass Communication*. McGraw-Hill, 2011.
- Pavarala, Vinod, and Kanchan K. Malik. *Other Voices: The Struggle for Community Radio in India*. Sage Publications, 2007.

Suggested Readings:

- Fiske, John. *Introduction to Communication Studies*. Routledge, 1990
- McQuail, Denis. *McQuail's Mass Communication Theory*. Sage Publications, 2010.
- Kumar, Keval J. *Mass Communication in India*. Jaico Publishing House, 2011



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Introduction to Communication				
Type of Course	MPC				
Course Code	25SACVJM2MT101				
Course Level	100 - 199				
Course Summary	The purpose of this course is to categorize and explain various forms of communication. A thorough understanding of communication principles, models, and theories, as well as how they are applied in many communication contexts, is also provided by this course.				
Semester	2	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		4	-	-	60
Pre-requisites, if any	Basic writing and reading skills, interest in communication and media.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the fundamentals of communication.	U	1, 2, 3, 4
2	Understand the different types of communication models and their applications.	U	1, 2, 4
3	Analyze the strengths and limitations of various mass communication theories.	An	1, 2, 10

4	Analyze signs, symbols, and meanings in various contexts.	An	1, 2, 3
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	1	1	3	1	1	1	1	1	1
CO 2	2	2	2	0	0	0	0	0	0	0
CO 3	3	3	0	0	0	0	0	0	0	2
CO 4	2	2	2	0	0	0	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Understanding Communication			
	1.1	Definitions, meaning, elements, functions, scope, process, and barriers of communication.	4	1
	1.2	History of Communication	3	1
	1.3	7 Cs of Communication	2	1
	1.4	Types of Communication	3	1
2	Models of Communication			
	2.1	Meaning and definition of communication models.	3	2
	2.2	Types - Linear, Interactive, and Transactional models.	3	2
	2.3	Aristotle	9	2

		Laswell Shannon & Weaver Berlo's SMCR Newcomb's Osgood and Schramm Wesley and MacLean Two-Step-Flow of Communication model Gatekeeping model.		
3	Theories of Communication			
	3.1	Development of mass communication theories.	4	3
	3.2	Communication theories - Interpersonal communication theories (Social Penetration Theory & Social Exchange Theory). Media Effects Theories (Agenda Setting Theory & Cultivation Theory). Psychological theories (Cognitive Dissonance Theory & Social Learning Theory). Sociological theories (Social Exchange Theory & Symbolic Interactionism). Normative theories.	9	3
	3.3	Major theories of mass communication The magic bullet theory Two-step flow theory Multi-step flow theory Uses and gratifications theory	6	3

	3.4	Marshall McLuhan- concepts of mechanical and electrical, and the global village.	4	3
4	Semiotics in Communication			
	4.1	Basics of semiotics- Introduction, Signs, Signifier and Signified.	3	4
	4.2	Signs, Meaning, and Culture.	3	4
	4.3	Ferdinand de Saussure's semiotic theory. Semiotic analysis in communication.	4	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Interactive lectures● PPT● ICT Tools● Workshops with industry experts● Group discussions										
Assessment Types	MODE OF ASSESSMENT										
	A. Continuous Comprehensive Assessment (CCA)										
	<table><tr><td colspan="2">Total Mark: 30</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>10</td></tr><tr><td>Test</td><td>10</td></tr></table>	Total Mark: 30		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	10	Test	10
	Total Mark: 30										
	Assessment methods										
Assignment	10										
Seminar/ Quiz/ Group Discussion	10										
Test	10										
B. End Semester Evaluation (ESE)											
<table><tr><td>Total mark: 70</td></tr></table>	Total mark: 70										
Total mark: 70											

Assessment methods: Written Exam		
Duration of Examination: 2 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 25 out of 27
Part B	5 mark	Answer any 5 out of 7
Part C	10 mark	Answer any 2 out of 4
Part A can be objective type, fill in the blanks, multiple choice etc.		

References

- Baran, Stanley J. *Introduction to Mass Communication Theory*. 5th ed., Wadsworth, 2013.
- Berger, Arthur Asa. *Essentials of Mass Communication*. SAGE, 1995.
- Chandler, Daniel. *Semiotics: The Basics*. 4th ed., University of Wales, Aberystwyth, 2002.
- Chandler, Daniel, and Rod Munday. *A Dictionary of Media and Communication*. Oxford University Press, 2011.

Suggested Readings

- . Chawla, Abhay. *Introduction to Mass Communication*. Pearson, 2021.
- De Fleur, Melvin L., and Sandra Ball-Rokeach. *Theories of Mass Communication*. 1977.
- Hausman, Carl, et al. *Modern Radio Production: Production, Programming, and Performance*. Wadsworth, 2012.



Department of Journalism St. Albert's College (Autonomous) Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B. Voc (Honours) Journalism and Mass Communication				
Course Name	New Media and AI				
Type of Course	MDC				
Course Code	25SACVJM2MD101				
Course Level	150				
Course Summary	This course explores the evolution and impact of new media and artificial intelligence on journalism and mass communication. Students will examine how AI shapes content creation, distribution, and consumption, and develop practical skills in using digital tools and AI-based platforms for journalistic work.				
Semester	2	Credits	4		Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		2	-	1	60
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
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1	To understand the concepts and evolution of new media in journalism.	U	1,4,5
2	To analyze the role of AI in content creation, curation, and distribution.	A, An	2,3,9
3	To develop skills in using AI tools for media production and analysis.	A	1,4
4	To critically evaluate the ethical implications of AI in journalism.	E, C	3,4
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	2	2	0	0	1	0	2
CO 2	1	3	2	2	2	0	0	0	2	2
CO 3	1	0	0	2	0	3	2	3	0	1
CO 4	2	0	2	3	2	0	0	0	2	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Introduction to AI			
	1.1	Definition and characteristics of new media.	2	1
	1.2	Evolution of digital media: web, social media, mobile journalism, podcasts.	3	1

	1.3	Introduction to AI: definitions, concepts, and types.	3	1
	1.4	Exploring various new media platforms (blogs, podcasts, social media, news apps).	2	1
	1.5	Practical: Analyzing trends on social media using analytics tools.	7	2
2	AI-Driven Editing Tools			
	2.1	AI in news gathering: newsbots, automated journalism, natural language generation.	2	2
	2.2	AI-driven editing tools: transcription, summarization, voice-to-text.	3	2
	2.3	Use of AI in multimedia production.	2	2
	2.4	Testing AI-based text summarization and content creation tools.	3	2
	2.5	Practical: Editing a short news package using AI-enhanced editing apps.	7	3
3	AI in social media			
	3.1	Algorithms and personalization in news feeds.	2	3
	3.2	AI in social media: content curation, targeted advertising.	3	3
	3.3	Chatbots and virtual assistants in journalism.	2	3
	3.4	Experimenting with AI-driven content recommendation systems.	3	3
	3.5	Practical: Analyzing social media metrics using AI-based tools.	8	3
4	Ethics and Laws			

	4.1	Ethical concerns: misinformation, deep fakes, bias in algorithms.	4	4
	4.2	Data privacy and security issues in AI journalism.	4	4
	4.3	Legal frameworks: copyright, defamation, and accountability	4	4
	4.4	Practicum: Case Study on AI-generated misinformation and deep fakes.	8	4
5	Teachers Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Discussions • Workshops 												
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) Total Marks: 15 Assessment Method <table border="1" data-bbox="536 1359 1252 1561"> <tr> <td>Assignment</td><td>5</td></tr> <tr> <td>Seminar/Group Discussion</td><td>5</td></tr> <tr> <td>Test</td><td>5</td></tr> </table> Practical Total Marks: 15 <table border="1" data-bbox="536 1751 1252 1953"> <tr> <td>Seminar/Group Discussion</td><td>5</td></tr> <tr> <td>Punctuality</td><td>5</td></tr> <tr> <td>Record/ Report</td><td>5</td></tr> </table>	Assignment	5	Seminar/Group Discussion	5	Test	5	Seminar/Group Discussion	5	Punctuality	5	Record/ Report	5
Assignment	5												
Seminar/Group Discussion	5												
Test	5												
Seminar/Group Discussion	5												
Punctuality	5												
Record/ Report	5												

B. End Semester Examination (ESE)**Total mark: 35****Assessment methods: Written Exam****Duration of Examination: 1 h****Pattern of Examination: Non-MCQ**

Part A	1 mark	Answer any 20 out of 22
Part B	5 marks	Answer any 3 out of 5

Part A can be objective type, fill in the blanks, multiple choice etc.

Practical**Total mark: 35****Duration of Examination: 2 hrs****Assessment methods**

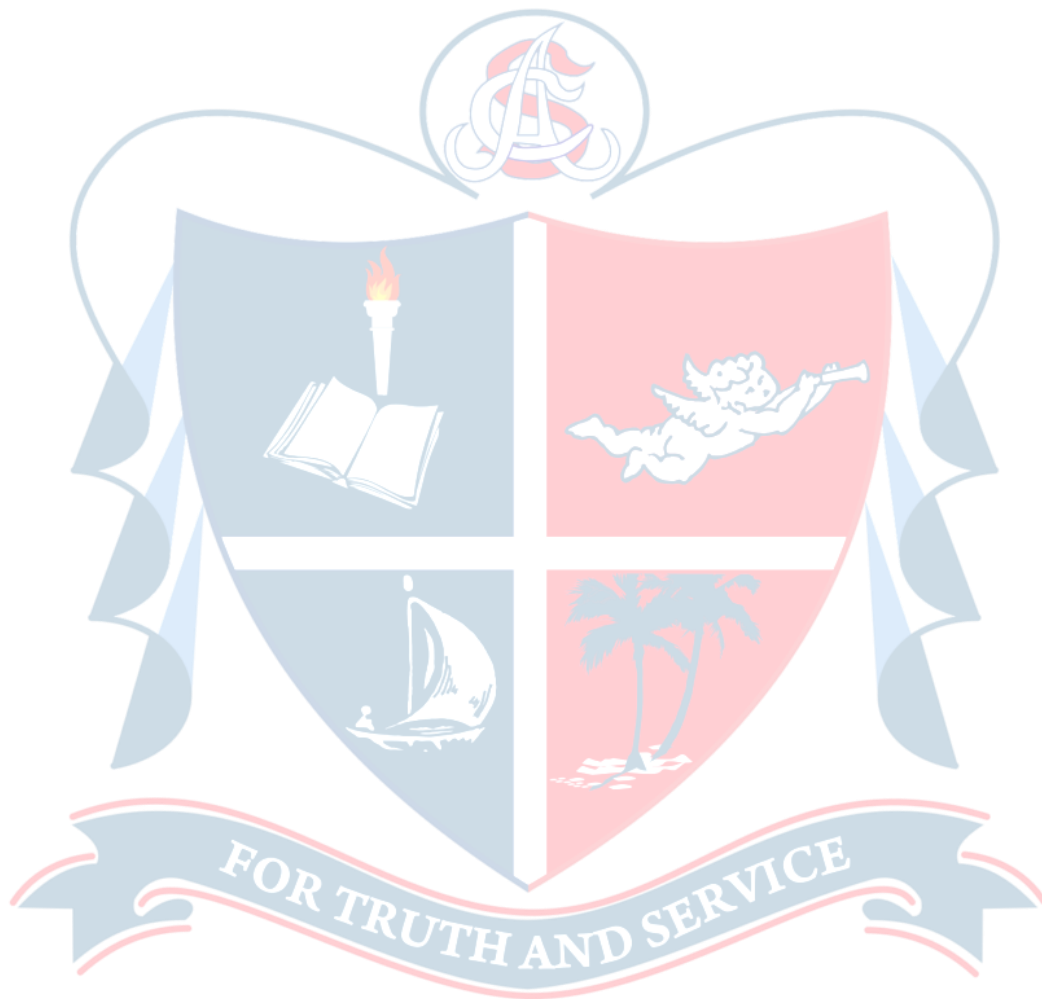
Theory/ Procedure/ Understanding	10
Skill and Performance/ Data Collection	10
Calculation/ Analysis and Result	10
Viva	5

References

- Diakopoulos, Nicholas. *Automating the News: How Algorithms Are Rewriting the Media*. Harvard University Press, 2019.
- Pavlik, John V. *Journalism in the Age of Virtual Reality and AI*. Columbia University Press, 2020.
- Westlund, Oscar, and Lewis, Seth C. *Critical Incidents in Journalism: Pivotal Moments Reshaping Journalism and AI*. Routledge, 2021.

Suggested Reading

- Bradshaw, Paul. *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge, 2018.
- Bell, Emily, and Owen, Taylor. *The Platform Press: How Silicon Valley Reengineered Journalism*. Tow Center for Digital Journalism, 2017.





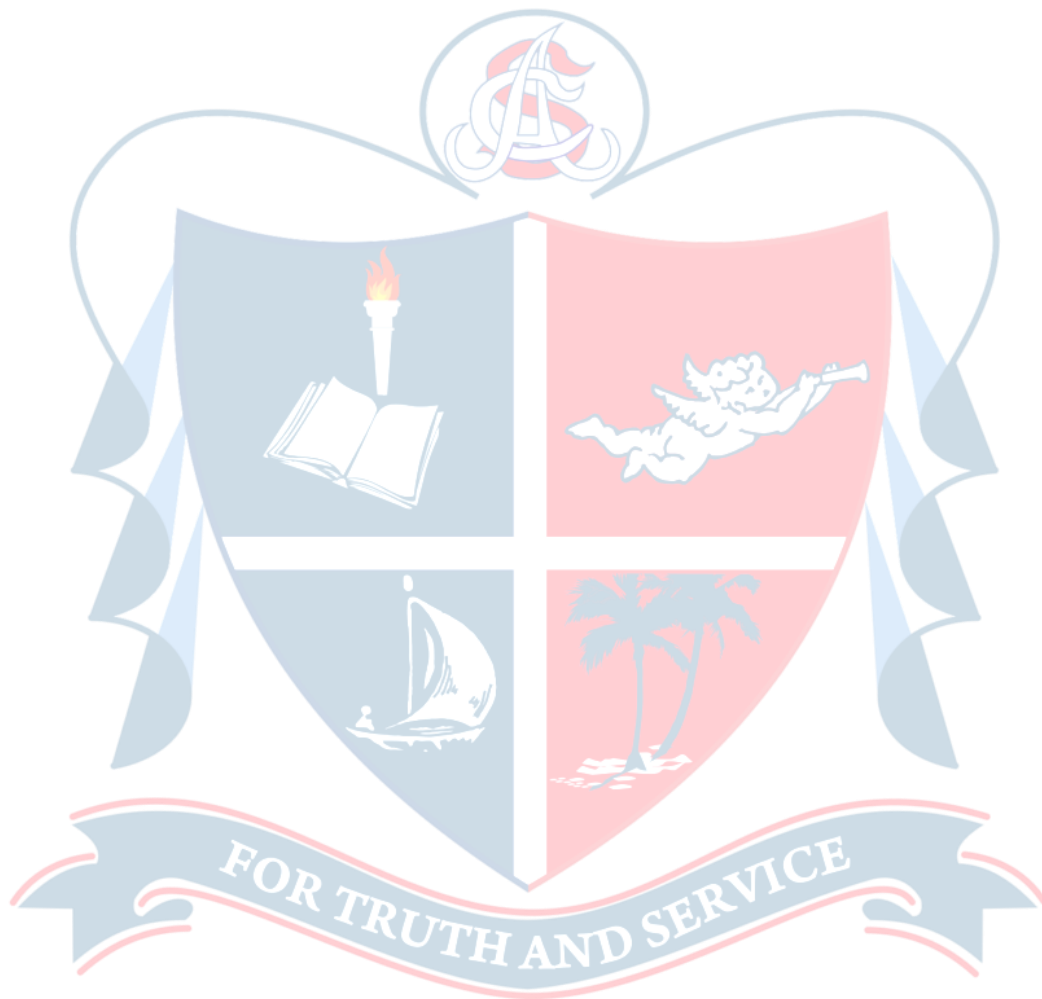
Department of Journalism St. Albert's College (Autonomous) Ernakulam

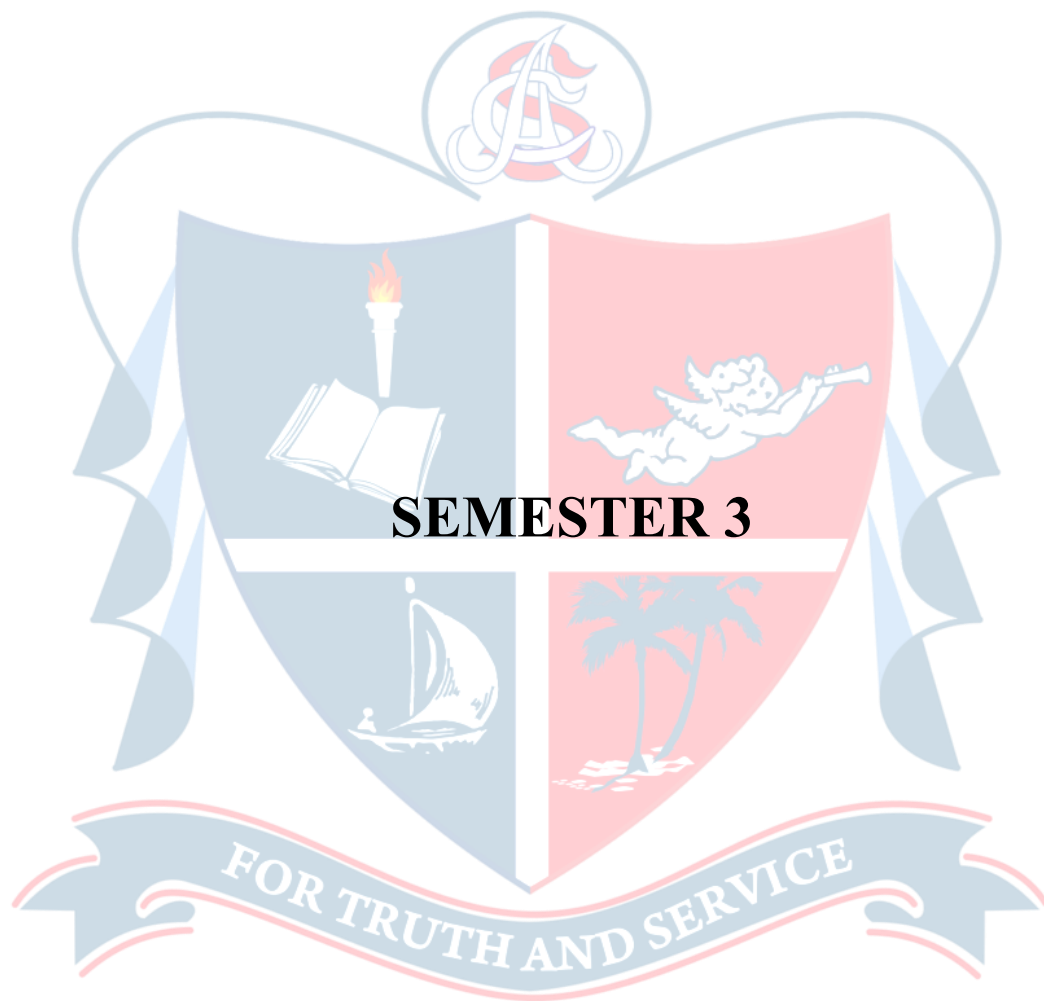
Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Title	On-the-Job Training				
Type of Course	OJT - (Radio)				
Course Code	25SACVJM2OJ101				
Course Summary	<p>On-the-Job Training (OJT) is designed to equip students with practical skills, workplace discipline, and industry exposure by actively engaging them in real-world professional environments. Conducted in collaboration with firms, OJT enables students to understand industry standards, apply academic knowledge, and perform job-specific tasks using contemporary tools and practices. The training must be undertaken in the student's skill domain, aligned with the major area of study in their undergraduate program, to ensure relevance and coherence with their academic and career goals. The program also fosters essential workplace competencies such as communication, responsibility, adaptability, and teamwork. Furthermore, it offers students a platform for career exploration and networking, helping them evaluate potential career paths and align their aspirations with industry demands.</p>				
Semester	1	Duration	5 hours/week	Credits	2

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Demonstrate understanding of industry operations, standards, and professional expectations through direct exposure to workplace environments.	Ap	1,3, 6,10
2	Apply job-specific skills effectively in real-world tasks and responsibilities within the assigned industry setting.	S	2,4,5,10
3	Integrate academic knowledge with practical applications to solve work-related challenges and contribute to organizational goals.	An	1,2,3,6
4	Exhibit essential workplace competencies such as punctuality, accountability, communication, teamwork, and adaptability.	S	4,5,8,9
5	Identify and evaluate potential career opportunities by reflecting on their internship experiences and professional interactions.	E	1,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

MODE OF ASSESSMENT		
A	Internal Evaluation	
	Components	Marks
	Feedback from the hosting organization	5
	Internal Supervisor feedback	10
	Total	15
B	External Evaluation	
	Components	Marks

Assessment Types	Presentation	10
	Report	10
	Viva Voce	15
	Total	35





Semester – III						
Sl. No.	Course Code and Topic	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM3ST201 Public Relations	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM3SP201 Advertising	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM3SP202 Radio & TV Production	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM3MP201 Video Production	MPC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM3MD201 Malayalam Cinema	MDC	3	3 – 0 – 0	3	3 – 0 – 0
7.	25SACVJM3OJ201	OJT	5	0 – 0 – 5	2	0 – 0 – 2
Total			30		24	





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Public Relations				
Type of Course	SDC				
Course Code	25SACVJM3ST201				
Course Level	200-299				
Course Summary	This course introduces Public Relations principles, tools, corporate communication, and campaign strategies, combining theory and practice to prepare students for effective communication in media, business, and organizational settings.				
Semester	3	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		4	-	-	60
Pre-requisites, if any	Strong command				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	The student will be able to describe the core concepts and functions of Public Relations.	U	3,4,7
2	The student will be able to plan and execute a strategic PR campaign using ethical practices	A	4,5,9
3	The student will be able to create corporate communication strategies aligned with brand identity.	C	4

4	The student will be able to apply effective business and cross-cultural communication skills	A	4,9
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	0	2	2	1	1	2	1	2	2
CO 2	2	0	2	3	3	2	1	2	3	2
CO 3	2	1	1	3	1	2	2	1	0	2
CO 4	1	0	1	3	1	2	1	1	3	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level)

COURSE CONTENT

Content for Classroom transactions (Units)

Modules	Units	Course description	Hrs	CO
1	Introduction to Public Relations			
	1.1	Definitions, Objectives, Functions, Purpose, and Elements of Public Relations	6	1
	1.2	History and growth of PR. PR in India and the current scenario	6	1
	1.3	Need for PR - Two-way communications – Public: Internal and External public	3	1
2	PR Principles & PR departments in an organization			
	2.1	Planning, Implementation, Research, and Evaluation	3	2
	2.2	Tools of Public Relations: - Advertising, Media Relations, Press Release, Press Conference, House	5	2

