

Academic Council
09.02.2018

Agenda Item. 22

To consider the matter of Centre for distance education would like to start the courses of Bachelor of Mass Media and Bachelor of Management Studies from academic year 2018-19 through distance mode.

RESOLUTION

Resolved that, the proposal of Centre for Distance Education to start the courses of Bachelor of Mass Media and Bachelor of Management Studies from academic year 2018-19 through distance mode be approved.

Dr. Meena Kute
21-4-18

(Dr. Meena Kute)
Registrar (Addl. Charge)

Academic Council
09.02.2018

**SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY**

1, Nathibai Thackersey Road,
Mumbai - 400 020.

Acad. Council.02/2018-19/21

April 19, 2018

✓ To,
Dr. Chandrakant Puri,
Director,
Centre for Distance Education,
SNDT Women's University,
Juhu Campus,
Mumbai - 400 049.

Madam,

The Academic Council at its meeting held on February 09, 2018 has considered the following item:

Agenda Item. 22

To consider the matter of Centre for distance education would like to start the courses of Bachelor of Mass Media and Bachelor of Management Studies from academic year 2018-19 through distance mode.

In view of the above you are hereby requested to take necessary action in the matter in accordance with the resolution passed by the Academic Council and submit the compliance report in the prescribed format, within eight days of action taken.

Thanking you,

Yours faithfully,

ms
21-4-18
(Dr. Meena Kute)
Registrar
(Additional Charge)

Encl: As above

C.C.to:

1. The Prov-Vice-Chancellor,
2. The Officer on Special Duty,
3. The Office Superintendent, Academic Section,

S. N. D. T. W. University Centre for Distance Education Mumbai - 400 049
25 APR 2018
No. 127

Received
a/f
25/04/18

SNDT Women's University

BMS –Revised Syllabus Details

Name of the Course : **Bachelor of Management Studies (BMS)**

Duration : **3 years**

Number of Semesters : **6**

Credit per paper : **4**

Total Number of
Papers in 6 Semesters : **30**

Total Credits : **120**

Structure : **As given below**

BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) Organisational Behaviour	(3) Economics - II		(4) Environmental Studies	(5) Introduction to Quantitative Techniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Vocational paper (Choose one) (a) Entrepreneurship Development & Event Management (b) Entrepreneurship Development & Stock Market Operations (c) Entrepreneurship Development & Digital Marketing (d) Entrepreneurship Development & Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking & Financial Services	(3) Integrated Marketing Communication (4) Brand Mgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5) International HRM (6) Talent Mgmt.				(7) Project

Semester I

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	1001	Principles of Management	25	75	100	04
2.	1002	Business Communication	25	75	100	04
3.	1003	Financial Accounting	25	75	100	04
4.	1004	Principles of Marketing	25	75	100	04
5.	1005	Economics-I	25	75	100	04

Semester II

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	2001	Marketing Management	25	75	100	04
2.	2002	Organizational Behavior	25	75	100	04
3.	2003	Economics - II	25	75	100	04
4.	2004	Environmental Studies	25	75	100	04
5.	2005	Introduction to Quantitative Techniques	25	75	100	04

Semester III

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	3001	Business Laws	25	75	100	04
2.	3002	Cost & Management Accounting	25	75	100	04
3.	3003	Human Resource Management	25	75	100	04
4.	3004	Fundamentals of Production & Operations Management	25	75	100	04
5.	3005	Quantitative Techniques for Business	25	75	100	04

Semester IV

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	4001	Strategic Management	25	75	100	04
2.	4002	Financial Management	25	75	100	04
3.	4003	Consumer & Buyer Behaviour	25	75	100	04
4.	4004	Quality Management	25	75	100	04
5.	4015	Entrepreneurship Development & Event Management	25	75	100	04
	4025	Entrepreneurship Development & Stock Market Operations	25	75	100	04
	4035	Entrepreneurship Development & Digital Marketing	25	75	100	04
	4045	Entrepreneurship Development & Tourism Management	25	75	100	04
	4055	Entrepreneurship Development & Rural Marketing	25	75	100	04
	4065	Entrepreneurship Development & Logistic	25	75	100	04
	4075	Entrepreneurship Development & Insurance	25	75	100	04

Semester - V

For Semester – V, Students will have Compulsory Paper titled ‘Advanced Quantitative Methods for Business’ and select any 2 specialization from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	5011	Auditing & Taxation	25	75	100	04
2.	5012	Banking & Financial Services	25	75	100	04
3.	5021	Integrated Marketing Communication	25	75	100	04
4.	5022	Brand Management	25	75	100	04
5.	5031	Industrial Relations	25	75	100	04
6.	5032	Human Resource Development	25	75	100	04
7.	5005	Advanced Quantitative Methods for Business	25	75	100	04

Semester - VI

For Semester – VI, Students will have Compulsory Paper titled ‘Project’ and continue with 2 specialization opted in Semester V from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	6013	Security Analysis & Portfolio Management	25	75	100	04
2.	6014	Advanced Financial Management	25	75	100	04
3.	6023	International Business	25	75	100	04
4.	6024	Retail Management	25	75	100	04
5.	6033	International HRM	25	75	100	04
6.	6034	Talent Management	25	75	100	04
7.	6005	Project	100	00	100	04

SEMESTER I

Semester: I

Paper No: 1

Course Code: 1001

Paper: Principles of Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Objectives:

This paper is intended to enable the students to gain broad understanding of management and

Criteria	Mode of Evaluation	Marks
Case Study OR /AND Quizzes	Case Solution / Quiz Score	10
Book Review OR Assignments on well-known business personality	Review Report / presentation	15
	Total	25

various managerial functions.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Nature and Scope of Management Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession	07	25
	2.	Schools of Management Thought Classification of various schools of Management thought with special emphasis on the new classical school	08	
II	3	Planning Meaning, importance, elements, process, forecasting, MBO.	07	25
	4	Organizing and Staffing Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process	08	

III	5.	Motivation – meaning, importance and theories of motivation (Maslow’s theory and Theory X and Y)	07	25
	6	Leadership – meaning, importance and leadership styles	08	
IV	7	Communication – Meaning, importance, types, process	07	25
	8	Control – meaning, importance, process and effective control system and control techniques.	08	
		Total	60	100

Reference Books:

- 1 Essentials Of Management Harold Koontz & Cyril O’Donnel, 5th Edition
Tata McGraw Hill, 2000
- 2 Management Concepts and OB, P. S. Rao and N. V. Shah, 1st Edition Ajab Publisher
- 3 Principles of Management, Tripathi P.C., Tata McGraw Hill 2006
- 4 Personnel Management, N.D. Gami, New Popular Publication, 2010
- 5 Principles of Management, Ramaswamy, Himalaya Publishing House, 2008

Semester: I
Paper No: 2
Course Code: 1002
Paper: Business Communication
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
	Total	25

Objectives:

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	Concept of Communication Meaning, Definition, Process, importance and channels of communication, communication role in Mgt. technological advancement in communication.	07	25
	2.	Modes of Communication Methods: Verbal and Nonverbal, types, characteristics,	08	
		8		

II	4.	Modes: Verbal and Non-verbal communication, advantage and disadvantage, E- Communication and telephone etiquette.	7	25
	5.	Barriers to Communication Different types of barriers to communication. Ways to Overcome these Barriers, Confidence building by organizing debate and Speeches and role plays.	08	
III	7.	Developing writing skills Report writing: academic, Business, Project Format, content and difference between the types of report.	07	25
	8.	Trade letters: Letter of Order and reply, Inquiry and reply, Complaints, adjustment, Sales and credit letter .	08	
IV	7.	Grammar Punctuation, Phrases and idiom, word formation, conjunctions and preposition. Self-Preparation, Library Work,	15	25
		Total	60	100

Reference Books:

1. Business communication, RaiUrmila&Rai, Himalaya publishing House, Mumbai 2006
2. Principles and practice of business communication, Aspi Doctor and Rhoda Doctor Seth Publications 2008
3. Business Communication, Raman Meenakshi& Singh Prakash, Oxford University Press, Mumbai.2008
4. Grammar book, Wren and Martin, Tata McGraw hill

Semester: I
Paper No: 3
Course Code: 1003
Paper: Financial Accounting
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a proprietary manufacturing or trading concern; obtaining Purchase and Sales Book OR Case Study	Purchase and Sales Book evaluation / Case Solution	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	Total	25

Objectives:

This paper will enable the student to understand the basics of accountancy, learn the use of Computer software packages in preparing final accounts.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Introduction to Book Keeping and Accountancy: Basic terms used in financial accounts. Accounting Concepts and Conventions. (Theory)	07	
	2.	Journal: Meaning, Types, General Journal Problems. Special Journal that is Cash Book.	08	
II	4.	Ledger and Trial Balance: (Theory and Problems)	05	25
	5.	Bank Reconciliation Statement. (Theory and Simple Problem)	10	
III	6.	Final Accounts of Sole Proprietor and Partnership Firm(theory & simple problems)	15	25

IV	7.	Computerized Accounting: Introduction, Features and Accounting Software.(Tally) version-ERP-9	15	25
		Total	60	100

Reference Books:

- 1 Book-keeping and Accountancy, Amitabha Mukherjee & Mohammad Hanif, TMH Publications, 2003
- 2 Book-keeping and Accountancy, Choudhary & Chopde, Seth Publications, 2012
- 3 Book-keeping and Accountancy, Aina Pure, Manan Prakashan, 2012
- 4 Elements of Accounts, T.S. Grewal, S. Chand & Co., 2007

