



SANJAY GHODAWAT UNIVERSITY KOLHAPUR

Sanjay Ghodawat University (SGU) is established in the Academic Year 2017-18, as a State Private University under Govt. of Maharashtra Act No. XL of 2017 dated 3rd May 2017, with the approval of the UGC and the state Government. "For the true measure of giving is giving without measure." Spread across 150 Acres, Sou. Sushila Danchand Ghodawat Charitable Trust's Sanjay Ghodawat University (SGU) is situated in serene atmosphere amidst idyllic hills and lush green meadows to study in harmony with Nature. The Institution aspires to run along the lines of best-in- the-world education and become a world-class institution where teaching-learning process gets a far deeper meaning. SGU always stands as the guiding star of brilliance, quality and deliverance beyond expectations. Innovativeness and Creativity are the hallmarks of a genius enterprise and SGU stands to be a stage where these qualities would be nurtured, encouraged and blossomed. The genius is incomplete without the sense of social responsibility and SGU's ultimate goal remains the development of an attitude of gratitude that freely gives back without expectations.

The Sanjay Ghodawat University stands as a beacon of light to guide the younger generation of the day on the right path to fulfilment in career and life. The USP of the University is its research based curriculum and academically oriented teaching staff. The world class ambience and infrastructure helps the students to easily accommodate themselves in an environment that is conducive to the teaching-learning process. Hands on experience, challenge based case studies, maximum participation of students in the classroom, use of modern digital technology, smart classrooms, solution oriented thinking promotion, stress on research and innovation, international tie ups, choice based credit system for flexibility in choosing areas of interest etc. are some of the features of the University.

The university will help students develop as a unique individual-to be educated as a whole person, intellectually, emotionally, socially, ethically, and spiritually. The educational program designs are worked out meticulously in line with best in class universities with special focus on:

- Flexible Choice Based Credit System
- OBE - Outcome Based Education System
- Experiential Learning
- Project Based Learning
- Case Based Learning
- Training need analysis based on Performance Appraisal System
- Active Learning tools for effective delivery
- Mentoring / Proctorship

- On line learning /Self learning platforms
- Flipped Classroom concept
- Effective Student Feedback Mechanism

VISION

Internationally recognized university of excellence in creating and disseminating knowledge through value-based quality education leading to betterment of mankind.

MISSION

- To prepare students for life-long learning and leadership in a global academic culture
- To create intellectual manpower relevant to the industry and society at large
- To collaborate with institutions of international repute for academic excellence
- To promote research and development through conducive environment
- To encourage entrepreneurship and skill development programs

CORE VALUES

- Integrity
- Transparency
- Accountability
- Equality
- Empathy
- Stewardship

QUALITY POLICY

Sanjay Ghodawat University is committed to establish high standards in value-based quality education to enhance and nurture young minds to excel in their chosen profession and develop into socially responsible citizens through resourceful collaboration, innovation and research

About The Department of Journalism & Mass Communication

The Department of Journalism & Mass Communication engages student in the study of various media practices with active involvement. The program JMC covers all major aspects of print, electronic, online media & film production including news coverage, news editing, reporting, anchoring, Pre & Post production of film, camera handling, public relation, advertising and marketing etc. Course offered at SGU has a strong professional base and opens up opportunities of employment / placement for the students. The Department actively facilitates placement of students completing the UG and PG programmes.

CHOICE BASED CREDIT SYSTEM (CBCS)

The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

University Grants Commission has come up with the Choice Based Credit System (CBCS) programme in which the students have a choice to choose from the prescribed courses, which are referred as core, elective or minor or soft skill courses and they can learn at their own pace and the entire assessment is graded-based on a credit system. The basic idea is to look into the needs of the students so as to keep up-to-date with development of higher education in India and abroad. CBCS aims to redefine the curriculum keeping pace with the liberalization and globalization in education. CBCS allows students an easy mode of mobility to various educational institutions spread across the world along with the facility of transfer of credits earned by students.

Where the students can choose the prescribed courses, as the core, and elective or soft skill courses, from a range of options, rather than to simply consume what the curriculum offers. They can learn at their own pace and the assessments are graded based on a credit system. It provides an opportunity for students to have a choice of courses or subjects within a programmed resembling a buffet, against the mostly fixed set of subjects now being offered (except for the limited choice of electives in professional degrees and postgraduate programmes) with the flexibility to complete the programmed by earning the required number of credits at a pace decided by the students.

The UGC has always initiated measures to bring efficiency and excellence in the Higher Education System of India. The basic motive is to expand academic quality in all aspects, right from the curriculum to the learning-teaching process to examination and evaluation systems. However, so far multiple methods are followed by different universities across the country towards examination, evaluation and grading system. Considering this diversity, the implementation of the choice based credit system seems to be a good system in assessing the overall performance of a student in a universal way of a single grading system.

OUTCOME BASED EDUCATION (OBE) MODEL

Sanjay Ghodawat University (SGU) has implemented OBE model of education, which is a learner centered approach. SGU has witnessed a sea change in the entire academic systems with implementation of all three components of OBE – Design, Delivery and Assessment. The SGU model of autonomy focuses on experiential learning which believes in learning by doing. This is achieved through hands on experience, industrial assignments, mini projects and live problem solving and collaboration with industries.

SGU is set in to dynamics of transformation and witnessing a shift in focus from teaching to learning and entire academic system of SGU is designed to provide multiple learning opportunities for students to acquire and demonstrate the Knowledge, Skills and Attitudes (KSA) for rewarding career.

The Vision and Mission of the Management, contribution from eminent BOG members and knowledgeable members of Academic Council and Board of Studies, the motivation and drive of the Director, the relentless efforts of the fellow Deans and Head of Departments and all teaching and non-teaching staff along with commitment to learning of students made it possible to successfully transform the institute and stand out to carve a niche for itself as an Institute of repute.

OBE is an approach of curriculum design and teaching that focuses on what students should be able to do (attained) at the end of course/ program. Outcome based education (OBE) is student-centered instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes (KSA). Its focus remains on evaluation of outcomes of the program by stating the knowledge, skill and behavior a graduate is expected to attain upon completion of a program and after 4 – 5 years of graduation. In the OBE model, the required knowledge and skill sets for a particular degree is predetermined and the students are evaluated for all the required parameters (Outcomes) during the course of the program.

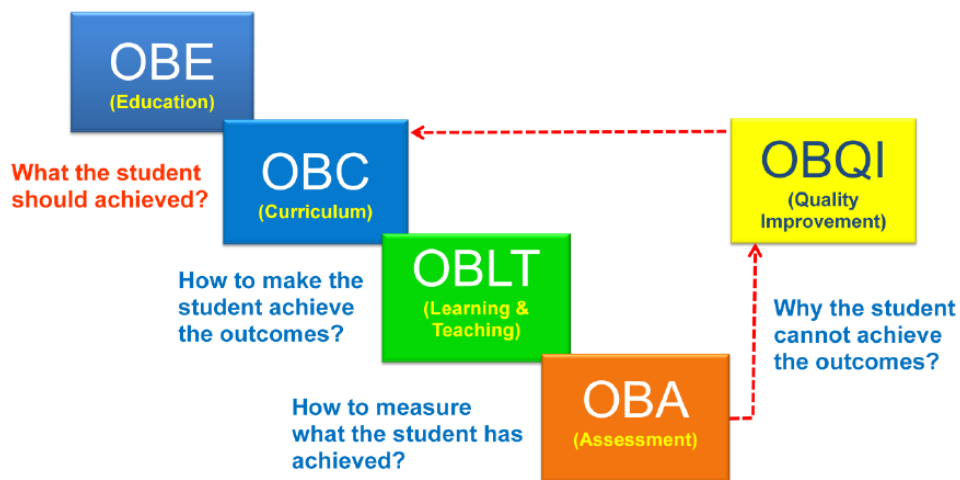
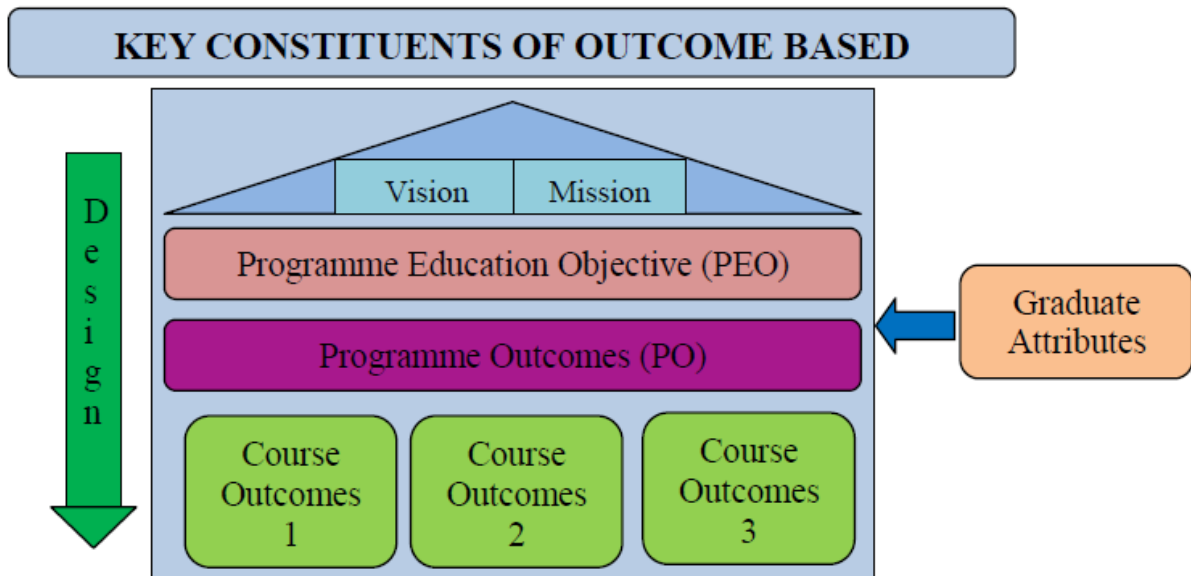