		Journal, Corporate Film, Exhibitions and Trade fairs, etc.		
	2.3	PR as Management Tool- Community Relations - CSR PR in Public Sector and Private Sector- Lobbying	5	2
	2.4	The PR professional- qualities and responsibilities.	3	2
	2.5	Ethics in PR- IPRA code of conduct - PR Councils.	4	2
3	Corporate communication			
	3.1	Definition, scope, nature, and role.	3	3
	3.2	Corporate identity — key concepts of corporate identity, corporate identity planning, corporate image, branding the corporate, corporate functions, and tools.	6	3
	3.3	Corporate PR: - Objectives of corporate PR. Planning and execution of Corporate PR. Social audit. Women in PR.	6	3
4	PR and Business Communication			
	4.1	Essentials of effective business communication.	2	4
	4.2	Writing memos, reports, and writing proposals	5	4
	4.3	Cross-cultural Communication. Corporate citizenship.	3	4
	5	Teacher Specific Content (TSC)		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Discussions • Workshops
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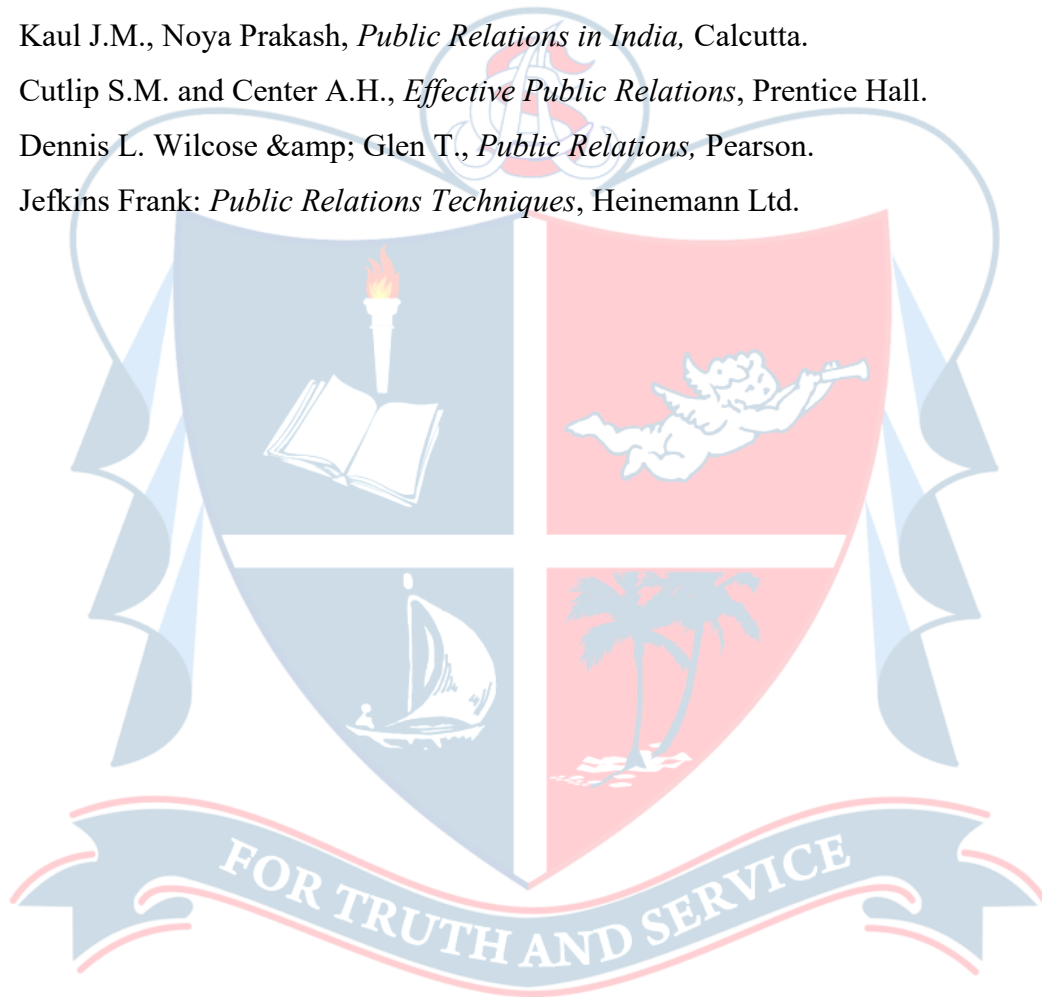
Assessment Types	MODE OF ASSESSMENT		
	A.Continuous Comprehensive Assessment (CCA) - 30 marks		
	Total Mark: 30		
	Assessment methods		
	Assignment	10	
	Seminar/ Quiz/ Group Discussion	10	
	Test	10	
B. End Semester Evaluation (ESE) Theory	Total mark: 70		
	Assessment methods: Written Exam		
	Duration of Examination: 2 hrs		
	Pattern of Examination: Non-MCQ		
	Part A	1 mark	Answer any 25 out of 27
	Part B	5 mark	Answer any 5 out of 7
	Part C	10 mark	Answer any 2 out of 4
	Part A can be objective type, fill in the blanks, multiple choice etc.		


References

- K.R. Balan: *Corporate Public Relations*; Himalaya Publishing.
- Frank Jefkins: *Public Relations Made Simple*; Heinemann; London.
- Philip Lesly: *Handbook of Public Relations and Communications*; McGraw-Hill; 5th edition
- Anne Gregory: *Public Relations*; IPR Publications.
- Subir Ghosh: *Public Relations Today*; Rupa & Co.

Suggested Reading

- Kaul J.M., Noya Prakash, *Public Relations in India*, Calcutta.
- Cutlip S.M. and Center A.H., *Effective Public Relations*, Prentice Hall.
- Dennis L. Wilcoxe & Glen T., *Public Relations*, Pearson.
- Jefkins Frank: *Public Relations Techniques*, Heinemann Ltd.



	<h2 style="text-align: center;">Department of Journalism</h2> <h3 style="text-align: center;">St. Albert's College (Autonomous)</h3> <h3 style="text-align: center;">Ernakulam</h3>
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Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Name	Advertising				
Type of Course	SDC				
Course Code	25SACVJM3SP201				
Course Level	200-299				
Course Summary	The course explores the principles, types, strategies, and functions of advertising. It equips students with skills to create, plan, and evaluate advertisements across print, electronic, and digital platforms.				
Semester	3	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3		1	75
Pre- requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	The student will be able to explain the principles, functions, and evolution of advertising.	U	4,9

2	The student will be able to identify and apply key elements in ad copy across print, radio, TV, and digital media	A	3,4,10
3	The student will be able to analyze the structure, functions, and ethical responsibilities of advertising agencies.	An	1,3,4,6,8,10
4	The student will be able to design basic advertising strategies using digital tools and audience segmentation.	C	3,4,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	0	1	3	0	0	0	1	2	2
CO 2	1	0	2	3	0	1	1	1	2	3
CO 3	2	1	2	2	1	2	1	3	0	2
CO 4	0	0	2	3	0	1	0	0	0	3

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hours	CO No
1	Introduction to Advertising			
	1.1	Advertising – Definition – Importance – Functions – Objectives	1	1
	1.2	Advertising models- DAGMAR, AIDA, Maslow's hierarchy model, Marketing Mix – 4 Ps in marketing	2	1
	1.3	Distinguish Publicity, Propaganda, and Public opinion-	1	1
	1.4	Growth & Development of Advertising in India & World, Global Scenario of Advertising,	2	1

	1.5	Classification of advertisements: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising.	2	1
	1.6	Selecting media vehicles – Media mix.	2	1
	1.7	Practical: Case study on the evolution of advertising in India. Analyze landmark campaigns, trends in media, regulatory changes, and audience behavior over the years.	5	1
	Elements of Ad Copy			
2	2.1	Elements of an Ad-headline, body copy- graphics and illustrations etc	2	2
	2.2	Advertising Creative Development. Process- strategy, Creative development, developing the ad, testing effectiveness	3	2
	2.3	Visualisation - copywriting - copy formats. Print ads: principles and components	3	2
	2.4	Television advertising: principles, components and production	3	2
	2.5	Radio advertisement: principles, components and production;	2	2
	2.6	Web advertising - principles and component	2	2
	2.7	Practical: Create a Cross-Platform Ad Campaign- students work in groups to develop a simple ad campaign for a fictional brand. Must include: a print ad (layout & copy), a radio script, a TV storyboard, and a web ad concept.	10	2

3.	Advertising agencies- Structures and functions			
	3.1	Advertising Agencies: Leading Advertising Agencies and functions - Advertising agencies- Structure and management	3	3
	3.2	The Advertising Standards Council of India - Advertising and Ethics; Advertising and Law - Code of Ethics, Advertising Councils, Professional Associations	4	3
	3.4	Effects of advertising: advertising and cultural values – economics – social and ethical issues of advertising	3	3
	3.5	Practical: Given a set of ad samples, students must identify violations, refer to ASCI codes, and debate approval or rejection. Discuss social, cultural, and ethical implications.	5	3
4	Introduction to digital marketing			
	4.1	Definition and evolution of digital marketing – Audience	2	4
	4.2	key components of digital marketing: SEO, SMM, Email marketing, Content marketing, PPC advertising-	3	4
	4.3	Targeting and Segmentation Demographics, interests, behavioural targeting-	3	4
	4.4	Ethical and Legal Issues in Digital Advertising: Privacy, data protection, and transparency	2	4
	4.5	Practical: Design a Targeted Digital Ad Strategy. Define a target audience using segmentation principles (demographics, interests, behavior). Propose an ad using two digital tools (e.g., Instagram + GoogleAds).	10	4

		<p>Include basic keywords for SEO and ideas for content marketing.</p> <p>2. To develop a one-week content marketing strategy for a specific audience, with aligned blog/social media content.</p>		
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Discussions • Workshops 																				
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) Theory <table border="1" data-bbox="483 1180 1339 1556"> <tr> <td colspan="2">Total Mark: 25</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Assignment</td><td>10</td></tr> <tr> <td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr> <tr> <td>Test</td><td>10</td></tr> </table> Practical <table border="1" data-bbox="483 1615 1324 1942"> <tr> <td colspan="2">Total Mark: 15</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Involvement</td><td>5</td></tr> <tr> <td>Punctuality</td><td>5</td></tr> <tr> <td>Record/PPT</td><td>5</td></tr> </table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10	Total Mark: 15		Assessment methods		Involvement	5	Punctuality	5	Record/PPT	5
Total Mark: 25																					
Assessment methods																					
Assignment	10																				
Seminar/ Quiz/ Group Discussion	5																				
Test	10																				
Total Mark: 15																					
Assessment methods																					
Involvement	5																				
Punctuality	5																				
Record/PPT	5																				

B. End Semester Evaluation (ESE)**Theory**

Total mark: 50		
Assessment methods: Written Exam		
Duration of Examination: 1.5 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 15 out of 17
Part B	5 marks	Answer any 3 out of 5
Part C	10 marks	Answer any 2 out of 4

Part A can be objective type, fill in the blanks, multiple choice etc.

Practical

Total mark: 35	
Duration of Examination: 2 hrs	
Assessment methods	
Theory/ Procedure/ Understanding	10
Skill and Performance/ Data Collection	10
Calculation/ Analysis and Result	10
Viva	5

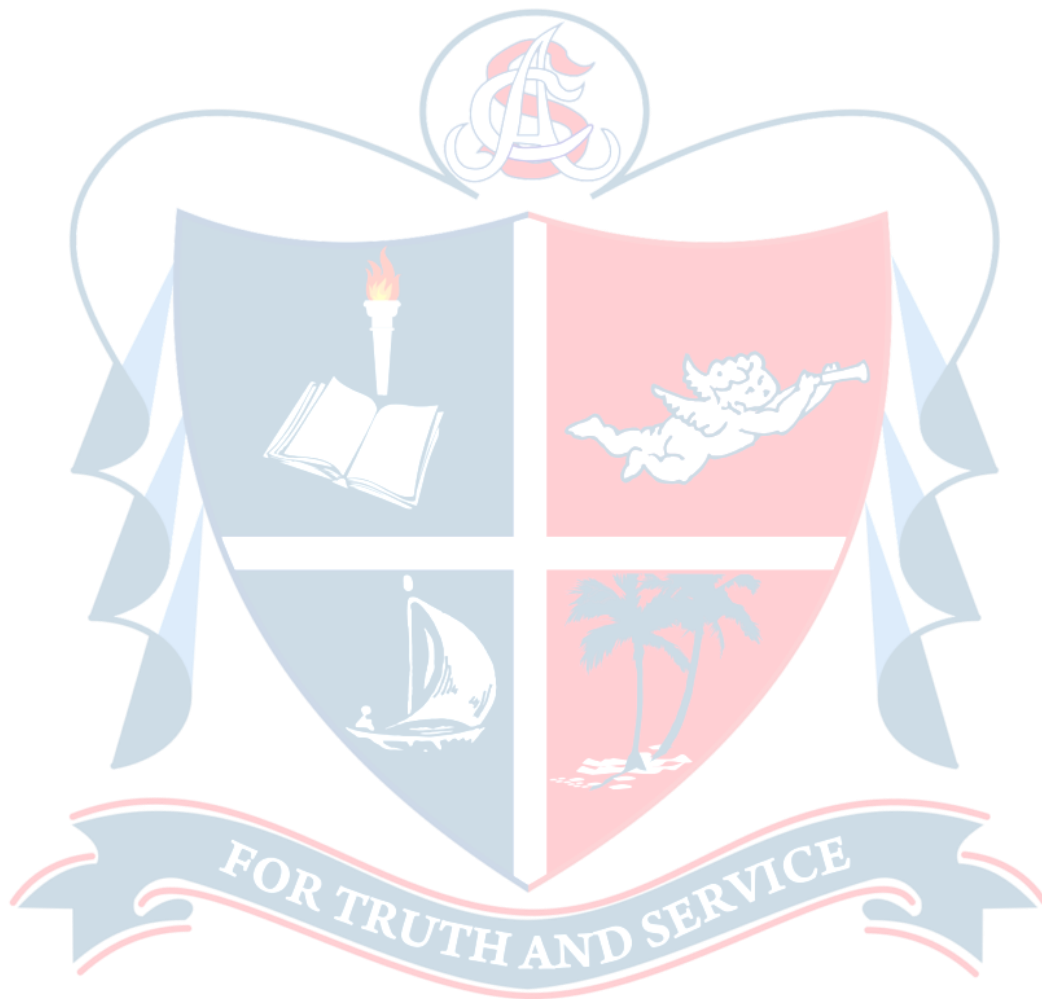
References


- Hassan, Seema. Mass Communication: Principles and Concepts, CBS Publishers, New Delhi, 2013.
- Sangeeth Sharma and Raghuvir Singh, Advertising: planning and implementation.

Suggested readings

- *Advertising and Promotion*. 4th ed., SAGE Publications, 2021.

- *Foundations of Advertising: Theory and Practice*. Himalaya Publishing House, 2010.
- *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 12th ed., McGraw-Hill Education, 2020.



	<div>Department of Journalism</div> <div>St. Albert's College (Autonomous),</div> <div>Ernakulam</div>					
Faculty/ Discipline	Journalism and Mass Communication					
Programme	B.Voc (Honours) Journalism and Mass Communication					
Course Name	Radio and Television Production					
Type of Course	SDC					
Course Code	25SACVJM3SP202					
Course Level	200 -299					
Course Summary	This course provides in-depth knowledge and practical skills in radio and television production. Students will explore the creative, technical, and operational aspects of producing radio programs and television shows. The course emphasizes hands-on learning in scripting, recording, editing, sound design, camera operation, lighting, and directing. Through field visits, workshops, and project work, students will develop the ability to produce high-quality content for radio and television, while understanding industry practices and ethical considerations.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	
Prerequisite, if any	Basic understanding of mass communication and journalism concepts.					

COURSE OUTCOMES (CO)

CO NO.	EXPECTED COURSE OUTCOME	LEARNING DOMAINS*	PO NO.
01	Explain the principles and stages of radio and television production. Develop and write scripts for various radio and television programs.	U, A	1,3,4,2
02	Operate and manage technical equipment such as microphones, cameras, lighting setups, and audio consoles during production.	S	1,3,4,5,9, 10
03	Demonstrate the ability to record, edit, and mix audio and video content effectively using professional software and equipment.	S, C	1,3,4,9,10
04	Evaluate production outputs critically and apply ethical and regulatory guidelines relevant to radio and television production.	E	1,3,4,6,8,9,10

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	3	0	0	0	0	0	2
CO 2	1	0	1	1	1	0	0	0	2	2
CO 3	2	0	1	2	0	0	0	0	2	2
CO 4	2	0	1	1	0	1	0	3	1	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).'

COURSE CONTENT

MODULE	UNITS	COURSE DESCRIPTION	Hrs.	CO. NO.
1		Overview of radio and television production		

	1.1	Principles, stages (pre-production, production, post-production).	3	1
	1.2	Scriptwriting for radio: Types of scripts (news, interviews, talk shows, features, documentaries), writing techniques.	3	1
	1.3	Scriptwriting for television: Storyboarding, shooting scripts, rundown sheets, writing for visuals.	3	1
	1.4	Basics of program formats: News, talk shows, music programs, radio dramas, TV documentaries, and live events.	3	1
	1.5	Practical: Writing scripts for a short radio news bulletin and a 5-minute TV feature.	6	1
2	Technical fundamentals			
	2.1	Microphones, audio mixers, recorders, and studio equipment for radio production.	4	2
	2.2	Sound recording and editing: Principles of sound recording, editing, mixing, and adding effects.	4	2
	2.3	Camera shots- angles- movements - compositions- and three-point lighting.	3	2
	2.4	Practical: Handling microphones, operating audio mixers, setting up camera shots, and adjusting lighting.	7	2
3	Production			

	3.1	Directing radio programs: Planning, rehearsals, and live recordings.	4	3
	3.2	Directing television shows: Blocking, multi-camera setups, rehearsals, and live directing.	4	3
	3.3	Editing for radio and television Digital audio workstations, editing techniques, adding music and effects, Video editing basics, transitions	4	3
	3.4	Practical: Directing a short radio program and a 5-minute multi-camera TV show; basic audio and video editing exercises.	7	3
4	Field Reporting and Production Ethics in Broadcast Media			
	4.1	Studio production vs. field production: Differences, challenges, and workflows.	4	4
	4.2	Mobile journalism (MoJo) and portable equipment for field reporting.	3	4
	4.3	Ethics and regulatory considerations in radio and television production; broadcast codes; copyright and fair use.	3	4
	4.4	Practical: Field production exercise—recording a field interview segment; editing and producing a short field report.	10	4
5	Teacher Specific Content			

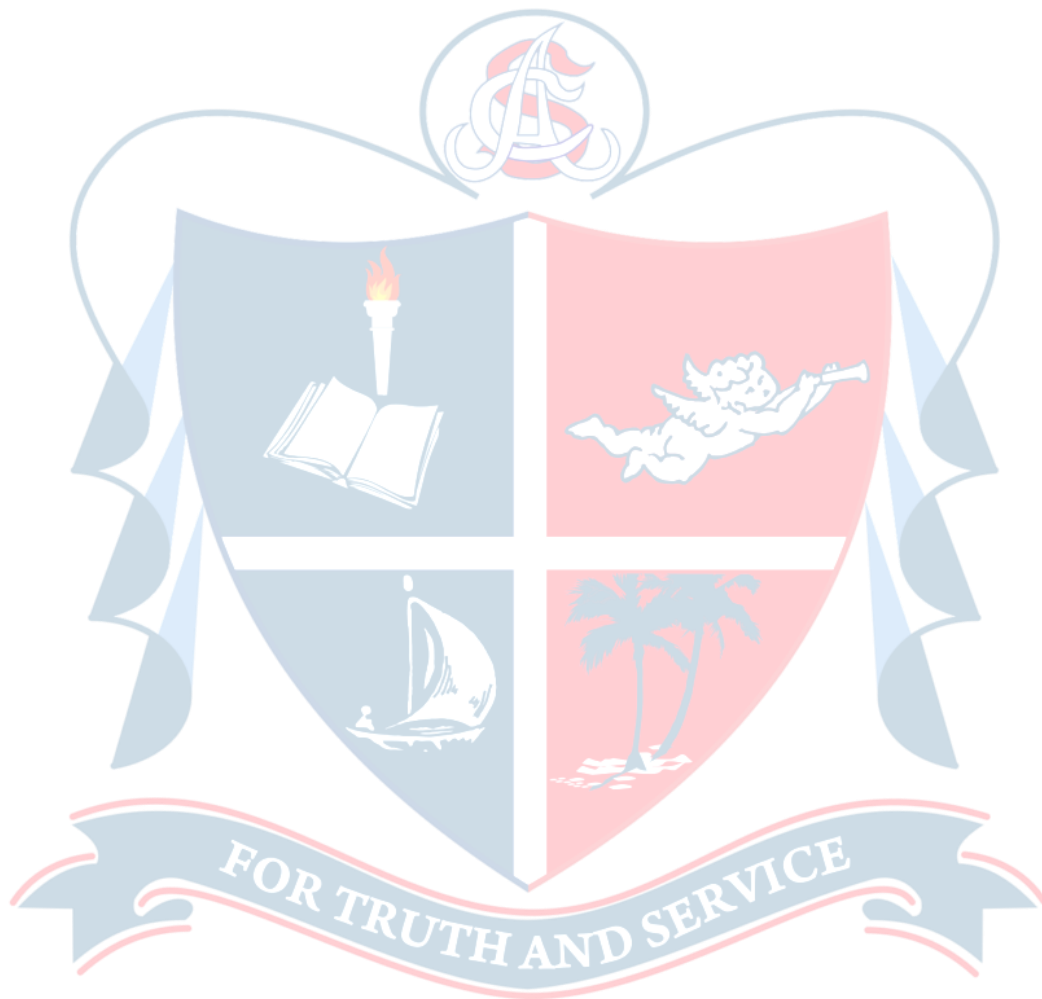
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Demonstration, Animations, Presentations, Discussions.																										
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table border="1"> <tr> <td colspan="2">Total Mark: 30</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Assignment</td><td>15/10</td></tr> <tr> <td>Involvement</td><td>5</td></tr> <tr> <td>Punctuality</td><td>5</td></tr> <tr> <td>Record</td><td>5</td></tr> </table> B. End Semester Evaluation (ESE) <table border="1"> <tr> <td colspan="2">Total mark: 70</td></tr> <tr> <td colspan="2">Duration of Examination: 2 hrs</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Theory/ Procedure/ Flow chart/ Demonstration/Project</td><td>20</td></tr> <tr> <td>Skill and Performance</td><td>10</td></tr> <tr> <td>Result/ Output</td><td>20</td></tr> <tr> <td>Viva</td><td>20</td></tr> </table>	Total Mark: 30		Assessment methods		Assignment	15/10	Involvement	5	Punctuality	5	Record	5	Total mark: 70		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Flow chart/ Demonstration/Project	20	Skill and Performance	10	Result/ Output	20	Viva	20
Total Mark: 30																											
Assessment methods																											
Assignment	15/10																										
Involvement	5																										
Punctuality	5																										
Record	5																										
Total mark: 70																											
Duration of Examination: 2 hrs																											
Assessment methods																											
Theory/ Procedure/ Flow chart/ Demonstration/Project	20																										
Skill and Performance	10																										
Result/ Output	20																										
Viva	20																										

References

- Boyd, Andrew. *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press, 2008.
- McLeish, Robert. *Radio Production*. Focal Press, 2005.