Semester: I
Paper No: 4
Course Code: 1004
Paper: Principles of Marketing
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Data collection related to consumer behaviour	Case Solution / Presentation	10
Assignment on Branding or Segmentation or Competitive Strategies	Presentation	15
	Total	25

Objectives:

The student will gain broad exposure to both the theoretical and practical aspects of Marketing Management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Understanding the Basics Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	06	25
	2.	Overview of Marketing Introduction to Markets Various types of Markets Origin of Marketing Various Definitions of Marketing Role of Marketing and its Relevance Various Marketing Concepts	09	
II	4	The Marketing Concept Differentiate between Selling and Marketing Marketing Philosophies The Marketing Environment Need for Environment Analysis Nature of the Marketing Environment	06 09	25
	5.	Understanding Macro and Micro Environment		

III	7.	SWOT Analysis Concept of SWOT Advantage of SWOT Utility of SWOT Analysis (Use Case Study for Discussion)	15	25
IV	9.	Marketing in the New Economy Introduction to B2B Introduction to B2C Introduction to E-Marketing	15	25
		Total	60	100

Reference Books:

- 1 Marketing Management Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, Rajan Saxena, Tata McGraw Hill, 2010
- 3 Marketing Management, Bholanath Dutta, Excel Books, 2010
- 4 Marketing Management, VS Ramaswamy & S Namakumari, Macmillan, 2008

Semester: I
Paper No: 5
Course Code: 1005
Paper: Economics-I
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product / Project on Market Structure	Project report with or without presentation	15
	Total	25

Objectives:

The student will gain a broad understanding of economics from the management perspective.

Module	No.	Topics	Contact Hours	Weightage (%)
I	2.	Introduction to Economics - Meaning and Nature of Economics, Scope, Importance	15	25
		Demand Analysis - Demand Theory, Determinants of Demand Theory, Elasticity of Demand, Types: Price, Income and Cross Elasticity of Demand		
II	4.	Theory of Consumer Behaviour - Marginal Utility, Law of Diminishing Marginal Utility, Indifference Curve - Properties	07	25
	5.	Cost Concepts- Fixed Cost, Average Cost, Average Fixed Cost, Average Variable Cost, Marginal Cost, Total Cost	08	
III	7.	Production Function - Short run and long run production function, Isoquant,	15	25

	8.	Economies of scale, Returns to scale Market Structures - Meaning and Features of Perfect Competition		
IV	10	Monopoly, Monopolistic Competition and Oligopolistic Competition	15	25
		Total	60	100

Reference Books:

1. Business Economics, S.C. Patra, S. Chand, 2009
2. Introduction to Micro Economics, Cauvery, S. Chand, 2003
3. Advance Economic Theory, D. M. Mithani, Himalaya Publication, 2008
4. Theory of Micro Economics Analysis, H. L. Ahuja S. Chand, 14th edition

SEMESTER II

Sem - II

Paper No: 1

Course Code: 2001

Paper: Marketing Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objective:

The student will gain understanding of the elementary aspects of marketing management.

Module	No.	Detailed Syllabus	Contact Hours	Marks/Weight
I	1.	Understanding Key Concepts Revision of Key Concepts of Marketing as discussed in Semester 1	05	25
	2.	Identifying Market Segments and Targets Introduction to Segmentation Effective Segmentation Levels of Market Segmentation Basis for Segmentation Advantages of Segmentation Marketing Targeting <i>Use Case Study for Discussion</i>	10	
II	4.	Positioning Introduction to Positioning Positioning Planning Steps in Positioning	08	25
	5.	Advantages of Positioning <i>Use Case Study for Discussion</i> Market Research	07	

		Introduction to Market Research Reasons for Market Research Objectives and Importance of Market Research The Marketing Research Process Applications of Market Research		
	6.	Analysing Consumers Introduction to Consumer Behaviour Factors influencing Consumer Behaviour The Buying Decision Process Understanding Buyer Behaviour		
III	8.	Nature and Characteristics of Indian Consumer <i>Use Case Study for Discussion</i> Pricing Introduction to Pricing Utility, Value and Pricing	07	25
	9.	Factors affecting pricing decisions 5Cs of Pricing Pricing Objectives		
	10.	New Product Decisions Concept of New Product Development Challenges in New Product Development The process of New Product Development	08	
IV	12	Product Life Cycle Introduction to PLC	07	
	13	Concept of PLC Actions at various stages of PLC <i>Use Case Study for Discussion</i>	08	25
		Total	60	100

Reference Books:

- 1 Marketing Management, Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, RajanSaxena, Tata McGraw Hill, 2010
- 3 Marketing Management, BholanathDutta, Excel Books,2010
- 4 Marketing Management, VS Ramaswamy& S Namakumari, Macmillan, 2008

Sem - II
Paper No: 2
Course Code: 2002
Paper: Organisational Behaviour
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objectives:

The student understands various aspects of human behavior in relation with the organizational culture.

Module	No.	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to OB and individual behavior, concept of organization behavior, Significance of OB , and approaches in OB	07	25
	2.	Personality ,attitudes and Emotions Meaning of Personality, Personality Traits, Development of Personality and Specialization emotions.	08	
II	4.	Components of attitude, Functions of attitudes and changing attitudes.	03	25
	5.	Emotions- meaning, felt versus displayed emotions, emotion dimensions, gender &	04	
	6.	Group Dynamics :Formal and Informal groups, Dynamics of group formation,	05	

III	8.	Team: types of team, and essentials of effective teams.	06	25
	9	Organisational outcomes Power – Dynamics , Sources , & Ethics, Ethics of power and Politics	06	
IV	11.	Conflicts & Negotiations Nature of Conflict	04	25
	12	Conflict Resolution & Negotiation techniques Managing Conflict	04	
	13	Organizational stress Meaning & Definition ➤ Causes & Effect ➤ Coping Strategies	04	
		Total	60	100

Reference Books:

1. Organisational Behaviour, Stephen Robbins, Prentice Hall of India, 2010
2. Organisational Behaviour, Nelson, Debra L and James C, Cengage Learning India Pvt Ltd., 2010
3. Organisational Behaviour, Fred Luthans, McGraw Hill., 2011
4. Understanding Organizational Behaviour, Pareek Udai, Oxford University Press. , 2010
5. Organisation Theory and Behaviour, Singh B. P. and Chhabra T. N, Dhanpat Rai and Co. (p) Ltd., 2012

Semester: II
Paper No: 3
Course Code: 2003
Paper: Economics -II
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product or on Market Structure	Project report with or without presentation	15
	Total	25

Objective:

The student will learn about the practical aspects of Economics.

Module	No.	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to Business Economics- Meaning & Scope of Micro & Macro Economics, Functions of Micro & Macro Economics, Difference between Micro & Macro Economics	06	10
	2	National Income- Meaning, GDP, NNP, Per Capita Income, GNP, PDI, Difficulties in measurement of National Income, Measurement of National Income	09	15
II	3	Money- Meaning, Functions, Constituents of Money, Role of RBI in money control with special reference to CRR, SLR	15	25
	4	Inflation- Meaning, Open Inflation, Types of Inflation, Distinguish between Demand Pull and Cost Push, Impact of Inflation on the economy		
	5	Self-Preparation, Library Work, Industrial visits, Field visits, etc.		

III	6 7	, Concept of Black Money Monetary & Fiscal Policy- Definition of Monetary Policy, Instruments- OMO, Bank Rate, Reserve Requirement changes, Selective Credit Control, Problems in monetary policy	15	25
IV	8	Fiscal Policy- Definition, Instruments- Taxation, Public Borrowings, Forced Saving, Public Expenditure, Problems in Fiscal Policy	15	25
		Total	60	100

Reference Books:

1. Principle of Macro Economics, Rangarajan, Himalaya Publishing House, 2010
2. Monetary Economics, Suraj B. Gupta, S Chand Publication, 2010
3. Macro Economics Theory & Policy, Dr.H.L.Ahuja, S Chand Publication, 2008
4. Advanced Economic Theory, Misra&Puri, Himalaya Publishing House 2007, 4th edition,

Semester: II

Paper No: 4

Course Code: 2004

Paper: Environmental Studies

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Surprise Test / Tests	Score	10
Assignment on MS Word or Power point	Presentation	15
	Total	25

Objectives:

The student will gain a broad understanding of the natural resources and learn to protect them. The student will also learn about ecosystems and prevent pollution.

Module	No.	Topics	Contact Hours	Marks/Weight
I	1.	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.	15	25
	2.	Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. - Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles		
II	3.	Ecosystems - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem. - Ecological succession - Food chains, food webs and ecological pyramids.	15	25

	4.	<ul style="list-style-type: none"> - Introduction, types, characteristic features, structure and function of the following ecosystem: - <ol style="list-style-type: none"> Forest ecosystem Grassland ecosystem Desert ecosystem Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). <p>Biodiversity and its Conservation</p> <ul style="list-style-type: none"> - Introduction-Definition: genetic, species and ecosystem diversity. - Biogeographical classification of India. - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. - Biodiversity at global, National and local levels. - India as a mega-diversity nation. - Hot-spots of biodiversity. - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India. - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. 		
III	5.	<p>Environmental Pollution:</p> <p>Definition</p> <ul style="list-style-type: none"> - Causes, effects and control measures of: - <ol style="list-style-type: none"> Air pollution Water pollution Soil pollution Marine pollution Noise pollution Thermal pollution Nuclear hazards - Solid waste Management: Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides. 	15	25
	6.	<p>Social Issues and the Environment</p> <ul style="list-style-type: none"> - From Unsustainable to Sustainable development. 		