Figure 1: OBE flows and description



The OBE model measures the progress of the graduate in three parameters, which are

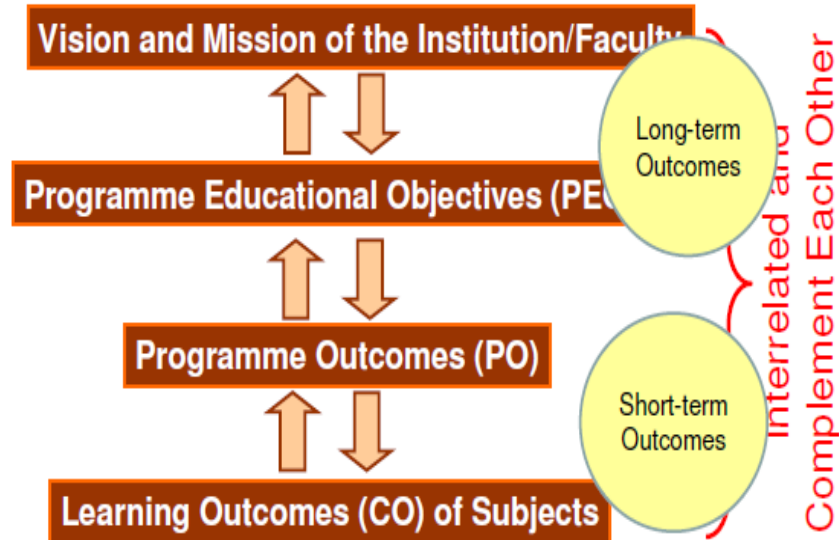
- Program Educational Objectives (PEO)
- Program Outcomes (PO)
- Course Outcomes (CO)

Program Educational Objectives (PEO) are broad statements that describe the career and professional accomplishments that the program is preparing the graduates to achieve. PEO's are measured 4-5 years after graduation. Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. They must reflect the Graduate attributes. Course outcomes are the measurable parameters which evaluates each student's performance for each course that the student undertakes in every semester.

The various assessment tools for measuring Course Outcomes include Tests and End Semester Examinations, Tutorials, Assignments, Project work, Labs, Presentations, Employer/Alumni Feedback etc. These course outcomes are mapped to Graduate attributes and Program outcomes based on relevance. This evaluation pattern helps Institutions to measure the Program Outcome. The Program Educational Objective is measure through Employer satisfaction survey (Yearly), Alumni survey (Yearly), Placement records and higher education records.

Outcomes in OBE

A Model Hierarchy of Outcomes



Special Features of OBE

- OBE is an educational process that focuses on what students **can do** or the **qualities** they should develop after they are taught.
- OBE involves the restructuring of curriculum, assessment and reporting practices in education to reflect the achievement of high order learning and mastery rather than accumulation of course credits.
- Both structures and curricula are designed to achieve those **capabilities** or **qualities**.
- Discourages traditional education approaches based on direct instruction of facts and standard methods.
- It requires that the students demonstrate that they have learnt the required skills and content.



Sanjay Ghodawat University Kolhapur

(Established as a State University under Government of
Maharashtra Act No XL dated 3rd May 2017)

Academic and Examination Rules and Regulations

Approved in the second Academic Council Meeting held on 9th May, 2018
and to be implemented from academic year 2018-19. [Version R0]

Sanjay Ghodawat University Kolhapur

Kolhapur - Sangli Highway, A/p Atigre - 416 118,
Tal. - Hatkanangale, Dist. Kolhapur,
Maharashtra, India

(Implemented from Academic year 2018-19)

Academic and Examination Rules and Regulations

1.0 Preamble

The Sanjay Ghodawat University (SGU) stands as a beacon of light to guide the younger generation of the day on the right path to fulfillment in career and life. Outcome Based Education (OBE) model is adopted to enhance the effectiveness of teaching learning process and Credit Based semester system is implemented.

The focus of the University is its research based curriculum and academically oriented teaching staff. The world class ambience and infrastructure helps the students to easily accommodate themselves in an environment that is conducive to the teaching- learning process. Hands on experience, challenge based case studies, maximum participation of students in the classroom, use of modern digital technology, smart classrooms, solution oriented thinking promotion, stress on research and innovation, international tie ups, choice based credit system for flexibility in choosing areas of interest etc. are some of the features of the University.

Vision of SGU is internationally recognized university of excellence in creating and disseminating knowledge through value-based quality education leading to betterment of mankind. To achieve the vision SGU will develop state-of-the-art infrastructure that promotes conducive ambience promoting innovation and research. Create intellectual manpower relevant to the industry and society at large. Foster mutually beneficial partnership with alumni, industry and academia. Inculcate ethics and values to develop socially responsible citizens and promote entrepreneurship.

SGU is offering various programs through schools such as School of Technology, School of Commerce and Management, School of Sciences and School of Arts.

SGU has implemented the outcome based Education (OBE) system and Credit based Evaluation System in all the schools.

The rules and regulations mentioned in this document are applicable to all the Under Graduate (UG) and Post Graduate programs offered by the Sanjay Ghodawat University from the academic year 2018-19. The rules and regulations stated here under are subjected to revisions / refinements, updates and modifications and amendments by academic council (AC) from time to time and applicable to all batches including those already undergoing programs at different year and are binding on all stakeholders including students, faculty, parents and University authorities.

The academic programs of the University shall be governed by rules and regulations approved by the academic council from time to time. Academic council is the supreme and statutory academic body that governs all academic matters of the university and the decisions of the academic council are final and binding in the matters related to academics.

2.0 Definition of Terms

1. University: University means Sanjay Ghodawat University, Kolhapur
2. Academic Year: The period of the year during which students attend university for all

academic activities, usually it starts from first of July and ends on 30th of June next year.

3. **Semester:** Academic Year is divided in to 2 parts called Semester, Odd Semester which starts from July and Even Semester which starts from January.
4. **Duration of Semester:** Total duration of semester is usually 20 weeks per semester including instructions, examination and evaluation. Total instructional days are 90 per semester.
5. **Course:** It is a Subject that is offered in a semester. The course may consist of Theory/Practical/Project/Seminar during semester. Usually taught by instructor in a class. e.g. Physics, Chemistry, Engineering Mechanics, Workshop etc.
6. **Program:** Collection of Courses is called Program. For example, B Tech in Mechanical Engineering, M Tech in Civil Engineering, Bachelor of Business Administration. Bachelor of Science etc.
7. **Department:** Department is a unit of the school which offers one or more programs.
8. **Contact Hours:** Time of students in class/laboratory with instructor. Usually in the range of 20-30 Hrs./Week. For the purpose of uniformity one contact hour is measured as 60 minutes
9. **Academic Council (AC):** Means apex academic body governing the academic programs responsible for framing policy, rules and regulations.
10. **Board of Examination (BOE):** Central body responsible for framing policy, rules and regulations for Examination.
11. **Board of Studies (BOS):** Departmental academic body to govern the academics of programs(BOS)offered by department.

3.0 Curriculum:

Every program has a prescribed structure which, in general, is known as Curriculum. It prescribes courses to be studied in each semester. The booklet containing courses structure along with detail syllabus for each course of each program is updated periodically and made available on the website.

3.1 Semesters:

SGU implements a credit based semester system. The academic year is divided into two regular semesters. The semesters that begin in July are known as Odd semester and the semester that begin in January are known as Even semesters. Total duration of each semester is generally of 20 weeks including the period of examination, evaluation and grade declaration.

3.2 Course Credit System/Structure:

In general, a certain quantum of work measured in terms of credits is laid down as the requirement for a particular program. Calculation of number of credits for a course in any semester is as per Table 3.1

Table 3.1: Calculation of number of credits for a course

Sr. No.	Course	Credits
1	Lecture of 1 hour/week	1
2	Tutorial of 1 hour/week	1
3	Practical / Laboratory / Drawing/mini-project of two hours/ week	1
4	Seminar (1 hour per week)	1

There are mainly two types of courses- viz. Theory courses and Laboratory courses. Generally a theory course consists of Lecture hours (L) and Tutorial hours (T). Tutorial hours may not be assigned to a particular theory course if it has a separate laboratory course. Laboratory course consists of practical hours (P) for which a student works in a Laboratory/Drawing Hall/Workshop. The other courses required to be taken by a student include seminar, mini project, and project at various levels of the program.

A student shall earn credits for a particular course by fulfilling the minimum academic requirements for attendance and evaluation. No credits shall be awarded if a student satisfies the minimum attendance requirements but fails to meet minimum evaluation requirements.

The total number of credits required for completing a program shall be mentioned in the course structure. The total number of credits in a semester which a student registers shall generally be 20--25. The maximum number of credits per semester shall not exceed 30

3.3 Audit Course:

3.3.1 A student may have to register for an audit course in a semester which could be institute requirement or department requirement.

3.3.2 An audit course may include either a) a regular course required to be done as per structure or required as pre-requisite of any higher level course or b) the programmes like practical training, industry visits, societal activities etc.

3.3.3 Audit course shall not carry any credits but shall be reflected in Grade Card as "PP"/"NP" depending upon the satisfactory performance in the semester evaluation as per the course curriculum structure.

4.0 Course Registration:

4.1 Every student must register for the courses that he/she wants to study for earning credits at the beginning of each semester on the prescribed dates announced from time to time

and shall be mandatory for every student till he/she completes the program. Only after registration his/her name shall appear in the roll list of each of such courses.