Suggested Readings

- Millerson, Gerald. *Television Production*. Focal Press, 2009.
- Zettl, Herbert. *Television Production Handbook*. Wadsworth, 2011.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Video Production				
Type of Course	MPC				
Course Code	25SACVJM3MP201				
Course Level	200 - 299				
Course Summary	Through this course, students will acquire the skills and knowledge to produce exceptional video content and thrive in the videography industry.				
Semester	3	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	1	75
Pre-requisites, if any	Basic knowledge in video contents.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
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1	Understand the fundamentals of videography and video production.	U	1, 3, 10
2	Understand various camera types and formats.	U	1, 3, 10
3	Apply lighting and sound techniques for high-quality production.	A	1, 3, 10
4	Edit and finalize video content using advanced techniques.	S	1, 10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	0	1	0	0	0	0	0	0	1
CO 2	1	0	1	0	0	0	0	0	0	1
CO 3	1	0	1	0	0	0	0	0	0	1
CO 4	1	0	0	0	0	0	0	0	0	1

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	1	Overview of motion pictures and videography		
	1.1	Fundamentals of videography - Evolution and growth of motion pictures.	3	1
	1.2	Roles and responsibilities of a videographer.	2	1
	1.3	Practical Participate in a hands-on camera workshop to learn about camera features and settings.	5	1

2	2	Handling Camera and Shots		
	2.1	Camera types and format (DSLR, Mirrorless, Action camera, Point and Shoot)	4	2
	2.2	Lighting accessories: Lights, Gels, Reflectors, and Diffusers.	4	2
	2.3	Types of equipment: Tripods, Stabilizers, and Microphones	2	2
	2.4	Different types of shots and angles.	4	2
		Practical 1. Capture different types of shots (wide, medium, close-up, over-the-shoulder) using a camera. 2. A short video clip showcasing different shot types.	10	2
3	3	Video Production		
	3.1	Overview of the video production process	4	3
	3.2	Types of video content (documentary, narrative, commercial, etc.).	4	3
	3.3	Understanding the target audience and message	4	3
		Practical Write a written document outlining the: - Type of video content - Target audience - Message	5	3

4	4.1	Production Process		
	4.2	Pre- Production, Production and Post- Production.	4	4
	4.3	Camera movements, camera settings, and sound recording	4	4
	4.4	Advanced editing techniques (color grading, visual effects), Sound design and mixing, Color correction, and finalization. Exporting and delivering final video content for various platforms (web, social media, broadcast)	6	4
		Practical: A short film showcasing storytelling, camera work, lighting, sound, and editing skills.	10	4
5		Teacher Specific Content		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lecture● Hands on training● Group Discussion● Workshops● Guest Lectures● Screening		
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table><tr><td>Total Mark: 30</td></tr><tr><td>Assessment methods</td></tr></table>	Total Mark: 30	Assessment methods
Total Mark: 30			
Assessment methods			

		Assignment	15	
		Involvement	5	
		Punctuality	5	
		Record	5	
B. End Semester Evaluation (ESE)				
Total mark: 70				
Duration of Examination: 2 hrs				
Assessment methods				
		Theory/ Procedure/ Flow chart/ Demonstration/ Project	20	
		Skill and Performance	10	
		Result/ Output	20	
		Viva	20	

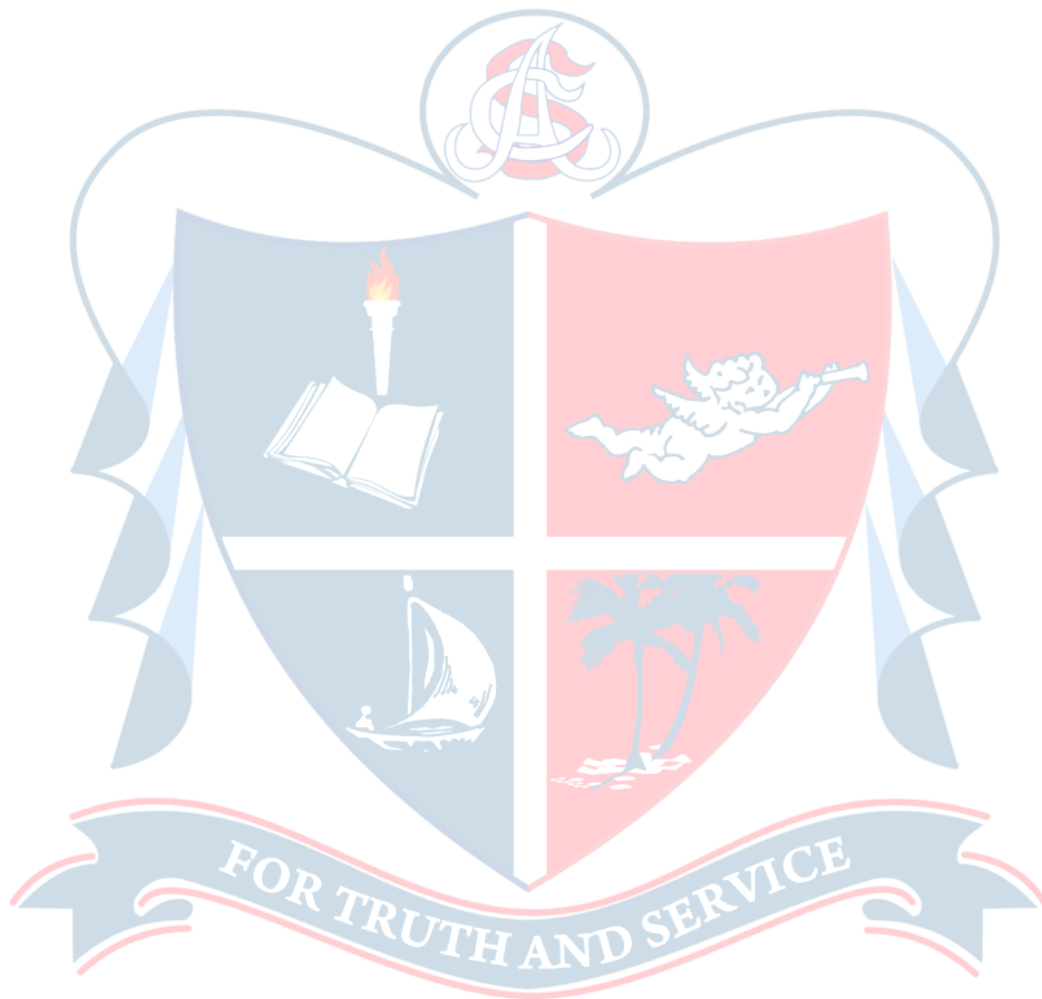
References

1. Brown, Blain. *Cinematography: Theory and Practice*. Routledge, 2019.
2. Friedberg, Diana. *Make the Cut: A Guide to Becoming a Successful Editor in Film and TV*. Focal Press, 2010.
3. Good, Aaron. *The Video Editing Handbook*. 2017.
4. Goodman, Robert M. *Editing Digital Video: The Complete Creative and Technical Guide*. The Big Books of Spring, 2016.
5. Hoser, Tania. *Introduction to Cinematography: Learning Through Practice*. Routledge, 2015.

Suggested Readings

1. Ascher, Steven, and Edward Pincus. *The Filmmaker's Handbook*. Plume, 2012.

2. Barnouw, Erik. *Documentary: A History of the Non-Fiction Film*. Oxford University Press, 1993.
3. Brown, Blain. *Cinematography: Theory and Practice*. Focal Press, 2016.
4. Goodman, Steven. *More Than a Movie: Ethics in Entertainment*. Westview Press, 2003.
5. Rabiger, Michael. *Directing: Film Techniques and Aesthetics*. Focal Press, 2013.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Malayalam Cinema				
Type of Course	MDC				
Course Code	25SACVJM3MD201				
Course Level	200 - 299				
Course Summary	This course explores the history, evolution, and impact of cinema in Kerala, focusing on Malayalam films and their cultural significance.				
Semester	3	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3			45
Pre-requisites, if any	Basic knowledge of Malayalam cinema.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the history and development of Malayalam cinema	U	1, 3
2	Analyse the cultural and social context of Malayalam cinema.	An	1, 7
3	Evaluate the contemporary trends in Malayalam cinema.	E	1, 2, 6
4	Analyse the new generation film-making.	An	1, 2

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	0	0	0	0	0	0	0
CO 2	2	1	0	0	0	0	2	0	0	0
CO 3	1	2	0	0	0	2	0	0	0	0
CO 4	1	1	0	0	0	0	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Introduction to Kerala's Movie Culture			
	1.1	Early days of Malayalam cinema.	5	1
	1.2	Evolution of Malayalam films: themes, genres, and styles	5	1
	1.3	Notable filmmakers and films: Adoor Gopalakrishnan, G Aravindan, Padmarajan, K G George, M T Vasudevan Nair.	10	1
2	Cultural Context of Malayalam Films			
	2.1	Influence of cultural traditions on Malayalam cinema	6	2
	2.2	Representation of Kerala's culture and society in films	6	2
3	Contemporary Malayalam Cinema			
	3.1	Current trends and themes in Malayalam films.	4	3
	3.2	New generation filmmakers and their contributions.	6	3
	3.3	Challenges and opportunities in Malayalam cinema	3	3

		Recommended reading: Books on Malayalam cinema and Kerala's culture Articles and research papers on Malayalam film studies Interviews and reviews of Malayalam films		
4	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lecture● Discussion● Film screening and Analysis		
Assessment Types	MODE OF ASSESSMENT		
	A. Continuous Comprehensive Assessment (CCA)		
	Total Mark: 25		
	Assessment methods		
	Assignment	10	
	Seminar/ Quiz/ Group Discussion	5	
Test	10		
	B. End Semester Evaluation (ESE)		
	Total mark: 50		
	Assessment methods: Written Exam		
	Duration of Examination: 1.5 hrs		
	Pattern of Examination: Non-MCQ		
	Part A	1 mark	Answer any 30 out of 32
	Part B	5 mark	Answer any 4 out of 6
	Part A can be objective type, fill in the blanks, multiple choice etc.		

References

- Rajakrishnan, V. *Malayalam Cinema: A Journey Through the Ages*.
- Prasad, M. Madhava. *The Cinema of Kerala: History, Ideology, and Politics*.
Krishna, Chitra. Adoor Gopalakrishnan: *A Monograph*.
- Nair, P. K. *Malayalam Cinema: An Illustrated History*.
- Srinivas, S. V. *Kerala Cinema: A Critical Study*

Suggested Readings

- Rajakrishnan, V. "The Evolution of Malayalam Cinema." *Journal of Indian Cinema*, 2015.
- Prasad, M. Madhava. "Cultural Context of Malayalam Films." *South Asian Journal of Media Studies*, 2012.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Title	On-the-Job Training				
Type of Course	OJT - Advertising/Public Relations				
Course Code	25SACVJM30J201				
Course Summary	<p>On-the-Job Training (OJT) is designed to equip students with practical skills, workplace discipline, and industry exposure by actively engaging them in real-world professional environments. Conducted in collaboration with firms, OJT enables students to understand industry standards, apply academic knowledge, and perform job-specific tasks using contemporary tools and practices. The training must be undertaken in the student's own skill domain, aligned with the major area of study in their undergraduate program, to ensure relevance and coherence with their academic and career goals. The program also fosters essential workplace competencies such as communication, responsibility, adaptability, and teamwork. Furthermore, it offers students a platform for career exploration and networking, helping them evaluate potential career paths and align their aspirations with industry demands.</p>				
Semester	1	Duration	5 hours/week	Credits	2

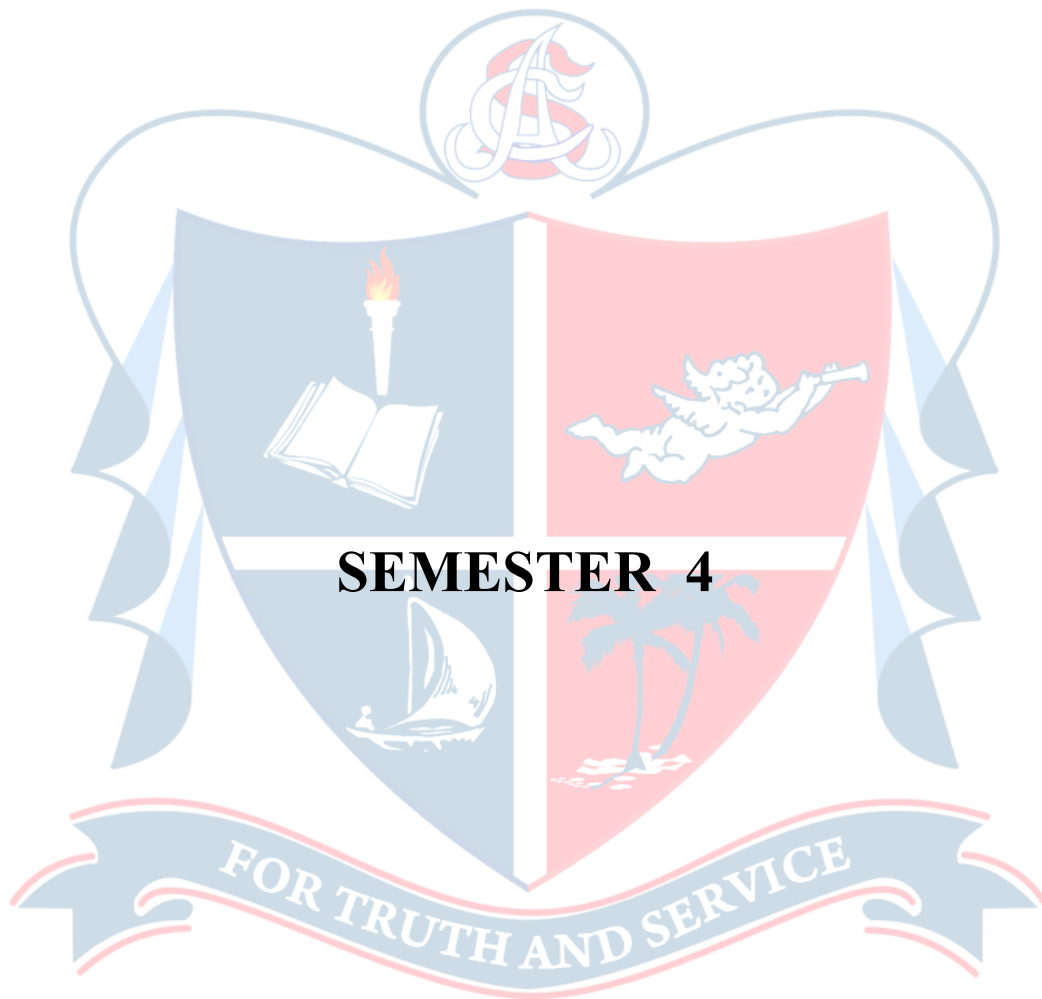
COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Demonstrate understanding of industry operations, standards, and professional expectations through direct exposure to workplace environments.	Ap	1,3,6,10
2	Apply job-specific skills effectively in real-world tasks and responsibilities within the assigned industry setting.	S	2,4,5,10
3	Integrate academic knowledge with practical applications to solve work-related challenges and contribute to organizational goals.	An	1,2,3,6
4	Exhibit essential workplace competencies such as punctuality, accountability, communication, teamwork, and adaptability.	S	4,5,8,9
5	Identify and evaluate potential career opportunities by reflecting on their internship experiences and professional interactions.	E	1,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

MODE OF ASSESSMENT			
	A	Internal Evaluation	
		Components	Marks
		Feedback from the hosting organization	5
		Internal Supervisor feedback	10
		Total	15
	B	External Evaluation	
		Components	Marks

Assessment Types	Presentation	10
	Report	10
	Viva Voce	15
	Total	35





Semester – IV						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM4ST201 Media Law and Ethics	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM4SP201 Film Studies	SDC	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM4SP202 Script Writing	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM4MP201 Mobile Journalism	MPC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM4SE201 Interpersonal Skills	SEC	3	3 – 0 – 0	3	3 – 0 – 0
6.	25SACVJM4VA201 Human Rights	VAC	3	3 – 0 – 0	3	3 – 0 – 0
7.	25SACVJM4IN201	INTERNS HIP	20 days on Sem Break		2	0 – 0 – 2
Total			25		24	



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Media Law and Ethics				
Type of Course	SDC				
Course Code	25SACVJM4ST201				
Course Level	200 - 299				
Course Summary	This course provides an in-depth understanding of the Indian Constitution, media laws, and ethics and prepares them for careers in media, law, and related fields.				
Semester	4	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		4			60
Pre-requisites, if any	Basic knowledge about the Indian Constitution.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the Indian Constitution.	U	1, 6, 8,10
2	Understand media laws and regulations.	U	1, 6, 8
3	Evaluate the Role of Regulatory Bodies.	E	1, 8
4	Analyze Media Ethics and Issues.	An	1, 8
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	0	0	0	0	2	0	2	0	1
CO 2	2	0	0	0	0	2	0	1	0	0
CO 3	1	0	0	0	0	0	0	1	0	0
CO 4	1	0	0	0	0	0	0	3	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Indian Constitution			
	1.1	Formation of Indian Constitution, Features of the Constitution, Preamble, Reasonable restrictions	5	1
	1.2	The Union Executive, Union Legislature, and Constitutional bodies. Amendment and Emergency Provisions	7	1
	1.3	Judicial system, Writ and Bharatiya Nyaya Sanhitha.	5	1
2	Acts for Media			
	2.1	Working Journalist Act, Official Secrets Act, Copyright Act, Contempt of Court Act, Cinematography Act, and RTI	10	2
	2.2	Press, and Registration of Books Act, Prasar Bharati Act, Cable TV Network Act, Intellectual Property Rights	10	2
	2.3	Cyber laws in India	5	2

3	Council for Media			
	3.1	Press Council of India (PCI), News Broadcasting Standards Authority (NBSA), Indian Media Council (IMC),	5	3
	3.2	Central Board of Film Certification (CBFC), Advertising Standards Council of India (ASCI)	5	3
4	Media Ethics			
	4.1	Definition and importance of media ethics.	4	4
	4.2	Media Ethics Issues: Truth and accuracy in reporting, Privacy and confidentiality, Conflict of interest and bias, Representation and diversity	5	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lecture● Discussion● Guest lecture● Case studies● Debate			
Assessment Types	MODE OF ASSESSMENT			
	A. Continuous Comprehensive Assessment (CCA)			
	Total Mark: 30			
	Assessment methods			
	<table><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>10</td></tr></table>	Assignment	10	Seminar/ Quiz/ Group Discussion
Assignment	10			
Seminar/ Quiz/ Group Discussion	10			

	Test	10
	B. End Semester Evaluation (ESE)	
	Total mark: 70	
	Assessment methods: Written Exam	
	Duration of Examination: 2 hrs	
	Pattern of Examination: Non-MCQ	
	Part A	1 mark
	Part B	5 marks
	Part C	10 marks

References

- Basu, Durga Das. *Introduction to the Constitution of India*. 23rd ed., LexisNexis, 2018.
- Austin, Granville. *The Indian Constitution: Cornerstone of a Nation*. 2nd ed., Oxford University Press, 1999.
- Singh, Mahendra P. VN Shukla's *Constitution of India*. 13th ed., Eastern Book Company, 2017.
- Krishnan, K. P. *Indian Media: Laws and Ethics*. 1st ed., Authorspress, 2015.

Suggested Reading

- *"The Constitution of India"*. Indian Kanoon, Indian Kanoon, 2022.
- *"Working Journalist Act, 1955"*. Press Information Bureau, Government of India, 2022.
- *"Copyright Act, 1957"*. Copyright Office, Government of India, 2022.
- *"Media Ethics"*. Journal of Media Ethics, Taylor & Francis, 2022.



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Film Studies				
Type of Course	SDC				
Course Code	25SACVJM4SP201				
Course Level	200 - 299				
Course Summary	This course focuses on the practical understanding of the filmmaking process, enabling students to experience the core phases of production: pre-production, production, post-production, and presentation. Through collaborative exercises and guided assignments, students will learn the foundational skills required to create short films. The emphasis is on experiential learning—writing, directing, acting, shooting, and editing—rather than theoretical critique, making it ideal for aspiring filmmakers and storytellers.				
Semester	4	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	1	75
Pre-requisites, if any	-				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the evolution of cinema and analyze key concepts, film language, genres, and major film movements.	U, An	1,3,4,6,10

2	Demonstrate filmmaking skills through planning, scripting, shot division, and pre-production tasks.	A, C, S	1,3,4,5,9,10
3	Evaluate post-production elements and apply film analysis techniques through critical viewing.	E, A, An, Ap	1,3,4,8,9,10
4	Examine the impact of digital media, OTT platforms, and independent cinema on contemporary visual culture.	An, U, Ap	1,3,4,6,7,8,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	3	1	0	1	0	0	0	3
CO 2	2	0	2	2	1	0	0	0	2	2
CO 3	3	0	1	2	0	0	0	2	1	2
CO 4	3	0	2	1	0	2	1	1	1	3

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	History of Cinema			
	1.1	Birth of cinema: Lumière Brothers, early experiments. Development of silent cinema: Edwin S. Porter, D.W. Griffith, Georges Méliès, Buster Keaton, Charlie Chaplin.	3	1
	1.2	The language of cinema: Shot, scene, sequence, mise-en-scène.	3	1

		Cinematic techniques: Camera angles & movements.		
	1.3	Genres of film: Narrative, documentary, experimental, and animation.	3	1
	1.4	Film Movements: German Expressionism, Soviet Montage Theory, Italian Neorealism, French New Wave, Indian Parallel Cinema.	3	1
	1.5	Auteur Theory, Feminist Film Theory.	3	1
		Practical Students will pitch a short film idea.	7	1
2	The Filmmaking Process – Pre-Production to Production			
	2.1	Phases of film production: Development, Pre-production, Production.	3	2
	2.2	Screenwriting basics: structure, dialogue, and character development.	3	2
	2.3	Shot division and shooting script preparation.	3	2
	2.4	Casting, location scouting, shot division, and scheduling.	3	2
		Practical Develop a short film script (2–3 pages).	7	2
3	Post-Production and Film Analysis			
	3.1	Post-production stages: Editing, sound design, background score, and color grading (overview).	3	3
	3.2	Film analysis techniques: Mise-en-scène, montage, editing rhythm, sound-image relationship.	3	3
	3.3	Viewing and critical analysis of selected short films or scenes from classics.	3	3
	3.4	Practical	8	3

		Critically analyze a scene (3–5 mins) from a classic or contemporary film. Create a short film.		
4	Contemporary Cinema and Visual Culture			
	4.1	Global cinema in the digital age.	3	4
	4.2	OTT platforms and streaming culture.	3	4
	4.3	Independent and short films: Aesthetics and economics. Representation, identity, and diversity in modern cinema.	3	4
	4.4	Practical To critically explore how a contemporary film or OTT series reflects or influences visual culture, societal values, or digital media trends. Screening of student short films before an internal/external jury panel.	8	4
4	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Discussions • Workshops
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Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr><tr><td>Test</td><td>10</td></tr></table> Practical <table><tr><td colspan="2">Total Mark: 15</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record/PPT</td><td>5</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10	Total Mark: 15		Assessment methods		Involvement	5	Punctuality	5	Record/PPT	5	
	Total Mark: 25																					
Assessment methods																						
Assignment	10																					
Seminar/ Quiz/ Group Discussion	5																					
Test	10																					
Total Mark: 15																						
Assessment methods																						
Involvement	5																					
Punctuality	5																					
Record/PPT	5																					
	B. Semester End Examination <table><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 15 out of 17</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 3 out of 5</td></tr><tr><td>Part C</td><td>10 mark</td><td>Answer any 2 out of 4</td></tr></table> Part A can be objective type, fill in the blanks, multiple choice etc.	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 15 out of 17	Part B	5 mark	Answer any 3 out of 5	Part C	10 mark	Answer any 2 out of 4
Total mark: 50																						
Assessment methods: Written Exam																						
Duration of Examination: 1.5 hrs																						
Pattern of Examination: Non-MCQ																						
Part A	1 mark	Answer any 15 out of 17																				
Part B	5 mark	Answer any 3 out of 5																				
Part C	10 mark	Answer any 2 out of 4																				

Practical


Total mark: 35	
Duration of Examination: 2 hrs	
Assessment methods	
Theory/ Procedure/ Understanding	10
Skill and Performance/ Data Collection	10
Calculation/ Analysis and Result	10
Viva	5

References

- Stam, Robert. *Film Theory: An Introduction*. Wiley-Blackwell, 2000.
- Field, Syd. *Screenplay: The Foundations of Screenwriting*. Delta, 2005.
- Holman, Tomlinson. *Sound for Film and Television*. Focal Press, 2010.
- Tryon, Chuck. *On-Demand Culture: Digital Delivery and the Future of Movies*. Rutgers University Press, 2013.

Suggested Readings

- Bordwell, David, and Kristin Thompson. *Film History: An Introduction*. McGraw-Hill Education, 2010.
- Rabiger, Michael. *Directing: Film Techniques and Aesthetics*. Routledge, 2020.
- Glyn, Davis. *The Technique of Film and Video Editing*. Focal Press, 2018

	<div>Department of Journalism</div> <div>St. Albert's College (Autonomous),</div> <div>Ernakulam</div>					
Faculty/ Discipline	Journalism and Mass Communication					
Programme	B.Voc (Honours) Journalism and Mass Communication					
Course Name	Script Writing					
Type of Course	SDC					
Course Code	25SACVJM4SP202					
Course Level	200 -299					
Course Summary	This course equips students with theoretical knowledge and practical skills in writing scripts for film and documentary production. It explores the fundamentals of storytelling, screenplay structure, character development, dialogue writing, and visual narration for film. The course also covers key aspects of documentary scriptwriting, including research, factual narration, and scripting for non-fiction formats. Through writing exercises, script analysis, and practical assignments, students will learn to craft compelling scripts suitable for various film and documentary projects, while understanding industry practices and ethical considerations.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	
Prerequisite ,if any	Basic understanding of film.					