		<ul style="list-style-type: none"> - Urban problems related to energy. - Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people; its problems and concerns. Case studies. - Environmental ethics: Issues and possible solutions. - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. - Wasteland reclamation. - Consumerism and waste products. - Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and Control of Pollution) Act. - Wildlife Protection Act. - Forest Conservation Act. - Issues involved in enforcement of environmental legislation. - Public awareness 		
IV	7.	Human Population and the Environment <ul style="list-style-type: none"> - Population growth, variation among nations. - Population explosion-Family welfare Programme. - Environment and human health. - Human Rights. - Value Education. - HIV/AIDS. - Women and Child Welfare. - Role of information Technology in Environment and human health. - Case Studies 	15	25
	8.	Field Work (Practical) <ul style="list-style-type: none"> - Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain. - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc. 		
		Total	60	100

Reference Books:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad - 380013, India, Email: mapin@icenet. net (R).
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
4. Clerk B.S., Marine Pollution, Clanderson Pross Oxford (TB).
5. Cunningham, W.P.Cooper, T.H. Gorhani, E & Hepworth, M.T.2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment (R).

Semester: II**Paper No: 5****Course Code: 2005****Paper: Introduction to Quantitative Techniques****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	Total	25

Objectives:

The students understands the basic Mathematical concepts and to apply Mathematical concepts in management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Determinant and matrices Simple problems of determinant, crammer's rule of solving equations(two variables only) Addition and multiplication of matrices, inverse matrix, equation solving by using	15	25
II	2	Linear programming Formation of Linear programming, problems and solution of linear problems by graphical method up to two variables.	15	25
III	3	Limit and differentiation Simple problems of limits, definition of derivative, rules derivatives(sum, product, quotient), simple problems (exclude trigonometric functions) application of differentiation in business (average cost, marginal cost, marginal revenue, optimization of profit, maximum minima functions in economics)	15	25

IV	4	Integration and its business application finite and infinite integration, producer's and consumer's surplus, (excluding trigonometric function)	15	25
		Total	60	100

Reference Books

- 1 Business Statistics, Naval Bajpai, Pearson
- 2 Business Mathematics, Zameeruddin Kazi, Vijay Khanna, S K Bhambri, Vikas Publication
- 3 Business Statistics, J K Sharma, Pearson

SEMESTER III

BMS Semester: III

Paper No: 1

Paper: Business Laws;

Course Code: 3001

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

This course will enable the students to understand the meaning and concept of contractual obligations, partnership, company law and other related legal aspects of business.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a court to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weight age
I	1	Indian Contract Act, 1872 i. Meaning, definition, importance, essential elements of contract, Agreements, kinds of agreements, Difference between agreements and contracts, Proposal-Acceptance-Revocation Consideration ii Definition-S.2(d) Stranger to consideration, Stranger to contract & exceptions No consideration, No contract (state Rule S.25 & S.185) & exceptions Unlawful object & unlawful consideration S.23 Iii Free consent (S.13 to S.22) Coercion-Undue influence Fraud – Misrepresentation & mistake of fact and mistake of law Iv Contingent Contracts (Meaning) (S.31 to 36)	15	25
II	2	Indian Partnership Act i. (Sec. 4 to 8) Definition & terms of partnership, Non-partnership interest ii Rights & Duties of partners & partnership property (S.9 to 17) iii Implied authority of partners(S.18 to 21) iv Minor's position in partnership (S.30) v Modes of dissolution (S.39 to 54)	15	25
III	3	Negotiable Instrument Act i What is negotiation & what is a negotiable instrument? (S.13-14) ii Define: Promissory note, Bill of exchange & Cheque(S.4-6) iii Endorsement it's kinds(S.50-52) iv Clearing & transferring procedure for cheque v Kinds of crossing(S.123)	15	25

IV	4	Company law Definition. Characteristics of a company, types of companies, distinguish between private & public ltd. Company, registration of a company, promoters, memorandum of association & articles of association, certificate of incorporation. Consumer Forum Ethical Practices in Business Law	15	25
		Total	60	100

Reference Books:

1. Bulchandani, Business Law for management, , Himalaya Publishing House, Mumbai, 2010
2. N.D.Kapoor,Business Law, Sultan Chand, New Delhi, 2011
3. H. L. Kumar, Employer's Rights under Labour Laws, Universal Law Publishing Company Ltd., 2011
4. J. N. Jain & Ajay Bhola, Modern Industrial Relations and Labour Laws, Regal Publications, 2009

BMS Semester: III
Paper No: 2
Paper: Cost & Management Accounting;
Course Code: 3002
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:

The students will be able to appreciate the importance of maintaining cost records. They will also be able to apply costing and management techniques for decision making.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the

Criteria	Mode of Evaluation	Marks
Projects on Analysis of Balance Sheets of well-known companies and Case studies.	Review of Report and Presentation	10
Internal Tests for exam	Assessment	15
	Total	25

semester

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction: Costs, Types, Classification of costs Cost sheet : (a) Simple cost sheet (b) Estimated cost sheet (Theory & simple problem)	15	25
II	2	Marginal costing & Break even Analysis Theory & Simple problems	15	25

III	3	Standard Costing & Budgeting Theory & Simple problems	15	25
IV	4	Vertical presentation of financial statement (a) Vertical presentation of balance sheet (b) Vertical presentation of P/L A/C (Theory + simple problem to understand the format) (c) Ratio Analysis Cash flow statement as per AS-3 (Theory +Simple problem) Ethical Practices in Cost & Management Accounting	15	25
		Total	60	100

Reference Books:

1. M. Y. Khan and P. K. Khan, Cost and Management Accountancy, TMH Publication 4th edition 2008
2. Choudhary and Chopde, Cost and Management Accountancy, Sheth Publisher First edition June 2012
3. Ainapure, Cost Accounting, Manan Prakashan, First edition June 2012
4. C.A. Minakshi A. Rachchh and Gunwantra A. Rachchh, Cost and Management Accountancy, Pearson Publication, First edition 2010

BMS Semester: III**Paper No: 3****Paper: Human Resource Management;****Course Code: 3003****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Objectives:**

This course will enable the students to have a clear understanding of the foundation of HRM, its need and various functions.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Written test	Taken by college as internal test	10
Assignment / Presentation/s	Concern faculty members of each subject will be responsible for this	10
Case study on HR Policies, HRP, Recruitment, job analysis	Students have to submit Case study analysis report	05
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to HRM: HRM: Origin, Growth & Evolution, Importance-Scope & Functions. Qualities of HR Manager, Meaning of HRM, Functions & Objectives of HRM, Difference between PM & HRM Human Resource Planning: Importance, Process of Human Resource Planning, Need & Benefit OF HRP, Factors affecting HRP (Internal & External)	15	25
II	2	Job Design & Job Analysis: Job Design, Job Analysis, Job Description, Job Specification (Purpose, Use & Contents of each), Techniques of Data collection for Job Analysis	15	25
III	3	Recruitment, Selection, Placement, Induction Sources of Recruitment, selection procedure steps. Interview & types of Interview, Placement, induction objectives & procedure.	15	25
IV	4	HR Policies- Meaning, objectives, Importance and scope steps in: Policy formulation Performance Appraisal & Compensation Management-Meaning, Importance , Systems Ethical Practices in Human Resource Management	15	25
		Total	60	100

Reference Books:

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House, 2010
2. K. Aswathppa, Human Resource & Personnel Management, Himalaya Publishing House, 2012
3. P. SubhaRao, Essential of HR Management & IR, Himalaya Publishing House, 2010
4. Micheal Armstrong, Handbook of HRM, McGill Publication, 2009
5. N.D.GAMI, Personnel Management, New Popular Publication, 2010

BMS Semester: III**Paper No: 4****Paper: Fundamentals of Production & Operations Management;****Course Code: 3004****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Objectives:**

To students will be able to understand the concept of Production and Operations management and the various techniques required for streamlining the production process.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to the industries to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to Operations Management <ul style="list-style-type: none"> a) Operations Management- Introduction , concept&scope b) Characteristics of Modern Operations function c) Importance of Operations Management d) Systems Approach Plant Location <ul style="list-style-type: none"> a) Introduction& concept b) Steps in locating a plant c) Factors influencing selection of a plant d) Methods used for locating of a plant (Factor Rating, Point Rating, Break Even Analysis, Quantitative Factor Analysis) 	15	25
II	2	Plant (Facility) Layout <ul style="list-style-type: none"> a) Introduction b) Objectives of an Ideal Plant Layout c) Factors affecting the Plant Layout decisions d) Types of plant Layout Just in Time <ul style="list-style-type: none"> a) Introduction b) Techniques c) Advantages & Disadvantages 	15	25
III	3	Production Planning (Loading & Scheduling) <ul style="list-style-type: none"> a) Meaning of Production Planning b) Production Planning Procedure c) Factors determining Production Control Procedure, Gantt Charts, Sequencing Numericals (nx2, nx3, nxm M/c Numericals) d) Routing & Scheduling, Despatching& Processing e) Production Control 	15	25

IV	4	Maintenance of Plant a) Introduction b) Causes of Plant Breakdown c) Cost associated with Breakdown d) Preventive & Corrective Maintenance e) Types of Maintenances f) Elements of a Good Maintenance System Ethical Practices related to Production & Operations Management	15	25
		Total	60	100

Reference Books:

1. Dr. Sanjay Sharma, Introduction to Management, Cyber Tech Publication, 2003
2. L.C. Jhamb, Production Management-Everest Publishing House, 12th edition 2007.
3. S. A Chunawalla & D. R. Patel, Production & Operation Management- Himalaya Publishing House, 6th revised edition, 2013
4. K. Aswathappa & K. Shridhara Bhat, Production & Operation Management –Himalaya Publishing House, 2007