- 4.2 Students shall be required to fill up a Course Registration Form which shall be made available to them by the Student section of Administration office after payment of required fees.
- 4.3 Registration, according to rules, should be carried out as per the schedule given in academic calendar. Late registration may be permitted only for valid reasons and on payment of late registration fees. In any case, registration must be completed before the prescribed last date for registration, failing which his/her studentship shall be liable to be cancelled. Students having dues outstanding towards the institute or hostel shall be permitted to register only after clearing such dues.
- 4.4 In-absentia registration may be allowed only in rare cases at the discretion of the Dean Academics and with prior permission.
- 4.5 For registration in an odd semester, the student must have earned all the credits of the pre-previous year and at least 75% 2/3rd of the credits previous year. For example, for registration of the 5th semester courses (i.e. 3rd year of program), a student must have earned all the credits of the first year and 2/3rd of the credit second year. Similarly, for registration of the 7th semester courses (i.e. 4th year of program), a student must have earned all the credits of the second year and 2/3rd of the credits third year. However, if 2/3rd of the calculation turns out to be a mixed number (integer + fraction) then only the integer part of that number shall be considered for taking decision related with this clause.
- 4.6 A student registered in odd semester shall be eligible to register for the courses offered in the even semester of that year irrespective of his/her SGPA or the number of credits earned by him/her in that odd semester.

5.0 Lateral Entry for B Tech Programs

Post diploma students in engineering and B.Sc. Graduates can have lateral entry at third semester of the program. Such admissions are governed by the rules of regulatory bodies like AICTE New Delhi and Directorate of Technical Education Maharashtra state and Sanjay Ghodawat University for Admission criteria and shall undergo all academic requirements as specified by the Academic council.

For such students there shall not be First Year Performance Index (FYPI). Semester Performance Index (SGPA) and Cumulative Performance Index (CGPA) shall be calculated from the third semester onwards taking into consideration the courses undergone by them at Sanjay Ghodawat University Kolhapur.

Registration of the students not covered by the cases mentioned above shall be decided by the Academic Council. Such students shall undergo the academic program as specified by the Academic Council. Such odd entry students shall not be eligible for any medals or awards instituted by the institute.

6.0 Change of Program:

This is applicable to B Tech Programs only. Students shall be eligible to apply for Change of Program after completing the first two semesters. The following rules/ guidelines shall be used for considering their applications for change:

- 6.1 The change of program shall be permitted strictly on merit basis subject to the rules of admissions prevailing at the time of such change.
- 6.2 Students without fail grades and/or backlogs shall be eligible to apply for change of program and can give their choices in the order of preference.
- 6.3 The request for change of program by a student from program A to program B shall be considered if number of students of program B does not exceed the sanctioned capacity of program B and also the minimum strength required to run the program as decided by Academic Council.
- 6.4 All such transfers can be effected only once at the beginning of the second academic year of the 4-year UG program. No application for change of program during subsequent academic years shall be entertained.

7. Facilitation to Students:

7.1 Faculty Advisor:

On joining the institute, a student or a group of students shall be assigned to a faculty advisor who shall be mentor for a student throughout his/her tenure in the institute. A student shall be expected to consult the faculty advisor on any matter relating to his/her academic performance and the courses he/she may take in various semesters / summer term. A faculty advisor shall be the person to whom the parents/guardians should contact for performance related issues of their ward. The role of a faculty advisor is as outlined below:

The role of the Faculty Adviser is outlined below:

- a. Guide the students about the rules and regulations governing the courses of study for a particular degree.
- b. Advise the students for registering courses as per curriculum given. For this purpose, the Faculty Adviser has to discuss with the student his/her academic performance during the previous semester and then decide the number and nature of the courses for which He/She can register during the semester as per the curriculum.
- c. Approve the registration of the students.
- d. Advise students to overload/ drop one or more courses/activities based on her/his academic performance as per the prescribed rules.
- e. At the end of the first semester/year, the Faculty Adviser may even advise a reduced load program for a poorly performing student.
- f. Pay special attention to weak students and carefully monitor performance of students recommended for slow track option.
- g. Advise students for Course Adjustment / Dropping of courses during the Semester within the stipulated time frame given in the Academic calendar.
- h. Advise students seeking semester drop either during the ongoing semester or before the commencement of the semester. FA has to ensure strict compliance of rules and regulations laid down for this purpose. Recommend the cases to the appropriate authorities for consideration.

- i. Make revised plan of study for weak/bright students based on their semester wise performance.
- j. Suggest modalities for course/credit requirements for the students recommended for exchange program.
- k. Guidance and liaison with parents of students for their performance.
- l. To ensure that students are not permitted to reregister for courses, which they have already passed.
- m. Inform students that any academic activity (course / Lab. / seminar / project / noncredit requirement etc.) undergone without proper registration will not be counted towards the requirements of his/her degree.
- n. Strictly warn students that if she/he fails to register during any semester without prior approval, his/her studentship is liable to be cancelled.
- o. Keep the students updated about the Academic Administration of the University.

7.2. Helping Weaker Students:

A student with backlog/s should continuously seek help from his/her faculty advisor, Head of the Department and the Dean of respective schools. Additionally, he/she must also be in constant touch with his/her parents/local guardians for keeping them informed about academic performance. The university also shall communicate to the parents/guardians of such student at-least once during each semester regarding his/her performance in in-in various tests and examination and also about his/her attendance. It shall be expected that the parents/guardians too keep constant touch with the concerned faculty advisor or Head of the Department, and if necessary - the Dean of the respective school.

8.0 Discipline and Conduct:

- 8.1 Every student shall be required to observe discipline and decorous behavior both inside and outside the campus and not to indulge in any activity, which shall tend to bring down the prestige of the university.
- 8.2 Any act of indiscipline of a student reported to the Dean, Student Development, shall be discussed in a Disciplinary Action Committee of the institute. The Committee shall enquire into the charges and recommend suitable punishment if the charges are substantiated.
- 8.3 If a student while studying in the university is found indulging in anti-national activities contrary to the provisions of acts and laws enforced by Government, he/she shall be liable to be expelled from the institute without any notice.
- 8.4 If a student is involved in any kind of ragging, the student shall be liable for strict action as per provisions in the Maharashtra anti-ragging act.
- 8.5 If any statement/information supplied by the student in connection with his/her admission is found to be false/ incorrect at any time, his/ her admission shall be cancelled and he/she shall be expelled from the university and fees paid shall be forfeited.
- 8.6 If a student is found guilty of malpractice in examinations, then he/she shall be punished as per the recommendations of the Grievance Redressed Committee (CRC) constituted by Board of Examinations.

- 8.7 Every admitted student shall be issued photo identification (ID) card which must be retained by the student while he/she is registered at Sanjay Ghodawat University Kolhapur. The student must have valid ID card with him/her while in the University Campus.
- 8.8 Any student who alters or intentionally mutilates an ID card or who uses the ID card of another student or allows his/her ID card to be used by another, student shall be subjected to disciplinary action.
- 8.9 The valid ID card must be presented for identification purpose as and when demanded by authorities. Any student refusing to provide an ID card shall be subjected to disciplinary action.
- 8.10 Students should switch off the Mobiles during the Instructional hours and in the academic areas of university Building, Library, Reading room etc. Strict action will be taken if students do not adhere to this.
- 8.11 During the conduct of any Tests and Examination students must not bring their mobiles. A student in possession of the mobile whether in use or switched off condition will face disciplinary action and will be debarred from appearing for the Test / Examination.

9.0 Academic Calendar

The academic activities of the institute are regulated by Academic Calendar and is made available to the students/ faculty members and all other concerned in electronic form or hard copy. It shall be mandatory for students / faculty to strictly adhere to the academic calendar for completion of academic activities.

10. Attendance:

- 10.1 Regular 100% attendance is expected from all students for every registered course in lectures, tutorial, laboratory, projects, mini-projects and other courses mentioned in program curriculum. Hence, attendance is compulsory and shall be monitored during the semester rigorously. Students shall be informed at the end of every month if they are failing short of attendance requirements.
- 10.2 A Maximum of 25% absence for the attendance may be permitted only on valid grounds such as illness, death in family of blood relations (Father, Mother, Sister, and Brother) and any other emergency reason which is beyond the control of the student and shall be approved by the authorities in respective departments.
- 10.3 If a student fails to put up 75% attendance individually in each course, the student will be put under X grade category and student will be debarred from attending the End Semester Examination (ESE) and Re-Exam for that semester in that course. However, student has an option to re-register for the course whenever it is offered next time or he can appear for 100% examination for which he will be awarded two grade penalties. Student's FET, CAT1 and CAT2 marks are treated as null and void.

- 10.4 The maximum number of days of absence for students participating in Co-curricular activities /Sports/ Cultural events during a semester shall not exceed 10. Any waiver in this context shall be on the approval of the Academic council only after the recommendation by Dean Academics of the university.
The HOD and Dean of the respective school shall report and recommend to Academic council the cases of students not having 75% attendance as per the records of course instructor. After rigorously analyzing these cases AC may take a decision to debar such student from End-Semester Examination (ESE) for that course. Such a student shall re-register for that course as and when it is offered next. ISE and MSE evaluations of such a student for this course during regular semester shall be treated as null & void.
- 10.5 A student remaining absent during ESE of a course either on medical ground (Accident and/or hospitalization of a student) or any other emergency circumstances (death of immediate close relative i.e. father, mother, brother and sister) or due to representing University at university/state level in sports/co-curricular activities shall be treated as per the rules of Sec 12.6.2 and 11.1.2

The critical cases of absenteeism which are not covered by any of the above clauses shall be reported by concerned Head of Department to Academic dean and all such cases the decision of Academic council is final.

10. Modes of Assessment:

10.1 Assessment of Theory Courses:

- 10.1.1 A student shall be evaluated for his/her academic performance in a theory course through Faculty Evaluation Theory (FET), Continuous Assessment Tests (CAT1 and CAT2) and End Semester Examination (ESE).
- 10.1.2 The relative weightage for the theory courses having ESE shall be generally as shown in the Table 10.1.2

Table 10.1.2: Weightage for the theory courses in %

FET	CAT1	CAT 2	ESE
20	15	15	50

The details of the weightage of each course shall be listed in the structures of each program.

- 10.1.3 FET shall be based on student's performance in assignments, quizzes, seminars, Course projects and field assignments, term papers, etc. The mode of FET shall be decided and announced by the Course Instructor at the beginning of the course.
- 10.1.4 CAT1 shall generally be of one-hour duration for each course and shall be held as per the schedule declared in the Academic calendar for that Semester. The test will be based on first two units of the course.
- 10.1.5 CAT2 shall generally be of one-hour duration for each course and shall be held as per the schedule declared in the Academic calendar for that semester based on unit 3 and unit 4 of the syllabus.