COURSE OUTCOMES (CO)

CO NO.	EXPECTED COURSE OUTCOME	LEARNING DOMAINS*	PO NO.
01	Explain the principles and structure of film and documentary scripts and develop original story ideas and create engaging narratives for film and documentary productions.	U, C	1,3,4,10
02	Write properly formatted screenplays and documentary scripts adhering to industry standards.	S	1,3,4,10
03	Apply visual storytelling techniques and craft effective dialogue for characters and narration.	A, S	1,3,4,9,10
04	Critically analyze and evaluate scripts, including ethical and legal considerations in scriptwriting.	An, E	1,3,4,6,8,9, 10

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	3	0	0	0	0	0	2
CO 2	2	0	1	3	0	0	0	0	0	2
CO 3	2	0	2	3	0	0	0	0	1	2
CO 4	3	0	1	1	0	1	0	3	1	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

MODULE	UNITS	COURSE DESCRIPTION	Hrs.	CO. NO.
1	Introduction to scriptwriting:			
	1.1	Definitions, importance, types of scripts for film and documentary.	3	1

	1.2	Elements of a film script: Scene, sequence, act, dialogue, visual narration.	3	1
	1.3	Structure of a screenplay: Three-act structure.	3	1
	1.4	Basics of documentary scriptwriting: Research, narrative voice, interviews, factual storytelling.	3	1
	1.5	Practical: Analyze a short film script and a short documentary script; discuss key differences.	7	1
2	Technical fundamentals			
	2.1	Developing story ideas and treatments: Logline, synopsis, treatment writing.	4	2
	2.2	Character development: Protagonist, antagonist, character arcs, motivations.	4	2
	2.3	Dialogue writing: Natural dialogue vs. stylized, subtext, authentic conversations.	4	2
	2.4	Practical: Develop a logline, write a treatment, and write a short character sketch.	7	2
3	Screenplay Writing Format			
	3.1	Formatting a screenplay: Industry standards (Courier font, slug lines, parentheticals, transitions).	4	3
	3.2	Writing for visuals: Descriptive writing, show-don't-tell, transitions.	5	3

	3.3	Scriptwriting softwares.	4	3
	3.4	Practical: Format a short film script.	8	3
4	Writing for Documentary			
	4.1	Writing documentary scripts: Structure, narration, voiceover, scripting interviews.	5	4
	4.2	Ethical and legal considerations in scriptwriting: Copyright, plagiarism, defamation, consent.	3	4
	4.3	Practical: Draft a short script for a documentary segment using real-life events.	8	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Presentations, Group Discussions																				
Assessment Types	MODE OF ASSESSMENT																				
	A. Continuous Comprehensive Assessment (CCA)																				
	<table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr><tr><td>Test</td><td>10</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10										
	Total Mark: 25																				
	Assessment methods																				
	Assignment	10																			
	Seminar/ Quiz/ Group Discussion	5																			
	Test	10																			
	Practical																				
	<table><tr><td colspan="2">Total Mark: 15</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record/PPT</td><td>5</td></tr></table>	Total Mark: 15		Assessment methods		Involvement	5	Punctuality	5	Record/PPT	5										
Total Mark: 15																					
Assessment methods																					
Involvement	5																				
Punctuality	5																				
Record/PPT	5																				
B. End Semester Evaluation (ESE)																					
<table><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 15 out of 17</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 3 out of 5</td></tr><tr><td>Part C</td><td>10 mark</td><td>Answer any 2 out of 4</td></tr></table>	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 15 out of 17	Part B	5 mark	Answer any 3 out of 5	Part C	10 mark	Answer any 2 out of 4
Total mark: 50																					
Assessment methods: Written Exam																					
Duration of Examination: 1.5 hrs																					
Pattern of Examination: Non-MCQ																					
Part A	1 mark	Answer any 15 out of 17																			
Part B	5 mark	Answer any 3 out of 5																			
Part C	10 mark	Answer any 2 out of 4																			

Part A can be objective type, fill in the blanks, multiple choice etc.

Practical

Total mark: 35	
Duration of Examination: 2 hrs	
Assessment methods	
Theory/ Procedure/ Understanding	10
Skill and Performance/ Data Collection	10
Calculation/ Analysis and Result	10
Viva	5

References

- Field, Syd. *Screenplay: The Foundations of Screenwriting*. Delta, 2005.
- McKee, Robert. *Story: Substance, Structure, Style, and the Principles of Screenwriting*. ReganBooks, 1997.
- Trottier, David. *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*. Silman-James Press, 2014.
- Rabiger, Michael. *Directing the Documentary*. Focal Press, 2015.
- Seger, Linda. *Making a Good Script Great*. Samuel French Trade, 2010.
- Yorke, John. *Into the Woods: How Stories Work and Why We Tell Them*. Penguin, 2013.

Suggested Readings

- Batty, Craig. *Screenwriters and Screenwriting: Putting Practice into Context*. Palgrave Macmillan, 2019.
- Nichols, Bill. *Introduction to Documentary*. Indiana University Press, 2017.



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B. Voc (Honours) Journalism and Mass Communication				
Course Name	Mobile Journalism				
Type of Course	MPC				
Course Code	25SACVJM4MP201				
Course Level	200				
Course Summary	This course introduces students to the fundamentals of mobile journalism (MoJo), focusing on storytelling, reporting, shooting, editing, and publishing content using smartphones and other portable devices. It balances theoretical concepts with hands-on practicals, preparing students for modern, on-the-go reporting.				
Semester	4	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	1	75
Pre-requisites, if any	To know about mobile.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To understand the evolution and significance of mobile journalism in the contemporary media landscape.	U	1
2	To learn how to effectively plan, shoot, edit, and publish stories using mobile devices.	A, An, C	1, 4
3	To develop ethical and legal awareness in mobile journalism.	A	1, 8
4	To build practical skills in storytelling, multimedia reporting, and mobile editing applications.	E, C	1, 4
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	2	1	0	0	1	0	2
CO 2	1	3	0	3	2	0	0	0	0	2
CO 3	1	0	0	1	0	3	2	3	0	1
CO 4	2	0	0	3	2	0	0	0	2	2

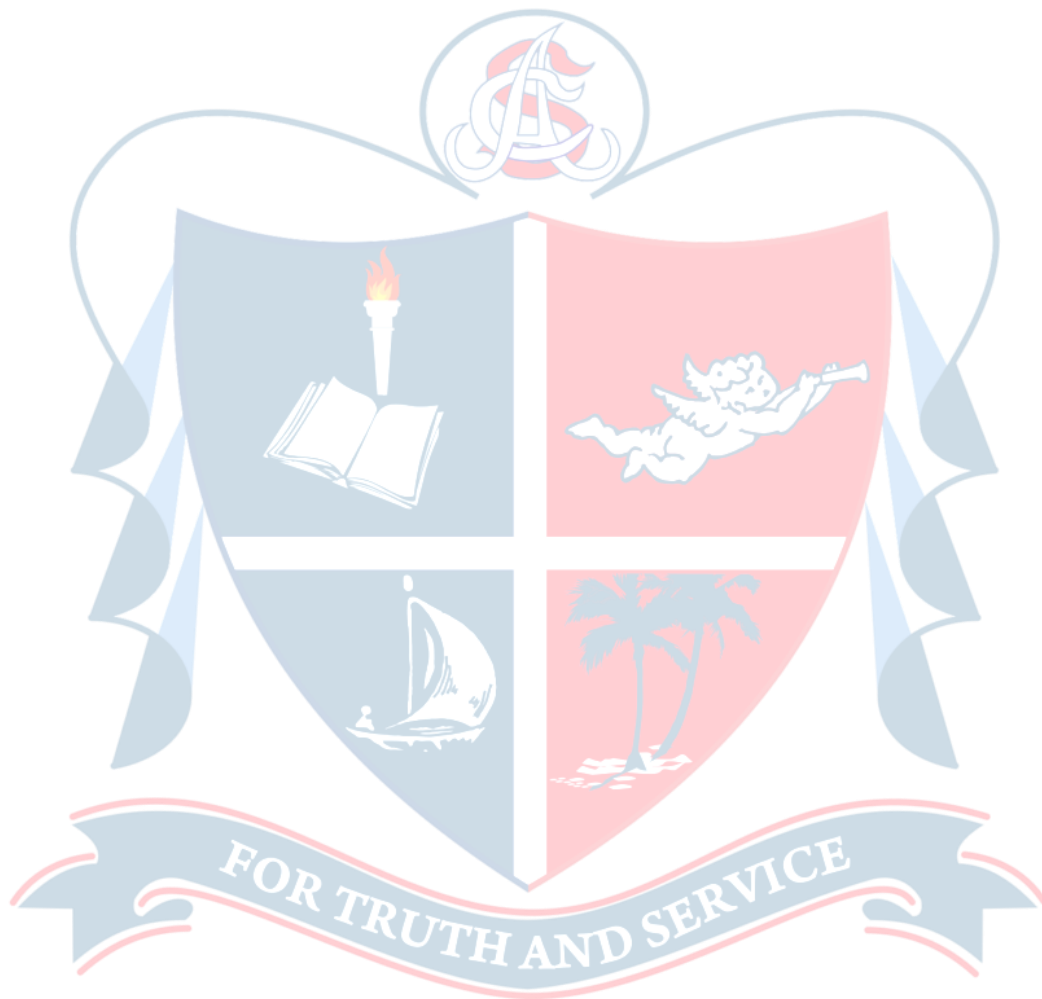
'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Introduction to MOJO			
	1.1	Definition and scope of Mobile Journalism (MoJo).	3	1
	1.2	Evolution of MoJo: from citizen journalism to mainstream.	3	1
	1.3	Advantages and limitations of mobile journalism.	4	1
	1.4	Overview of mobile devices and accessories used in journalism.	4	1
		Practical Exploring smartphone camera features, focus, exposure, and sound.	7	1
2	Writing for MoJo			
	2.1	News values and angles for mobile reporting. Crafting SEO-friendly and clickable titles.	4	2
	2.2	Writing scripts and shot lists for mobile journalism. Tailoring tone and language to platform (Instagram vs YouTube)	4	2
		Practical Field exercise- capturing raw footage for a short news story	7	2

3	MoJo Content Creation			
	3.1	Mobile video shooting techniques: Angles, framing, composition, sequence, movement, and lighting.	3	3
	3.2	Basic audio recording and monitoring. Mobile-compatible microphones: lapel, shotgun, wireless microphones.	3	3
	3.3	Introduction to mobile video editing apps. Editing techniques: Transitions, color correction, subtitles, aspect ratios for social platforms	3	3
	3.4	Ethical considerations in shooting and editing.	3	3
		Practical Creating a rough cut of a one-minute news package.	8	3
4	MoJo in the Digital Era			
	4.1	Mobile journalism in the digital ecosystem: social media platforms and online news portals.	4	4
	4.2	Legal and ethical issues: copyright, privacy, defamation, and verification. Legal dos and don'ts when filming in public.	4	4
	4.3	Exporting and compressing videos for various platforms-uploading and sharing content on social media.	3	4
		Practical Showcasing a complete mobile story with feedback and critique.	8	4

5	Teachers Specific
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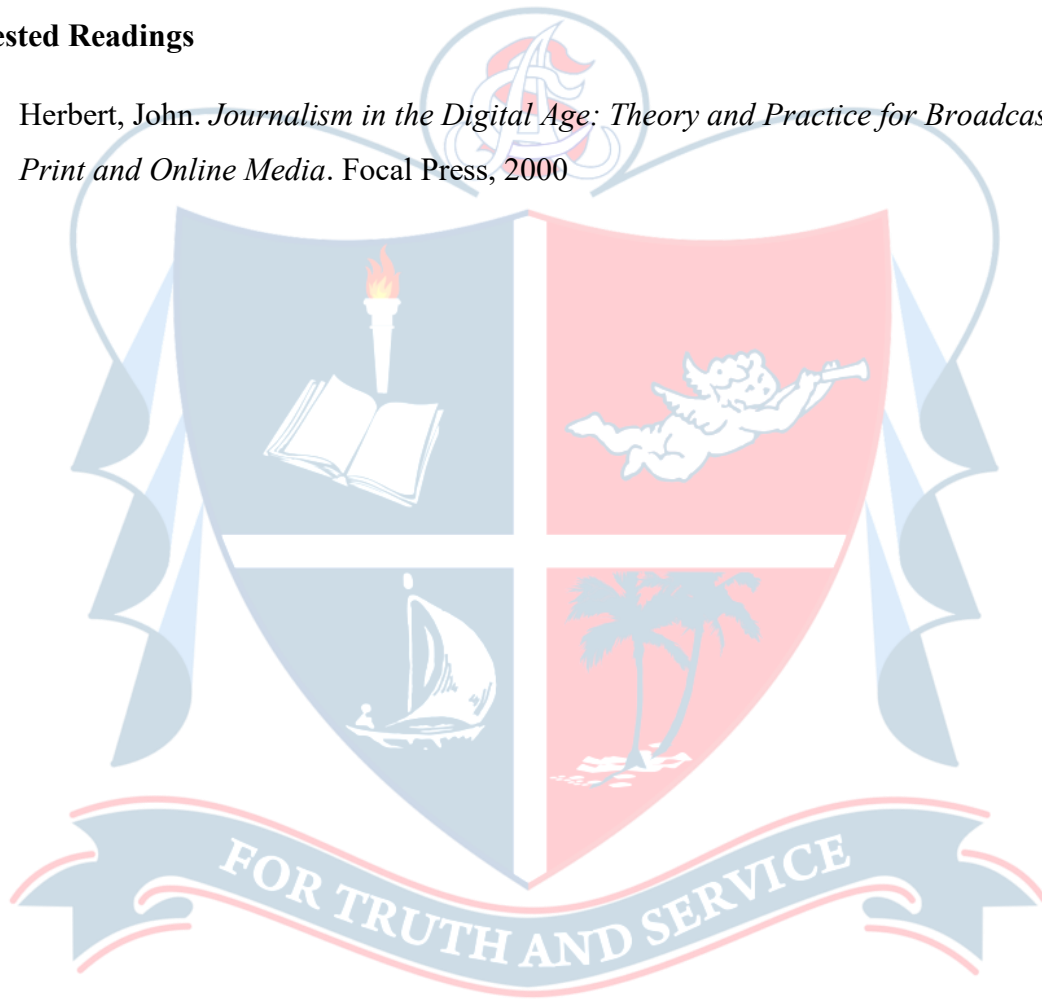
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Lectures• Demonstration• Animations• Presentations• Discussions.													
Assessment Types	MODE OF ASSESSMENT													
	A. Continuous Comprehensive Assessment (CCA)													
	Practical													
	<table><tr><td colspan="2">Total Mark: 30</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>15</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record</td><td>5</td></tr></table>	Total Mark: 30		Assessment methods		Assignment	15	Involvement	5	Punctuality	5	Record	5	
	Total Mark: 30													
Assessment methods														
Assignment	15													
Involvement	5													
Punctuality	5													
Record	5													
B. End Semester Evaluation (ESE)														
Practical														
<table><tr><td colspan="2">Total mark: 70</td></tr><tr><td colspan="2">Duration of Examination: 2 hrs</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Theory/ Procedure/ Flow chart/ Demonstration</td><td>15</td></tr><tr><td>Skill and Performance</td><td>15</td></tr><tr><td>Result/ Output</td><td>20</td></tr><tr><td>Viva</td><td>20</td></tr></table>	Total mark: 70		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Flow chart/ Demonstration	15	Skill and Performance	15	Result/ Output	20	Viva	20
Total mark: 70														
Duration of Examination: 2 hrs														
Assessment methods														
Theory/ Procedure/ Flow chart/ Demonstration	15													
Skill and Performance	15													
Result/ Output	20													
Viva	20													

References

- Burum, Ian. *Mobile Journalism: The Essential Guide to the Next Generation of Reporting*. Routledge, 2019.
- Quinn, Stephen. *MOJO: Mobile Journalism in the Asian Region*. Konrad Adenauer Stiftung, 2017.
- Westlund, Oscar, and Quinn, Stephen (Eds.). *Making Mobile News: The South Asian Experience*. Springer, 2019.

Suggested Readings

- Herbert, John. *Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media*. Focal Press, 2000





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Interpersonal Skills				
Type of Course	SEC				
Course Code	25SACVJM4SE201				
Course Level	200 -299				
Course Summary	Interpersonal Skills enable students to improve their communication skills, empathy, and emotional intelligence, and help them to build effective relationships				
Semester	4	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3			45
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Students would be able to demonstrate Effective Communication and Critical Thinking Skills	A, An	1,4
2	Students would be able to understand Empathy Building.	A, U	6,8
3	Students would be able to develop self confidence	U	5
4	Career discourses	C	9,10

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	0	0	2	0	0	0	0	0	0
CO 2	0	0	0	0	0	1	0	2	0	0
CO 3	0	0	0	0	2	0	0	0	0	0
CO 4	0	0	0	0	0	0	0	0	1	1

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Interpersonal Skills			
	1.1	What are Interpersonal Skills	2	1
	1.2	Becoming aware of how you communicate - Steps to improve your understanding of others	3	1
	1.3	Transactional Analysis	4	1
	1.4	Critical Thinking - Barriers to Critical thinking - Benefits of Critical thinking - Developing an Assertive Style	5	1
2	Public Speaking and Socialising Skills			
	2.1	Group Discussion - Good communication skills - Listening skills - Problem solving skills - Body Language - Types of Group Discussion	5	1,2,3

	2.2	Debate - Panel discussion - Public Speaking - Comparing - Declamation	6	1,3
	2.3	Art of Small Talk-Congratulating and Apologising Expressing Gratitude - Making Request	6	1,2
3	Career Building			
	3.1	Persuasive Writing - Signposting - Hedging - Rhetoric - Tone and Style	4	3
	3.2	Interview Skills - Research to be done before an interview - Etiquettes - How to Maintain the Right Attitude - Art of Diplomacy	5	3,4
	3.3	Resume - Cover letter - Letter of Application - Request Letter	5	4
	Teacher Specific Content			

Teaching and Learning Approach	<p>Classroom Procedure (Mode of transaction)</p> <ul style="list-style-type: none">● Interactive lectures● PPT● ICT Tools● Workshops with industry experts● Group discussions										
Assessment Types	<p>MODE OF ASSESSMENT</p> <p>A. Continuous Comprehensive Assessment (CCA)</p> <table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr><tr><td>Test</td><td>10</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10
Total Mark: 25											
Assessment methods											
Assignment	10										
Seminar/ Quiz/ Group Discussion	5										
Test	10										

B. End Semester Evaluation (ESE)**Total mark: 50****Assessment methods: Written Exam****Duration of Examination: 1.5 hrs****Pattern of Examination: Non-MCQ**

Part A	1 mark	Answer any 10 out of 12
Part B	5 mark	Answer any 4 out of 6
Part C	10 mark	Answer any 2 out of 4

Part A can be objective type, fill-in-the-blanks, multiple choice etc.

References

- Alger, Ralph K. *Mechanics of Communication*. Cambridge University Press, 1959.
- Alger, Ralph K. *Good Speaker, and Good Speeches*, Cambridge Uni. Press, 1964.
- Anitha. *Soft Power, An Introduction to Core and Corporate Skills*. The Icfai University Press, India: 2008.
- Astrid, French. *Interpersonal Skills*. Sterling Publishers. SIT Management Series. New Delhi: 1998
- Huggins, Viola ed. *What to say and When*. BBC, London. Goleman, Daniel. *Emotional Intelligence*. Bantam Books. U.S:1996

SUGGESTED READINGS

- Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Human Rights				
Type of Course	VAC				
Course Code	25SACVJM4VA201				
Course Level	200 - 299				
Course Summary	This syllabus provides a comprehensive overview of human rights, covering foundational concepts, practical applications, and contemporary challenges.				
Semester	4	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3			45
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the concept and importance of human rights.	U	1,6, 8
2	Analyze the role of international human rights law in protecting human rights.	An	1, 6, 8
3	Analyze the role of civil society in promoting and protecting human rights.	An	1,6,8
4	Analyze the complex challenges and opportunities facing human rights in the 21st century.	An	1,2, 6, 8

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	0	0	0	2	0	2	0	0
CO 2	2	0	0	0	0	2	0	2	0	0
CO 3	1	0	0	0	0	2	0	2	0	0
CO 4	1	1	0	0	0	1	0	1	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Foundations of Human Rights			
	1.1	Definition, concept, and importance.	5	1
	1.2	Evolution of human rights, key milestones, and influential figures	5	1
	1.3	Universal Declaration of Human Rights (UDHR)	2	1
	1.4	Types of Human Rights: Civil, political, economic, social, and cultural rights	3	1
2	Human Rights in Practice			
	2.1	International Human Rights Law: ICCPR, ICESCR, CEDAW, CRC, Human Rights Commissions.	5	2

	2.2	Human Rights Issues: Case studies on specific issues, such as torture, discrimination, freedom of expression, and access to justice.	5	2
	2.3	Role of Civil Society: NGOs, activism, and advocacy in promoting human rights.	5	3
3	Challenges and Opportunities			
	3.1	Contemporary Challenges: Human rights in the context of globalization, terrorism, migration, and climate change.	5	4
	3.2	Human Rights and Vulnerable Groups: Women, children, minorities, indigenous peoples, and persons with disabilities.	5	4
	3.3	Future Directions: Emerging trends, privacy, online activism, opportunities, and strategies for promoting human rights in the 21st century.	5	4
4	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lectures● Presentations● Group Discussions	
Assessment Types	MODE OF ASSESSMENT	
	A. Continuous Comprehensive Assessment (CCA)	
	Total Mark: 25	
	Assessment methods	
	Assignment	10
	Seminar/ Quiz/ Group Discussion	5
	Test	10

B. End Semester Evaluation (ESE)**Total mark: 50****Assessment methods: Written Exam****Duration of Examination: 1.5 hrs****Pattern of Examination: Non-MCQ**

Part A	1 mark	Answer any 10 out of 12
Part B	5 mark	Answer any 4 out of 6
Part C	10 mark	Answer any 2 out of 4

Part A can be objective type, fill in the blanks, multiple choice etc.

References

- Amartya Sen, *The Idea of Justice*, New Delhi: Penguin Books, 2009.
- Chatrath, K. J.S., (ed.), *Education for Human Rights and Democracy* (Shimla: Indian Institute of Advanced Studies, 1998)
- *Law Relating to Human Rights*, Asia Law House, 2001.
- Shireesh Pal Singh, *Human Rights Education in the 21st Century*, Discovery Publishing House Pvt.Ltd, New Delhi.
- S.K.Khanna, *Children and Human Rights*, Commonwealth Publishers, 1998. 2011.

