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VEER NARMAD SOUTH GUJARAT UNIVERSITY

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વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

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ક્રમાંક: ઓથો./પરિપત્ર/૧૧૮૭૮/૨૦૨૫

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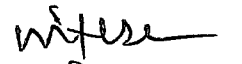
પ્રતિ,
કો-ઓર્ડિનેટર,
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય :- વોકેશનલ Exit Course ના અભ્યાસક્રમ બાબત.

સુજશ્રી,

સવિનય જણાવવાનું કે, NEP-2020 અંતર્ગત પ્રથમ વર્ષ બાદ Exit થનાર વિદ્યાર્થીઓને સર્ટિફિકેટ એનાયત કરવા અને દ્વિતીય વર્ષ બાદ Exit થનાર વિદ્યાર્થીઓને ડિપ્લોમાં એનાયત કરવા સંદર્ભે ૪ ક્રેડિટના વોકેશનલ Exit Course જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિના કન્વીનરશ્રીએ અભ્યાસ સમિતિ વતી મંજૂર કરી વિનયન વિદ્યાશાખાને કરેલ ભલામણ સ્વીકારી વિનયન વિદ્યાશાખા ની તા.૨૮/૦૪/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક: ૨૮ થી કરેલ ભલામણથી કરેલ ભલામણ સ્વીકારી એકેડેમિક કાઉન્સિલની તા.૫/૫/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક: ૬૩ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ


કુલસચિવ

પ્રતિ,

૧) ડીનશ્રી, વિનયન વિદ્યાશાખા.

૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

Vocational Course on Video Editing

Program-Specific Outcomes:

By the end of the **Video Editing** program, students will be able to:

1. **Demonstrate Proficiency in Video Editing Software:** Use a variety of industry-standard video editing tools such as Capcut, Filmora, VN, and Canva to perform basic and advanced video editing tasks.
2. **Master Video Cutting, Trimming, and Sequencing:** Gain expertise in efficiently cutting, trimming, and sequencing footage to create smooth, cohesive, and engaging video content.
3. **Enhance Audio and Visual Elements:** Apply audio mixing techniques and integrate visual effects, transitions, and motion graphics to enhance the overall quality and impact of videos.
4. **Understand and Apply Colour Grading Techniques:** Implement colour correction and grading techniques to improve video aesthetics and ensure consistency throughout the content.
5. **Edit for Specific Platforms:** Tailor video content for different platforms such as YouTube, Instagram, TikTok, and corporate presentations by understanding each platform's format and audience requirements.
6. **Build a Professional Portfolio:** Develop a diverse portfolio of edited videos showcasing creativity, technical expertise, and the ability to meet industry standards for video production.
7. **Optimize Video Content for Engagement:** Utilize analytics and best practices to optimize video content for maximum engagement, visibility, and performance across platforms.
8. **Collaborate on Real-World Projects:** Work on collaborative video editing projects that simulate real-world scenarios, enhancing teamwork, communication, and problem-solving skills in video production.

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Course Title	Video Editing								
Credit	4								
Total engagement	4 Credits x Theory: 30 Hours (15 Lectures x 2 hours each) Practical: 60 Hours (30 Lectures x 2 hours each)16 Hours Per Week								
Teaching per week	16 Hrs. Per Week								
Minimum weeks per semester	5 weeks (Including classwork, examination, preparation & holidays)								
Effective from	2025-2026								
Purpose of Course	<p>The purpose of the Video Editing course is to provide students with the technical skills and creative techniques required to produce high-quality videos. This course is designed to teach the fundamentals of video editing, including cutting, trimming, audio mixing, and adding visual effects using popular editing software. Students will gain hands-on experience in editing videos for various platforms, such as social media, YouTube, and corporate presentations. By the end of the course, students will be able to create polished, professional-looking videos and build a portfolio showcasing their editing skills. The course aims to enhance both the creative and technical aspects of video production, preparing students for real-world video editing projects.</p>								
Course Objectives	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the fundamentals of video editing, including terminology and the editing process. 2. To gain practical experience with popular video editing software (e.g., Capcut, Filmora, VN, Canva). 3. To learn the techniques of video cutting, audio mixing, and adding visual effects. 4. To enhance creative and technical skills by working on real-world projects. 5. To develop a portfolio of edited videos showcasing the skills learned. 								
Course Outcomes	<p>By the end of the Video Editing course, students will be able to:</p> <ol style="list-style-type: none"> 1. Edit and Enhance Videos Using Industry-Standard Software: Gain proficiency in popular video editing tools like Capcut, Filmora, VN, and Canva to cut, trim, mix audio, and apply visual effects to create professional-quality videos. 2. Create a Portfolio of Edited Content: Develop a collection of videos showcasing technical and creative editing skills, including platform-specific content, to demonstrate proficiency for real-world projects or career development. 								
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1								