- 10.1.6 ESE is of three hours' comprehensive examination having the weightage of 60% for unit 5 and 6 and 40% to unit 1 to unit 4. It is of 100 marks
- 10.1.7 All examinations and evaluations shall be compulsory. Credits for a course shall be awarded only if a student satisfies evaluation criteria and acquires the necessary minimum grade.
- 10.1.8 There shall be no re-examination for CAT1 and CAT2 of the courses having all the three components of evaluation viz. FET, CAT1 CAT2 and ESE. However, a student remaining absent for CAT1 and CAT2 for representing the institute in state level or university level sports/co-curricular activities (on prior recommendation and approval from) or on valid grounds such as illness, death in family or other emergency reason which is beyond control of a student (on approval by the head of department and dean of respective school shall be considered for Make- up examinations.
- 10.1.9 A student remaining absent for ESE of a course either due to medical reason (Accident and/or hospitalization of a student) or other emergency circumstances (death of immediate close relative i.e. father, mother, brother and sister) or due to representing college at university/state level in sports/co-curricular activities shall be awarded with grade "I". Such a student shall be allowed to appear for make-up examination scheduled along with re-examinations of other courses. The student shall apply to COE with proper documentary evidence to appear for make-up examination. After make-up examination, a student shall be entitled to an appropriate grade as per Table I of Sec. 10.1.2 based on his/her performance during the regular semester and in make-up examination.

10.2 Assessment of Laboratory Courses:

- 10.2.1 The assessment of laboratory course shall be continuous and based on turn-by-turn supervision of the student's work and the quality of his/her work as prescribed through laboratory journals and his/her performance in viva-voce examinations uniformly distributed throughout the semester. Where ESE for the laboratory course is specified ESE shall be based on performing an experiment followed by an oral examination. The relative weightage for FEP and ESE for assessment of laboratory courses shall be 50% each for FEP and ESE and a minimum performance of 40% in both ISE and ESE separately shall be required to get the passing grade.
- 10.2.2 ESE for laboratory course shall normally be held before the ESE for theory courses and shall be conducted by a panel of examiners appointed by COE from the panel of experts approved by BOS. This activity shall be coordinated by Department Examination Coordinator (DEC) in consultation with HOD of the respective department.
- 10.2.3 Student failed in ESE of a laboratory course in a regular semester shall be eligible to appear for 100% examination conducted alongwith ESEs of laboratory courses of the subsequent semester. Such examination shall be fairly comprehensive (generally of 3 hours similar to POE i.e. Practical-Oral-Examinations) to properly judge his/her practical skill and theoretical knowledge for that laboratory course. He/She shall suffer

one grade penalty.

11.0 The Grading System:

Absolute Grading System (AGS) is adopted based on absolute numerical marks obtained by the student during all stages of evaluation for a course.

11.1. Award of Grade (Regular Semester):

11.1.1 For every course registered by a student in a semester, he/she shall be assigned a grade based on his/her combined performance in all components of evaluation scheme of a course as per the structure. The grade indicates an assessment of the student's performance and shall be associated with equivalent number called a grade point.

11.1.2 The academic performance of a student shall be graded on a ten-point scale. The Absolute Grading System is followed. Letter grades, the guidelines for conversion of marks to letter grades and their equivalent grade points are as given in Table.

Table 11.1.2: Grade Table for Regular Semester

Marks Obtained	Grade Letter GL	Grade Point GP	Performance Description
90-100	O	10	Outstanding
80-89	A+	09	Excellent
70-79	A	08	Very Good
60-69	B+	07	Good
50-59	B	06	Above Average
45-49	C	05	Average
40-44	P	04	Pass
00-39	F	00	Fail
-	Ab	00	Absent
-	X	00	Detained (Failed)
-	Satisfactory	-	Pass in Non Credit Courses
-	Un Satisfactory	-	Failed in Non Credit Courses

11.1.3 A student shall pass the course if he/she gets any grade in the range "O" to "P".

11.1.4 "FF" grade shall be awarded to a student in a course if he/she gets less than 40% marks jointly in the FET, CAT1, and CAT2 & ESE for a theory course and in PET & ESE for a laboratory course. A course shall then be eligible to apply for re-examination. A student failed in laboratory course shall be eligible to apply only for 100% examination

conducted with the laboratory examinations of the subsequent semester. In both cases, a student has to suffer one grade penalty.

12 Assignment of X Grade

Grade "X" in a regular course shall be given to a student if he/she falls in any of the following categories.

- 12.1 A student does not maintain the minimum 75% attendance in any of the theory or laboratory courses.
- 12.2 A student has not completed most of the Evaluations like FET, CAT1 and CAT2 due to non-medical reasons (for example when a student has missed all or most of the components of internal evaluation conducted by the instructor in that semester).
- 12.3 The performance of a student is less than 40% in FET, CAT1 and CAT2 Combined.
- 12.4 A student is guilty of any academic malpractice during semester (Such cases shall be dealt by Grievance Redressed and Discipline Committee).

In above four cases grade "X" shall be declared one week before ESE and intimated to the Academic Office and COE immediately thereafter. Such a student shall not be permitted to take the ESE of that course.

12.5 Grade "X" may be given to a student if

- 12.5.1 A student eligible for ESE remains absent for ESE of a course with no written intimation to Exam Cell within four days after the respective ESE is over.
- 12.5.2 A student is guilty of any academic malpractice during examination. (Such cases shall be dealt by Grievance Redressal Committee).

In 12.5.2 grade "X" in that course shall be declared after Grievance Redressed Committee confirms the academic malpractice.

In above two cases when a student gets "X" grade in a course, then this shall be treated as "FF" for the purpose of calculation of Semester Performance Index (SGPI) and First Year Performance Index (FYPI) or Cumulative Performance Index (CGPI).

12.6 Following rules apply to the student who has obtained grade "X" in a regular semester:

- 12.6.1 A student obtaining grade "X" in a course in a regular semester or during examination shall be not be allowed to appear for End semester examination and also Re ESE conducted before the beginning of the next semester. His/her FET, CAT1 and CAT2 evaluations for all courses shall be treated as null and void. He/She needs to re-register for courses of that semester in the next academic year whenever they are offered and undergo all evaluations along with fresh regular students for which he will get one grade penalty.
- 12.6.2 Grade "I" shall be declared in a theory/laboratory course if a student has satisfactory performance FET, CAT1, CAT2 and has fulfilled the 75% attendance requirement, but has not appeared for ESE due to genuine reasons. Such students shall be eligible for the make-up examination of ESE only on medical grounds/valid reasons and on production of authentic medical certificate or other supporting document/s (as required by the University) to the COE within ten days after the respective examination is over. The application form with requisite amount of fees must be submitted to the Exam Cell before the last date of filling such application forms for make-up examinations. These examinations shall be based on 100% syllabus and shall be scheduled before the commencement of the subsequent semester for theory courses and along with ESEs of

laboratory courses of the subsequent semester. A student with "I" grade when appears for the make-up examination shall be eligible to obtain a regular performance grade ("O" to "F") as per Table 11.1.2 depending on his/her overall performance in FET, CAT 1, CAT 2 and make-up examination. If a student fails to appear for make-up examination too, a grade "XX" shall be awarded to him/her. Thus "I" is only a temporary grade and shall be replaced by a valid grade only after make-up examination.

12.6.3 There shall be a few audit courses as per the policies of the institute or as decided by DPC of respective program. The grade "PP" (Passed)/ "NP" (Not Passed) shall be awarded for such courses depending upon the performance of a student evaluated by the faculty in-charge. No grade points shall be associated with these grades and performance in these courses shall be not taken into account in the calculation of the performance indices (SGPI, CGPI). However, the award of the degree shall be subject to obtaining a "PP" grade in all such courses.

13. Award of Grades for Re-Examination:

13.1 A student who has obtained grade "F" in regular semester shall be eligible to appear for re-examination conducted before the commencement of the next regular semester. In such cases FET, CAT1 and CAT2 marks are carried forward and a student has to suffer one grade penalty

13.2 A student shall apply for re-examination before the last date of such application and shall appear for re-examination.

13.3 50% weightage similar to ESE shall be given to re-examination and there is one grade penalty.

13.4 A student who has obtained "F" grade in ESE of a regular semester and has not availed re-examination option or a student who has obtained "F" grade in both ESE and re-examination shall be eligible to choose one of the two options below to clear his/her backlog:

- Re-registration for the next regular semester course whenever that course is offered.
- Appearing for ESE of the course when conducted...
A student detained in a regular semester due to either a) by obtaining "X" grade or b) by involvement in academic malpractice or c) by breaking the institute code of conduct and discipline can re-register for the course when offered next

Following rules apply for these cases:

13.5 In first case i.e. Re- registration the earlier performance of a student in all the evaluations of that course shall be treated as null and void. The student has to undergo all the evaluations after re-registration.

14. Grades for Third and Subsequent attempts:

If A student opts for ESE or Re ESE who previously had obtained grade "F" in a course in two attempts, his/her FET, CAT1 and CAT2 performance of the regular semester shall be considered for evaluation and He/She has to suffer two grade penalty for the third attempt and for 4th and subsequent attempts shall be awarded a grade "P" or "F" or "X" based on his/her performance. However, if a student takes more than three chances (regular examination being the first chance, re-examination being the second chance, to clear a course, then the

maximum passing grade that he/she can get shall be only "P". Thus a student has to suffer a grade penalty by accepting a lower grade than that obtained in the regular examination, re-examination, or examination for a re-registered course.