BMS Semester: III
Paper No: 5
Course Code: 3005
Paper: Quantitative Techniques for Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:-

The students will be able to gain theoretical and practical knowledge of statistical methods and apply them in various areas of Business.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Problem solving	Score	10
Unit test, viva-voce, assignments, internal objective test	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Collection of data Collection of primary data through questionnaires and personal interview, and observation method, collection of secondary data from public sources and selection of appropriate method for data collection Measures of central Tendency Arithmetic mean, median, mode, weighted average, quartiles, deciles, percentiles, graphical presentation of median & modes.	15	25
II	2	Measures of Dispersion Range, Quartile Deviation and its coefficient, Mean Deviation, Standard deviation, co-efficient of variation (C.V.)	15	25
III	3	Introduction to Probability Introduction to Probability Distribution with focus on Normal Distribution	15	25
IV	4	Correlation and Regression Co-relation, Scatter Diagrams, Karl Pearson's correlation and rank correlation (spearman), Linear Regression, Line of regressions, Regression coefficients, multiple and partial correlation. Analysis of times series Concept, Components, estimation of Trend values by moving average and least square method. Ethical Practices related to Quantitative Techniques for Business	15	25
		Total	60	100

Reference Books:

1. S.C.Gupta, Fundamental of statistics –Himalaya Publication, 2001
2. S.P.Gupta, Statistical methods by - S.Chand Publication, 2009
3. V.K Kapoor, Solution to problems in statistics –2007

SEMESTER IV

BMS Semester: IV

Paper No: 1

Paper: Strategic Management;

Course Code: 4001

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objective:-

This course will enable the students to understand the emerging concepts of Strategic Management which will help them to analyze and implement the same in various business situations.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce, assignments,internal objective test,industrial visit to have practical exposure.	Review Report / presentation	15
	Total	25

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Mod ule	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to business policy Vision & Mission of a company Business policies Important aspect while framing business policy Introduction: <ul style="list-style-type: none"> • Definition, nature, scope, and importance of strategy; and strategic management • Process of strategic management. • Role of strategists. Strategic Analysis: <ul style="list-style-type: none"> • External Analysis – Overview • Internal Analysis- Value Chain & Benchmarking. 	15	25
II	2	Strategy Formulation: <ul style="list-style-type: none"> • Defining strategic intent: Vision, Mission, Business Philosophy, Goals and Objectives. a. Corporate level strategies (concepts) <ol style="list-style-type: none"> 1. Growth (Vertical Integration, Joint Venture, Modernization) 2. Retrenchment (Turnaround, Disinvestment, Liquidation) 3. Stability b. SBU Level Strategies - Concept of Porter's competitive strategy <ul style="list-style-type: none"> • Process of Strategy Choice (Portfolio Analysis – BCG growth share Matrix and GE nine cell) 	15	25
III	3	Strategy Implementation & Evaluation: <ul style="list-style-type: none"> • The implementation process. 7s Framework. • Resource allocation and behavioral issues in strategy implementation • Designing organizational structure as per strategy. • Strategy Evaluation & Control. 	15	25
IV	4	Recent Advances in Strategic Management: <ul style="list-style-type: none"> • Core Competence as the Root of Competitive Advantage • Case Studies Ethical Practices in Strategic Management	15	25
		Total	60	100

Reference Books:

1. L.M. Prasad, Business Policy: Strategic Management, Sultanchand& Sons, New Delhi, 2005
2. Bhattacharya & Venkataramini, Managing Business Enterprises: Strategies, Structures & Systems, 2004
3. Fred R David, Strategic Management Concepts & Cases, Pearson Prentice Hall, 2009
4. P. SubbaRao, Strategic Management, Himalaya Publishing House, 2009

BMS Semester: IV**Paper No: 2****Paper: Financial Management;****Course Code: 4002****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Objectives:**

The students will be able to understand various financial techniques and use them for optimal financing and investment decisions in business.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to corporate to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to financial management (i) Meaning, scope & objective of finance management (ii) Classification of finance function (iii) Financial goal (Profit Max and Wealth Maximisation) Sources of Finance i) Equity shares ii) Preference Shares iii) Debentures & Bonds iv) Retained Earning	15	25
II	2	Cost of Capital i) Meaning ii) Concept of Cost of Capital iii) Importance of Cost of Capital iv) Simple Problems	15	25
III	3	Capital Budgeting i) Introduction ii) Methods of Capital Budgeting a) Pay back Method b) ARR (Theory)	15	25
IV	4	Working Capital Management i) Introduction ii) Factors to be taken into consideration for Working Capital Management. iii) Operating Cycle iv) Simple Problems on Working Capital requirements. Ethical Practices related to Financial Management	15	25
		Total	60	100

Reference Books:

1. P. V. Kulkarni & B. G. Satyaprasad, Financial Management- Himalaya Publishing House, 2012.
2. M. Y. Khan & P. K. Jain, Basic Financial Management- Tata Mcgraw Hill Publishing Co. Ltd., 2005
3. Prof. A. P. Rao, Fundamentals of Financial Management- Everest Publishing House, 2006.
4. Satish M. Inamdar, Principles of Financial Management- Everest Publishing House, 2006

BMS Semester: IV

Paper No: 3

Paper: Consumer & Buyer Behaviour;

Course Code: 4003

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

Criteria	Mode of Evaluation	Marks
Case Study for understanding of Business Ethic and Corporate Social Responsibility	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	Total	25

The students will gain basic knowledge of consumer and buyer behaviour and understand the importance of Business Ethics, Corporate Social Responsibility and Public Relation Management in Business.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Buyer Behavior a) Difference between Buyer and Consumer, meaning and definition, Buying Motives, Factors influencing buyer behavior, Buying Process. b) Organizational Buyer Behavior, factors affecting organization buyer behavior. Derived Demand, Difference between consumer buying behaviour and industrial buying behaviour	15	25
II	2	Consumer Behaviour Basic Stimulus Response Model, Influence on consumer decision making process, high involvement and low involvement products, Influence on buying behavior- cultural factors, social factors, personal methods of sales forecasting, Reference Groups, Consumer Learning.	15	25
III	3	Consumer Relationship Management Importance, Merits, Loyalty Breakers, How to reclaim a lost consumer? How to sustain existing customers? How to tap potential future customers? Complaint Management, Relationship building in the long run.	15	25
IV	4	Business Ethics and Corporate Social Responsibility and Public Relations Management. Ethical Practices related to Consumer & Buyer Behaviour	15	25
		Total	60	100

Reference Books:

1. Kumar Ramesh, Conceptual Issues in Consumer Behaviour :The Indian Context
Pearson Education India, 2006
2. Chetan Bajaj, Retail Management - Oxford University

BMS Semester: IV
Paper No: 4
Paper: Quality Management;
Course Code: 4004
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:

This course will enable the students to learn the various techniques available for quality improvements in the companies and implement them for enhancing the quality in managing the business.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a Manufacturing industry to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Quality Management <ul style="list-style-type: none"> a) Quality Concept b) Juran's View of Quality c) Quality Control- Meaning & Benefits d) Quality Assurance e) ISO Standards f) Learning Curve Total Quality Management <ul style="list-style-type: none"> a) Definition & Concept of TQM b) Principle of TQM c) Techniques of TQM d) Importance of TQM 	15	25

II	2	Total Employee Involvement a) Quality Circle- Concept & Structure b) Implementation of Quality Circle c) Features & Benefits of Quality Circle d) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes. e) Difference between Quality Circle & Suggestion Schemes	15	25
III	3	Quality Models- Benchmarking against world class a) MeleobmReldeidge Quality b) RB NQA Model c) IT & BPO services-Capability Measuring Models(CMM) Control Charts: Types, Numericals in Control Charts	15	25
IV	4	Kaizen & Six Sigma a) Concept of Kaizene b) Importance of Kaizen c) Functions of Kaizen d) Concept of Six Sigma e) Six Sigma applied in Manufacturing f) Six Sigma applied in services Ethical Practices related to Quality Management	15	25
		Total	60	100

Reference Books:

1. S.D Aphale, Productivity & Quality Management- VipulPrakashan, 2003
2. Prof. L.C. Jhamb, Production (Operation) Management- Everest Publishing House, 12th edition 2007
3. K. Aswathappa& K. ShridharaBhat, Production & Operation Management –Himalaya Publishing House, 2007

BMS Semester: IV

Paper No: 5 (a)

Paper: Entrepreneurship Development & Event Management (Vocational Paper -1)

Course Code: 4015

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

This course will enable the students to understand the fundamentals of event management and develop entrepreneurship skills related to it.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Business Analysis of two events. Preparing a Project Plan for starting new venture. Project on woman entrepreneur. Taking part in activities like Organising Department Fest, Seminar, Workshops, Guest lectures.	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25

II	2	<p>Entrepreneurship related to Event Management</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>	15	25
III	3	<p>Historical Perspective, Introduction to Event Management, Size & type of event, Event Team, Code of ethics. Event feasibility : findings and testing an idea</p> <p>The screening process, processing the idea.</p> <p>Event Planning</p> <p>Introduction , Planning process, objectives, environment search and information-gathering, Demand and Operational planning, financial planning, marketing planning</p>	15	25
IV	4	<p>Event related Financial Management and the Budget</p> <p>Introduction, Objectives and Financial planning, Creating a budget, The detailed budget, other sources of Income-sponsorship and public funding.</p> <p>The organization manager and the team.</p> <p>Introduction, organisational effectiveness, Staffing: professional or volunteer management?</p> <p>Factors influencing the number and type of staff, finding staff.</p> <p>Event related compliances</p> <p>Permission and various Authorities, Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of various Labour Laws, Applicability of Income Tax Act, Applicability of Service Tax Act.</p>	15	25