	CO2	
Pre-requisite	<ul style="list-style-type: none"> • Basic Understanding of Video Content: Familiarity with video formats, video resolution, and common terminology in video production. • Familiarity with Video Editing Software: Experience with any basic video editing software is helpful but not required. This course will introduce tools such as Capcut, Filmora, VN, and Canva. • Creative Mindset: A passion for creating visual content and an eagerness to learn new editing techniques and tools. • Basic Computer Skills: Comfort with using a computer for tasks like importing files, organizing content, and navigating video editing software. • Desire to Build a Portfolio: A goal of creating a portfolio of edited videos for personal or professional use. 	
Course Content	Unit 1: Introduction to Video Editing <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ol style="list-style-type: none"> a. Overview of Video Editing b. Types of Video Editing Software c. File Formats and Resolutions • Practical Topic Focus: 10 Hours <ol style="list-style-type: none"> a. Introduction to the Software Interface (Capcut , Filmora , VN, Canva) b. Importing Media Files c. Basic Workflow and Navigation 	Teaching Hours: 16
	Unit 2: Basic Editing Techniques <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ol style="list-style-type: none"> o Understanding Timeline and Layers o Basic Cuts and Trimming o Working with Different Types of Media (Video, Audio, Images) • Practical Topic Focus: 10 Hours <ol style="list-style-type: none"> o Practice Editing Simple Clips o Learn to Cut and Arrange Clips on the Timeline o Creating Basic Transitions 	Teaching Hours: 16
	Unit 3: Audio Editing and Synchronization <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ol style="list-style-type: none"> o Importance of Audio in Video Editing o Audio Types and Formats 	Teaching Hours: 16

	<ul style="list-style-type: none"> ○ Syncing Audio with Video ● Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Audio Level Adjustment ○ Noise Removal and Sound Editing 	
	<p>Adding Background Music and Sound Effects</p> <p>Unit 4: Advanced Editing Techniques</p> <p>1. Theory Topics: 06 Hours</p> <ul style="list-style-type: none"> a. Working with Multi-Cam Footage b. Colour Grading Basics c. Using Speed and Time Effects <p>2. Practical Topic Focus: 10 Hours</p> <ul style="list-style-type: none"> a. Applying Transitions and Effects b. Basic Colour Correction Techniques c. Editing Multi-Camera Projects 	Teaching Hours: 16
	<p>Unit 5: Titles, Effects, and Animations</p> <ul style="list-style-type: none"> ● Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Introduction to Motion Graphics ○ Using Titles and Lower Thirds ○ Visual Effects and Animation Basics ● Practical Topic Focus: 20 Hours <ul style="list-style-type: none"> ○ Adding Text and Titles to Video ○ Basic Animation Techniques ○ Applying and Customizing Effects ○ Exporting Edited Video for Different Platforms ○ Final Review and Feedback on Student Projects ○ Preparing a Portfolio of Edited Videos 	Teaching Hours: 26
Course Requirements:	<ul style="list-style-type: none"> ● Access to a computer with Adobe Premiere Pro, Final Cut Pro, or any professional video editing software. ● Basic knowledge of computer operations and file management. ● Willingness to experiment and practice outside class hours. 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> ● Weekly Assignments (30%): <ul style="list-style-type: none"> ○ Weekly submission of digital marketing tasks (SEO, ad campaigns, email marketing). ○ Peer reviews and group discussions on marketing strategies. ● Final Project (50%): <ul style="list-style-type: none"> ○ Submission of a comprehensive digital marketing plan with executed campaigns, performance analysis, and recommendations. ○ Presentation of project outcomes with real-time data analysis. ● Class Participation and Engagement (20%): 	

	<ul style="list-style-type: none">○ Active participation in class discussions, brainstorming sessions, and critiques.
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Vocational Course on The Art of Column Writing

Program Specific Outcomes (PSOs)

Upon completion of the **Art of Column Writing** course, students will be able to:

1. **PSO1: Master the Structure and Style of Column Writing**
Students will be proficient in the fundamental structure of column writing, including crafting compelling introductions, well-organized bodies, and impactful conclusions that engage the reader.
2. **PSO2: Develop a Unique Writing Voice**
Students will develop and refine their own distinctive writing style, adapting their tone and voice to suit various topics, audiences, and platforms, whether formal, informal, humorous, or conversational.
3. **PSO3: Create Persuasive and Impactful Arguments**
Students will be able to create well-structured, logical, and persuasive arguments that communicate their points effectively, using anecdotes, data, and emotional appeals to influence readers.
4. **PSO4: Conduct Research and Fact-Checking for Accuracy**
Students will gain skills in researching credible sources, verifying information, and incorporating well-researched data into their columns to ensure accuracy and reliability.
5. **PSO5: Write Columns in Diverse Genres**
Students will be capable of writing columns in different genres, including opinion pieces, humour, personal essays, and social commentary, while maintaining relevance and reader engagement.
6. **PSO6: Apply Ethical Standards in Column Writing**
Students will understand and apply ethical standards in their column writing, including avoiding plagiarism, managing bias, and maintaining objectivity in their opinions and analyses.
7. **PSO7: Utilize Feedback for Continuous Improvement**
Students will develop the ability to participate in peer reviews, apply constructive feedback, and continually revise and improve their writing to meet professional standards.
8. **PSO8: Evaluate Column Effectiveness and Reader Engagement**
Students will be able to assess the effectiveness of their columns based on reader engagement and feedback, refining their strategies to improve impact and audience connection.