15. CALCULATION OF PERFORMANCE INDICES:

15.1. Semester Grade Point Average (SGPA)

The performance of a student in a one specific semester is indicated by SGPA. SGPA is a weighted average of the grade points obtained in all courses registered by the students during the semester. SGPA can be calculated by following equation.

$$SGPA = S_i = \frac{\sum_{i=1}^n C_i P_i}{\sum_{i=1}^n C_i}$$

Where, $i = 1, 2, 3, \dots, n$ is number of courses during semesters. C = No of credits associated with that course and P = Grade point earned in that course. SGPA will be rounded off to two decimal places.

15.2 Cumulative Grade Point Average (CGPA)

The total cumulative performance of a student at the end of specific semester is indicated by CGPA. An up-to-date assessment of the overall performance of a student for the courses from the first semester onwards till completion of the program shall be obtained by calculating Cumulative Grade Point Average (CGPA).

CGPA is a weighted average of the SGPA obtained in all semesters by the students during the semesters. CGPA can be calculated by following equation.

$$CGPA = \frac{\sum_{j=1}^n C_j S_j}{\sum_{j=1}^n C_j}$$

Where, $j = 1, 2, 3, \dots, n$ is number of semester during program. C = Total No of credits in the semester for which CGPA is to be calculated.

CGPA will be rounded off to two decimal places.

Conversion of CGPA to percentage marks for $CGPA \geq 4.5$ can be obtained using equations. Percentage marks = $(CGPA \times 10) - 7.5$.

15.3 For the students acquiring "I" grade (which is only a temporary grade) in any of the courses, SGPA, CGPA shall be calculated only after make-up examination.

16. First Year Performance Index (FYPI): (Applicable for B. Tech Programs Only)

16.1 For a student registered in Sanjay Ghodawat University Kolhapur right from the First semester, First-Year-Performance-Index (FYPI) shall be calculated as weighted average of the grade points obtained in all the courses registered by him/her in semesters I and II only.

$$FYPI = \frac{\sum_1 C_i g_i}{\sum_1 C_i}$$

Where summation is for all the courses registered by a student in first two semesters. FYPI shall be calculated when for the second semester is calculated. FYPI shall be rounded off to two decimal places.

16.2 FYPI shall reflect all the courses undergone by a student in the first year including the courses in which he/she has failed. FYPI may get modified in the subsequent semesters whenever a student clears his/her first year backlog courses.

16.3 If a student has been awarded "I" grade in the regular semester course of the first year then, FYPI shall be calculated after the make-up examination on the basis of the grade obtained by that student in a make-up examination.

16.4 If a student has obtained grade "F" or "X" at any time in any of the courses registered by him, then zero grade points corresponding to these grades shall be taken into consideration for calculation of FYPI.

17 Maximum Duration for Completing the Program

Maximum duration for completing any program UG/PG offered by Sanjay Ghodawat University is respective program duration plus two additional years.

Maximum duration for getting the B. Tech degree for students admitted in the first semester of UG program is, program duration plus two additional years (i.e. 12 Semesters and 6 academic years) For lateral entry student academic admitted in the third semester shall be (10 Semester and 5 Years).

The maximum duration of the program includes the period of withdrawal, absence and different kind of leaves permission to student but excludes the period of rustication of the student from the university however genuine case a confidential of valid reason may be referred to academic council for extending this limit by additional criteria

18 NFTE (Not Fit for Technical Education) (Applicable to B Tech program only)

It is mandatory for the student to earn all credits of first year specified for semester I & II or eligible for ATKTK as per the rules to seek admission to semester III of second year in three years from the date of admission to avoid NFTE. If a student fails to become eligible for admission to Semester III in three year form the date of his admission, he shall be declared as “Not Fit for Technical Education” leading to discontinuation of his/her registration with the university. Such cases should be put up in the academic council.

19. Academic Progress Rules (ATKT Rules):

19.1 A student shall be allowed to register for the courses of the next year's odd semester only if he/she has earned all the credits of the previous year and has earned at least 2/3rd credits of the current year. If 2/3rd calculation turns out to be a mixed number (integer + fraction) then only the integer part of that number shall be considered for deciding the eligibility for ATKTK.

(a) At the end of 1st year a student shall be allowed to keep terms (ATKT) to 2nd year of study provided he/she attends course work prescribed for 1st year with prescribed attendance and successfully earned at least 2/3rd of the total credits specified for 1st year program.

For Example: Total credits for B. Tech first year 2017-18, are 45 (Total of Semester I and II). A Student should earn minimum $2/3^{\text{rd}}$ of the 45 Credits i.e. A student can go to next higher class with a maximum backlog of $1/3^{\text{rd}}$ credits of semester I & II of the first year. Student, who fails to earn those credits, cannot register for next semester, either it can re-registrar for the course and credits or can use the next opportunity to earn the credits when exams are conducted.

- (b) At the end of 2nd year a candidate shall be allowed to keep terms to 3rd year of study provided he/she attends course work prescribed for 2nd year with prescribed attendance, and successfully cleared 1st year program and at least $2/3^{\text{rd}}$ of total credits prescribed for 2nd year program.
- (c) At the end of 3rd year a candidate shall be allowed to keep terms to final year of study provided he/she attendants course work prescribed for 3rd year with prescribed attendance, and should have completed 2nd year program and $2/3^{\text{rd}}$ of total credits prescribed for 3rd year program.

All such candidates fulfilling the above criteria shall be declared as FAILED, ATKT.

A student shall be allowed to take admission for odd semester of next academic year only if he/ she have earned all the credits of the previous year and $2/3^{\text{rd}}$ happens to be a decimal, it is rounded to only integer part.

20. Semester Grade Report:

20.1 Semester grade report reflects the performance of a student in that semester (SGPI) and also his/her cumulative performance for the first year (FYPI) and also the cumulative performance since the third semester of his/her study (CGPA).

20.2 The semester grade card issued at the end of each semester/ summer term to each student shall contain the following.

- The credits for each course registered for that semester.
- Any audit course/s undertaken by a student in a Semester.
- The letter grade obtained in each course.
- The total number of credits earned by a student for the first year separately.
- The total number of credits earned by a student since the 3rd semester onwards.
- SGPI, FYPI, CGPI.
- A list of backlog courses, if any.
- Remarks regarding eligibility of registration for the next semester.

20.3 Semester grade card shall not indicate class or division or rank however a conversion from grade point index to percentage based on CGPI shall be indicated on the final grade card of the program.

21 Award of Degree:

Following rules prevail for the award of degree.

- A student has registered and passed all the prescribed courses under the general institutional and departmental requirements.
- A student has obtained $CGPI \geq 4.75$.
- A student has paid all the institute dues and satisfied all the requirements prescribed.
- A student has no case of indiscipline pending against him/her.

- Academic Council shall recommend the award of degree to a student who is declared to be eligible and qualified for above norms.

22 Grace Marks

- Maximum total grace marks will be 1 % of the total theory credit courses x 100 subjected
- To maximum 6 marks in that semester.
- Grace marks will be given candidate for change in grades for theory credit courses i.e. from
- Fail to pass grade only and will be reflected in final ESE marks.
- The grace marks are applicable only for maximum $1/3^{\text{rd}}$ courses (rounded to higher Integer part i.e. if there are 4 theory courses then $4/3 = 1.33 = 2$ courses).
- Maximum grace marks will be distributed in maximum courses
- Benefit of grace marks is not applicable for any medal/award.
- Applicable to theory and (Theory + Practical Courses). If is not applicable for Practical courses.
- Scheme for grace marks only can be used when the student will pass in all courses of that semester.

23. CGPA Improvement Policy for Award of Degree:

An opportunity shall be given to a student who has earned all the credits required by the respective program with CGPA greater than or equal to 4.00 but less than 4.75 to improve his/her grade by allowing him/her to appear for ESE examinations of maximum two theory courses of seventh semester. Such examinations shall be scheduled along with re-examinations/make-up examinations. However, CGPA shall be limited to 4.75 even though the performance of a student as calculated through modified CGPA becomes greater than 4.75.

Conclusions:

The academic policies regarding conduct of programs in Sanjay Ghodawat University Kolhapur are published in this document. The Academic Council shall reserve the right to modify these policies as and when required from the point of view of achieving academic excellence. In special and abnormal cases (i.e. the cases not covered through above rules) the decision of the (Chairman, Academic Council shall be final and shall be binding on all concerned.

Chairman
Academic Council



Sanjay Ghodawat University, Kolhapur

Structure for T.Y.B. A.,(Journalism and Mass Communication)Program

Semester-V

Course Code	Course Title	L	T	Pr/Pr o	C	Evaluation Scheme				
						Component	Exam	WT %	Min. Pass %	
MCA 127 (PC SA) Version:4.0	Development Communication	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15	40	
							ESE	50		
MCA129 (PC SA) Version: 4.0	Short film and Documentary	3	-	-	3	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15	40	
							ESE	50		
MCA131 (EDS SA) Version:4.0	Radio Journalism	2	1	-	3	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15	40	
							ESE	50		
MCA133 (EDS SA) Version:4.0	Photo Journalism	2	-	-	2	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15	40	
							ESE	50		
MCA135 (PC SA) Version:4.0	Short film and Documentary Lab	-	-	6	3	Practical (100)	FEP	50	20	40
							POE	50	20	
MCA137 (EDS SA) Version:4.0	Radio Production Lab	-	-	6	3	Practical (100)	FEP	50	20	40
							POE	50	20	
MCA139 (EDS SA) Version:4.0	Photography Lab	-	-	8	4	Practical (100)	FEP	50	20	40
							POE	50	20	
Total		11	3	20	24	Total Hrs: 34; Total Credits: 24				

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight Age PC: Program Core, PE: Program Elective, UC: University Core, UE: University Elective: ST: School of Technology, SS: School of Sciences, SC: School of Commerce, SM: School of Management, SA: School of Arts FET: Faculty Evaluation Theory, CAT: Continuous Assessment Test, ESE End Semester Examination, TW : Term Work, POE : Practical Oral Examination, CO: Core course, AECC: Ability enhancement compulsory, AECC: Ability Enhancement Elective course, EDS: Elective discipline specific, EG: Elective Generic, FEP: Faculty Evaluation Theory