		Marketing and public relations for events Introduction, The target market, How to influence the target market, The marketing plan, Marketing for a new event. Case-Study of Event Managers Ethical Practices related to Event Management		
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. Diwakar Sharm, Event Management and Planning, Deep & Deep Publications Pvt. Ltd., 2001
6. Anton shone and Bryn Parry, Success Event management, Thomson Learning, 2004
7. Sanjaya Singh Gaur and Sanjay V Saggere, Event Marketing and Management, Vikas Publishing House Pvt Ltd, 2003

BMS Semester: IV**Paper No: 5 (b)****Paper: Entrepreneurship Development & Stock Market Operations (Vocational Paper - 2)****Course Code: 4025****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Objectives:**

This course will enable the students to understand the operations of stock market, gain related practical exposure and develop entrepreneurship skills related to it.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case studies Business Analysis of two NSE listed Scrips. Project on women entrepreneur (interview) and analysis report of the same.	Case Solution, Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, visit to BSE, NSE to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25

II	2	Entrepreneurship related to Stock Market Operations Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur Case Studies of entrepreneurs Support and assistance for entrepreneurs <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance 	15	25
III	3	Money Market v/s Capital Market Primary Market : IPOS, IPO process, procedure involved in opening of D-MAT A/C. Secondary market Types of shares : Equity shares Preference shares Equity shares (A group ,B group) Risk : Meaning Elements of risk Difference between investment & gambling Portfolio Management : Types of Investors Introduction to stages of Portfolio Management	15	25
IV	4	Introduction to Mutual Funds Meaning, Definition , Concept of NAV Types of Mutual Funds: Open ended & close ended fund. ETFs (Exchange Traded Funds) Advantages of ETFs Investment Avenues Ethical Practices related to Stock Market Operations	15	25
		Total	60	100

References Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, ,2003
4. Michael Vaz, Entrepreneurship Development, MananPrakashan, 2010
5. S.Kevin, Portfolio Management, PHI Learning Pvt Ltd., New Delhi, 2006.
6. AshuZDutt, Stock Market Trading Secret, Vision book publication, 2007

BMS Semester: IV
Paper No: 5 (c)
Paper: Entrepreneurship Development & Digital Marketing (Vocational Paper-3)
Course Code: 4035
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:

This course will enable the student to use information and communication technology as a tool of marketing and develop entrepreneurship skills related to it

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Starting a blog Review of an article on digital marketing An online assignment (to understand e-mail drafting skills)	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25

II	2	Entrepreneurship related to Digital Marketing Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur Case Studies of entrepreneurs Support and assistance for entrepreneurs <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance Ethical Practices related to Entrepreneurship	15	25
III	3	Introduction to Digital Marketing and its evolution Types of Digital Marketing (Pull & Push) Theories and techniques of research and consumer behavior and their application to marketing communication. Introduction to Search Engine Marketing Content Marketing Content writing, Keyword Research Managing content Fundamentals of digital marketing planning Collaborative Filtering, Recommendation Engines	15	25

IV	4	<p>Campaign Tools Application and monitoring,</p> <p>Types of online advertising</p> <p>Understanding key concepts SEO Search engine optimization PPP Pay per Click e-mail marketing Viral marketing On-line PR Podcasts Blogs and blog writing</p> <p>Introduction to Social Networking Facebook, Twitter, LinkedIn, You Tube Advantages and disadvantages of social networking sites. Impact of Mobile Devices & Mobile Applications in Digital Marketing Using social media for Digital Marketing, for Customer Segmentation and Targeted Campaigns</p> <p>Case-Study</p> <p>Ethical Practices related to Digital Marketing</p>	15	25
			60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. David MeermanScott Amazon Kindle, The New Rules of marketing and PR 2006
7. Damian Ryan and Calvin Jones, Understanding digital marketing,
8. Google+ for business by Chris Brogan, 2012
9. Chris Anderson, The Long Tail
10. Chris Anderson, Free- The Future of a Radical Price

BMS Semester: IV**Paper No: 5 (d)****Paper: Entrepreneurship Development & Tourism Management (Vocational Paper-4)****Course Code: 4045****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Objectives:**

The students will gain awareness of the tourism industry, understand its operations and develop entrepreneurship skills related to it

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Studies and Group Discussions, Viva-voce	Case solution and presentation	10
Internal test – Classroom test, Project Report on tourist place	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
II	2	<p>Entrepreneurship related to Tourism Management</p> <p>Women Entrepreneurship – Introduction, Factors</p>	15	25

		<p>inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>		
III	3	<p>Tourism- Definition, History of travel. National and international tourism, the growing potential of tourism</p> <p>Role of tourism, Department tourism activities, tourism infrastructure, Food service innovations</p> <p>Foodservice industry- Origin of restaurants, fast food restaurants, customer relationship management (CRM) Hotel organization, accommodations and different services</p>	15	25
IV	4	<p>Tour operator and travel agents ; Introduction, role of travel agent , travel agency , revenue types and forms of tourism- inbound and outbound tourism, religious tourism , adventure tourism, medical tourism , culture tourism , nature tourism</p> <p>Role of Web marketing in travel and tourism- Internet, Marketing Web, Advantages of web marketing, elements of web marketing , website design, website promotion , importance of website in today's world.</p> <p>Future trends in hospitality-properties of the future, Reservations of the future, hotel accommodation of the future, innovation in hotel management or professionalism in hotel management.</p> <p>Case-Study</p>	15	25

		Ethical Practices related to Tourism Management		
		Total	60	100

Reference Books:

8. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
9. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
10. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
11. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
12. Sudhir, Introduction to Tourism and Hospitality Industry, Andrews, 2011
13. Prabhat Choudhary, Tourism concepts and practicals, Adeline Books, 2011
14. Delmar, Conducting Tours, Marc Mancini, Thomson Learning, 2001

BMS Semester: IV

Paper No: 5 (e)

Paper: Entrepreneurship Development & Rural Marketing (Vocational Paper -5)

Course Code: 4055

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

This course will create awareness in students about rural and service marketing, provide

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce,assignments,internal objective test, visit to rural areas to have practical exposure.	Review Report / presentation	15
	Total	25

practical knowledge and develop entrepreneurship skills related to it

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.and develop entrepreneurship skills related to it

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25

II	2	<p>Entrepreneurship related to Rural Marketing</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>	15	25
III	3	<p>Introduction: Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Classification of Rural Markets, Rural versus Urban Markets.</p> <p>Rural Marketing Environment: Population, Occupation Pattern, Income Generation,</p> <p>Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution,</p> <p>Land Use Pattern, Irrigation, Development Programs, Infrastructure Facilities, Rural</p> <p>Credit Institutions, Rural Retail Outlets, Print Media in Rural Areas, Rural Areas</p> <p>Requirement, Problems in Rural Marketing, Rural Demand, Rural Market Index.</p>	15	25
IV	4	<p>Rural Consumer Behavior</p> <p>Consumer Buying Behavior Models, Factors Affecting Consumer Behavior, Social Factors, Technological Factors, Economic Factors, Political Factors.</p>	15	25

		<p>Characteristics of Rural Consumer: Age and Stages of the Life Cycle, Occupation and Income, Economic Circumstances, Lifestyle, Personality and Brand Belief, Information Search and Pre Purchase Evaluation, Rise of Consumerism.</p> <p>Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.</p> <p>Service Industry: Nature and scope of services, Difference between Goods and Services, Classification of services, Growth of service industry, Reasons for phenomenon growth in service market and obstacles of service industry.</p> <p>Marketing Management Process for Services:</p> <p>Organising, Marketing, Planning, Analysing marketing opportunities, selecting target markets, Developing service marketing mix, Managing and controlling marketing network.</p> <p>Case-Study</p> <p>Ethical Practices related to Rural Marketing</p>		
		Total	60	100

Reference Books:

- 1 S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
- 5 S.A.Sherlekar and R.Krishnamoorthy, Introduction to Markeing - Himalaya Publishing House, 2009
6. C G Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing - Pearson Education, 2006.
7. Habeeb Ur Rahman, Rural Marketing - Himalaya Publishing House, 2004.
8. Sukhpal Singh, Rural Marketing - Vikas Publishers.
9. MinoutiKamat and R. Krishnamoorthy, Rural Marketing - Himalaya Publishing House, 2006

BMS Semester: IV

Paper No: 5 (f)

Paper: Entrepreneurship Development & Logistic (Vocational Paper -6)

Course Code: 4065

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Criteria	Mode of Evaluation	Marks
Case Study and Practical work assignments on S.A.P. functioning	Case Solution / Report etc.	10
Unit test, viva-voce, assignments, internal objective test, visit to a manufacturing and warehouse unit and rural areas to have practical exposure.	Review Report / presentation	15
	Total	25

Objectives:

This course will enable the student to gain basic knowledge about Logistics, learn various techniques of Logistics Management and develop entrepreneurship skills related to it