Course Title	The Art of Column Writing								
Credit	4								
Total engagement	4 Credits x Theory: 30 Hours (15 Lectures x 2 hours each) Practical: 60 Hours (30 Lectures x 2 hours each)16 Hours Per Week								
Teaching per week	16 Hrs. Per Week								
Minimum weeks per semester	5 weeks (Including classwork, examination, preparation & holidays)								
Effective from	2025-2026								
Purpose of Course	The purpose of this course is to introduce students to the art of column writing, providing the essential skills required to craft compelling and engaging columns on various topics. Through practical exercises and theoretical discussions, students will learn how to develop a distinct voice, create persuasive arguments, and engage readers through clear, concise, and insightful writing. This course aims to prepare students to write effective columns for newspapers, magazines, blogs, and digital platforms.								
Course Objectives	<p>Upon completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of column writing, including its structure, tone, and style. 2. Develop a unique writing voice that captures the interest of readers. 3. Master the art of writing persuasive arguments that communicate ideas clearly and compellingly. 4. Understand the importance of research and fact-checking in column writing. 5. Create engaging openings and conclusions that hook readers and leave a lasting impression. 6. Explore different column types such as opinion pieces, humour, personal essays, and social commentary. 7. Enhance writing style through editing, revision, and feedback. 8. Understand ethical considerations in column writing, including bias, plagiarism, and objectivity. 								
Course Outcomes	<ul style="list-style-type: none"> • CO1: Column Crafting Excellence: Students will be able to craft well-structured and engaging columns that adhere to journalistic standards and hold the reader's attention. • CO2: Persuasive Writing Proficiency: Students will master the art of developing persuasive arguments and presenting them effectively to influence public opinion or entertain the audience. 								
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1								
	CO2								
Pre-requisite	<p>Before enrolling in this course, students should ideally have:</p> <ol style="list-style-type: none"> 1. Basic Knowledge of Writing: An understanding of grammar, punctuation, and general writing practices. 								

	<p>2. Interest in Current Affairs: Awareness of current events and issues that could be explored in columns.</p> <p>3. Reading and Analytical Skills: Ability to read various columns and critically analyse the arguments presented.</p>	
Course Content	<p>Unit 1: Introduction to Column Writing</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ What is column writing? Understanding the difference between columns, articles, and blogs. ○ Essential qualities of a good columnist: Voice, tone, and audience engagement. ○ Structure of a column: Introduction, body, and conclusion. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Reading examples of famous columns. ○ Writing a short introduction for a column on a chosen topic. 	Teaching Hours: 16
	<p>Unit 2: Developing Your Writing Voice</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Finding and refining your unique writing voice. ○ Tone: Formal, informal, humorous, or conversational. ○ Identifying your target audience and writing for them. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Exercises to help develop a distinctive writing style. ○ Writing a column in different tones for various audiences. 	Teaching Hours: 16
	<p>Unit 3: Research and Fact-Checking in Column Writing</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ The role of research in column writing. ○ How to gather credible sources and information. ○ Fact-checking techniques to ensure accuracy. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Research a current event or topic and write a column based on your findings. ○ Peer review and fact-checking exercises. 	Teaching Hours: 16
	<p>Unit 4: Persuasive Writing Techniques</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Understanding persuasive writing techniques in column writing. ○ The use of anecdotes, data, and emotional appeals to persuade readers. ○ Structuring arguments effectively. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Writing a persuasive column on a controversial issue. 	Teaching Hours: 16

	<ul style="list-style-type: none"> ○ Practicing the use of logical fallacies and counter-arguments. 	
	<p>Unit 5: The Art of Humour and Opinion Writing</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Writing humorous columns: Timing, tone, and context. ○ The difference between opinion columns and news analysis. ○ Addressing sensitive topics with humour. • Practical Topic Focus: 20 Hours <ul style="list-style-type: none"> ○ Writing a humorous column on a light-hearted topic. ○ Writing an opinion piece on a current social issue. ○ Submit a final column project on a topic of your choice. ○ Peer review and class feedback on each other's columns. ○ Final evaluation and suggestions for improvement. 	<p>Teaching Hours: 26</p>
Course Requirements:	<ol style="list-style-type: none"> 1. Write Columns Regularly: <ul style="list-style-type: none"> ○ Submit weekly column drafts based on given themes and topics. ○ Incorporate feedback into subsequent drafts. 2. Participate in Peer Review: <ul style="list-style-type: none"> ○ Provide constructive feedback on fellow students' columns. ○ Actively engage in class discussions and critiques. 3. Final Project: <ul style="list-style-type: none"> ○ Submit a comprehensive column writing project. ○ Present and defend your column to the class, explaining your writing choices. 	
Teaching Methodology	Classwork, Group Discussions, Self-Study, Peer Reviews, Assignments, and Final Project Presentation.	
Evaluation Method	<ul style="list-style-type: none"> • Weekly Assignments (30%): <ul style="list-style-type: none"> ○ Weekly submission of digital marketing tasks (SEO, ad campaigns, email marketing). ○ Peer reviews and group discussions on marketing strategies. • Final Project (50%): <ul style="list-style-type: none"> ○ Submission of a comprehensive digital marketing plan with executed campaigns, performance analysis, and recommendations. ○ Presentation of project outcomes with real-time data analysis. • Class Participation and Engagement (20%): <ul style="list-style-type: none"> ○ Active participation in class discussions, brainstorming sessions, and critiques. 	

Vocational Course on Social Media Content Creation

Program-Specific Outcomes:

By the end of the **Social Media Content Creation (Practical)** program, students will be able to:

- **PSO:1 Demonstrate Proficiency in Content Creation Tools:** Master popular content creation tools (Canva, Capcut, Filmora, InShot, PicMonkey) to create high-quality images, videos, and written posts for social media platforms.
- **PSO:2 Develop and Implement a Content Strategy:** Design effective content strategies, including content calendars, that align with brand objectives and target audience engagement.
- **PSO:3 Optimize Content for Platform-Specific Engagement:** Tailor content for various social media platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn) by understanding platform-specific formats, audience preferences, and trends.
- **PSO:4 Analyze and Apply Social Media Algorithms:** Utilize social media algorithms to enhance content visibility and engagement while leveraging analytics tools (e.g., Instagram Insights, Google Analytics) to measure performance and optimize results.
- **PSO:5 Maintain a Consistent Brand Voice:** Create and manage a consistent brand identity across social media platforms, ensuring alignment in voice, tone, and visual aesthetics.
- **PSO:6 Build and Grow an Engaged Community:** Implement strategies to engage followers, build a community, and foster meaningful interactions, including using interactive content like polls and contests.
- **PSO:7 Create and Manage Social Media Ads:** Develop and execute paid advertising campaigns on social media platforms, focusing on budget management, targeting, and performance optimization for increased reach and conversions.
- **PSO:8 Apply Ethical Social Media Practices:** Adhere to ethical considerations in content creation, including transparency in sponsored content, respect for intellectual property, and addressing misinformation and disinformation.