Sanjay Ghodawat University, Kolhapur
Structure for TY.B. A. (Journalism and Mass Communication) Program

Semester-VI

Course Code	Course Title	L	T	Pr/Pr o	C	Evaluation Scheme				
						Component	Exam	WT %	Min. Pass %	
MCA 130 (PC SA) Version: 4.0	Online Journalism	3	1	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA132 (EDS SA) Version: 4.0	Media Laws & Ethics	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA134 (UC SA) Version:4.0	Foreign Language	4	-	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA136 (PC SA) Version: 4.0	Media Research Project	-	-	4	2	Project (100)	Project	50	20	40
							OE	50	20	
MCA138 (PC SA) Version:4.0	Online Journalism Lab	-	-	4	2	Project (100)	FEP	50	20	40
							POE	50	20	
MCA140 (EDS SA) Version: 4.0	Internship	-	-	-	6	Evaluation Report + Oral Exam	ER	75	20	40
							OE	25	20	
Total		11	3	8	24	Total Hrs: 22, Total Credits: 24				

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight Age PC: Program Core, PE: Program Elective, UC: University Core, UE: University Elective: ST: School of Technology, SS: School of Sciences, SC: School of Commerce, SM: School of Management, SA: School of Arts FET: Faculty Evaluation Theory, CAT: Continuous Assessment Test, ESE End Semester Examination, TW : Term Work, POE : Practical Oral Examination, CO: Core course, AECC: Ability enhancement compulsory, AEEC: Ability Enhancement Elective course, EDS: Elective discipline specific, EG: Elective Generic, FEP: Faculty Evaluation Theory, OE: Oral Examination

Syllabus for T.Y.B.A., Journalism and Mass Communication

SEMESTER -V

MCA 127 Development and Communication

(Version.4.0,PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT%	Min. Pass %	
04	02	-	06	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:

This course help students to understand the concept of development communication and sustainable development. It explains various traditional forms of communication in India and role of media in the social development. To know Strategic Approaches to development communication and paradigms of development communication.

Course Outcomes: At the end of this course students will be able to:

- CO1: Define¹ the concept of development .
- CO2: Express² various approaches of the development communication.
- CO3: Use³ media knowledge to develop content for development.
- CO4: Illustrate⁴ various programs/scheme for development.
- CO5: Choose government schemes for taking advantages for development.
- CO6: Develop⁴ strategies for development communication.

Syllabus (Theory)

Units	Description	Hours
I	Concept of Development : Introduction and overview, Definitions and concepts, Human at the centre of development, Sustainable improvement in quality of life, paradigms Concept of development Measurement of development, Development and communication, public journalism, Communication and participation, Models of development Basic needs model Nehruvian model Gandhian model Panchayati raj	15
II	Development communication: Introduction and overview, Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Development communication: Dev comm. approaches – diffusion of innovation, empathy, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm.	15
III	Role of Media in development: Mass media and development, Role of varies media in development-Print media, Electronic media(Television, Radio), new media, role of traditional media, role of development agencies and role of NGOs.	15

IV	Programmes and schemes for development: I SITE project, Krishi Darshan, Kheda, , MNREGA; e-governance, e chaupal, national knowledge network, Midday meal for yojana, Specific programs for stibal society development, PSB Current programs of Government of India: Pradhanmantri gram sadak Yojana, Deen Dayal Upadhya Gram koushalya Yojana, Pradhan mantra awass yojana, PradhanMantri Jan Dhan Yojana, Pradhanmantri Mudra Yojana,Stand Up India Scheme	15
V	Programmes and schemes for development: II Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).	15
VI	Practising development communication: Strategies for designing messages for print media, Community radio and dev elopement, Production of television programmes for development, Using new media technologies for development. Development Journalism, -Public service broadcasting and development in India.	15

Indicative Reading List:

- 1) Gupta V.S. Communication and Development, Concept Publication, New Delhi.
- 2) Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.
- 3) Murthy D. V. R., Development Journalism, What Next?, Kanishka Publication,New Delhi.

For Further Reading:

- 4) Ganesh S. lectures in Mass Communication, India Publishers, 1995.
- 5) Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.
- 6) Rogers Everett M ,Sage, Communication and Development- Critical Perspective, New Delhi.
- 7) Dr. Anil Kumar, Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007

Faculty Evaluation theory (FET)

Marks-20

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 129 Short film and Documentary

(Version.4.0,PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
03	-	-	03	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:

This course explores the theory of non-fiction film and video, with an emphasis on work that falls under the rubric of “documentary.” Documentary is a unique form of non-fiction moving image media that claims a special relationship to reality and truth, through screenings, readings and class discussion.

Course Outcomes: At the end of this course students will be able to:

- CO1: Describe¹ concept of documentary and short film
- CO2: Discuss² historical journey of documentary
- CO3: Interpret³ pre-production process of documentary
- CO4: Illustrate⁴ people and techniques in documentary
- CO5: Write⁵ production and post- production process in documentary making
- CO6: Create⁶ documentary

Course Contents- Theory

Units	Description	Hours
1	Documentary and short film: Theory Understanding the Documentary, Observational and Verite documentary, The formative/fictive in Documentary: Using re-enactment/ reconstruction, Ethics and Representation.	7
2	Historical journey Social, political and historical issues to documentary and short film, World Documentary: a) Direct Cinema b) British documentary, c) Cinema Verite Indian Documentary: a) Films Division b) Independent Filmmakers.	8
3	Pre-Production Researching the Documentary and short film, Modes of Research: Library, Archives, location, life stories, Ethnography, Writing a concept: telling a story, Script Writing, Treatment, Writing a proposal and budgeting, Interviewing: exercises, interview analysis. Finalizing treatment, characters, filming schedule,	8
4	People and Techniques The Documentary Crew, Equipment, Scripting, Sound for Documentary and short film, Technical preparations: sound and camera control. Camera exercises	7
5	Production and Post-Production The Documentary Camera, Shooting styles, Production details and logistics, Editing styles; Post production: Transcript editing, preparing film logs, script editing, rough cutting, fine cutting Rough Cut Roundtable	8
6	Ethics and aesthetics of production Copyright issues, location permission, Law of the land, Ambient music, defamatory remarks, and legal check list.	7

Indicative Reading List:

- 1) Thurlow Clifford, Making Short Films, Bloomsbury Publishing, New Delhi.
- 2) Badley, W. Hugh, Techniques of Documentary Film Production, Focal Press, London.
- 3) Das Trisha, How to Write a Documentary?, Rupa Publication, Mumbai.

For Further Reading:

- 4) Mehothra Rajiv , The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.
- 5) Renov Michael “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge, 1993.
- 6) Rabiger, Michal, Directing the Documentary.
- 7) Ellis , Jack EC, A New History of Documentary Film.

Faculty Evaluation theory (FET)**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 131 Radio Journalism

(Version.4.0,PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
02	01	-	03	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:

This course will provide students lectures in radio production and radio programming. Students will learn skills of modern radio production, including use of digital systems such as Adobe Audition. Lectures will cover topics related to radio and audio production.

Course Outcomes: At the end of this course students will be able to:

- CO1: Recall¹ growth of Radio
- CO2: Explain² the grammar and aesthetics of radio
- CO3: Interpret³ sound for radio
- CO4: Illustrate⁴ production for radio
- CO5: Develop⁵ writing for radio
- CO6: Describe⁶ Radio reporting areas and required skills

Course Contents- Theory

Units	Description	Hours
1	Growth of Radio What is Radio? Evolution of Radio—Amateur and HAM to FM and Digital Radio Broadcast in India Radio and Democracy- participatory, community-driven, special-needs, development communication, distress and disaster.	8
2	The Grammar & Aesthetics of Radio Radio formats (simple and complex) Radio features, documentaries & magazines, using sound bites and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programs, studio interviews – studio discussions- phone-in programs.	8
3	Sound for Radio Sound recording: voice behind the mike –different types of mikes, Sound – Frequency and Wave length, Journey of Sound-Analogue and Digital, Special effects-Menu and Synthesis. Using sound bites and actualities.	7
4	Production for Radio Pre-Production – (Idea, research, Radio script, storyboarding, proposal writing, budget, floor plans, pilot), Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Editing, Creative use of Sound Editing, OB production of sporting and mega events. Sound editing with Adobe Audition, basics of Adobe Audition.	8
5	Writing for Radio Spoken language writing – writing for programs – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy-compiling radio news	7

programs; writing intro to bytes – writing headlines, teasers and promos.

6 **Radio Reporting**

7

Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Voice training – effective use of voice – enunciation, flow, pronunciation, modulation; Radio Interviews - preparing and planning types of interviews on radio, on-line interview techniques; moderating skills for radio discussion programs; handling interactive live transmission.

Indicative Reading List:

- 1) Chatterjee.P.P., The adventures of Indian Broadcasting, Konark Publication, Delhi.
- 2) Vijay Kulsheshtha, Radio Patrakarita, Saahil prakashan, Jalandar.
- 3) Saxena Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.

For Further Reading:

- 4) McLiesh, Robert, Radio Production, Focal Press, London.
- 5) Luthra. H.R, Indian Broadcasting, Publication Division, Delhi.

Faculty Evaluation theory (FET)

Marks-20

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 133 Photo Journalism

(Version.4.0, EDS|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
02	-	-	02	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:

The primary objective of this course is to provide knowledge about Photograph and photojournalism. It helps to explain practical as well as theoretical concepts to the students. This course deals with the basic information of photography and gives detailed description about the photographic equipment. This course will give overview of photo editing software while learning the course.