Suggested Readings

- Sudhir Kapoor, *Human Rights in the 21st Century*, Mangal Deep Publications, Jaipur, 2001.
- United Nations Development Programme, *Human Development Report 2004: Cultural Liberty in Today's Diverse World*, New Delhi: Oxford University Press, 2004



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

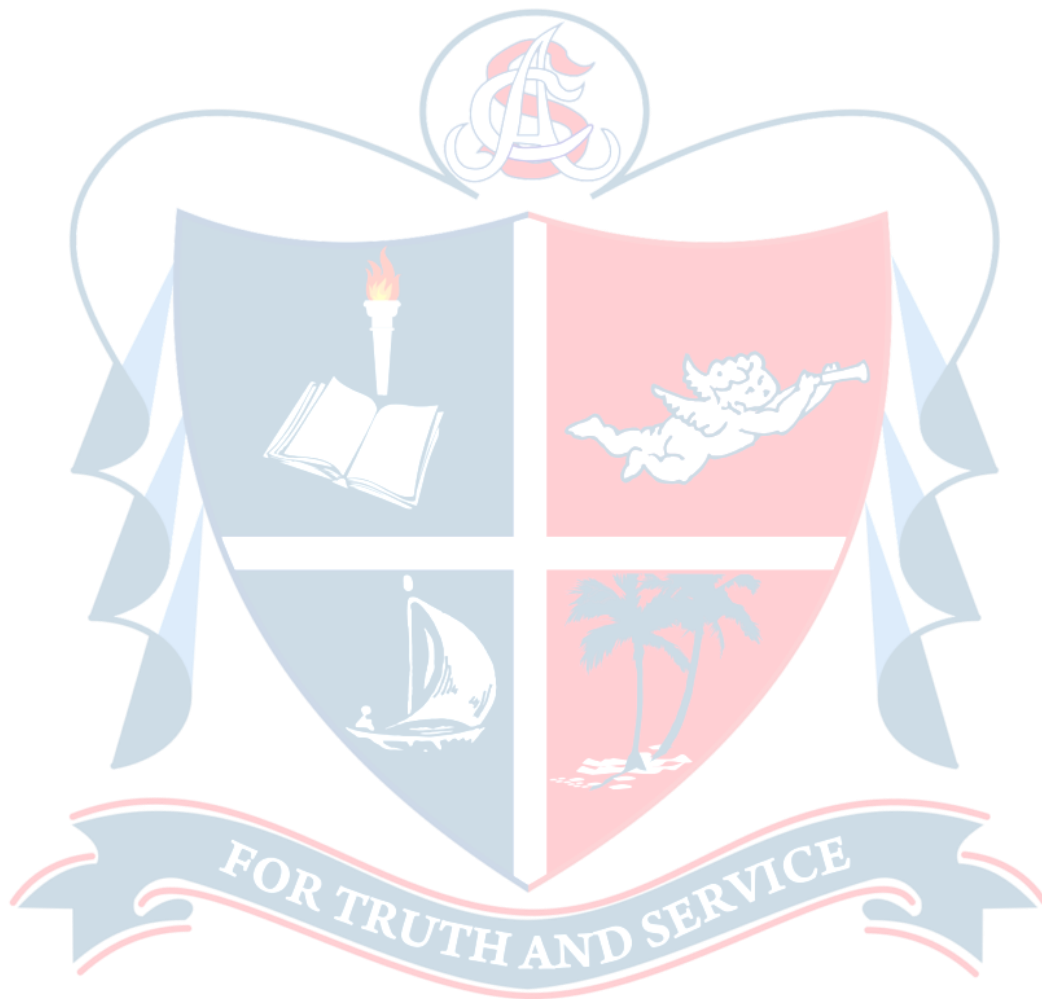
Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Summer Internship - (Television)				
Type of Course	INTERNSHIP				
Course Code	25SACVJM4IN201				
Course Summary	<p>The internship is designed to provide students with real-world exposure and hands-on experience in professional environments aligned with their skill domain and major area of study. It acts as a vital link between academic learning and industry application, allowing students to apply theoretical concepts to practical situations. Through active engagement in industry, research institutions, or academic labs, students gain insights into organizational operations, workplace practices, and professional expectations. The internship also supports the development of key professional competencies such as communication, teamwork, time management, and ethical responsibility. Additionally, it encourages critical thinking, reflection, and self-assessment, helping students identify personal strengths and explore potential career pathways. Students shall undergo the internship in a Firm, Industry, or Organization, or engage in Training in Labs with faculty and researchers, or other Higher Education or Research Institutions, ensuring alignment with their area of academic specialization.</p>				
Semester	4	Duration	60 hours	Credits	2

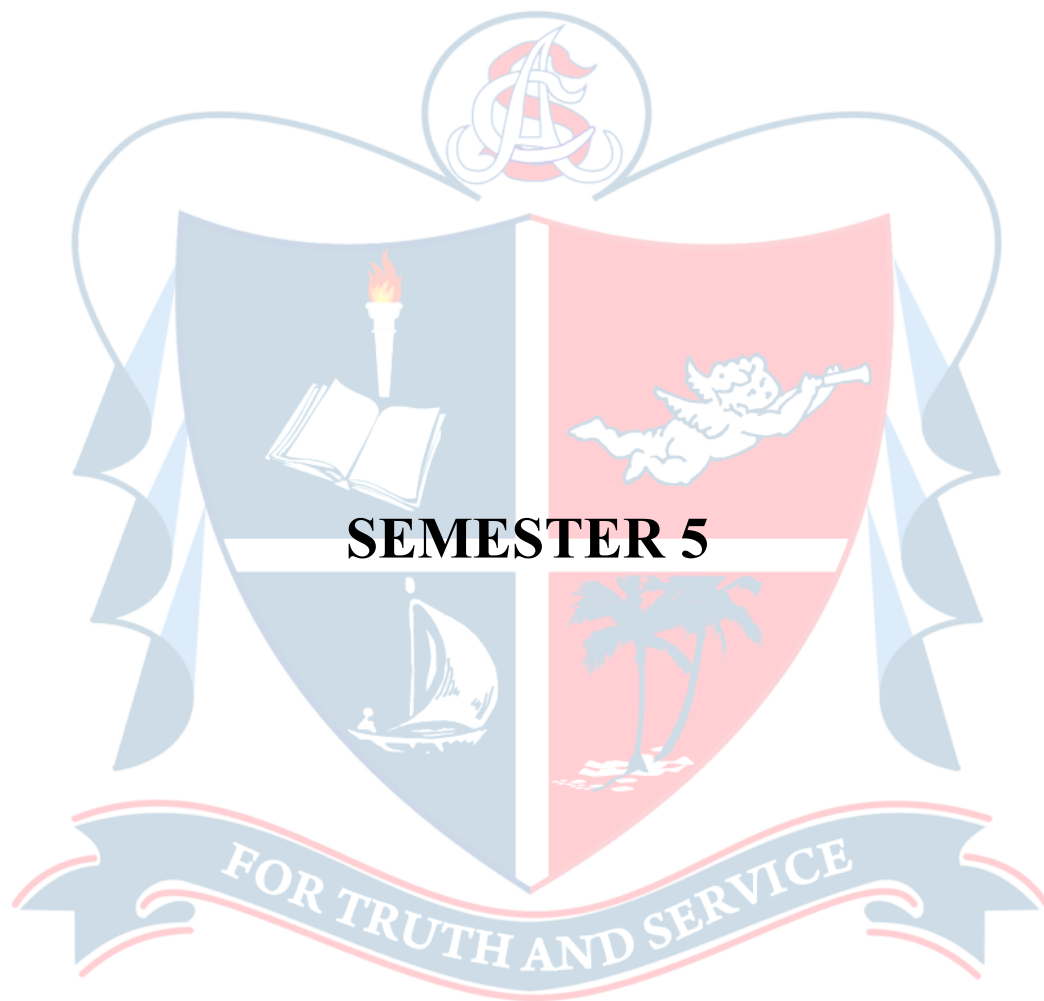
COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Demonstrate practical understanding of operational aspects in their domain by engaging in real-world industry settings.	Ap	1,3,6,10
2	Apply academic knowledge and skills to identify and solve industry-relevant problems.	A	1,2,3,10
3	Exhibit professional competencies including effective communication, teamwork, time management, and ethical responsibility.	S	4,5,8,9
4	Develop an understanding of workplace practices, expectations, and challenges.	U	1,6,10
5	Reflect critically on their internship experience to identify personal strengths, growth areas, and career aspirations.	E	1,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Assessment	MODE OF ASSESSMENT		
	A	Internal Evaluation	
		Components	Marks
		Feedback from the hosting organization	5
		Internal Supervisor feedback	10
		Total	15
	B	External Evaluation	
		Components	Marks

Types	Presentation	10
	Report	10
	Viva Voce	15
	Total	35





Semester – V						
Sl. No.	Course Code and Title	Course Category	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM5ST301 Research Methodology and Statistics	SDC	4	4 – 0 – 0	4	4 – 0 – 0
2.	25SACVJM5EP301 Video Editing	SDE	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM5EP302 Sports Journalism	SDE	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM5SP301 Documentary Production	SDC	5	3 – 2 – 0	4	3 – 1 – 0
5.	25SACVJM5SE301 Photography	SEC	4	2 – 2 – 0	3	2 – 1 – 0
6.	25SACVJM5MT301 Photojournalism	MPC	4	4 – 0 – 0	4	4 – 0 – 0
7.	25SACVJM5VA301	VAC	3	3 – 0 – 0	3	3 – 0 – 0
Total			25		22	



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Research Methodology				
Type of Course	SDC				
Course Code	25SACVJM5ST301				
Course Level	300 - 399				
Course Summary	This course covers the essential aspects of research, including research fundamentals, design, data collection, and report writing.				
Semester	5	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		4			60
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Recognizing different types of research and their applications.	U	1, 2, 3
2	Apply knowledge of research design, sampling methods, and data collection techniques to design a research study.	A	1, 2, 3
3	Students will be able to apply statistical concepts to real-world problems.	A	1, 2, 3
4	Students will be able to interpret results and make informed decisions based on statistical analysis.	U	1, 2, 3

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	2	1	0	0	0	0	0	0	0
CO 2	1	2	1	0	0	0	0	0	0	0
CO 3	1	1	1	0	0	0	0	0	0	0
CO 4	1	1	1	0	0	0	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Research methodology			
	1.1	Meaning, objectives, significance.	5	1
	1.2	Criteria of good research.	5	1
	1.3	Types of research.	5	1
	1.4	Research process.	5	1
2	Research Problem & Research Design			
	2.1	Selection of research problem.	5	2
	2.2	sources-technique involved in defining a problem.	5	2
	2.3	Research design-meaning-need.	3	2

3	Data Collection and Sampling			
	3.1	Sampling design - Steps and criteria of selecting a sampling procedure.	5	3
	3.2	Sampling process	2	3
	3.4	Data Collection – Types of Data.	5	3
4	Interpretation and Report writing			
	4.1	Interpretation-meaning-techniques-of interpretation.	5	4
	4.2	Report writing-significance - types of reports.	10	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lecture● Group Discussion● Presentation	
Assessment Types	MODE OF ASSESSMENT	
	A. Continuous Comprehensive Assessment (CCA)	
	Total Mark: 30	
	Assessment methods	
	Assignment	10
	Seminar/ Quiz/ Group Discussion	10
	Test	10
	B. End Semester Evaluation (ESE)	
	Total mark: 70	


Assessment methods: Written Exam		
Duration of Examination: 2 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 25 out of 27
Part B	5 marks	Answer any 5 out of 7
Part C	10 marks	Answer any 2 out of 4

References

- Creswell, John W. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications, 2014.
- Kothari, C.R. *Research Methodology: Methods and Techniques*. New Age International Publishers.
- Sharma, J.K. *Business Statistics*. Pearson Education India, 2010.
- Soni, R.S. *Essentials of Business Mathematics and Statistics*. Ane Books Pvt. Ltd, 2009.

Suggested Readings

- Triola, Mario F. *Elementary Statistics*. Pearson Education, 2018.
- Yin, Robert K. *Case Study Research: Design and Methods*. Sage Publications, 2018.

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Faculty/ Discipline	Journalism and Mass Communication					
Programme	B.Voc (Honours) Journalism and Mass Communication					
Course Name	Video Editing					
Type of Course	SDE					
Course Code	25SACVJM5EP301					
Course Level	300 - 399					
Course Summary	<p>This course provides students with theoretical knowledge and hands-on practical skills in video editing, with a focus on Adobe Premiere Pro. It introduces students to the fundamentals of editing, including timeline management, transitions, effects, audio mixing, and color correction. The course also covers industry-standard workflows, file formats, and export settings. Through guided tutorials, editing exercises, and real-world projects, students will gain the ability to craft compelling visual stories using Adobe Premiere Pro, while understanding industry standards and ethical considerations in video editing.</p>					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Prerequisite, if any	Basic understanding of film production and computer operation.					

COURSE OUTCOMES (CO)

CO NO.	EXPECTED COURSE OUTCOME	LEARNING DOMAINS*	PO NO.
01	Explain the fundamental concepts and techniques of video editing.	U	1,3,10
02	Demonstrate proficiency in using Adobe Premiere Pro for basic and advanced editing.	A, S	1,2,3,4,9,10
03	Edit video and audio tracks effectively to create cohesive visual narratives.	S	1,3,4,9,10
04	Apply color correction, transitions, and effects to enhance video quality.	A, S	1,3,4,10

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	0	0	0	0	0	0	2
CO 2	1	1	1	1	0	0	0	0	1	2
CO 3	2	0	1	2	0	0	0	0	1	2
CO 4	1	0	1	1	0	0	0	0	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

MODULE	UNITS	COURSE DESCRIPTION	Hrs.	CO. NO.
1	Introduction to Video Editing			

	1.1	Definition, importance, and current trends.	3	1
	1.2	Video editing concepts: Cuts, transitions, montage, continuity editing.	4	1
	1.3	Overview of editing workflows: organizing, rough cut, fine cut, export.	4	1
	1.4	Practical: Analyzing edited clips for continuity and style.	7	1
2	Technical fundamentals			
	2.1	Adobe Premiere Pro Interface: Panels, timeline, project setup, media management.	3	2
	2.2	Importing and organizing media: Bins, metadata, labels, and markers.	4	2
	2.3	Basic editing techniques: Cutting, trimming, ripple, and rolling edits.	4	2
	2.4	Practical: Import media and edit a basic sequence using cuts and trims.	7	2
3	Editing			
	3.1	Audio editing: Levels, keyframes, background score, dialogue mixing.	4	3

	3.2	Transitions and effects: Applying and customizing transitions and video effects.	4	3
	3.3	Titles and graphics: Essential graphics, lower thirds, captions.	4	3
	3.4	Practical: Apply transitions, effects, and graphics to a short video project.	8	3
4	Technical and Ethical Aspects of Video Editing			
	4.1	Color correction and grading: Lumetri Color panel, basic color balancing.	4	4
	4.2	Export settings and formats: Codecs, resolution, and presets for different platforms.	4	4
	4.3	Ethical and legal considerations in video editing: Copyright, fair use, representation.	3	4
	4.4	Practical: Color correct and export a final project following the appropriate settings.	8	4
5	Teacher Specific Content			

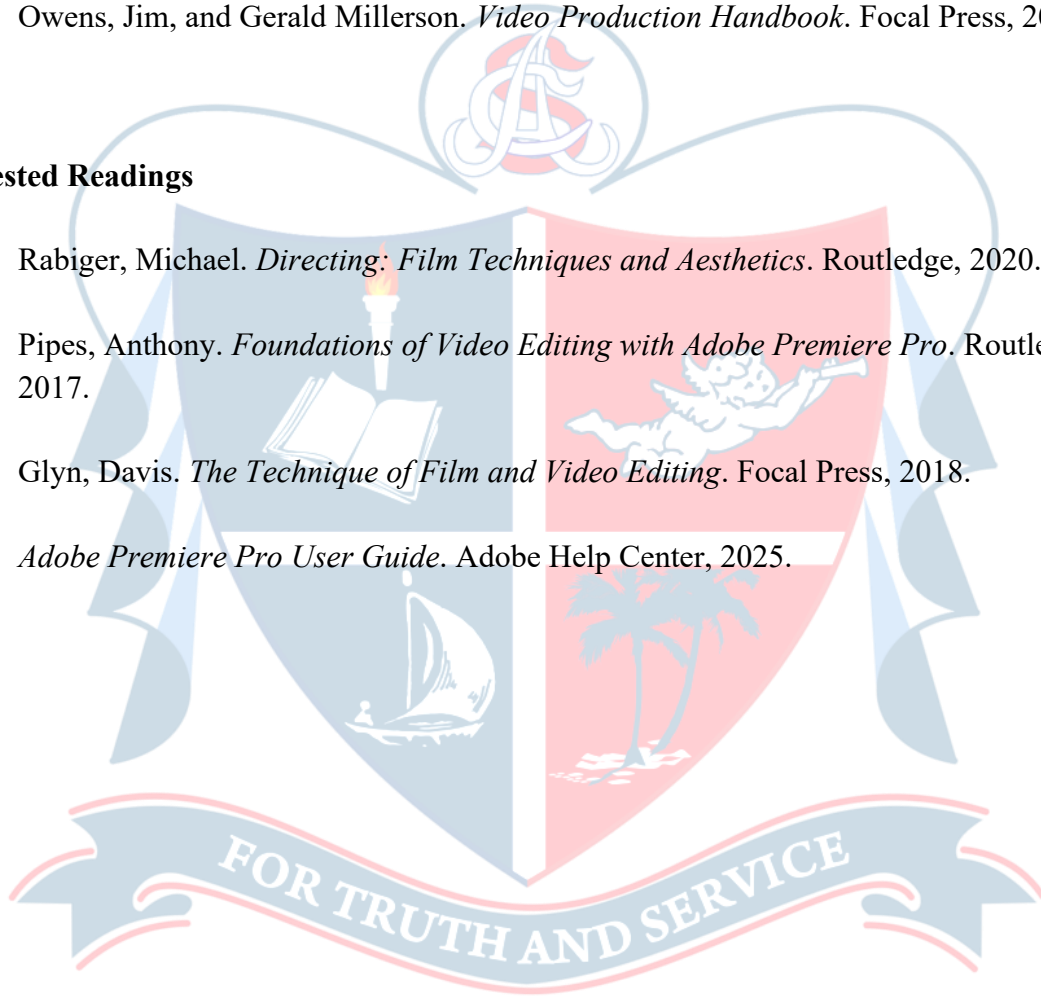
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Lectures• Demonstration• Animations• Presentations• Discussions.													
Assessment Types	MODE OF ASSESSMENT													
	A. Continuous Comprehensive Assessment (CCA)													
	<table><tr><td colspan="2">Total Mark: 30</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>15/10</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record</td><td>5</td></tr></table>	Total Mark: 30		Assessment methods		Assignment	15/10	Involvement	5	Punctuality	5	Record	5	
	Total Mark: 30													
Assessment methods														
Assignment	15/10													
Involvement	5													
Punctuality	5													
Record	5													
B. End Semester Evaluation (ESE)														
<table><tr><td colspan="2">Total mark: 70</td></tr><tr><td colspan="2">Duration of Examination: 2 hrs</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Theory/ Procedure/ Flow chart/ Demonstration/Project</td><td>20</td></tr><tr><td>Skill and Performance</td><td>20</td></tr><tr><td>Result/ Output</td><td>20</td></tr><tr><td>Viva</td><td>10</td></tr></table>	Total mark: 70		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Flow chart/ Demonstration/Project	20	Skill and Performance	20	Result/ Output	20	Viva	10
Total mark: 70														
Duration of Examination: 2 hrs														
Assessment methods														
Theory/ Procedure/ Flow chart/ Demonstration/Project	20													
Skill and Performance	20													
Result/ Output	20													
Viva	10													

References

- Adobe Creative Team. *Adobe Premiere Pro Classroom in a Book (2022 Release)*. Adobe Press, 2022.
- Brown, Blain. *Cinematography: Theory and Practice*. Focal Press, 2016.
- Murch, Walter. *In the Blink of an Eye: A Perspective on Film Editing*. Silman-James Press, 2001.
- Owens, Jim, and Gerald Millerson. *Video Production Handbook*. Focal Press, 2012.

Suggested Readings

- Rabiger, Michael. *Directing: Film Techniques and Aesthetics*. Routledge, 2020.
- Pipes, Anthony. *Foundations of Video Editing with Adobe Premiere Pro*. Routledge, 2017.
- Glyn, Davis. *The Technique of Film and Video Editing*. Focal Press, 2018.
- *Adobe Premiere Pro User Guide*. Adobe Help Center, 2025.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Sports Journalism				
Type of Course	SDE				
Course Code	25SACVJM5EP302				
Course Level	300 - 399				
Course Summary	This course delves into the exciting and dynamic world of sports journalism. Students will gain a comprehensive understanding of the principles and practices necessary to excel as sports journalists across various media platforms. The course explores the historical context of sports journalism, examines ethical considerations, and equips students with the essential skills for researching, writing, and reporting on a wide range of sporting events and personalities.				
Semester	5	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3		1	75
Pre-requisites, if any	Strong command over language and passion for sports.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Evaluate the impact of sports Journalism in society.	E	1, 3, 4
2	Interpret the writing styles used for sports reports.	U	1, 2

3	Understand the fundamental aspects and ethical standards of sports reporting.	U	1, 2, 5
4	Understand skills and professional network to pursue successful careers in sports news production, adapting to industry trends.	U	1, 2, 10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	1	0	2	0	0	0	0	0	0
CO 2	1	1	0	0	0	0	0	0	0	0
CO 3	1	1	0	0	2	0	0	0	0	0
CO 4	1	2	0	0	0	0	0	0	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Basics of Sports Journalism			
	1.1	Defining Sports Journalism, Concept of sports journalism, Sports Journalist, Characteristics of Sports Journalists.	5	1
	1.2	Functioning of a sports newsroom, including hierarchies.	4	1
	1.3	International and Indian sports scenario – main sports items, events, bodies. Sports policymaking in India and its reportage.	4	1
	1.4	Sports regulations.	2	1

	1.5	Practical Write a news article on a recent sports event or issue, incorporating key elements of sports journalism (e.g., lead, nut graph, quotes).	5	1
2	Sports Reporting			
	2.1	Sports Reporting and writing, Planning and Conducting Interviews. Types of sports reporting.	3	2
	2.2	Analysis of Sports news - Language of sports reporting.	3	2
	2.3	Spot reporting for print, radio, television, and online media, Sports feature writing for print, radio, television, and online media.	3	2
	2.4	Famous sports journalists, sports writers, and commentators. Leading sports news agencies & sports broadcasting channels.	5	2
	2.5	Practical Write a commentary piece on a recent sports event or issue, incorporating analysis and opinion.	5	2
3	Visuals for Sports Reporting			
	3.1	Importance of visuals in sports.	2	3
	3.2	Basics of Sports Photography	4	3
	3.3	Selection of Visuals, Use of graphics.	2	3
	3.4	Ethics in Use of Audio-Visual Medium – copyright, image rights.	2	3
	3.5	Practical Design a graphic element for a sports website or social media platform (e.g., infographic, chart, illustration). Apply principles of visual design and storytelling.	10	3
4	Carrier in Sports Journalism			

	4.1	Career paths in sports news production	2	4
	4.2	Industry trends and challenges	2	4
	4.3	Professional development and networking	2	4
	4.4	Practical Research and create a profile on a sports news production professional (e.g., sports journalist, producer, commentator). Analyze their career path, skills, and experiences.	10	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Lectures • Discussions and presentations. • Guest Lectures • Practical workshops • Analysis of pre-recorded sports news/features 														
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table border="1"> <tr> <td colspan="2">Total Mark: 25</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> <tr> <td>Assignment</td><td>10</td></tr> <tr> <td>Seminar/ Quiz/ Group Discussion</td><td>5</td></tr> <tr> <td>Test</td><td>10</td></tr> </table> Practical <table border="1"> <tr> <td colspan="2">Total Mark: 15</td></tr> <tr> <td colspan="2">Assessment methods</td></tr> </table>	Total Mark: 25		Assessment methods		Assignment	10	Seminar/ Quiz/ Group Discussion	5	Test	10	Total Mark: 15		Assessment methods	
Total Mark: 25															
Assessment methods															
Assignment	10														
Seminar/ Quiz/ Group Discussion	5														
Test	10														
Total Mark: 15															
Assessment methods															

	<table><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record/PPT</td><td>5</td></tr></table>	Involvement	5	Punctuality	5	Record/PPT	5																													
Involvement	5																																			
Punctuality	5																																			
Record/PPT	5																																			
	B. End Semester Evaluation (ESE) <table><tr><td colspan="3">Total mark: 50</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 1.5 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 15 out of 17</td></tr><tr><td>Part B</td><td>5 mark</td><td>Answer any 3 out of 5</td></tr><tr><td>Part C</td><td>10 mark</td><td>Answer any 2 out of 4</td></tr></table> Practical <table><tr><td colspan="2">Total mark: 35</td></tr><tr><td colspan="2">Duration of Examination: 2 hrs</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Theory/ Procedure/ Understanding</td><td>10</td></tr><tr><td>Skill and Performance/ Data Collection</td><td>10</td></tr><tr><td>Calculation/ Analysis and Result</td><td>10</td></tr><tr><td>Viva</td><td>5</td></tr></table>	Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 15 out of 17	Part B	5 mark	Answer any 3 out of 5	Part C	10 mark	Answer any 2 out of 4	Total mark: 35		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Understanding	10	Skill and Performance/ Data Collection	10	Calculation/ Analysis and Result	10	Viva	5
Total mark: 50																																				
Assessment methods: Written Exam																																				
Duration of Examination: 1.5 hrs																																				
Pattern of Examination: Non-MCQ																																				
Part A	1 mark	Answer any 15 out of 17																																		
Part B	5 mark	Answer any 3 out of 5																																		
Part C	10 mark	Answer any 2 out of 4																																		
Total mark: 35																																				
Duration of Examination: 2 hrs																																				
Assessment methods																																				
Theory/ Procedure/ Understanding	10																																			
Skill and Performance/ Data Collection	10																																			
Calculation/ Analysis and Result	10																																			
Viva	5																																			

References

- Andrews, Phil. *Sports Journalism: A Practical Introduction*. SAGE, 2013.
- Kaur, Kamaljeet. *Sports Journalism*. Rudra Publishers, 2021.
- Malik, Arvind. *Sports Journalism and Mass Media*. Friends Publications, 2018.