Course Title	Social Media Content Creation
Credit	4
Total engagement	4 Credits x Theory: 30 Hours (15 Lectures x 2 hours each) Practical: 60 Hours (30 Lectures x 2 hours each)16 Hours Per Week
Teaching per week	16 Hrs. Per Week
Minimum weeks per semester	5 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	The purpose of the Social Media Content Creation (Practical) course is to equip students with the essential skills and knowledge needed to create and manage high-quality content for various social media platforms. This hands-on course aims to provide practical experience in designing engaging images, videos, and text-based content while understanding key content strategies and optimization techniques. Students will learn how to build and maintain a strong online presence, create compelling campaigns, and measure the success of their efforts through analytics. The course will also emphasize the ethical considerations involved in social media content creation, preparing students to successfully manage personal or business brands across multiple platforms.
Course Objectives	<p>By the end of the Social Media Content Creation (Practical) course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Social Media Platforms: Gain knowledge of major social media platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn) and their unique content formats (image, video, text, live), and how to tailor content for each. 2. Develop Practical Content Creation Skills: Learn how to create engaging images, videos, and written content using popular tools like Canva, Capcut, Filmora, and InShot. 3. Create and Implement Content Strategies: Design content strategies that include planning, content calendars, and audience-targeting techniques to optimize engagement and reach. 4. Master Content Optimization: Understand how to optimize content for visibility and engagement through the use of SEO, hashtags, and social media algorithms. 5. Utilize Analytics for Performance Tracking: Learn to use platform analytics tools (Instagram Insights, Google Analytics, YouTube Analytics) to track content performance and refine strategies for better results. 6. Build a Consistent Brand Identity: Develop and maintain a consistent brand voice and visual identity across various social media platforms, ensuring alignment with business or personal brand goals. 7. Engage and Build Community: Apply strategies to increase follower engagement, including using interactive content such as polls, contests, and live sessions, to foster a loyal community. 8. Understand Ethical Considerations: Learn the ethical guidelines involved in social media content creation, such as respecting

	copyrights, handling misinformation, and promoting transparency in sponsored content.								
Course Outcomes	<p>By the end of the Social Media Content Creation (Practical) course, students will be able to:</p> <ul style="list-style-type: none"> • CO:1 Create and Optimize Engaging Social Media Content: Design and produce high-quality images, videos, and captions tailored to different social media platforms, utilizing content strategies, SEO, and analytics to maximize engagement and reach. • CO:2 Build and Manage a Consistent Brand Identity: Develop and maintain a consistent brand voice and presence across multiple platforms, while engaging with the audience and applying ethical content creation practices. 								
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1								
	CO2								
Pre-requisite	<ul style="list-style-type: none"> • Based on the course content, here are some recommended pre-requisites to ensure you can follow along comfortably: <ul style="list-style-type: none"> • Basic Computer Literacy: Familiarity with basic computer operations, internet browsing, and file management. • Social Media Familiarity: Having personal or professional experience with at least one major social media platform (such as Facebook, Instagram, or LinkedIn) can be very helpful. • Digital Communication Skills: Ability to write clearly and concisely, as well as a willingness to learn basic storytelling and engagement techniques. • Basic Design Awareness (Optional): While not strictly necessary, an awareness of basic image editing or design principles can be advantageous when using tools like Canva or Photoshop. • Eagerness to Learn Technology: A willingness to dive into new tools for content creation and scheduling, including video editing software (Capcut, Filmora, etc.) and analytics platforms. <p>These pre-requisites ensure that you'll be able to engage with both the theoretical and practical components of the course more effectively.</p>								
Course Content	Unit 1: Introduction to Social Media and Content Strategy <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Overview of major social media platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn). 							Teaching Hours: 16	

	<ul style="list-style-type: none"> ○ Understanding different content types: image, video, text, live. ○ The importance of content strategy and planning for engagement. ○ The concept of brand building (personal vs. business). ● Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Setting up a content calendar. ○ Identifying target audience and defining brand voice. ○ Analysing case studies of successful social media brands. 	
	<p>Unit 2: Content Creation Fundamentals</p> <ul style="list-style-type: none"> ● Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Introduction to image creation tools (Canva, Photoshop). ○ Video editing tools (Capcut, Filmora, VN, Canva). ○ Design basics: Colour theory, typography, and layout. ○ Platform-specific content formats and best practices. ● Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Hands-on creation of engaging images and videos for social media posts. ○ Basic video editing techniques: Cutting, trimming, and adding effects. <p>Customizing posts for different platforms (Instagram, TikTok, YouTube).</p>	Teaching Hours: 16
	<p>Unit 3: Writing and Content Optimization</p> <ul style="list-style-type: none"> ● Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Crafting engaging captions and utilizing storytelling techniques. ○ SEO for social media content and hashtag optimization. ○ Understanding how social media algorithms affect content reach and visibility. ● Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Writing engaging captions tailored to platform audience and tone. ○ Scheduling and automating content with tools like Hootsuite and Buffer. <p>Maintaining consistent brand voice across various platforms.</p>	Teaching Hours: 16