Course Outcomes: At the end of this course students will be able to:

CO1: Explain¹ the concept of photograph and basics of photography

CO2: Describe² Photographic equipment, control and tools

CO3: Illustrate³ lightning and its uses

CO4: Identify⁵ different genres of photography

CO5: Develop⁴ the Photography skill

CO6: Describe⁶ production in photography

Course Contents- Theory

Units	Description	Hours
1	The Photograph Invention and Implication, History of Photography-definition, Photojournalism: Concept and important, picture appreciation. The Photograph and culture, the Black and White, Colour and its impact, Image and Text. The captioned photo. Legal and Ethical aspects of Photography- professional organizations.	5
2	Photographic equipment, controls and tools Camera: point and shoot, SLRs, DSLRs, SLDs, SLT, Mirror less, Digital, Camera setting, Menus, Exposure, Shooting modes and their significance. Photographic Optics: Lenses their use, types and specifications, Aperture: role and significance in image making, Kinds of shutters- significance and application, ISO settings and their significance, White factor, Depth of field as an image making tool.	5
3	Understanding Light and its Uses Light: Visible spectrum, Colour temperature, units and significance in photography, Quality of light: hard light soft light, understanding lightning equipment: On camera flash, its use and limitation, studio flash and accessories, Lightning ratio, Types of lights: indoor, outdoor and mixed, Three Point Lightning.	5

4	Photography genres Photography as Contemporary Art. Nature and Landscape Photography. Landscape, Rural, urban, cityscapes, sunsets, seascape, weather conditions. Portraits, Sports and action. Wild life Photography, Product Photography, Studio Photography, Subject Photography, night photography and low light shooting, Awards.	5
5	The Photography Picture with impact: placement of the subject, the focal point, center of interest, perspectives and viewpoint, balance, shape and form, pattern and outline, movement. Foreground- background relationship. Digital technology and its future- Digital developing and printing. Photography awards and skills required.	5
6	Production Photography/ Photoshop: covering the basics of editing, fixing blemishes, color correcting and selective edits. Cropping, Morphing, Picasa/fast stone, Pixel and Megapixels, working with image and text.	5

Indicative Reading List:

- 1) Through the Lens, Natinal Geographic, National Geographic Society
- 2) Swati Chavan, Naveen Chandra, Print Media and Photo Journalism, Kanishk Publishers and Distributers, Delhi
- 3) Edwards, Steve, Photography: A Very Short Introduction, Oxford Publication, UK.
- 4) Butler, Yvonne V, The Advanced Digital Phographer’s handbook, Focal Press,London.

For Further Reading:

- 1) Dennis P. Curtin, The Text Book of Digital Photography (2nd Edi)
- 2) Berger, J. Ways of Seeing, Harmonswoth, Penguin, 1972.
- 3) Langford, Michael. Fox, Anna,. Smith, Richard Sawdon. Langford's Basic Photography: The Guide for Serious Photographers, July 23, 2010, Revised 9th Edition.
- 4) Sontag, Susan. On Photography, London: Penguin, 2008.

Faculty Evaluation theory (FET)

Marks-20

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 135 Short film and Documentary Lab
(Version.4.0,PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	06	03	Practical (100)	FEP	50	20	40
					Oral	50	20	

Course description:

This course will help students to get practical knowledge of documentary and short film production, It explain various things regarding pre production, Production, post production of the films. To better understanding of production related laws and copy rights and the powers of sensor board of India. The prime objective of the course is to develop the skills of production of the films and promote to students to relate the social issues and present in front of society through film.

Course Outcomes: At the end of this course students will be able to:

CO1: Recall¹ the process of pre production process of film production

CO2: Develop⁴ story for documentary and short film

CO3: Apply² knowledge of film making during film production

CO4: Produce³ a documentary and short film with appropriate creativity

Practical syllabus:

Pr.no	Description	Hours
1	<p>Short film Production</p> <p>Pre production: Idea, Story, Script writing, storyboard making/Shot listing, Casting, location finalization, permission for shooting</p> <p>Production: Equipments, Shooting video-Filming tips, Directing, spot management, Composition and camera motion, Recording audio, Adjustment of lighting</p> <p>Post production Editing programs by using video editing softwares, Editing tips- editing format, picture editing, sound editing, music, re-recording, voice/audio recording, titles, dialogues, campaign image, trailer,</p>	45
2	<p>Documentary Production</p> <p>Pre production: Choosing a documentary style- Poetic, Expository, Observational, Self-Reflexive, Per formative; Writing script, Finalize a shooting script, Creating story board; storyboards and shot lists, location schouting, create a proper budget, choose gear, clear that red tape, finding the right cast, rehearse</p> <p>Production Shooting video-Filming tips, Directing, spot management, Composition and camera motion, Recording audio, Adjustment of lighting</p> <p>Production Shooting video-Filming tips, Directing, spot management, Composition and camera motion, Recording audio, Adjustment of lighting</p>	45

Post production

Editing video by using video editing software, Editing tips- editing format, picture editing, sound editing, music, re-recording, voice/audio recording, titles, dialogues, campaign image, trailer

(The progressive creation of a short film/ documentary with the process given by the faculty will be compulsory for the student for this course.)

Total marks for FEP-50

Oral Examination will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100

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MCA137 Radio Production Lab
(Version.4.0, EDS|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	06	03	Practical (100)	FEP	50	20	40
					POE	50	20	

Course description:

This course will help students to get practical knowledge of various types of radio programs like radio announcement, radio interview, and production of radio documentary/feature, radio news bulletin and radio drama. The prime objective of the course is to develop the skills of production for radio and promote students to relate to the social issues and present them to the society through radio programs.

Course Outcomes: At the end of this course students will be able to:

CO1: Express² on given announcement topic

CO2: Prepare³ for radio interview

CO3: Compose⁵ a radio news bulletin

CO4: Produce² a radio drama

Practical syllabus:

Pr.no	Description	Hours
1	Radio program-I: Production of radio Announcement Writing message, Important skills-Speaking, reading comprehension, Listing, critical thinking, Social Perceptiveness, Time Management, Judgment and Decision Making, Writing, Active Learning, Monitoring, Coordination, Complex Problem Solving, Persuasion ,Negotiation	22
2	Radio program-II: Production of radio interviews Introduction, definition of interview, Infrastructure, Preparation, Session Topics, Session Plan Activity 1: Interview Simulation Activity 2: Practical Field Interviews Editing and Critiquing Skills required for taking radio interview	23
3	Radio program-IV: Production of radio new bulletin The functioning of radio news room, Types of news bulletin, Compilation of news, selecting the headlines, Writing new bulletin script, News reading skills and qualities, News bulletin editing and broadcasting.	23
4	Radio program-VI: Production of radio drama Radio drama-Introduction, Defining audience, Elements of radio drama, Character, dialogues, scripting, Action, Time and place, Production room management, Recording, Editing of the drama and broadcasting.	22

Total marks for TW-50

POE will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100

**

MCA139 Photography Lab
(Version.4.0, EDS|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	08	04	Practical (100)	FEP	50	20	40
					POE	50	20	

Course description:

This course will help students to get practical knowledge of photography. It deals with different styles and genres of photography. The students will be able to describe how their final images, composition and manipulation relate to social, culture, geographical or historical contexts. Students should demonstrate understanding of how their images will be viewed, depending on the brief.

Course Outcomes: At the end of this course students will be able to:

CO1: Recall¹ the functions of the camera

CO2: Use³ different cameras easily

CO3: Modify⁵ photos effectively using appropriate software

CO4: Create⁶ photo shoots

CO5: Differentiate between² various photo shoots

Practical syllabus:

Pr.no	Description	Hours
1	Practical-I –Introduction to Camera Camera-Introduction, Meaning and definition, History, Different parts and functioning of the camera- Front side of the camera: Shutter button and eye reduction, Lens, mirror, flash, Microphone, view finder display, Apertures, shutter speed, ISO speed,	24
2	Practical-II-Study of different camera Holding camera in hands, film loading, unloading, winding, large format cameras, rising, falling and cross movements and swing back, Study of apertures, Study of shutters, Use of lens, Use of tripod stand, study of panning tilt head, Study of electronic flash, its components, Study of filters and its effects on images, Lighting techniques.	24
3	Practical-III- Photo Editing Learning Adobe Photoshop, Tones and Contrast, Sharpening and Details, Photoshop Techniques, Image Stacking and Multiple Exposures, Photo Stitching and Digital Panoramas, Specialty Techniques.	24
4	Making of photo shoots-I Product photography, Environmental photography, Product use photography, Lifestyle photography, recipe photography	24
5	Making of photo shoots-II Portrait photography, Portfolio photography, Modeling photography, Glamour photography, Boudoir photography, High and low key photography	24

Total marks for FEP-50

POE will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100

SEMESTER-VI

MCA 130 Online Journalism

(Version.4.0, PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
03	01	-	04	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:

This course helps Students to understand the concept of on online journalism, its definition, techniques of reporting and editing for online. It helps to understand the concept of mobile journalism and data journalism. It explains the ethics and laws regarding online journalism and also explains various tools of online journalism.

Course Outcomes: At the end of this course students will be able to:

- CO1: Define¹ the concept of online and digital journalism
- CO2: Discuss² on reporting and editing for online journalism
- CO3: Utilize² multimedia and interactivity and how they are used to tell a story online
- CO4: Develop⁴ the data for society with effective meaning
- CO5: Synthesize⁵ the ethics and laws for journalism
- CO6: Describe⁶ various tools of online journalism

Syllabus (Theory)

Units	Description	Hours
I	Online & Digital Journalism Introduction, Definition and meaning, History of online journalism, The changing landscape, Online Journalism in India, digital medium, opportunities, Experiments world over, Introduction to multimedia.	10
II	Reporting and editing (Online & Digital) Journalistic Writing, Significance of Editorial and article writing, Online tools, New narratives, Difference between styles, Basics of editing, Editing soft ware.	10
III	Mobile Journalism Definition, Mobile friendly story layout, Mobile and social media in career, Mobile and multimedia applications include web and mobile applications, games, interactive media and digital installation.	10
IV	Data Journalism Definition, Data crunching, Why data is vital in digital world, Using data for stories & analysis, Data analysis tools.	10
V	Ethics & Laws What are the ethics of Online Journalism, Ethical issues, Digital media ethics, Introduction to laws, Cyber laws in India, New media and social networks, social networking websites, Security and ethical challenges, applying journalism ethics to online journalism,	10

VI **Tools of Online journalism**

10

Multimedia, Interactivity, Hyperlink, Weblogs and content management system, Social media tools-What's app, Twitter, Face book, Instagram; Blogs

Indicative Reading List:

- 1) Rosales PhD Rey G, The Elements of Online Journalism, Focal press, London.
- 2) Saxena Sunil, Web Journalism 2.0, McGraw hill publication, New Delhi.
- 3) Online Journalism (English, Paperback, Hill Steve), Sage Publication, London.