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) 	15	25

		<ul style="list-style-type: none"> • Break-even Analysis • Internal and external constraints in project formulation 		
II	2	<p>Entrepreneurship related to Logistic</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>	15	25
III	3	<p>Introduction to logistic: Concept of logistic Scope and objectives of logistic management Importance of logistic management</p> <p>Introduction to supply chain management: Concept of supply chain management Objectives and importance of SCM.</p> <p>Concepts of ERP (practicals) S.A.P/ Oracle Application or other open</p>	15	25

		source ERP software tools		
IV	4	<p>Material Planning and Budgeting</p> <p>Importance, Techniques of planning, Bill of Materials, Past consumption Analysis (format of bill of materials, material requisition slip), Budgeting- purpose and benefits- ABC analysis.</p> <p>Inventory Management</p> <p>Nature, Importance, functions, Inventory Models, EOQ model, Concept of reorder point, safety stock, Material Requirement Planning (MRP), MRP II</p> <p>Introduction to Warehousing</p> <p>Definitions Roles & functions of warehousing Importance of warehousing Principles of warehousing (Designing criteria Handling Technique Storage planning)</p> <p>Logistic Information System:-</p> <p>Concept and importance of Logistic Information System Principles of Logistic Information System Types of Information systems</p>	15	25

		Advantages of Information systems		
		Case-Study		
		Ethical Practices related to Logistic		
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
- 2 C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
- 3 E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
- 4 Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
- 5 Shridaran, Material Management –2004.
- 6 Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 2007
- 7 D K Agrawal Macmillan, Feb-2003

BMS Semester: IV**Paper No: 5 (g)****Paper: Entrepreneurship Development & Insurance (Vocational Paper -7)****Course Code: 4075****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Objectives:**

The student will gain knowledge about the basic concepts of insurance which will enable them to take careers in insurance or develop entrepreneurship skills related to it.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case studies	Case solutions	10
Unit test, viva-voce, assignments, internal objective test, visit to insurance industries to have practical exposure.	Review report and presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
II	2	<p>Entrepreneurship related to Insurance</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to</p>	15	25

		<p>women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>		
III	3.	<p>Basic principles of insurance : Definition, functions, nature of insurance business, legal aspects of insurance contract ,features of insurance contracts</p> <p>Life insurance corporation of India – brief history , overview of its working</p> <p>Challenges and opportunities of life insurance business in India.</p> <p>Types of insurance: General insurance – fire insurance , marine insurance, motor insurance, personal accident insurance and health insurance and concept of re-insurance</p> <p>Insurance products (types of policies), claim settlement in life insurance.</p> <p>Channels of distribution: Role of IRDA in regulating life insurance business in India – (insurance companies and protection of interest of policy holders)</p>	15	25
IV	4.	<p>Insurance legislation in India (need purpose and objectives of the following regulations)</p> <ol style="list-style-type: none"> 1. Insurance act 1938 2. L.I.C act 1956 3. Marine insurance act 1963 4. General insurance act 1972 5. IRDA act 1999 9 regulations applicable to insurers and protection of policy- holders) <p>Insurance in India: Growth of insurance industry in India, present status, developments. Insurance business in India during post liberalization period</p>	15	25

		Case-Study Ethical Practices related to Insurance		
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. O.P. Agrawal, Business Aspects in Banking and Insurance, Himalaya Publications house, Edition 2012
6. P.K. Gupta, Insurance and Risk Management, Himalaya Publications house, First Edition 2010
7. M.N Mishra, INSURANCE principles and practice, S chand publications, Edition 2009
8. Sathak H, Life insurance in India, Response book publications, Edition 2009

SEMESTER - V

Semester: V

Paper No: 1

Course Code: 5011

Paper: Auditing & Taxation

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a joint stock company or visiting tax professional and learning practical aspects of taxation and auditing.	Presentation / report	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	Total	25

Objectives:

The students will be able to get an overview of the audit process and get an insight on taxation provisions.

Module	Topics	Contact Hours	Weightage (%)
I	Auditing Definition, nature, Objectives & Importance of Auditing difference between Book Keeping & Accountancy, Investigation & Auditing. Types of Audit (Statutory , Internal, Bank or Concurrent Audit, Management & Cost Audit)	07	25
	Controls in Auditing 1) Introduction to internal check 2) Introduction to internal Control Reading of Ledger A/C's (Simple Sums)	08	
II	Taxation A) Introduction to Income tax. a) Definition i) Person ii) Assesse iii) Assessment Year	15	25

	iv) Previous Year v) Income B) Residential Status. C) Scope of Total Income (Sec.5) D) Exempted Incomes Sec10(1),10(2),10(2a),10(10),10(10a)		
III	Scope of Income (Section 14) a) Income from Salary i) Simple problem without valuation of perquisites (Problems) b) Income from house Property (Problem) i) Simple Problems including Interest and Pre-Construction Interest. c) Income from business & Profession. i) Theory & Format) d) Capital Gain (Only Theory) e) Income from other source (Theory & Format) f) Computation of Total Income.	15	25
IV	Deduction of Total Income VI (A) a) 80 C (Only theory & format) b) 80 D (Only theory & format) c) 80 U (Only theory & format) d) 80 DD (Only theory & format) Introduction to Indirect Taxes (Theory only)	15	25
	Total	60	100

Reference Books:

1. Contemporary Auditing – Kamal Gupta, 6th Edition 2005, published by Tata McGraw Hill Publishing Co. Ltd.
2. Direct & Indirect Taxes – Varsha & Mukund Ainapure, 2nd revised edition 2010, published by Manan Prakashan.
3. Direct & Indirect Taxes – V. Singhavi, & L. N. Chopde 2nd revised edition 2010 published by Sheth Publishers Pvt. Ltd.
4. Direct Taxes Ready Reckoner – Dr. Vinold Singhania 29th edition 2006, published by Taxmann Publication(p) Ltd.

Semester: V

Paper No: 2

Course Code: 5012

Paper: Banking and Financial Services

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR / AND Quizzes	Case Solution / Quiz Score	10
Visit to a Stock Exchange/SEBI/Commercial Bank OR Assignment	Report / Presentation / Test	15
	Total	25

Objectives:

The student will be able to get a broad view of the financial environment. They will also be able to understand the role played by the different financial intermediaries and regulatory bodies.

Module	Topics	Contact Hours	Weightage (%)
I	Meaning, Scope, Classification and Innovation of Financial Services. i) Meaning, Scope, Classification and causes of financial innovation. ii) Challenges faced by the financial service sectors iii) Introduction to stock Exchange a) NSE, BSE, OTCEI b) Functions of SEBI	07	25
	Merchant Banking i) Definition ii) Services of Merchant Bankers iii) Qualities required for Merchant Bankers. iv) Scope of Merchant –Banking.	08	

II	Venture Capital i) Concept and features of Venture Capital ii) Scope and Importance of venture Capital iii) Methods of venture financing. Leasing i) Concept of leasing ii) Types of Lease (Operating Lease, financial lease) iii) Advantages & disadvantages of leasing.	15	25
III	Mutual Funds i) Concept of Mutual Funds ii) Types and Importance of Mutual Funds iii) Factors affecting the selection of Mutual Funds	15	25
IV	Credit Rating. i) Definition ii) Meaning of Credit Rating, iii) Benefits of Credit Rating iv) Credit Rating Agencies in India.	15	25
	Total	60	100

Reference books:

1. Financial Institutions & Markets – L. M. Bhole, 3rd edition 2001, published by Tata McGraw Hill Publishing Co. Ltd.
2. Financial Institutions & Markets - Dr. S. Gurusamy, 2nd edition 2006, published by Vijay Nicole Imprints Pvt. Ltd.
3. Financial Markets & Services – E. Gordon & Dr. S. Natarajan, 4th revised edition 2007, published by Meena Pandey for Himalaya Publishing House.
4. Merchant Banking & Financial Services – Dr. S. Gurusamy, 1st edition 2005, published by Vijay Nicole Imprints Pvt. Ltd.

Semester: V

Paper No: 3

Course Code: 5021

Paper: Integrated Marketing Communication

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Designing an plan for an event/product OR Case Study	PPT / Case Solution	10
Written Test based on concept understanding and stimulations based on actual market scenario	Score	15
	Total	25

Objectives:

This paper will enable the student to understand the dynamics of communication required from marketing point of view.

Module	Topics	Contact Hours	Weightage (%)
I	Concept and Process of Integrated Marketing Communications (IMC) : Elements of IMC- a) Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns b) Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising c) Publicity – Types of Publicity, relationship between advertising and publicity d) Personal Selling e) Direct marketing and direct response methods f) Event Management g) E-Commerce h) Corporate Communication	15	25
II	Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution	15	25

III	Suppliers in IMC : Hoarding Contractors/Printers etc. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship.	15	25
IV	Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns Exercise a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.	15	25
	Total	60	100

Reference Books:

1. Advertising and Promotions-Belch & Belch, Tata Mcgrew Hill 2001
2. Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C. Sethia-Himalya Publishing
3. Integrated Marketing Communications – Kenneth Blown & Donald Bach PHI, 2002

Semester: V

Paper No: 4

Course Code: 5022

Paper: Brand Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Objectives:

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Book Review OR Assignments on well known Indian Brands	Review Report / presentation	15
	Total	25

This paper is intended to enable the students to gain broad understanding of branding as an important aspect of marketing management.

Module	Topics	Contact Hours	Weightage (%)
I	Introductory view: Difference between product and brand, Meaning and importance of Brand name, Types of Brand, Brand Portfolio Brand building stages	15	25
II	Brand Positioning: Brand positioning & Strategies for Brand positioning Brand repositioning & Strategies for Brand repositioning Case Studies: On brand positioning and repositioning	15	25
III	Brand Equity: Cost Based, Price Based, and Consumer Based, important Factors in Brand building, Brand leverage (concept) Brand promotional activities.	15	25

IV	Brand Extensions: Types of brand extensions, Difference between Brand extension, Line Extension, and Product Extension , Brand Portfolio analysis of Indian companies (TATA/Parle Agro)	15	25
	Total	60	100

Reference Books:

1. Brand Management, Gulnar Sharma Karan Singh Khundia, First Edition 2012, Himalaya Publications house.
2. Marketing Management, Philip Kotler, Edition 2008, S.C. Johnson and son Publications.
3. Modern Marketing, R.S.N. Pillai and Bhagwati, Revised Edition 2012, S. Chand Publications.
4. Product and Brand management, K Venugopal Rao, First Edition 2010, Himalaya Publication House.