	<p>Unit 4: Social Media Engagement and Community Building</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Strategies to increase engagement: polls, contests, interactive content. ○ Building a community and fostering genuine interactions on social media. ○ Best practices for handling feedback and online reputation management. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Engaging with followers through real-time interactions and live sessions. ○ Organizing and running social media challenges and interactive posts. <p>Analysing engagement data to refine strategies and boost community participation.</p>	<p>Teaching Hours: 16</p>
	<p>Unit 5: Analytics, Advertising, and Content Performance</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Using platform insights and analytics tools (Instagram Insights, Google Analytics, YouTube Analytics). ○ Running ad campaigns: budget setting, targeting, and optimizing for engagement. ○ Advanced strategies to analyse ROI and improve content performance. • Practical Topic Focus: 20 Hours <ul style="list-style-type: none"> ○ Analysing real-time performance data of social media posts. ○ Creating and managing paid ad campaigns on Facebook and Instagram. ○ Understanding and adjusting strategies based on performance metrics. ○ Creating a complete social media content plan for a brand or personal profile. ○ Executing posts, analysing performance, and presenting outcomes. <p>Final review and feedback on individual projects.</p>	<p>Teaching Hours: 26</p>

Course Requirements:	<ul style="list-style-type: none"> • Basic Computer Literacy: Ability to perform routine computer tasks such as internet browsing and file management. • Social Media Familiarity: Experience with one or more major social media platforms (e.g., Facebook, Instagram, LinkedIn) is beneficial. • Digital Communication Skills: Proficiency in written communication and a willingness to learn and apply storytelling techniques. • Basic Design Awareness: Familiarity with simple design concepts (e.g., image composition, typography) is useful, especially when working with tools like Canva or Photoshop. • Interest in Content Creation Technologies: Eagerness to explore new tools and platforms for content creation, video editing (Capcut, Filmora, etc.), and social media analytics.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	<ul style="list-style-type: none"> • Weekly Assignments (30%): <ul style="list-style-type: none"> ○ Weekly submission of digital marketing tasks (SEO, ad campaigns, email marketing). ○ Peer reviews and group discussions on marketing strategies. • Final Project (50%): <ul style="list-style-type: none"> ○ Submission of a comprehensive digital marketing plan with executed campaigns, performance analysis, and recommendations. ○ Presentation of project outcomes with real-time data analysis. • Class Participation and Engagement (20%): <ul style="list-style-type: none"> ○ Active participation in class discussions, brainstorming sessions, and critiques.



Vocational Certificate Course on Photojournalism

Program-Specific Outcomes

- **PSO 1:** Understand the Fundamentals of Photojournalism and Visual Storytelling - Grasp the role of photojournalism within media and the power of storytelling in capturing significant moments. - Analyse ethical considerations such as privacy, consent, and bias in the context of visual narratives.
- **PSO 2:** Master Camera Techniques and Equipment Usage- Demonstrate proficiency with various camera types (DSLR, mirrorless, mobile) and lenses. - Apply technical knowledge (aperture, shutter speed, ISO, white balance) to capture high-quality images in diverse settings.
- **PSO 3:** Apply Advanced Composition and Framing Techniques - Employ composition principles (rule of thirds, leading lines, perspective) to create engaging images. - Translate theoretical concepts into practical skills through hands-on practice in different lighting environments.
- **PSO 4:** Develop Expertise in Photo Editing and Post-Processing- Utilize industry-standard tools (Photoshop, Canva, Snapseed, PicMonkey) to enhance images for storytelling. - Maintain ethical standards in editing by ensuring authenticity and avoiding misleading manipulation.
- **PSO 5:** Create Compelling Visual Narratives for News and Feature Stories- Plan and execute photo essays that effectively communicate a coherent and impactful story. - Differentiate between news photography and feature photography, adapting techniques to suit the assignment type.
- **PSO 6:** Uphold Publishing Standards and Media Ethics- Understand the requirements for publishing photojournalistic work across various platforms (print, online, social media). - Navigate legal issues, including copyright, consent forms, and maintaining accuracy to build trustworthy narratives.
- **PSO 7:** Execute Real-Time Event Coverage and Field Reporting - Capture decisive moments during live events or breaking news, ensuring multiple perspectives are documented. - Balance rapid image capture with ethical considerations and accuracy in reporting.
- **PSO 8:** Critically Evaluate and Present Photojournalistic Work - Develop the ability to critique personal and peer work, using feedback to refine techniques and narrative style. - Prepare and present a comprehensive photojournalistic project that includes both technical execution and thoughtful storytelling.



Course Title	Photojournalism
Credit	4
Total engagement	4 Credits x Theory: 30 Hours (15 Lectures x 2 hours each) Practical: 60 Hours (30 Lectures x 2 hours each)16 Hours Per Week
Teaching per week	16 Hrs. Per Week
Minimum weeks per semester	5 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	The purpose of this practical photojournalism course is to equip students with the skills to capture and tell compelling visual stories. Through hands-on experience, students will learn camera techniques, composition, and photo editing to produce high-quality content. The course covers various photojournalistic styles—news, feature, and documentary—and emphasizes ethical standards, including privacy, consent, and accuracy. Students will develop a photojournalistic portfolio, gain insights into publishing and media ethics, and learn how to submit their work to media outlets. By the end, students will be prepared to create impactful visual stories that resonate with diverse audiences.
Course Objectives	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Develop Technical Skills: Equip students with the practical knowledge to use different camera types (DSLR, mirrorless, mobile) and lenses for photojournalistic assignments. 2. Master Composition and Framing: Teach students essential techniques such as the rule of thirds, leading lines, and perspective to enhance photo composition and storytelling. 3. Understand Photo Editing: Provide hands-on experience with photo editing tools (e.g., Canva, Photoshop) to adjust exposure, contrast, and color, and enhance images while maintaining authenticity. 4. Ethical Photojournalism: Instill the importance of ethical practices in photojournalism, including respecting privacy, consent, and avoiding manipulation in post-processing. 5. Capture Diverse Photojournalistic Content: Enable students to approach various assignments—news, feature, and documentary photography—effectively, capturing compelling and emotional moments. 6. Create a Professional Portfolio: Guide students in building a diverse portfolio showcasing their photojournalistic skills, with an emphasis on impactful visual storytelling. 7. Publishing and Media Ethics: Educate students on how to submit their work to media outlets, understand copyright issues, and navigate the ethics of photojournalism in modern media. 8. Real-World Application: Provide opportunities to practice photojournalism in real-life settings through live events, news pieces, and human interest projects, preparing students for professional work in the field.