- Steen, Rob, et al., editors. *Routledge Handbook of Sports Journalism*. Taylor & Francis, 2020.
- Stofer, Kathryn T., et al. *Sports Journalism: An Introduction to Reporting and Writing*. Rowman and Littlefield, 2019.

Suggested Readings

- Boyle, Raymond. *Sports Journalism: Context and Issues*. Sage, 2006.
- Craig, S. *Sports Writing: A Beginner's Guide*. Discover Writing Press, 2002.
- Schultz, Bradley. *Sports Media Reporting, Producing, and Planning*. Focal Press, 2006.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) JOURNALISM AND MASS COMMUNICATION				
Course Name	Documentary Production				
Type of Course	SDC				
Course Code	25SACVJM5SP301				
Course Level	300 - 399				
Course Summary	This syllabus provides a comprehensive overview of documentary production, covering key concepts, techniques, and practical skills. Students will gain hands-on experience in each module, culminating in a final documentary project.				
Semester	5	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3		1	75
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand how to shape a documentary's narrative.	U	1, 10
2	Effectively plan, shoot, and gather high-quality research materials and footage for a documentary film.	A	1, 10
3	Apply effective camera techniques, cinematography, sound design, and lighting principles to capture high-quality visuals and audio for a documentary film.	A	1, 10

4	Design and conceptualize a documentary film.	C	1, 10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	0	0	0	0	0	0	0	0	2
CO 2	2	0	0	0	0	0	0	0	0	2
CO 3	2	0	0	0	0	0	0	0	0	2
CO 4	2	0	0	0	0	0	0	0	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Introduction to Documentary Production			
	1.1	Definition and history of documentary filmmaking.	3	1
	1.2	Types of documentaries (expository, observational, participatory, etc.)	4	1
	1.3	Key elements of documentary storytelling.	2	1
	1.4	Practical: Writing a documentary treatment and script. Creating a storyboard and shot list.	5	1
2	Pre-Production and Research			
	2.1	Research techniques for documentary filmmaking.	5	2

	2.2	Conducting interviews and gathering footage.	4	2
	2.3	Location scouting and management.	2	2
	2.4	Practical: Creating a research plan and interview questions.	5	2
3	Production and Filmmaking			
	3.1	Camera techniques and cinematography for documentaries.	4	3
	3.2	Sound design and recording techniques.	4	3
	3.3	Lighting for documentary filmmaking.	4	3
	3.4	Practical: Shooting documentary footage using different camera techniques. Conducting interviews and gathering sound bites. Setting up and operating lighting for documentary shoots.	10	3
4	Post-Production and Editing			
	4.1	Editing techniques for documentary filmmaking	4	4
	4.2	Narrative structure and storytelling in documentaries	4	4
	4.3	Sound design and music selection	5	4
	4.4	Practical: Editing a documentary project using software (e.g., Adobe Premiere). Creating a narrative structure and pacing.	10	4

		Adding sound design and music enhances the documentary.		
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Lectures• Demonstration• Animations• Presentations• Discussions.																										
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table><tr><td colspan="2">Total Mark: 30</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Involvement</td><td>10</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record</td><td>5</td></tr></table> B. End Semester Evaluation (ESE) <table><tr><td colspan="2">Total mark: 70</td></tr><tr><td colspan="2">Duration of Examination: 2 hrs</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Theory/ Procedure/ Flow chart/ Demonstration/ Project</td><td>20</td></tr><tr><td>Skill and Performance</td><td>10</td></tr><tr><td>Result/ Output</td><td>20</td></tr><tr><td>Viva</td><td>20</td></tr></table>	Total Mark: 30		Assessment methods		Assignment	10	Involvement	10	Punctuality	5	Record	5	Total mark: 70		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Flow chart/ Demonstration/ Project	20	Skill and Performance	10	Result/ Output	20	Viva	20
Total Mark: 30																											
Assessment methods																											
Assignment	10																										
Involvement	10																										
Punctuality	5																										
Record	5																										
Total mark: 70																											
Duration of Examination: 2 hrs																											
Assessment methods																											
Theory/ Procedure/ Flow chart/ Demonstration/ Project	20																										
Skill and Performance	10																										
Result/ Output	20																										
Viva	20																										

References

- Artis, Anthony Q. *The Shut Up and Shoot Documentary Guide*. Routledge, 2014.
- Barnouw, Erik. *Documentary: A History of the Non-Fiction Film*. OUP USA, 1993.
- Hampe, Barry. *Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events*. Holt Paperbacks, 1997.
- Martin, James R. *Documentary Directing and Storytelling*. J R Martin Media-Real Deal Press, 2018.

Suggested Readings

- Nanook of the North by Robert J Flaherty
- The Man with the Movie Camera by Dziga Vertov
- Born into Brothels by Ross Kauffman and Zana Briski
- Ram Ke Naam by Anand Patwardhan
- PAPA2 by Gopal Menon
- City of Photos by Nishtha Jain
- Riding Solo to the Top of the World by Gaurav Jani





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Photojournalism				
Type of Course	MPC				
Course Code	25SACVJM5MT301				
Course Level	300 - 399				
Course Summary	This syllabus provides a comprehensive overview of photojournalism, covering technical skills, practices, and ethics. Students will develop skills in capturing and telling stories through photographs, while considering the importance of ethics and visual storytelling.				
Semester	5	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others
		4	-	-	-
Pre-requisites, if any	Basic knowledge on photography.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the history, evolution, and ethical foundations of photojournalism and its role in news media.	U	1, 3, 8, 10
2	Demonstrate proficiency in using professional photography equipment and software to capture and edit compelling journalistic images.	A	1, 3, 10
3	Apply visual storytelling techniques to produce photo essays and single-image narratives that meet journalistic standards.	A	1, 3
4	Critically analyze and evaluate photojournalistic work in terms of composition, impact, ethics, and news value.	E	1, 3
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	0	1	0	0	0	0	1	0	1
CO 2	1	0	1	0	0	0	0	0	0	1
CO 3	1	0	1	0	0	0	0	0	0	0
CO 4	1	0	1	0	0	0	0	0	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Introduction to Photojournalism			
	1.1	Definition and History of Photojournalism: Evolution, importance, and impact	5	1

	1.2	Principles of Photojournalism: Ethics, storytelling, and visual narrative.	5	1
	1.3	Role of Photojournalism in Journalism: Relationship with text, captions, and storytelling.	5	1
2	Technical Skills			
	2.1	Camera Basics: Understanding camera settings, lenses, and equipment.	5	2
	2.2	Composition and Visual Elements: Rule of thirds, lighting, and framing.	5	2
	2.3	Photography Techniques: Action, portrait, and documentary photography.	5	2
3	Photojournalism Practices			
	3.1	News Photography: Capturing news events, spot news, and feature stories.	5	3
	3.2	Photo Essays and Storytelling: Creating Narrative Photo Stories	5	3
	3.3	Photo Editing and Caption Writing: Selecting and editing photos, writing captions.	5	3
4	Advanced Photojournalism and Ethics			
	4.1	Advanced Techniques: Using flash, available light, and other lighting techniques.	5	4
	4.2	Ethics and Law in Photojournalism: Copyright, permissions, and ethical considerations.	5	4
	4.3	Digital Photojournalism: Working with digital cameras, editing software, and online platforms.	5	4
5	Teacher Specific Content			

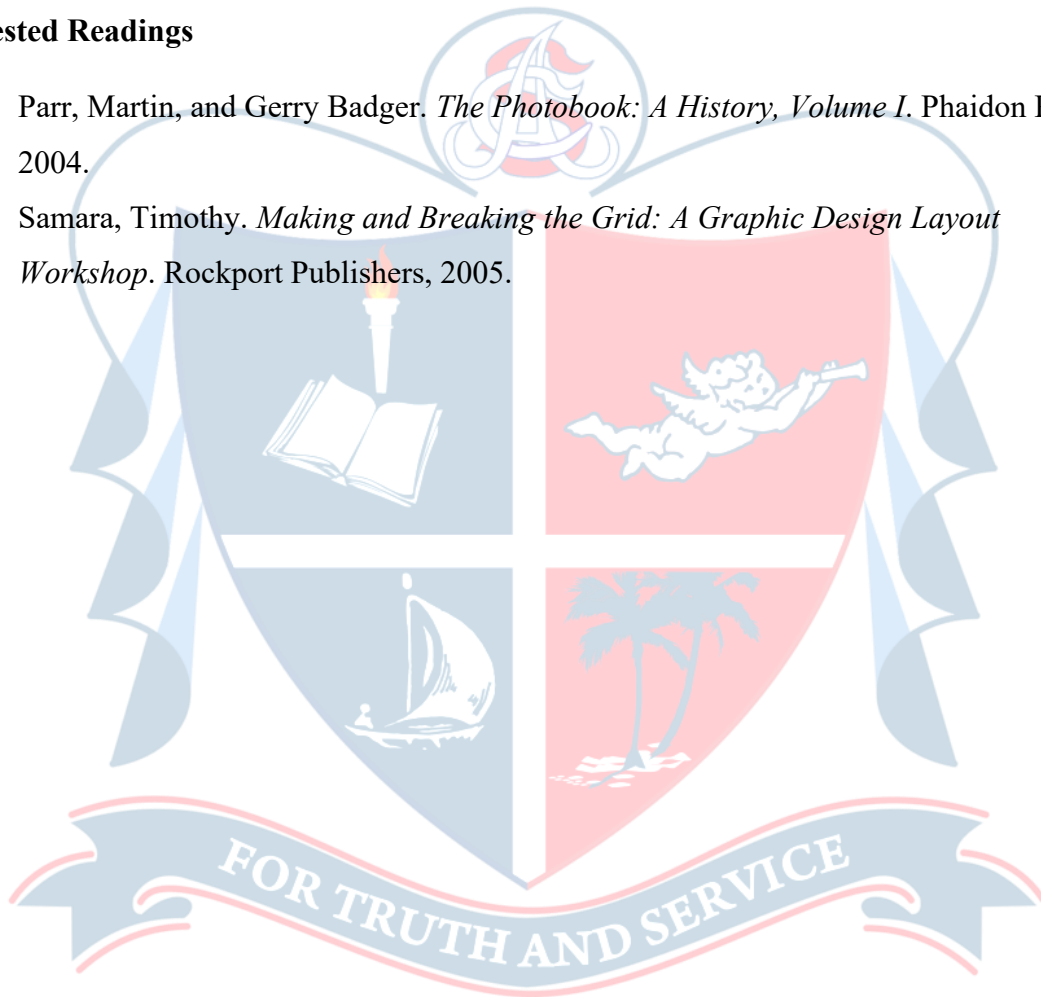
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Lecture• PPT• ICT Tools• Guest Lecture																					
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table><tr><td colspan="3">Total Mark: 30</td></tr><tr><td colspan="3">Assessment methods</td></tr><tr><td>Assignment</td><td></td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td></td><td>10</td></tr><tr><td>Test</td><td></td><td>10</td></tr></table>	Total Mark: 30			Assessment methods			Assignment		10	Seminar/ Quiz/ Group Discussion		10	Test		10						
Total Mark: 30																						
Assessment methods																						
Assignment		10																				
Seminar/ Quiz/ Group Discussion		10																				
Test		10																				
	B. End Semester Evaluation (ESE) <table><tr><td colspan="3">Total mark: 70</td></tr><tr><td colspan="3">Assessment methods: Written Exam</td></tr><tr><td colspan="3">Duration of Examination: 2 hrs</td></tr><tr><td colspan="3">Pattern of Examination: Non-MCQ</td></tr><tr><td>Part A</td><td>1 mark</td><td>Answer any 25 out of 27</td></tr><tr><td>Part B</td><td>5 marks</td><td>Answer any 5 out of 7</td></tr><tr><td>Part C</td><td>10 marks</td><td>Answer any 2 out of 4</td></tr></table> <p>Part A can be objective type, fill in the blanks, multiple choice etc.</p>	Total mark: 70			Assessment methods: Written Exam			Duration of Examination: 2 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 25 out of 27	Part B	5 marks	Answer any 5 out of 7	Part C	10 marks	Answer any 2 out of 4
Total mark: 70																						
Assessment methods: Written Exam																						
Duration of Examination: 2 hrs																						
Pattern of Examination: Non-MCQ																						
Part A	1 mark	Answer any 25 out of 27																				
Part B	5 marks	Answer any 5 out of 7																				
Part C	10 marks	Answer any 2 out of 4																				

References

1. Faber, John. *The Photojournalist's Handbook*. Prentice Hall, 1995.
2. Kobre, Kenneth. *Photojournalism: The Professionals' Approach*. 6th ed., Focal Press, 2011.
3. Lester, Paul Martin. *Understanding Photojournalism*. Bloomsbury Visual Arts, 2022.
4. *National Press Photographers Association (NPPA) Code of Ethics*. NPPA, www.nppa.org/code-ethics. Accessed 19 June 2025.

Suggested Readings

1. Parr, Martin, and Gerry Badger. *The Photobook: A History, Volume I*. Phaidon Press, 2004.
2. Samara, Timothy. *Making and Breaking the Grid: A Graphic Design Layout Workshop*. Rockport Publishers, 2005.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication					
Programme	B.VOC (Honours) Journalism and Mass Communication					
Course Name	Photography					
Type of Course	SEC					
Course Code	25SACVJM5SE301					
Course Level	300 - 399					
Course Summary	This syllabus builds on foundational photography skills, focusing on advanced techniques, visual storytelling, and the application of photography in journalism. Students will develop a professional portfolio and apply photography skills in real-world contexts.					
Semester	5	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		2		1		
Pre-requisites, if any	Basic computer skills, along with a genuine interest in photography and a willingness to learn and explore the subject matter					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the history of photography.	U	1
2	Create compelling visual stories through photography.	C	1,2, 3,4,9,10
3	Apply advanced camera techniques, composition principles, and lighting strategies to capture high-quality images.	A	1,2, 3,4,9,10

4	Create high-quality photographs in various genres.	C	1, 3, 4, 10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	1	0	0	0	0	0	2
CO 2	1	1	1	1	0	0	0	0	1	2
CO 3	2	1	1	2	0	0	0	0	1	2
CO 4	2	0	2	1	0	0	0	0	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Visual Storytelling			
	1.1	History and evolution of photography. Understanding the photographic process. Ethical issues in photography.	2	1
	1.2	Types of cameras: DSLR, mirrorless, smartphone, action, point and shoot, and large format cameras. Exposure triangle: ISO, shutter speed, aperture.	4	1
	1.3	Parts of a camera and their functions. Types of lenses and filters.	2	1
	1.4	Creating Visual Stories: Photo essays, narrative structures, and storytelling techniques. Working with Subjects: Interviewing, directing, and capturing subjects.	2	1
		Practical Create a Photo Essay on a Local Community Issue.	10	1

		To apply photojournalism principles, create visual stories, and develop skills in working with subjects and visual editing.		
2	Technical Skills and Best Practices			
	2.1	Advanced Camera Techniques: Different modes of camera. Elements of composition: Rule of thirds, leading lines, framing, symmetry, balance	3	2
	2.2	Light and shadow: natural vs. artificial lighting. Color theory in photography. Type of Lightings: Three-point lighting, Rembrandt lighting, Butterfly lighting (Paramount lighting). Shooting in different conditions (indoor, outdoor, night).	4	2
	2.3	Photo Editing Software: Adobe Lightroom and Photoshop. Visual Editing: Selecting and editing photos for storytelling.	4	2
	2.4	Best Practices: Caption writing, crediting sources, and copyright.	2	2
		Practical Capture and Edit a Series of Photos Using Advanced Camera Techniques and Digital Photography Workflow.	10	2
3	Applied Photography			
	3.1	News and Feature Photography: Capturing news events, feature stories, and profiles. Genres of Photography: Portrait, landscape, wildlife, sports, street, fashion, event photography	3	3
	3.2	Portfolio Development: Creating a professional portfolio, showcasing work.	2	3

	3.3	Industry Applications: Photography in newspapers, magazines, and online media.	2	3
		Practical Case Studies: Analyzing successful photography projects and photographers.	10	3
4	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lecture● Guest lecture● PPT● Workshop												
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <table><tr><td colspan="2">Total Mark: 25</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>10</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record</td><td>5</td></tr></table>	Total Mark: 25		Assessment methods		Assignment	10	Involvement	5	Punctuality	5	Record	5
Total Mark: 25													
Assessment methods													
Assignment	10												
Involvement	5												
Punctuality	5												
Record	5												
	B. End Semester Evaluation (ESE) <table><tr><td colspan="2">Total marks: 50</td></tr><tr><td colspan="2">Duration of Examination: 2 hrs</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Theory/ Procedure/ Flow chart/ Demonstration/ Project</td><td>10</td></tr><tr><td>Skill and Performance</td><td>10</td></tr><tr><td>Result/ Output</td><td>20</td></tr></table>	Total marks: 50		Duration of Examination: 2 hrs		Assessment methods		Theory/ Procedure/ Flow chart/ Demonstration/ Project	10	Skill and Performance	10	Result/ Output	20
Total marks: 50													
Duration of Examination: 2 hrs													
Assessment methods													
Theory/ Procedure/ Flow chart/ Demonstration/ Project	10												
Skill and Performance	10												
Result/ Output	20												

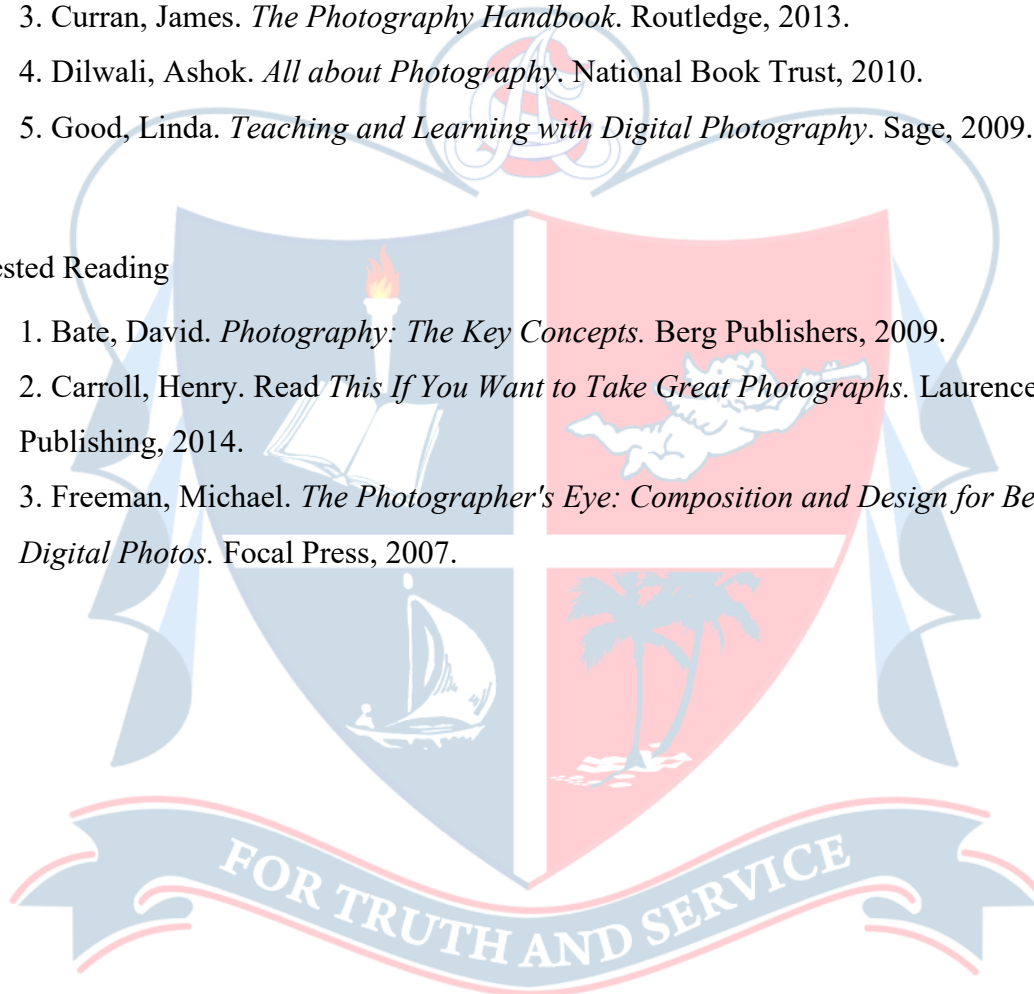
	Viva	10	
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References

- 1. Berger, John. *Ways of Seeing*. Penguin, 2009.
- 2. Coe, J.H. *Basic Photography*. Collins & Brown, 1993.
- 3. Curran, James. *The Photography Handbook*. Routledge, 2013.
- 4. Dilwali, Ashok. *All about Photography*. National Book Trust, 2010.
- 5. Good, Linda. *Teaching and Learning with Digital Photography*. Sage, 2009.