Semester: V

Paper No: 5

Course Code: 5031

Paper: Industrial Relations

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visit to an Manufacturing industry	Report	5
Written Test based on concept understanding	Score	5
Interview with a registered trade union	PPT	10
Visit to Labour welfare office of the state	Report	5
	Total	25

Objectives:

Provide intensive theoretical and practical knowledge of IR and Trade Union, provide outline position of IR in Indian Prospective and provide practical information about how to handle grievances.

Module	Topics	Contact Hours	Weightage (%)
I	Industrial Relation Perspective, Impact of Industrial Relation : Concept, Characteristics of IR , Importance of IR, Scope of IR – Factors Affecting IR, Approaches to IR, Pre – requisite for successful IR, Programme, Evaluation& aspects of IR, Characteristics of IR	15	25
II	Labour Welfare: Introduction, welfare Provisions, welfare Conditions Personal Problems: Absenteeism, Moral, Health and Safety, Cooperation	15	25
III	Industrial Disputes: Forms ,types, Causes, Settlement and prevention of Dispute, Role and process of Negotiations Discipline and Grievance Management: Grievance procedure, disciplinary procedure.	15	25

	Collective Bargaining: Introduction, Nature or Characteristics, essential for collective bargaining, procedure of collective bargaining		
IV	Trade Union Concept – General features of Trade Union, Function of Trade Union, Types & Structure of Trade Union, Essential of successful of Trade Union, Trade Union movement in India, Problem of Trade Union, Method of achieving the objective of Trade Union	15	25
	Total	60	100

Reference Books:

1. Industrial Relation, Arjun Monappa, Tata McGrawHill, 2002.
2. Industrial Relations, Subba Rao, Himalaya Publication.
3. Industrial Relations, Arun Monoppa, Tata McGraw Hill, 2002.
4. Industrial Relations, Concepts and Legal Framework, A.M.Sharma, Himalaya, 1999.
5. Personnel Management, C.B. Mamoria, Himalaya Publication.

Semester: V

Paper No: 6

Course Code: 5032

Paper: Human Resource Development

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Indian case study on change management	Case Solution	10
Book review of “TATA LOG “ by Harish Bhatt or any other related book	Score	15
	Total	25

Objectives:

Students will enable to understand the meaning, scope and functions of HRD and a grater realization about its contribution to the value chain, students also Learn various rule of HRD managers.

Module	Topics	Contact Hours	Weightage (%)
I	HRD – fundamentals Objectives and need of HRD, Designing a effective HRD programs, Evaluating HRD Programme, Functions of HRD managers.	15	25
II	Management Development : Essential ingredients of management development programme, Purpose and objective of management development, Techniques of management development programme.	15	25
III	Organizational change and development Organizational Change, Resistance to change, Managing Change, Organizational development, meaning and characteristics of OD objectives, OD interventions and Techniques, OD process and steps.	15	25

IV	Employee morale Meaning and characteristics, factors affecting morale, types of morale, measurement of morale, improving morale, Job satisfaction, Team building.	15	25
	Total	60	100

Reference Books:

1. Case Studies, ICFAI Publication.
2. Essentials of Human Resource Mgt & IR Personnel Mgt. P. Subba Rao, C. B. Mammoria, Himalaya Publication.
3. HRM, Terry L. Leap, Maxwell Macmillan, 1990.
4. HRM, Dr. C. B. Gupta Sultan Chand & Sons, 2003.
5. Textbook of HRM, C.B. Mammoria, Himalaya Publication-2003.

Semester: V
Paper No: 7
Course Code: 5005
Paper: Advanced Quantitative Methods for Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	Total	25

Objectives:

Provide intensive theoretical and practical knowledge of statistics, and provide an integrated perspective of management functioning along with Quantitative methods of Business.

Module	Topics	Contact Hours	Weightage (%)
I	Testing of Hypothesis Meaning and type of hypothesis, types of error, large sample test (significance difference between mean and proportions), small sample test (t- test, difference between means).	15	25
II	χ^2 test (chi- square test) Introduction, χ^2 - defined, condition for applying χ^2 - test, yate correction, use of χ^2 test.	15	25
III	Analysis of Variance F- test on variance ratio test , Analysis of variance in one way and two way classification.	15	25
IV	Statistical Quality Control Meaning and uses of quality control charts, \bar{x} (mean) chart, R chart, p and np chart, c- chart, acceptance sampling plans, single sampling plan and double sampling plan, producer's and consumer's risk.	15	25
	Total	60	100

Reference Books:

1. Business Statistics, J K Sharma, Pearson publications.
2. Fundamental of Statistics, S. C. Gupta, Himalaya Publication.
3. Statistical Methods, S. P. Gupta, S. Chand Publication.

SEMESTER – VI

Semester: VI

Paper No: 1

Course Code: 6013

Paper: Security Analysis and Portfolio Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting an Investment or wealth management firm and learning practical aspects of portfolio.	Presentation before experts	10
Assignment of preparing a model portfolio based on risk/ Test	Score	15
	Total	25

Objectives:

The student will be able to design a portfolio and can take investment decisions.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction to Portfolio Management and Investment a) Meaning b) Phases of Portfolio Management c) Role of Portfolio Management. d) Financial and Economic Meaning of Investment	15	25
II	Investment and Risk analysis a) Characteristics and objectives of i) Investment V/S Speculation. ii) Investment V/S Gambling b) Types of investors and investment Avenues. Risk a) Meaning b) Elements: ((Systematic Risk , Unsystematic Risk) (Excluding Measurement of Risks)	15	25
III	Fundamental and Technical Analysis	15	25

	a) Meaning of Fundamental Analysis b) Introduction to Economy, Industry and company Analysis framework. c) Technical Analysis i) Meaning ii) Basis Principles of Technical Analysis iii) Elliot Wave Theory		
IV	Efficient Market Theory & Portfolio Selection Model Weak form, semi strong form, strong form of efficient markets. Markowitz Model, CAPM Model	15	25
	Total	60	100

Reference Books:

1. Investment Analysis & Portfolio Management- N. G. Kale & Dr. P. K. Bandgar, 2nd edition June 2003, published by N. V. Maroo for Vipul Prakashan.
2. Investment Management, Security Analysis & Portfolio Management – Dr. Preeti Singh, 11th edition 2003, published by Meena Pandey for Himalaya Publishing House.
3. Portfolio Management – S. Kevin, 2nd edition, June 2006, published by Ashok K. Ghosh, Prentice Hall of India Pvt. Ltd.
4. Portfolio Management (including Security analysis) – Dr. G. Ramesh Prabhu, 1st edition 2007 published by Ashok K. Mittal for concept Publishing Co.

Semester: VI

Paper No: 2

Course Code: 6014

Paper: Advanced Financial Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Project related to Corporate Mergers and Acquisitions, Inventory & Cash Management, Financial plan etc.	Presentation before experts/report	10
Written Test / Assignment	Score	15
Total		25

Objectives:

The student will be able to apply advanced financial techniques for effective management.

Module	Topics	Contact Hours	Weightage (%)
I	Financial Planning and Capitalisation (i) Financial Plan – Meaning, Process & Limitations (ii) Capitalisation – Meaning, (iii) Under and Over Capitalisation-Meaning, Effects, Causes & remedies.	15	25
II	Management of Accounts Receivables v) Concept & Importance vi) Credit Policy – Nature & Goals vii) Factors affecting Credit Policy viii) Need for granting credit ix) Credit Policy Variables	15	25
III	Inventory & Cash Management (i) Meaning & Objectives of cash management (ii) Motives of holding cash (iii) Strategies of Cash Management (iv) Importance & Techniques of Inventory Management	15	25
IV	Financial and Operating Leverages, Business	15	25

	Restructuring (i) Operating Leverage – Meaning, Degree, Significance,&Limitations. (ii) Financial Leverage – Meaning, Degree, Significance & Limitations. (i) Types – Mergers, Acquisitions, Amalgamations, De-Mergers, Joint Ventures.(Concepts of each of the types) Case Study on Corporate Mergers and Acquisitions		
	Total	60	100

Reference Books:

1. Basic Financial Management- M. Y. Khan & P. K. Jain, 2nd edition 2005, published by Tata Mcgraw Hill Publishing Co. Ltd.
2. Financial Management – I.M. Pandey 8th Edition, published by Vikas Publishing house.
3. Financial Management for BMS – O.P. Agarwal, 1st Edition June 2010
4. Financial Management- P. V. Kulkarni& B. G. Satyaprasad, 12th edition, published by Himalaya Publishing House.
5. Fundamentals of Financial Management- Prof. A. P. Rao, 7th revised & enlarged edition. 2006 published by Everest Publishing House.
6. Principles of Financial Management- Satish M. Inamdar, 3rd edition 2006, published by Everest Publishing House.