Course Outcomes	<p>By the end of the Photojournalism (Practical) course, students will be able to:</p> <ul style="list-style-type: none"> • CO:1 Proficient in Photojournalistic Techniques: Students will be able to effectively use various cameras, lenses, and composition techniques to capture high-quality, compelling images for different types of photojournalistic assignments, including news, feature, and documentary photography. • CO:2 Ethical and Professional Practice in Media: Students will demonstrate an understanding of ethical considerations in photojournalism, including privacy, consent, and accuracy, while producing a professional portfolio and preparing for publishing their work in media outlets. 									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
Pre-requisite	<p>Pre-requisite for Photojournalism (Practical) Course:</p> <ol style="list-style-type: none"> 1. Basic Photography Knowledge: A fundamental understanding of photography concepts, such as exposure, lighting, and composition, is recommended. Students should have prior knowledge of how to operate a basic camera, whether it be a smartphone, digital camera, or DSLR. 2. Familiarity with Media and Journalism: An understanding of media and journalism principles, including the role of journalists in storytelling and reporting, will be helpful for students to grasp the importance of photojournalism within the broader context of news and media. 3. Basic Computer Skills: Knowledge of basic computer operations is essential, particularly familiarity with photo editing software such as Photoshop, Canva, or similar tools. Students should be able to perform tasks like importing, editing, and exporting digital images. 4. Interest in Visual Storytelling: A genuine interest in capturing moments and telling stories through images is highly recommended, as this course will involve significant creative and technical work in producing impactful photojournalistic content. 5. Basic Understanding of Ethical Considerations: Students should be aware of the ethical considerations in media, including privacy, consent, and the importance of truth in reporting, which will be discussed and applied throughout the course. 									
Course Content	<p>Unit 1: Theory Topics: 06 Hours</p> <ul style="list-style-type: none"> ○ Overview of photojournalism and its role in media. ○ Importance of visual storytelling and capturing moments of significance. ○ Ethical considerations in photojournalism: privacy, consent, and bias. <p>• Practical Topic Focus: 10 Hours</p>								<p>Teaching Hours: 16</p>	

	<ul style="list-style-type: none"> ○ Understanding different types of photojournalistic content (news, feature, documentary). ○ Case studies of iconic photojournalistic images. ○ Introduction to key photojournalism principles: framing, composition, and perspective. 	
	<p>Unit 2: Theory Topics: 06 Hours</p> <ul style="list-style-type: none"> ○ Introduction to camera types, lenses, and their uses in photojournalism. ○ Basics of exposure: aperture, shutter speed, and ISO settings. ○ White balance, lighting techniques, and dealing with challenging lighting conditions. ● Practical Topic Focus: 10 Hours ○ Hands-on practice with different cameras (DSLR, mirrorless, mobile). ○ Understanding and practicing the rule of thirds, leading lines, and other composition techniques. ○ Capturing images in varied lighting environments: indoors, outdoors, low light, and bright light. 	Teaching Hours: 16
	<p>Unit 3: Theory Topics: 06 Hours</p> <ul style="list-style-type: none"> ○ Introduction to photo editing tools (Canva, Photoshop, Snap seed, Pic Monkey). ○ Colour correction, contrast adjustment, and cropping for storytelling. ○ Ethical considerations in photo editing: avoiding manipulation and maintaining authenticity. ● Practical Topic Focus: 10 Hours ○ Basic editing techniques: adjusting exposure, contrast, saturation, and clarity. ○ Cropping and resizing images for different platforms (print, web, social media). ○ Enhancing storytelling through editing: sharpening, noise reduction, and colour grading. 	Teaching Hours: 16
	<p>Unit 4: Theory Topics: 06 Hours</p> <ul style="list-style-type: none"> ○ Understanding news photography vs. feature photography. ○ Approaching different kinds of photojournalistic assignments (breaking news, human interest, investigative). ○ Working with subjects and capturing emotions in photos. ● Practical Topic Focus: 10 Hours ○ Photographing a live event or news piece, ensuring to capture multiple angles. 	Teaching Hours: 16