Suggested Reading

- 1. Bate, David. *Photography: The Key Concepts*. Berg Publishers, 2009.
- 2. Carroll, Henry. *Read This If You Want to Take Great Photographs*. Laurence King Publishing, 2014.
- 3. Freeman, Michael. *The Photographer's Eye: Composition and Design for Better Digital Photos*. Focal Press, 2007.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Citizen Journalism				
Type of Course	VAC				
Course Code	25SACVJM5VA301				
Course Level	300 - 399				
Course Summary	The course aims to provide students with a clear understanding of the significance of citizen journalism in the 21st century. It covers techniques of effective storytelling employed in citizen journalism and equips learners to critically compare news sources, discern biases, and evaluate the reliability of information.				
Semester	5	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	-	45
Pre-requisites, if any	Nil				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the historical growth, importance and ethical concerns in citizen journalism.	U	1, 8, 10
2	Develop the required skill sets for writing and broadcasting in various mass media.	C	1, 10
3	Analysis of news originating from multiple media outlets for bias and reliability.	An	1, 10

4	Understand about famous citizen journalists and works.	U	1, 8
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	0	0	0	0	0	0	2	0	2
CO 2	2	0	0	0	0	0	0	0	0	2
CO 3	2	0	0	0	0	0	0	0	0	2
CO 4	1	0	0	0	0	0	0	1	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Introduction to Citizen Journalism			
	1.1	Citizen Journalism: history, growth, and importance	4	1
	1.2	Basic principles of journalism - truthfulness, accuracy, and fact-based communications, objectivity, and clarity.	5	1
	1.3	Role of ethics - bias, subjectivity, credibility, respect for others and public accountability, and framing while writing and reporting.	5	1
2	Writing and Broadcasting in Citizen Journalism			

	2.1	Defining the news - writing, reporting, and interviewing techniques.	5	2
	2.2	Broadcasting techniques - filming; using mobile, multimedia editing; free video editing software- VN and Power Director.	5	2
	2.3	Publishing techniques - blogging, vlogging, podcasting	4	2
3	Citizen Journalism- a Realistic Perspective			
	3.1	PARI - role and importance.	2	3
	3.2	Available publishing platforms in major news media outlets.	3	3
	3.3	Alternate Journalism - case studies	2	3
	3.4	Knowing famous citizen journalists and their works.	4	4
	3.5	News analysis – insights into the politics of news production, the role of fact checking, and measures to curb fake news.	6	3
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> ● Lectures ● Presentations ● Group Discussions
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-top: 10px;"> Total Mark: 25 </div>

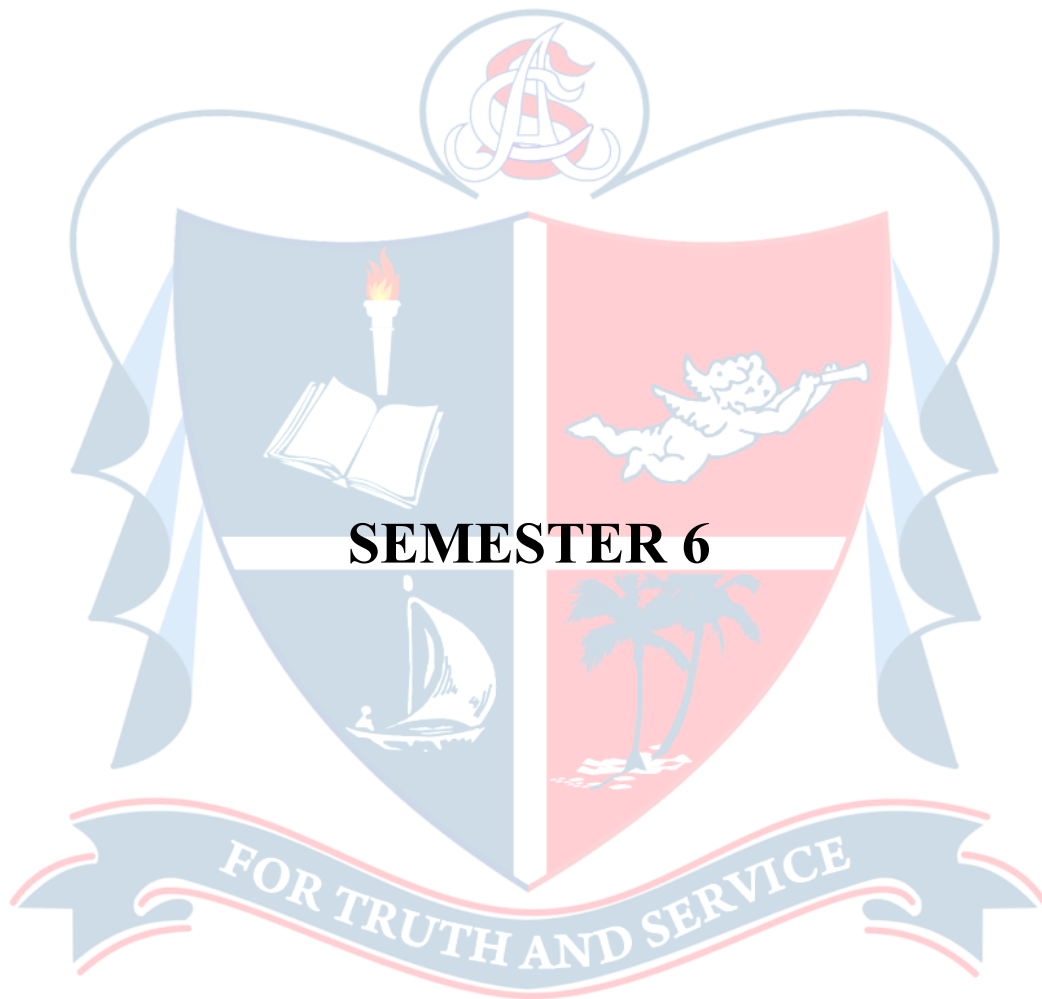
	Assessment methods	
	Assignment	10
	Seminar/ Quiz/ Group Discussion	5
	Test	10
B. End Semester Evaluation (ESE)		
Total mark: 50		
Assessment methods: Written Exam		
Duration of Examination: 1.5 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 10 out of 12
Part B	5 mark	Answer any 4 out of 6
Part C	10 mark	Answer any 2 out of 4

References

- Allan, Stuart. *Photojournalism and Citizen Journalism: Co-operation, Collaboration and Connectivity*. Routledge, 2015.
- Hirst, Martin. *Navigating Social Journalism: A Handbook of Media Literacy and Citizen Journalism*. Routledge, 2019.
- Kumar, Rajesh. *Citizen and Community Journalism*. Summit Publishers, 2011.
- Nah, Seungahn, and Deborah S. Chung. *Understanding Citizen Journalism as Civic Participation*. Routledge, 2020.
- Pandey, Rajesh. *Citizen Journalism*. Adhyayan Publishers & Distributors, 2009.

Suggested Reading

- Coe, Peter. *Media Freedom in the Age of Citizen Journalism*. Elgar, 2017.
- Cram, Ian. *Citizen Journalists: Newer Media, Republican Moments and the Constitution*. Elgar, 2015.
- McManus, John Herbert. *Market-Driven Journalism: Let the Citizen Beware?* Sage, 1994.



Semester – VI						
Sl. No.	Course Code and Title	Courses	Hrs./Week		Credits	
			Total	L – P – O	Total	L – P – O
1.	25SACVJM6EP301 Sound Editing	SDE	5	3 – 2 – 0	4	3 – 1 – 0
2.	25SACVJM6EP302 Data Journalism	SDE	5	3 – 2 – 0	4	3 – 1 – 0
3.	25SACVJM6SP301 Film & Drama Acting	SDC	5	3 – 2 – 0	4	3 – 1 – 0
4.	25SACVJM6SE301 Publishing	SEC	3	3 – 0 – 0	3	3 – 0 – 0
5.	25SACVJM6MT301 Film Production	MPC	4	4 – 0 – 0	4	4 – 0 – 0
6.	25SACVJM6VA301 Business Journalism	VAC	3	3 – 0 – 0	3	3 – 0 – 0
7.	25SACVJM6PR301 PROJECT	PRJ	8	0 – 8 – 0	4	0 – 4 – 0
Total			20+8		22	
Total Credits for B.Voc. Degree with Minor					140	



Department of Journalism St. Albert's College (Autonomous) Ernakulam

Faculty/ Discipline	Journalism and Mass Communication					
Programme	B. Voc (Honours) Journalism and Mass Communication					
Course Name	Sound Editing					
Type of Course	SDE					
Course Code	25SACVJM6EP301					
Course Level	300 - 399					
Course Summary	This course provides students with theoretical knowledge and hands-on practical skills in sound editing, with a focus on Adobe Audition. It introduces the fundamentals of sound design, audio post-production, dialogue editing, sound effects, music integration, and mixing. The course also covers key concepts of audio formats, workflows, and export settings. Through guided tutorials, editing exercises, and real-world projects, students will gain the ability to create professional-quality audio suitable for films, documentaries, podcasts, and multimedia productions while understanding ethical and legal aspects in sound editing.					
Semester	6	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	
Pre-requisites, if any	Basic understanding of audio-visual media production.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the fundamental concepts and techniques of sound editing.	U	1,3,4,10
2	Demonstrate proficiency in using Adobe Audition for audio editing and mixing.	A, S	1,2,3,4,9,10
3	Edit, clean, and enhance dialogue, music, and effects tracks effectively.	S	12,3,4,9,10
4	Apply audio effects, noise reduction, equalization, and mixing techniques creatively.	A,S	1,3,4,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	1	0	0	0	0	0	2
CO 2	1	1	1	1	0	0	0	0	1	2
CO 3	2	1	1	2	0	0	0	0	1	2
CO 4	2	0	2	1	0	0	0	0	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
	Introduction to Sound Editing			

1	1.1	Definitions, importance, and principles of sound design.	3	1
	1.2	Types of audio in media: Dialogue, music, sound effects, ambiance.	4	1
	1.3	Overview of audio editing workflows: Importing, organizing, editing, and exporting.	4	1
		Practical Analyze audio tracks for a short film or podcast.	7	1
Editing Basics				
2	2.1	Adobe Audition Interface: Panels, multitrack editor, waveform editor, workspace customization.	3	2
	2.2	Importing, organizing, and managing audio files; file formats and sample rates.	4	2
	2.3	Basic editing tools: Cut, trim, fade, crossfade, and clip stretching.	4	2
	2.4	Practical Edit a basic dialogue track, applying fades and trims.	7	2
	Audio Post Production			
3	3.1	Cleaning audio: Noise reduction, hiss removal, click/pop removal, de-essing.	4	3
	3.2	Equalization, compression, and dynamics processing.	4	3
	3.3	Working with sound effects and music: Layering, balancing, and integrating.	4	3

	3.4	Practical Clean and enhance an interview track using Adobe Audition.	8	3
	Sound Design			
4	4.1	Audio mixing: Levels, panning, reverb, and final output.	4	4
	4.2	Exporting audio: Formats, codecs, sample rates, mastering basics.	4	4
	4.3	Ethical and legal considerations in sound editing: Copyright, fair use, credits.	3	4
		Practical Mix and export a short audio project (dialogue, music, SFX).	8	4
	Teachers Specific			

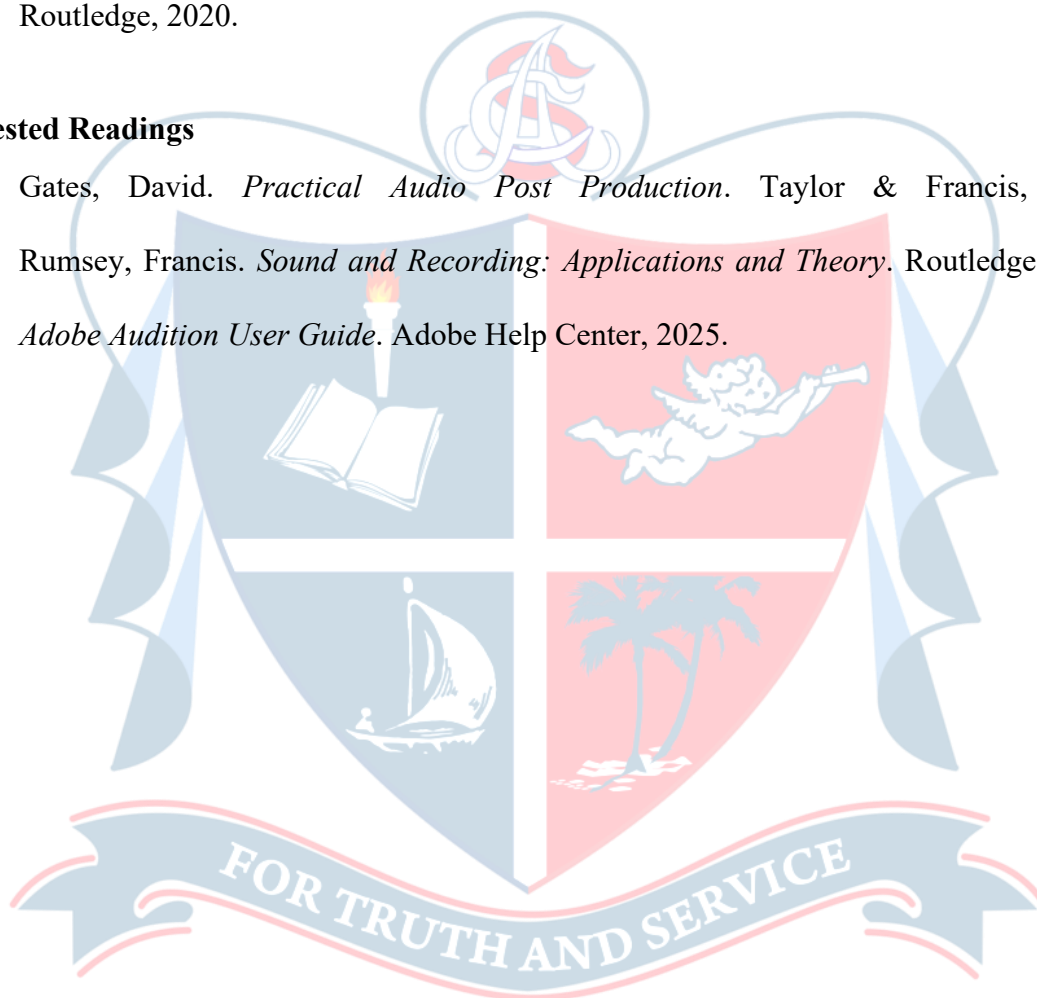
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">● Lectures● Demonstration● Animations● Presentations● Discussions.													
Assessment Types	MODE OF ASSESSMENT													
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Duration of Examination: 2 hrs														
Assessment methods														
Theory/ Procedure/ Flow chart/ Demonstration/ Project	20													
Skill and Performance	10													
Result/ Output	20													
Viva	20													

References

- Adobe Creative Team. *Adobe Audition Classroom in a Book (2022 Release)*. Adobe Press, 2022.
- Holman, Tomlinson. *Sound for Film and Television*. Focal Press, 2010.
- Wrightson, Ray. *Audio Post Production for Television and Film*. Focal Press, 2017.
- Huber, David Miles. *Modern Recording Techniques*. Routledge, 2018.
- Waugh, Ashley. *Audio Editing with Adobe Audition: Professional Techniques*. Routledge, 2020.

Suggested Readings

- Gates, David. *Practical Audio Post Production*. Taylor & Francis, 2019.
- Rumsey, Francis. *Sound and Recording: Applications and Theory*. Routledge, 2014.
- *Adobe Audition User Guide*. Adobe Help Center, 2025.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Data Journalism				
Type of Course	SDE				
Course Code	25SACVJM6EP302				
Course Level	300 - 399				
Course Summary	This course introduces students to the principles and practices of data-driven journalism, focusing on the acquisition, analysis, and visualization of data to produce compelling journalistic stories. This course will equip the students to comprehend the basic concepts of data visualisation, web tools, and to master the use of data in journalistic storytelling.				
Semester	6	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others
		3		1	
Pre-requisites, if any	Basic computer and new media skills and analytical mind.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the role of data in journalism and its importance in storytelling.	U	1, 2
2	Develop skills in data collection, analysis, and interpretation for journalistic purposes.	C	1, 2, 7

3	Identify key data journalism concepts and skills and gain insight into how data journalism is practiced in newsrooms.	U	1, 2, 9
4	Develop critical thinking skills to evaluate the impact of data-driven storytelling on audiences and society.	C	1, 2, 10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	2	0	0	0	0	0	0	0	0
CO 2	2	2	0	0	0	0	1	0	0	0
CO 3	1	1	0	0	0	0	0	0	1	0
CO 4	2	1	0	0	0	0	0	0	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Introduction to Data Journalism			
	1.1	Definition, Data Journalism in Perspective, Computer-Assisted Reporting.	2	1
	1.2	Precision Journalism, Infographics, Mass Data Literacy.	2	1
	1.3	Scope and limitations of Data Journalism.	2	1
	1.4	Data Collection and Analysis- Finding and accessing data sources.	4	1
	1.5	Practical Investigating Air Quality in Your City.	8	1

		To apply data journalism techniques to collect, analyze, and visualize data on air quality in your city.		
2	Data Analysis and Interpretation			
	2.1	Idea of Data: Volume, velocity, and variety, Basics of data analysis using tools. Statistical concepts and techniques for journalists.	5	2
	2.2	Organising data, verifying data, summarising, and simplifying data insights.	3	2
	2.3	Data Privacy. Ethical and legal considerations in data journalism.	2	2
	2.4	Practical Investigating COVID-19 Vaccination Rates in Your Country. To apply data analysis techniques to understand COVID-19 vaccination rates in your country, while considering data privacy and ethical considerations.	8	2
3	Applying Data in Story Creation			
	3.1	Principles of effective data visualization- Choosing the right visualization techniques for different data types, visual story creation, collaborative storytelling, integrating data into multimedia formats, presentation of data-driven projects, and Tools for data visualization.	6	3
	3.2	Data Mining, Scraping PDFs, Scraping websites, big data analysis.	4	3
	3.3	Understanding the role of data in journalism: Investigative Data Journalism - Strategies for investigative reporting using data.	3	3

	3.4	Working with large datasets and databases- Finding and accessing data sources. Reporting on social issues using data-driven approaches	4	3
	3.5	Practical A multimedia story (article, visualizations, and multimedia elements)	6	3
4	Case Studies in Data Journalism			
	4.1	Analyzing data-driven stories and their impact on audiences and society.	2	4
	4.2	Evaluating the ethical implications of data journalism practices.	2	4
	4.3	Developing critical thinking skills to assess the role of data journalism in shaping public discourse.	4	4
	4.4	Practical Choose a recent data-driven story from a reputable news organization. Ensure the story incorporates data analysis, visualization, or both.	8	4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Workshops of industry experts • Group discussions
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Assessment Types	MODE OF ASSESSMENT																	
	A. Continuous Comprehensive Assessment (CCA)																	
	<table><tr><td colspan="3">Total Mark: 25</td></tr><tr><td colspan="3">Assessment methods</td></tr><tr><td>Assignment</td><td></td><td>10</td></tr><tr><td>Seminar/ Quiz/ Group Discussion</td><td></td><td>5</td></tr><tr><td>Test</td><td></td><td>10</td></tr></table>			Total Mark: 25			Assessment methods			Assignment		10	Seminar/ Quiz/ Group Discussion		5	Test		10
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Practical																		
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Involvement		5																
Punctuality		5																
Record/PPT		5																

	B. End Semester Evaluation (ESE)																							
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	Part B	5 mark	Answer any 3 out of 5																					
Part C	10 mark	Answer any 2 out of 4																						
Part A can be objective type, fill in the blanks, multiple choice etc.																								

	Practical	
	Total mark: 35	
	Duration of Examination: 2 hrs	
	Assessment methods	
	Theory/ Procedure/ Understanding	10
	Skill and Performance/ Data Collection	10
	Calculation/ Analysis and Result	10
	Viva	5

References

- Chao, Zhang. *Data Journalism Production and Ethics Studies: The Power of Data*. Routledge, 2023.
- Grady, Don. *The Golden Age of Data: Media Analytics in Study & Practice*. Routledge, 2021.
- Hermida, Alfred. *Data Journalism and the Regeneration of News*. Routledge, 2019.
- Knaflic, Cole Nussbaumer. *Telling with Data: A Data Visualization Guide for Business Professionals*. Wiley, 2015.
- Lewis, Seth C., and Oscar Westlund, editors. *Journalism in an Era of Big Data: Cases, Concepts, and Critiques*.

Suggested Reading

- Karakas, Osman. *Data Journalism: Unleashing the Power of Data in News Reporting*. Okarakas, 2023.
- Mair, John, editor. *Data Journalism: Past, Present and Future*. 2017.
- Miller, Claire. *Getting Started with Data Journalism: Writing Data Stories in Any Size Newsroom. Words + Numbers*, 2022.



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication					
Programme	B. Voc (Honours) Journalism and Mass Communication					
Course Name	Film and Drama Acting					
Type of Course	SDC					
Course Code	25SACVJM6SP302					
Course Level	300					
Course Summary	This course explores the evolution and impact of new media and artificial intelligence on journalism and mass communication. Students will examine how AI shapes content creation, distribution, and consumption, and develop practical skills in using digital tools and AI-based platforms for journalistic work.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any	Nil					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To understand the theoretical foundations of acting for stage and screen.	U	1,3,4,10
2	To develop practical skills in character analysis, voice, and movement.	A, An	1,2,4,5,9,10
3	To explore improvisation and its role in acting	A	1,3,4,5,9,10
4	To apply acting techniques in rehearsed scenes and performances.	E, C	1,2,4,5,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	0	2	1	0	0	0	0	0	2
CO 2	1	1	0	3	2	0	0	0	2	2
CO 3	2	0	1	3	2	0	0	0	2	2
CO 4	1	1	0	3	3	0	0	0	3	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
1	Introduction to acting			

	1.1	History and evolution- Emergence of Actor- Classical Theories	2	1
	1.2	Stanislavski's system: magic if, emotional memory, and objectives. Bharata and his Natyashastra	4	1
	1.3	Comparison of acting for film and stage: key differences.	4	1
	1.4	Introduction to voice and speech for actors.	4	1
	1.5	Practical: Voice warm-up exercises: breath control, articulation, projection- Basic movement and posture exercises.	5	2
2	Building a character			
	2.1	Analysis, backstory, motivations.	2	2
	2.2	The role of improvisation in developing characters- Exploring psychological and physical aspects of a role.	2	2
	2.3	Introduction to Meisner's technique and its application.	4	2
	2.4	Developing a character sketch and presenting it.	4	2
	2.5	Practical: Improvising scenes with assigned characters	5	3
3	Acting for the camera			
	3.1	Understanding shot sizes, continuity, and blocking.	4	3

	3.2	Working with directors and crew- Emotion and subtlety in close-ups.	2	3
	3.3	Rehearsing short scenes for the camera.	2	3
	3.4	Practical: Blocking and performing for different shot sizes- Recording and reviewing performance clips for feedback.	5	3
4	Script analysis			
	4.1	Script analysis and subtext.	4	4
	4.2	Scene study: relationships, conflict, objectives- Performance anxiety and overcoming stage fright.	4	4
	4.3	Ethics and professionalism in the acting industry.	2	4
	4.4	Practical: Rehearsing scenes from plays or screenplays- Performing scenes in front of the class with feedback.	5	4
5	Teachers Specific			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> ● Interactive lectures ● PPT ● ICT Tools ● Discussions ● Workshops
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Assessment Types	MODE OF ASSESSMENT													
	A. Continuous Comprehensive Assessment (CCA)													
	<table><tr><td colspan="2">Total Mark: 30</td></tr><tr><td colspan="2">Assessment methods</td></tr><tr><td>Assignment</td><td>15</td></tr><tr><td>Involvement</td><td>5</td></tr><tr><td>Punctuality</td><td>5</td></tr><tr><td>Record</td><td>5</td></tr></table>	Total Mark: 30		Assessment methods		Assignment	15	Involvement	5	Punctuality	5	Record	5	
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Assessment methods														
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Skill and Performance	10													
Result/ Output	20													
Viva	20													

References

- Stanislavski, Constantin. *An Actor Prepares*. Bloomsbury, 2008.
- Hagen, Uta. *Respect for Acting*. Wiley, 1973.
- Meisner, Sanford, and Dennis Longwell. *Sanford Meisner on Acting*. Vintage, 1987.

Suggested Readings

- Barton, Robert. *Acting: Onstage and Off*. Cengage Learning, 2011.
- Weston, Judith. *Directing Actors: Creating Memorable Performances for Film and Television*. Michael Wiese Productions, 1996.



Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.Voc (Honours) Journalism and Mass Communication				
Course Name	Publishing				
Type of Course	SEC				
Course Code	25SACVJM6SE301				
Course Level	300-399				
Course Summary	This course introduces students to the fundamental concepts and practices of publishing. It explores both traditional and modern publishing models, tools, techniques, and the evolving role of technology in the publishing industry.				
Semester	3	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3	-	-	60
Pre-requisites, if any	NIL				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Identify and differentiate forms of publishing	U, An	1,2,3,4,10
2	Understand the tools and techniques of Publishing	U	1,2,3,10

3	Explain the organisational structure and marketing aspects of publishing	U	1,2,3,4,9,10
4	Analyze the role of various publishing organisations in the growth of publishing Industry	An	1,2,3,4,6,7,8,9,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	2	2	0	0	1	1	0	2
CO 2	2	3	2	1	0	1	0	1	0	3
CO 3	2	2	3	2	1	1	1	0	2	2
CO 4	3	3	2	2	0	3	2	2	2	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hours	CO No
1	Introduction to Publishing			
	1.1	Publishing, Functions of Publishing, Publisher.	5	1
	1.2	Traditional and Self-Publishing Influence of Technology in Publishing – Online book publishing	5	1
	1.3	Understanding Barcoding– ISSN and ISBN	3	1
2	Tools & Techniques of Publishing			
	2.1	Book Editing -Tools, and Techniques of Editing and Plagiarism Checking	5	2

		Pre-press and Post-press Operations- Dummy preparation and Binding		
	2.2	Developing Manuscripts, Writing Blurbs, Proofreading and Proof correction	5	2
	2.3	Different types of brochures and Magazines. Magazine cover page designing and changing trends in Magazine journalism.	6	2
3.	Process of Publishing			
	3.1	Structure of a Publishing House- Various job roles	5	3
	3.2	Types and quality of paper and softwares.	4	3
	3.3	Book Marketing strategies – Online marketing, Influence of social media Royalty and Copyright.	6	3
4	Organisations in Publishing			
	4.1	Governmental Institutions – Kendra Sahitya Akademi, National Book Trust & Publications Division of India Kerala Sahitya Akademi, Kerala Bhasha Institute & State Institute of Children's Literature	4	4
	4.2	Major Publishing Houses in Kerala- DC Books, Mathrubhumi Books, Current Books, Green Books, etc	4	4
	4.3	Attending any leading literary/ book fests.	8	4
		Teacher Specific Content		

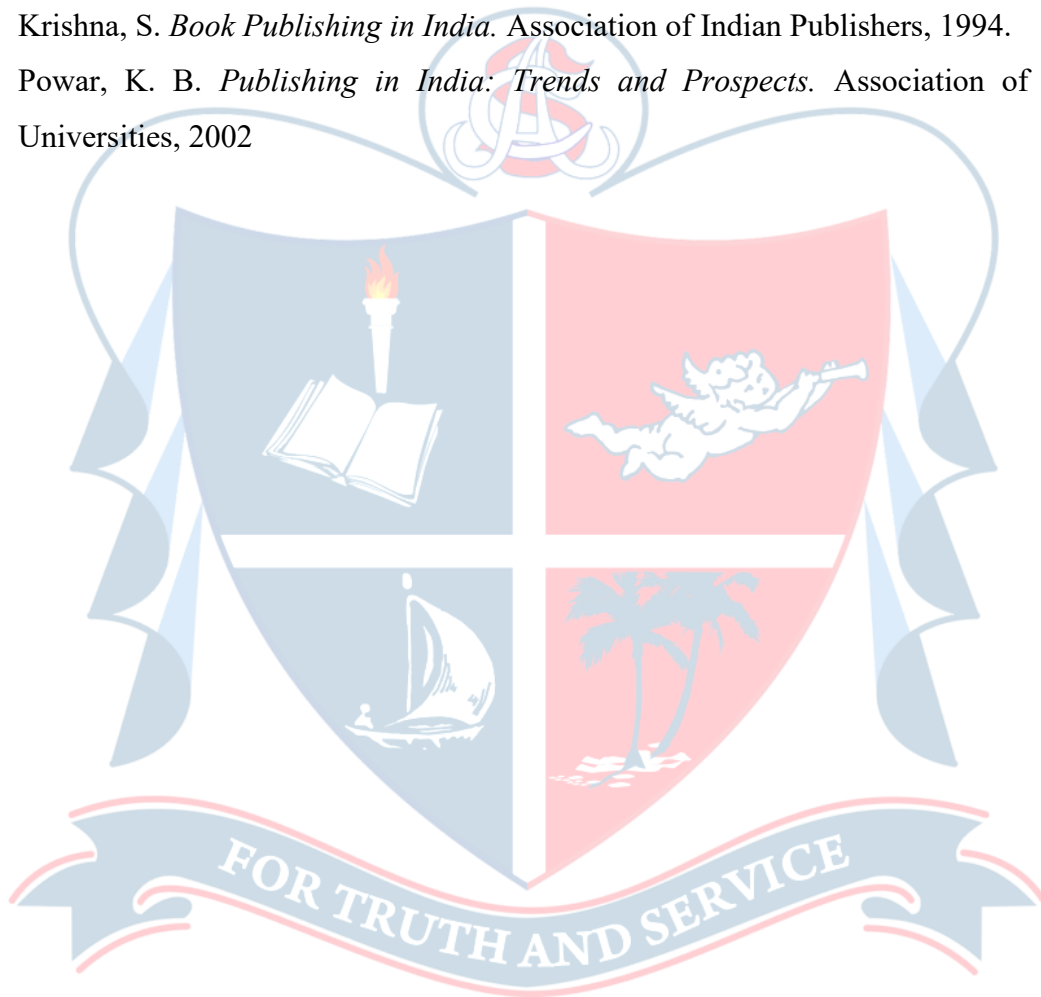
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none">• Interactive lectures• PPT• ICT Tools• Discussions• Workshops																					
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References

- Hodgson, F. W. *Sub-editing: A Handbook of Modern Newspaper Editing & Production*. FocalPress, 1987.
- Joseph, M. K. *Outline of Editing*. Anmol Publications, 2002.
- Hassan, Seema. *Mass Communication: Principles and Concepts*. CBS Publishers, 2013.

Suggested Readings

- Krishna, S. *Book Publishing in India*. Association of Indian Publishers, 1994.
- Powar, K. B. *Publishing in India: Trends and Prospects*. Association of Indian Universities, 2002



	Department of Journalism St. Albert's College (Autonomous) Ernakulam
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Faculty/ Discipline	Journalism and Mass Communication				
Programme	B. Voc (Honours) Journalism and Mass Communication				
Course Name	Film Production				
Type of Course	MPC				
Course Code	25SACVJM6MT301				
Course Level	300				
Course Summary	This course explores the evolution and impact of new media and artificial intelligence on journalism and mass communication. Students will examine how AI shapes content creation, distribution, and consumption, and develop practical skills in using digital tools and AI-based platforms for journalistic work.				
Semester	6	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		4	-	-	60
Pre-requisites, if any	-				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the stages of film production from conception to completion.	U	1
2	Analyze the roles and responsibilities of key personnel in film production.	A, An	1
3	Evaluate the theoretical and organizational aspects of film production processes.	A	2, 4
4	Examine the interplay of creative and technical decisions in filmmaking.	E	2,4,8
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	0	0	0	0	0	0	0	0	0
CO 2	2	0	0	0	0	0	0	0	0	0
CO 3	0	1	0	1	0	0	0	0	0	0
CO 4	0	1	0	1	0	0	0	1	0	0

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT**Content for Classroom transactions (Units)**

Module	Units	Course description	Hrs	CO No.
	Film Production			

1	1.1	Overview of the film production process: Development, pre-production, production, post-production and distribution.	4	1
	1.2	Historical evolution of film production practices.	4	1
	1.3	Types of film productions: Feature films, documentaries, short films, commercials.	4	1
	1.4	Production workflows in different formats (analog vs. digital).	3	1
Techniques of film production				
2	2.1	Concept development, storyboarding, and script writing fundamentals.	3	2
	2.2	Budgeting and scheduling considerations.	3	2
	2.3	Location scouting and permissions.	3	2
	2.4	Casting and crew selection.	3	2
	2.5	Pre-visualization and production design basics.	3	3
Roles and Responsibilities				
3	3.1	Roles and responsibilities on set: Director, producer, cinematographer, art director, sound designer.	3	3
	3.2	Theoretical aspects of cinematography: Composition, camera angles, lighting setups.	3	3
	3.3	Principles of sound recording: Dialogue, ambient sound, and sound effects.	3	3

	3.4	Production management: Organizing shoots, managing logistics, and maintaining continuity.	3	3
	3.5	Analysis of a Director's Work: Study of a selected director's signature style, thematic concerns, and influence on filmmaking.	3	3
	Editing and Marketing			
4	4.1	Theoretical overview of editing: Principles of continuity editing, montage, and narrative flow.	3	4
	4.2	Color grading and visual effects.	3	4
	4.3	Sound post-production: Dubbing, sound effects, mixing, and music.	3	4
	4.4	Film marketing and distribution strategies: Festivals, theatrical release, OTT platforms	3	4
	4.5	Legal and ethical considerations in film production: Copyright, censorship, and contracts.	3	4
5	Teachers Specific			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> ● Interactive lectures ● PPT ● ICT Tools ● Discussions ● Workshops
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA)

	Total Mark: 30	
	Assessment methods	
	Assignment	10
	Seminar/ Quiz/ Group Discussion	10
	Test	10
B. End Semester Evaluation (ESE)		
Total mark: 70		
Assessment methods: Written Exam		
Duration of Examination: 2 hrs		
Pattern of Examination: Non-MCQ		
Part A	1 mark	Answer any 25 out of 27
Part B	5 marks	Answer any 5 out of 7
Part C	10 marks	Answer any 2 out of 4
Part A can be objective type, fill in the blanks, multiple choice etc.		

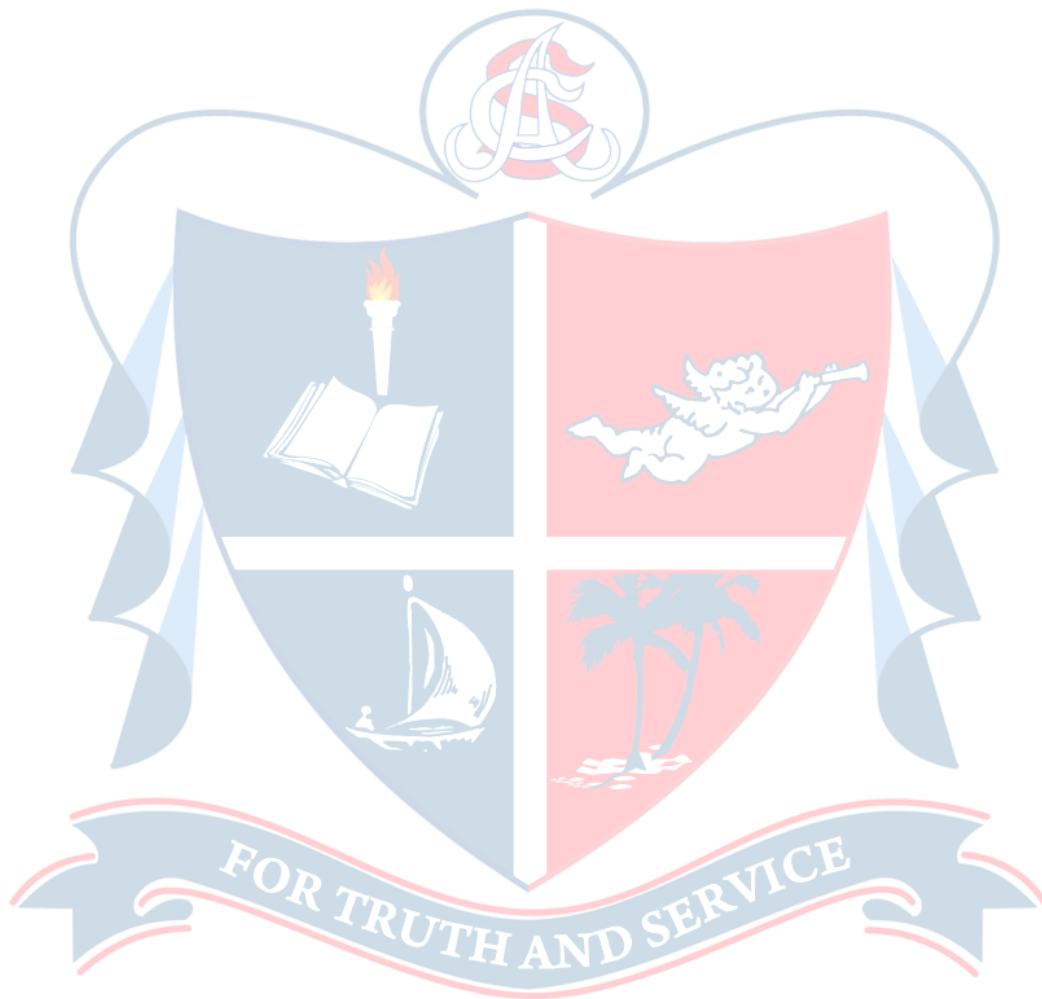
References

- Ascher, Steven, and Edward Pincus. *The Filmmaker's Handbook*. Plume, 2012.
- Murch, Walter. *In the Blink of an Eye*. Silman-James Press, 2001.
- Mascelli, Joseph V. *The Five C's of Cinematography*. Silman-James Press, 1998.

Suggested Reading

- Badham, John. *The Film Director's Intuition: Script Analysis and Rehearsal Techniques*. Michael Wiese Productions, 2013.
- Bordwell, David, and Kristin Thompson. *Film Art: An Introduction*. McGraw-Hill Education, 2019.

- Brown, Thom. *Motion Picture Production: A Practical Guide*. McFarland, 2018.





Department of Journalism

St. Albert's College (Autonomous)

Ernakulam

Faculty/ Discipline	Journalism and Mass Communication				
Programme	B.VOC (Honours) Journalism and Mass Communication				
Course Name	Business Journalism				
Type of Course	VAC				
Course Code	25SACVJM6VA301				
Course Level	300 - 399				
Course Summary	This syllabus provides a comprehensive overview of business journalism, covering fundamental concepts, industry and market reporting, and advanced topics. Students will develop skills in researching, writing, and reporting on business news, while considering the complexities and challenges of business journalism.				
Semester	6	Credits			Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	
		3			45
Pre-requisites, if any	Basic idea about Business.				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	The student will be able to explain the scope, types, and key concepts of business journalism.	U	1,3,10
2	The student will be able to analyze industry trends, market dynamics, and company performance.	A	2,3,6,10

3	The student will be able to apply research and data interpretation skills to report business stories accurately.	An	2,3,6,8
4	The student will be able to demonstrate ethical, fair, and balanced reporting in business journalism contexts.	A	1,3,4,8
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

CO-PO ARTICULATION MATRIX

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	0	3	1	0	1	1	1	0	2
CO 2	2	0	3	1	0	2	1	1	1	2
CO 3	2	1	2	0	0	2	0	2	0	2
CO 4	3	0	3	3	0	2	2	2	0	2

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1	Fundamentals of Business Journalism			
	1.1	Definition, importance, and scope.	3	1
	1.2	Types of business news, sources, and trends.	4	1
	1.3	Basic economic concepts, indicators, and terminology.	4	1
	1.4	Research, interviewing, and writing business stories	4	1
2	Industry and Market Reporting			

	2.1	Reporting on various industries (e.g., finance, technology, healthcare)	4	2
	2.2	Understanding market dynamics, trends, and analysis.	4	2
	2.3	Researching and reporting on companies, financial statements, and performance.	4	2
	2.4	Understanding regulatory bodies and their impact on business.	3	2
	Advanced Business Journalism			
3	3.1	Reporting on entrepreneurship, innovation, and sustainability.	5	3
	3.2	Using data and statistics to tell business stories.	4	3
	3.3	Tips and techniques for interviewing business leaders and experts.	3	3
	3.4	Navigating conflicts of interest, accuracy, and fairness in business reporting	3	3
	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> • Interactive lectures • PPT • ICT Tools • Workshops of industry experts • Group discussions 			
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto;"> Total Mark: 25 </div>			

	Assessment methods																						
	Assignment	10																					
	Seminar/ Quiz/ Group Discussion	5																					
	Test	10																					
B. End Semester Evaluation (ESE)																							
<table border="1"> <tr> <td colspan="3">Total mark: 50</td></tr> <tr> <td colspan="3">Assessment methods: Written Exam</td></tr> <tr> <td colspan="3">Duration of Examination: 1.5 hrs</td></tr> <tr> <td colspan="3">Pattern of Examination: Non-MCQ</td></tr> <tr> <td>Part A</td><td>1 mark</td><td>Answer any 10 out of 12</td></tr> <tr> <td>Part B</td><td>5 mark</td><td>Answer any 4 out of 6</td></tr> <tr> <td>Part C</td><td>10 mark</td><td>Answer any 2 out of 4</td></tr> </table>			Total mark: 50			Assessment methods: Written Exam			Duration of Examination: 1.5 hrs			Pattern of Examination: Non-MCQ			Part A	1 mark	Answer any 10 out of 12	Part B	5 mark	Answer any 4 out of 6	Part C	10 mark	Answer any 2 out of 4
Total mark: 50																							
Assessment methods: Written Exam																							
Duration of Examination: 1.5 hrs																							
Pattern of Examination: Non-MCQ																							
Part A	1 mark	Answer any 10 out of 12																					
Part B	5 mark	Answer any 4 out of 6																					
Part C	10 mark	Answer any 2 out of 4																					
Part A can be objective type, fill in the blanks, multiple choice etc.																							

References

- 1. Anderson, Mark. *"Teaching the Mysteries of Business Journalism."* Citizen, 2007.
- 2. Balakrishnan, Pulapre. *Economic Growth in India: History and Prospect.* Oxford University Press, 2010.
- 3. Balakrishnan, Pulapre. *India's Economy from Nehru to Modi: A Brief History.* Permanent Black, 2022.
- 4. Brock, George. *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age.* Kogan Page, 2013.

Suggested Reading

- 1. Schiffrin, Anya. *Media Capture: How Money, Digital Platforms, and Governments Control the News.* Columbia University Press, 2021.
- 2. Schuster, Thomas. *The Market and the Media: Business News and Stock Market Movements.* Lexington Books, 2006



Department of Journalism

St. Albert's College (Autonomous)

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Course Name	PROJECT				
Type of Course	PRJ				
Course Code	25SACVJM6PR301				
Course Summary	<p>The project work provides students with an opportunity to identify, analyze, and solve real-world problems relevant to their field of study by integrating and applying the theoretical knowledge and skills acquired throughout their academic program. It fosters independent research, critical thinking, innovation, and the practical use of methodologies, tools, and techniques to design effective solutions. Students are encouraged to work individually or in teams, enhancing their collaboration, time management, ethical responsibility, and self-directed learning. The project also develops competencies in academic writing, documentation, and technical communication. Each project is expected to culminate in a comprehensive report, a working model or prototype (where applicable), and a formal presentation followed by a viva voce examination, demonstrating the student's ability to apply knowledge creatively and professionally in a real-world context.</p>				
Semester	6	Duration	8 hours/week	Credits	4

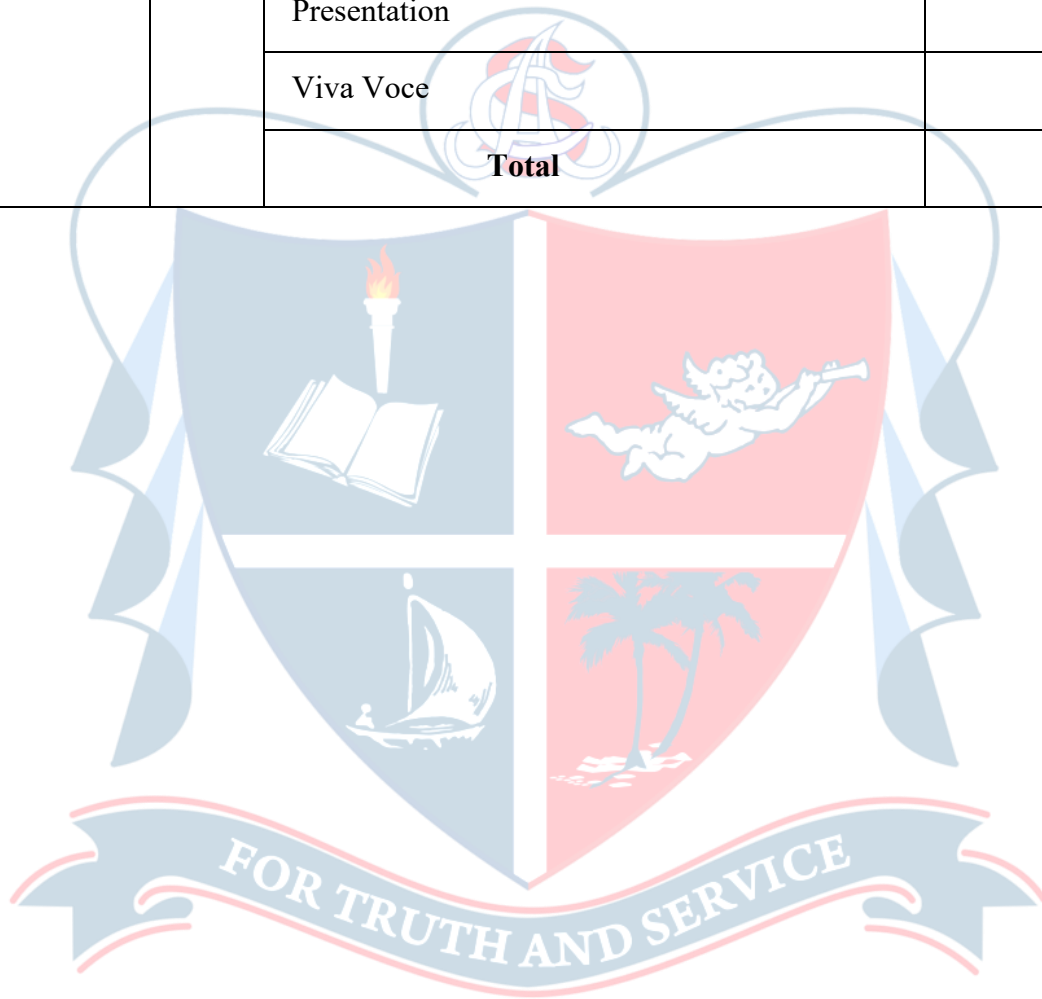
COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:

	Upon the successful completion of the course, the student will be able to		
1	Identify, analyze, and define problems relevant to the field of study.	An	1,2,3
2	Apply appropriate methodologies, tools, and techniques to design and implement effective solutions.	C	2,3,10
3	Demonstrate skills in research, critical thinking, project planning, and systematic execution.	S	1,2,5,10
4	Produce well-structured academic reports and communicate project outcomes effectively.	S	4,8,10
5	Exhibit teamwork, time management, ethical responsibility, and initiative in a self-directed project environment.	S	5,8,9,10
6	Address real-world challenges with innovative and context-aware solutions.	Ap	1,2,6,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

Assessment Types	MODE OF ASSESSMENT		
	A	Internal Evaluation	
		Components	Marks
		Commitment and Involvement	5
		Periodic progress review	10
		Quality of work/Implementation effort	10
		Report	5
		Total	30
	B	External Evaluation	

		Components	Marks
		Problem Identification and Objectives	10
		Methodology / Design / Technical Content	15
		Implementation / Analysis / Results	15
		Final Report	10
		Presentation	10
		Viva Voce	10
		Total	70





Department of Journalism

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STUDY TOUR

A study tour/Industrial visit is a part of the B.Voc (Honours) Journalism and Mass Communication degree programme. Field visits and /or industrial visits as part of courses shall be undertaken based on the specific directions/objectives. Teacher-specific content may involve a study tour and an industrial or field visit.

Industrial visits / Institutional visits and Study Tours shall be organized by the Departments so that the students get acquainted with various industrial practices. Industrial visit may cover Media houses, Advertising firms, Publishing Organizations, Public Relations agencies, Film studios, Media start-ups, Government bodies, Literary festivals, and Film festivals.

The student may get acquainted with the organization structure, inventory management, production process, etc.. The visit can cover eminent academic and research institutions too. A visit may also be planned to any place or organization or institution, or place with commercial or social or industrial importance. The department council may identify such places or institutions and arrange the visits.

The tour can be of one to six days and can be conducted in odd or even semesters, as per the convenience of the department.

The student shall prepare and submit a diary, either in printed form or as a softcopy to the Faculty Advisor concerned, which shall cover days of visit, learning objectives, interactions, details of observation, outcome, etc., and shall contain illustrations, pictures, geo-tagged photos, certificates issued, if any etc.