Faculty Evaluation theory (FET)

Marks-20

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 132 Media Laws and Ethics

(Version.4.0,EDS|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
04	02	-	06	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15	40	
					ESE	50		

Course Description:

This course helps Students to understand the history and background of Indian constitution, various laws in the era of British rule, philosophy of the constitution and salient features of the constitution. To understand the various laws related to secure the rights of expression through media and also for the better understanding of media ethics.

Course Outcomes: At the end of this course students will able to

CO1: Recall¹ the history and background of Indian constitution

CO2: Describe² the philosophy of the Indian constitution

CO3: Interpret³ the salient features of the constitution

CO4: Illustrate⁴ specified press laws

CO5: Interpret² specified press laws

CO6: Summarize⁶ media ethics

Syllabus (Theory)

Units	Description	Hours
I	The history and background of Indian Constitution Utility of a historical retrospect, Government of India Act-1858, Indian council Act-1862, montagu-chems ford report and the Government of India Act-1919; Making of the constitution-, The mount batten plan, The Indian Independence Act-1947, Constituent assembly, Passing of the constituent, Commencement of the constitution.	15
II	The philosophy of the constitution The objectives resolution, The preamble, Independent and sovereign, public, Promotion of International peace, Democracy, Government of the people, Political Justice, A democratic society, economic justice, social justice, liberty, equality and fraternity, Equality, fraternity, 42 nd amendments, Gender justices and trans genders as third gender, fundamental duties.	15
III	Salient features of the constituents Longest known constitution, single citizenship, recast by amendments, federal constitution with minimum rigidity, legislation to supplement the constitution, Unity in basic matters, Three tier government, directive principles, federal constitution, republic, safeguards to minorities, judicial supremacy, Universal franchise, Borrowed from various sources on Act of 1935.	15
IV	Specified press laws-I history of press laws in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of edition, crime against women and children; laws dealing with obscenity; Official	15

Secrets Act, 1923, vis-a-vis right to information – Press and Registration of Books Act, 1867.

V **Specified press laws-II** 15

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; - Cinematography Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

VI **Media Ethics** 15

Media's ethical problems including privacy, right to reply, communal writing Sensational and yellow journalism; freebies, bias, colored reports; Ethical Issues related with Ownership of Media – role of press and / or media councils and press ombudsmen in the world – Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Indicative Reading List:

- 1) Media Law and Ethics, Neelamalar M, Prentice Hall India Learning Private Limited.
- 2) Media Law and Ethics, Kiran Prasad, BR Publication,
- 3) Law Relating to Publishers and Printers, Sarkar P.C., Lexis Nexis Butterworths Wadhwa Nagpur

Faculty Evaluation theory (FET)

Marks-20

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA136Communication research Project
(Version.4.0,PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	04	02	Project (100)	Project	50	20	40
					Viva	50	20	

Course description:

The primary objective of the course is to enable students gain an exposure to media and to find solutions to media related problems or issues. As a part of syllabus of media research it is important to do research in media field and submit their project work through dissertation. This course will be considered for 02 credits and for completing the research it is mandatory to students to spend minimum 4 hours per week.

Guidelines for students:

Students are required to identify problems or issue for research work and discuss with the respective faculty. After the permission of faculty students should complete the research work within given period of time.

Students should collect and gather written material, published data and related matter. In the process of carrying out their research project, student is required to follow research rules and try to understand the solutions of the issues.

At the end of the research project, students are expected to submit a dissertation copy (Hard & soft copy) to the department. The dissertation copy should clearly indicate the source from which information was obtained.

Course Outcomes: At the end of this course students will be able to

- CO1: Identify¹ the research problem
- CO2: Compile⁴ data related to research problem
- CO3: Analyze⁴ the gathered data effectively
- CO4: Discussion¹ on solution of the problem or issue
- CO5: Criticize⁶ research problem

Total marks for Project(Thesis)-50

Viva will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100

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MCA 138 Online Journalism Lab
(Version.4.0, PC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	04	02	Project (100)	FEP	50	20	40
					Oral	50	20	

Course description:

This course will help students to get practical knowledge of online reporting. The prime objective of the course is to impart better news reporting skills, develop ability to appropriate data for sending through online tools. And also making students confident to use online tools as a way of spreading information to the mass. In order to complete course student should spend 60 hours (4 hours per week) within semester.

Course Outcomes: At the end of this course students will be able to

CO1: Define¹ the significance of online information

CO2: Analyse⁴ various online news

CO3: Compile⁵ information/data from spot

CO4: Apply³ techniques of writing for media

CO5 :Create⁶ online news

Practical description:

Pr.no	Description	Hours
1	Practical-01: Creating and maintaining social media accounts; Face book, Twitter, Blogs, Word press, Instagram, Linked In; online newspaper: Analysis of various online news paper.	15
2	Practical-02: Data collection and gate keeping: Visit to varies news sources and collection of the data, Analyzing the data and process on it, making proper data for web media (Recording and editing for video/audio content)-Gate keeping.	15
3	Practical-03: Online news portal/Paper: Starts an online news portal/paper: steps and process- Domain name, web hosting service, Installation of templates, Installation of newspaper design, Publish articles, promoting the portal.	15
4	Practical-04 : Online advertisements, Making an online ads, Web banner advertising, Text for online ads, Video/audio for online ads, Social media marketing, Mobile advertising, Email advertising, Online classified advertising	15

Total marks for FEP-50

POE will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100

Note: Students footprints on online media will be considered after the evaluation.

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MCA140 Internship
(Version.4.0, DC|SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	-	06	Internship (100)	E.R	75	30	40
					Oral	25	10	

Students admitted for first batch of B.A. J&MC in the academic year 2017-18 are supposed to do internship for 45 working days (6 weeks). Internship will be considered for 06 credits and it will be completed during vacation period available after the end of the examination of semester-V. And as a special course the credits are considered for Semester-VI.

As per students' choice the department will allot media house to the students to do internship and it is mandatory for students to complete 45 days (6 weeks) internship in respective media house. After completing internship period it is mandatory to submit internship report and attendance report to the department at the beginning of the SEM-VI.

The evaluation for 100 marks of internship will be done with the following criteria:

- 1) Media house evaluation report- 75
- 2) Oral examination- 25 Marks

The oral examination evaluation will be done by concerned internal expert faculty appointed by the department as per their expertise.

Student intern evaluation

1) Student works steadily and pays close attention to responsibilities. Is the student a 'self-starter' able to find constructive work when none is assigned?

- | | |
|--------------------------|---------------------|
| a) Very satisfactory- 5 | b) Satisfactory-4 |
| c) Average-3 | d) Unsatisfactory-2 |
| e) Very unsatisfactory-1 | |

2) Student's attention during work hours. Does the student waste time on their phone or in idle conversation, etc.?

- | | |
|--------------------------|---------------------|
| a) Very satisfactory- 5 | b) Satisfactory-4 |
| c) Average-3 | d) Unsatisfactory-2 |
| e) Very unsatisfactory-1 | |

3) Does the student willingly cooperate with the rest of the staff and supervisors? Does the student accept directions and suggestions without argument? Does the student follow established office rules? Does the student have a positive attitude? Does the student get along well with the rest of the staff?

- | | |
|-------------------------|-------------------|
| a) Very satisfactory- 5 | b) Satisfactory-4 |
|-------------------------|-------------------|

- c) Average-3
- e) Very unsatisfactory-1

d) Unsatisfactory-2

4) Does the student conduct himself/herself professionally?

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

5) Does the student show an appreciation for cultures other than his/her own?

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

6) Does the student show an ability to apply ethical principles?

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

7) Rate the student's ability to spell, construct proper sentences, punctuate and otherwise follow the accepted procedure in the mechanics of writing. Please take into consideration the degree to which the student has improved since the student has been interning.

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

8) Does the student know how to create interesting leads and maintain reader interest? Does the student produce stories so as to leave no reasonable questions unanswered in the mind of the reader? Does the student have expected skills? (Please note deficiencies)

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

9) Please rank the student with regard to ability to get the required information for a story. Is the student alert and aggressive enough to find tips and stories? Does the student do a satisfactory job of interviewing sources?

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

10) Does the student edit his/her own copy thoroughly? Is the student able to detect and correct errors and inconsistencies in his/her own and other's work?

- a) Very satisfactory- 5
- c) Average-3
- e) Very unsatisfactory-1

- b) Satisfactory-4
- d) Unsatisfactory-2

11) Is the student able to demonstrate ability to apply basic maths principles?

- a) Very satisfactory- 5
- b) Satisfactory-4
- c) Average-3
- d) Unsatisfactory-2
- e) Very unsatisfactory-1

12) Does the student demonstrate the ability to speak publicly?

- a) Very satisfactory- 5
- b) Satisfactory-4
- c) Average-3
- d) Unsatisfactory-2
- e) Very unsatisfactory-1

13) If the student has done layout, has the student performed satisfactorily? How would you rank the student in these skills?

- a) Very satisfactory- 5
- b) Satisfactory-4
- c) Average-3
- d) Unsatisfactory-2
- e) Very unsatisfactory-1

14) If the student has done technical work, has the student performed satisfactorily? How would you rank the student in these skills?

- a) Very satisfactory- 5
- b) Satisfactory-4
- c) Average-3
- d) Unsatisfactory-2
- e) Very unsatisfactory-1

15) Other strengths and Weaknesses (Elaborate)

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- a) Very satisfactory- 5
- b) Satisfactory-4
- c) Average-3
- d) Unsatisfactory-2
- e) Very unsatisfactory-1

Name of the Evaluator-

Designation-

Signature-

Date-