	<ul style="list-style-type: none"> ○ Creating a photo essay for a feature story or report. ○ Techniques for capturing candid moments while respecting privacy and ethics. 	
	<p>Unit 5: Theory Topics: 06 Hours</p> <ul style="list-style-type: none"> ○ Platforms for publishing photojournalistic content (newspapers, websites, social media). ○ The role of photojournalists in shaping public opinion and narratives. ○ Legal and ethical issues: copyrights, consent forms, and the importance of accuracy. <ul style="list-style-type: none"> ● Practical Topic Focus: 20 Hours <ul style="list-style-type: none"> ○ Creating a portfolio for publication (print or online). ○ Understanding how to submit photos to media outlets and the rights involved. ○ Analysing photojournalistic standards for publications like National Geographic, The New York Times, etc. ○ Shooting and editing a photojournalistic story or event coverage. ○ Presenting the project, discussing the techniques used, and analysing the impact of 	<p>Teaching Hours: 26</p>
<p>Course Requirements:</p>	<ul style="list-style-type: none"> ● Basic Computer Literacy: Ability to perform routine computer tasks such as internet browsing and file management. ● Social Media Familiarity: Experience with one or more major social media platforms (e.g., Facebook, Instagram, LinkedIn) is beneficial. ● Digital Communication Skills: Proficiency in written communication and a willingness to learn and apply storytelling techniques. ● Basic Design Awareness: Familiarity with simple design concepts (e.g., image composition, typography) is useful, especially when working with tools like Canva or Photoshop. <p>Interest in Content Creation Technologies: Eagerness to explore new tools and platforms for content creation, video editing (Capcut, Filmora, etc.), and social media analytics.</p>	

Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	<ul style="list-style-type: none">• Weekly Assignments (30%):<ul style="list-style-type: none">○ Weekly submission of digital marketing tasks (SEO, ad campaigns, email marketing).○ Peer reviews and group discussions on marketing strategies.• Final Project (50%):<ul style="list-style-type: none">○ Submission of a comprehensive digital marketing plan with executed campaigns, performance analysis, and recommendations.○ Presentation of project outcomes with real-time data analysis.• Class Participation and Engagement (20%):<ul style="list-style-type: none">○ Active participation in class discussions, brainstorming sessions, and critiques.

BWA

Vocational Course on Digital Marketing

Program-Specific Outcomes

1. **Design and Implement Digital Marketing Strategies:** Demonstrate the ability to create, execute, and manage comprehensive digital marketing strategies tailored to the needs of different businesses, integrating both organic and paid marketing methods.
2. **Leverage Key Digital Marketing Channels:** Effectively utilize a variety of digital marketing channels such as SEO, PPC, social media marketing, email campaigns, influencer marketing, and content creation to drive brand awareness, engagement, and conversions.
3. **Develop and Optimize Digital Assets:** Create and optimize websites, landing pages, and blogs with a focus on user experience (UX), mobile responsiveness, SEO, and conversion rate optimization to maximize lead generation and sales.
4. **Track and Analyse Campaign Performance:** Utilize tools like Google Analytics, Google Search Console, UTM parameters, heatmaps, and A/B testing to track, analyse, and optimize digital marketing campaigns for improved performance and ROI.
5. **Execute Paid Advertising Campaigns:** Demonstrate proficiency in planning, executing, and managing paid advertising campaigns across platforms like Google Ads, Facebook, Instagram, and LinkedIn, ensuring optimal budgeting, targeting, and creative content strategies.
6. **Utilize Ethical and Best Practices in Digital Marketing:** Understand and apply ethical standards and best practices in digital marketing, considering privacy, transparency, and customer trust when building and executing campaigns.
7. **Provide Data-Driven Insights for Continuous Improvement:** Use performance data and analytics to continuously refine digital marketing strategies, improve campaign performance, and provide actionable recommendations for future marketing activities.
8. **Adapt and Innovate in a Rapidly Evolving Digital Landscape:** Demonstrate the ability to stay updated with emerging trends, tools, and technologies in the digital marketing space, applying innovative approaches to adjust marketing strategies and tactics in response to industry shifts, consumer behaviour changes, and new digital marketing platforms.

BhA

Course Title	Digital Marketing
Credit	4
Total engagement	4 Credits x Theory: 30 Hours (15 Lectures x 2 hours each) Practical: 60 Hours (30 Lectures x 2 hours each)16 Hours Per Week
Teaching per week	16 Hrs. Per Week
Minimum weeks per semester	5 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	The purpose of this Digital Marketing course is to provide students with the knowledge and skills needed to succeed in the digital marketing field. Through a blend of theory and practical experience, students will learn to develop and implement effective marketing strategies, leverage key digital channels, create optimized digital assets, track performance, and manage paid campaigns. The course aims to prepare students for a successful career in digital marketing by equipping them to drive impactful business outcomes in a rapidly evolving digital landscape.
Course Objectives	<p>Course Objectives</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of digital marketing and its significance in modern business. 2. Learn to develop and implement effective digital marketing strategies using both organic and paid methods. 3. Gain proficiency in using key digital marketing channels, including SEO, PPC, social media, email marketing, and influencer marketing. 4. Acquire the skills to create and optimize websites, landing pages, and blog content for better user experience and conversion rates. 5. Learn to track, analyse, and optimize digital marketing campaigns using tools like Google Analytics and Google Ads. 6. Develop the ability to manage paid advertising campaigns across platforms like Google Ads, Facebook, Instagram, and LinkedIn. 7. Understand the importance of data-driven decision-making and continuous campaign optimization. 8. Gain practical knowledge in ethical considerations and best practices for digital marketing.
Course Outcomes	<ul style="list-style-type: none"> • CO:1 Strategic Digital Marketing Execution: Upon completion, students will be able to design and execute comprehensive digital marketing strategies across various channels (SEO, PPC, social media, email, etc.), optimizing campaigns for maximum engagement, conversions, and ROI. • CO:2 Analytics and Optimization Expertise: Students will be able to effectively use analytics tools to track, measure, and analyse digital marketing performance, applying insights to continuously optimize campaigns and drive business growth.

		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
Mapping between COs with PSOs	CO1								
	CO2								
Pre-requisite	<p>Before enrolling in this Digital Marketing program, students should ideally have:</p> <ol style="list-style-type: none"> 1. Basic Knowledge of Marketing Principles: Understanding of traditional marketing concepts, such as branding, advertising, and consumer behaviour. 2. Familiarity with the Internet and Technology: Basic knowledge of using digital tools, social media platforms, and browsing the internet. 3. Computer and Internet Proficiency: Comfort with using computers and navigating digital platforms, including email, web browsers, and online resources. 4. Basic Understanding of Business Concepts: A general understanding of business operations, including sales, customer relationships, and product/service offerings. <p>These pre-requisites ensure that students can effectively engage with the digital marketing tools and strategies presented in the course. However, the program is designed to cater to both beginners and those looking to enhance their digital marketing skills.</p>								
Course Content	<p>Unit 1: Fundamentals of Digital Marketing</p> <ul style="list-style-type: none"> Theory Topics: 06 Hours <ul style="list-style-type: none"> Introduction to digital marketing and its importance. Comparison of traditional vs. digital marketing methods. Organic vs. paid strategies: Understanding when and how to use each. Defining and creating buyer personas for targeting the right audience. Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> Setting up a basic digital marketing strategy and identifying the target audience. Creating buyer personas for different business types. Setting Up and Managing Campaigns Creating PPC campaigns using Google Ads. Managing social media marketing campaigns on Facebook, Instagram, and LinkedIn. Creating and analysing paid advertising campaigns for lead generation. 							Teaching Hours:16	

	<p>Unit 2: Digital Marketing Channels Overview</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ SEO Basics: Importance and techniques to drive organic traffic. ○ Overview of PPC advertising and Google Ads. ○ Social media marketing strategies for Facebook, Instagram, LinkedIn, and YouTube. ○ Content creation and blogging for marketing. ○ Email marketing strategies and lead nurturing. ○ Influencer and affiliate marketing techniques. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Setting up a PPC campaign with Google Ads. ○ Writing SEO-optimized blog content and social media posts. ○ Content Creation ○ Writing SEO-optimized blog content. ○ Crafting engaging social media posts for various platforms. ○ Developing email marketing campaigns, including automated sequences. 	<p>Teaching Hours:16</p>
	<p>Unit 3:Website and Landing Page Optimization</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Creating a website using WordPress or drag-and-drop builders. ○ The role of landing pages in conversion optimization. ○ UI/UX principles for improved user experience and mobile responsiveness. ○ The role of blogging in SEO and content marketing strategies. • Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Setting up a website and creating a high-converting landing page. ○ Writing SEO-driven blog content with optimized CTAs. ○ Website and Landing Page Optimization 10 Hours ○ Setting up a website using WordPress. ○ Designing mobile-responsive and fast-loading landing pages. ○ Writing high-converting CTAs for blogs and landing pages. 	<p>Teaching Hours:16</p>
	<p>Unit 4: Analytics and Tracking Campaign Performance</p> <ul style="list-style-type: none"> • Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Introduction to Google Analytics and Google Search Console. 	<p>Teaching Hours:16</p>

	<ul style="list-style-type: none"> ○ Using UTM parameters for campaign tracking. ○ Analysing user behaviour through heatmaps and A/B testing. ○ Conversion rate optimization and performance reporting. ● Practical Topic Focus: 10 Hours <ul style="list-style-type: none"> ○ Setting up Google Analytics and analysing campaign data. ○ Running A/B tests on landing pages or email subject lines. ○ SEO and Analytics ○ Implementing SEO techniques on a website or blog. ○ Setting up Google Analytics and Google Search Console for tracking performance. ○ Analysing and optimizing campaigns using Google Analytics and UTM parameters. 	
	<p>Unit 5: Paid Advertising and Social Media Marketing Advanced Techniques</p> <ul style="list-style-type: none"> ● Theory Topics: 06 Hours <ul style="list-style-type: none"> ○ Advanced Google Ads strategies: Targeting and retargeting. ○ Budgeting, bidding, and measuring PPC campaign success. ○ Creative ad content strategies for paid campaigns. ○ Social media marketing on Facebook, Instagram, and LinkedIn: Strategies and budgeting. ● Practical Topic Focus: 20 Hours <ul style="list-style-type: none"> ○ Managing Facebook and Instagram ad campaigns for lead generation. ○ Optimizing paid campaigns for improved ROI. ○ Measuring and optimizing ad performance on Google Ads and social media. ○ Final Project: Complete Digital Marketing Strategy ○ Developing a comprehensive digital marketing plan for a brand or product. ○ Executing the strategy, including SEO, PPC, content marketing, and social media campaigns. ○ Analysing results and providing recommendations for further optimization. 	Teaching Hours:26
Course Requirements:	<p>1. Set Up & Promote Your Brand</p> <ul style="list-style-type: none"> ● Create a website and set up social media profiles on relevant platforms. ● Engage your audience with regular posts, hashtags, and paid ads. 	

	<ul style="list-style-type: none"> • Optimize your website for search engines (SEO) by researching keywords, improving content, and building backlinks. <p>2. Track, Analyse & Improve</p> <ul style="list-style-type: none"> • Use Google Analytics and social media insights to track performance. • Adjust strategies based on data, and keep learning to stay updated with the latest trends. 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • Weekly Assignments (30%): <ul style="list-style-type: none"> ○ Weekly submission of digital marketing tasks (SEO, ad campaigns, email marketing). ○ Peer reviews and group discussions on marketing strategies. • Final Project (50%): <ul style="list-style-type: none"> ○ Submission of a comprehensive digital marketing plan with executed campaigns, performance analysis, and recommendations. ○ Presentation of project outcomes with real-time data analysis. • Class Participation and Engagement (20%): <ul style="list-style-type: none"> ○ Active participation in class discussions, brainstorming sessions, and critiques. 	

BSA