Semester: VI

Paper No: 3

Course Code: 6023

Paper: International Business

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting an export firm/ forwarding agents to have an overview of international business formalities.	Presentation / report	10
Written Test / case presentation of International business	Score	15
	Total	25

Objectives:

Provide students with a perspective of International Business Management, its environment and complexities and International monetary system.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction: <ul style="list-style-type: none">• Meaning and Importance of International Business.• Difference between Domestic and International Business. International Business in the 21 st Century: <ul style="list-style-type: none">• The Global Business Environment• Factors affecting International Business• The Impact of Technology	15	25
II	Legal Aspects of International Business: <ul style="list-style-type: none">• Legal environment for international business.• Importance of intellectual property rights and patents.• Importance of laws relating to product	15	25

	packaging labeling etc. • WTO – Legal Implications and anti dumping.. .		
III	International Marketing: • Dynamics of product and market selection • Segmentation of international markets and consumer's selection. • International marketing strategies International Business Environment in India • Imports related environment in India and other countries. Role of RBI, Customs, DGFT etc.	15	25
IV	International Human Resource Management: • Business ethics and Values ,Importance of Relationships marketing • International HRM Startegy. • Impact of Religion and Culture. Labour markets/skills and training Export pricing in India /Role of HR/Finance– A case study.	15	25
	Total	60	100

Reference books:

1. International Business Law and its Environment, Richard Schaffer and others, Cengage, 2009.
2. International School, Justin Paul and published by PHI learning Pvt. Ltd. 2008.
3. Managing Global Workforce , Charles M Vance and Yongsunpaik,, PHI, 2009.
4. Reading and Cases in International Human Resource Management, Mark E.Mendenhall, Gary R.Oddou, Gunter K.Stahl, ,Routledge, Fourth Edition,2007.

Semester: VI

Paper No: 4

Course Code: 6024

Paper: Retail Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Project on small/large scale retailers	Presentation/ Report	15
Written Test/ Assignment	Score	10
Total		25

Objectives:

To provide the in-depth knowledge (theoretical as well as practical) about various aspects of retail management & concepts linked to it.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction to Retailing Definition, Importance, Features of Retailing, Factors influencing retail industry, Challenges faced by retailers, Growth of retail in recent years, Future prospects of retailing in Indian Scenario.	15	25
II	Classification of Retail Outlet Organized & unorganized retail Classification : Based on channels, Type of merchandise sold, Type of ownership, Multichannel formats	15	25
III	Retail Store location planning Store Layout Types of store layouts Concept of visual merchandising	15	25
IV	Pricing Strategies Concept of retail price Elements of retail price Retail pricing policies & strategies Technology in retailing	15	25

	Online shopping, E-retailing, database marketing, E-CRM Case study on retailing		
	Total	60	100

Reference Books:

1. Retail Management - Levi & Weitz –TMH Publications
2. Retail Management - P. Ksinha & Uniyal –Oxford Publication
3. Retail Management - Text & cases By Swapna Pradhan –Pearson Publication

Semester: VI

Paper No: 5

Course Code: 6033

Paper: International HRM

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Literature review AND/OR Case Study on failures and success of acquisition and mergers from HR perspectives	Report with presentation / Scores	10
Assignment on Modern techniques of IHR / Test	Scores	15
	Total	25

Objectives:

Students learn techniques which International HR (IHR) managers undertake similar to their domestically-based colleagues and the scope and complexity of IHRM Tasks.

Module	Topics	Contact Hours	Weightage (%)
I	Globalization – Nature, Drivers, Effects; Multiculturalism – Definition, dimensions, Cultural Predisposition Cross Cultural Differences & Managing Across Culture; Staffing Of International Business	15	25
II	IHR Planning, Recruitment, Selection, T & D For International Business International Compensation Management; Repatriation; HRM In Cross Culture Mergers & Acquisitions Analysis of Success & Failures of Acquisitions and mergers through HR perspective.	15	25
III	Ethics And The IHR; Social Responsibility And International Business Demographic diversities and its influences on global execution of business	15	25
IV	Recent techniques in HR: Employee leasing, dual carrier	15	25

	groups. Flexi time and flexi work, organizational politics, exist Policy and Practice		
	Total	60	100

Reference Books:

1. International Human Resource Management- Text And Cases, K Aswathappa, Sadhna Dash, Tata McGraw-Hill.
2. Managing the Global Workforce, Paula Caligiuri, David Lepak, Jaime Bonache, John Wiley & Sons Ltd.

Semester: VI

Paper No: 6

Course Code: 6034

Paper: Talent Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Online Assignment, Literature review AND/OR Case Study.	Scores	10
Project on recruitment agency/recruitment policies of a MNC.	Report with or without presentation	10
Registering to an online portal, Appearing for an interview.	Verification	5
	Total	25

Objectives:

To give student an introduction to Talent Management as practiced in leading organizations and to review and discuss existing organizational practices related to developing and managing Human Resources to achieve business strategies and objectives.

Module	Topics	Contact Hours	Weightage (%)
I	An Historical Perspective on Management and Executive Careers and the Challenge of Talent Management. Introduction to Talent Mgmt - Overview a) Strategic Frameworks b) HR Frameworks Attraction, acquisition and retention of talents: Employer branding Career Planning, Succession Planning and boundary less career spanning Hindrances to Career planning. Online recruitment and Job Portals its influence on today's	15	25

	recruitment scenario		
II	Training and development Steps in training, Methods of training, Training calendar, Need and importance of training	15	25
III	Commercials for Talent Management Understanding and Managing the Finances of Talent Managing Cost issues associated with talent management, especially the risk of lost investments in employees and how to manage them in ways that allow the investments to be paid off.	15	25
IV	Talent management process HR relevant cross-cultural management issues & Conflict resolution. The Future of Career Management	15	25
	Total	60	100

Reference Books:

1. Academic Journals: Academy of Management Review, Academy of Management Journal, International Journal of Human Resource Management, Human Resource Management, Journal of Management, Journal of Vocational Behavior.
2. Human Resource Management: Gaining a Competitive Advantage, Noe, R., Hollenbeck, J., Gerhart, B., & Wright, P. (2008). 6th Edition. McGraw-Hill/Irwin.
3. Practical Journals: Academy of Management Perspectives, Harvard Business Review.

Semester: VI

Paper No: 7

Course Code: 6005

Paper: Project

Marks: 100

Credits: 4

Continuous Internal Evaluation: 100 Marks

(Any Two modules from the following)

Module	Guidelines	Weightage (%)
I	Industrial Tour (Visit to minimum 3 out station industries) (Manufacturing, Service sector & Entertainment) Students are required to submit report on different aspects of management e.g. production, marketing, finance and H.R. related to the industry visited. VIVA on the industry visited to be conducted by an external examiner	50
II	Research Paper Presentation Primary research to be conducted by the students on one of the various topics given by the concerned teacher. Report in Black bond book & VIVA on the research work conducted by an external examiner	50
III	To enroll & complete any certification course of (not less than 3 months) In the following areas ➤ Computerized Accounting Tally 9.1 ➤ Retail Management ➤ Stock Market ➤ Digital Marketing ➤ Travel & Tourism ➤ Event Management(other than opted under Semester IV elective)	50
IV	Internship Minimum 6 weeks internship to be taken after Semester IV and before beginning of Semester V. Students to prepare a hard bound report copy with primary data related to internship and be evaluated by viva-voce (external examiner)	50

SNDT WOMEN'S UNIVERSITY

BA (MASS MEDIA)

SEMESTER I - VI

NEW COURSE – 120 CREDITS

Revised 2014 - 16

SNDT WOMEN'S UNIVERSITY

Bachelor in Arts (Mass Media)

Eligibility for Admission to the Degree Course / Promotion to Various Semesters

- 1 Admission for students to First/Second/Third years, open/reserved categories will be applied to all programs.
- A Admission to First Year
- 2
 - a) The students passing Higher Secondary Examinations in any stream Arts / Commerce / Science / Home Science from any recognized Board, with one paper of English are eligible
 - b) Students passing MCVC (Minimum Competency Vocational Course) are also eligible.
 - c) Students passing three years Government recognized Diplomas after 10th Std. in the relevant subject are also eligible.
- 3 Admission to Part II (Second Year)
 - a. A student who has passed B.M.M. Part I from this University or any other recognized University would be eligible for admission to B.M.M. Part II of this University.
 - b. Students from other Faculties (Non- B.M.M.) can be admitted with prerequisites of 4 credits of specialization and 4 credits of General B.M.M. (irrespective of Theory or Practical)
Pre-requisite for each student is to be decided after looking at the subjects completed at the First Year level.

It is recommended (depending on the preference of the student) students from Science or from Arts & Commerce can be given appropriate pre-requisite courses.
4. Admission to Part III (Third Year)
Students, who have completed their Second Year in B.M.M. from any College in India, would be eligible for admission to the Third Year, according to the Program in their previous College.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

FIRST YEAR

SEMESTER I

S.code	Subjects	Cr	Internal marks	External Marks	Total	U/C
1001	Effective Communication Skills	4	100	-	100	C
1002	Fundamentals of Mass Communications	4	25	75	100	C
1003	Contemporary World History	4	25	75	100	C
1004	<i>Traditional Media</i>	4	25	75	100	C
1005	Introduction to Sociology	4	25	75	100	C

SEMESTER II

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
2001	Environment Studies	4	25	75	100	C
2002	Indian Political and Economic systems	4	25	75	100	C
2003	Introduction to Psychology	4	25	75	100	C
2004	Basic Writing	4	100	-	100	C
2005	<i>Introduction to Computers</i>	4	25	75	100	C

Courses in Italics are “Electives” that students can exchange for any other course of their choice.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

SECOND YEAR

SEMESTER III

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
3001	Introduction to Print Media	4	100	-	100	C
3002	Basics of Advertising	4	25	75	100	U
3003	Fundamentals of Public Relations	4	25	75	100	U
3004	Visual Communication	4	100	-	100	C
3005	<i>Principles of Management</i>	4	25	75	100	U

SEMESTER IV

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
4001	Introduction to Broadcasting	4	25	75	100	U
4002	<i>Integrated Marketing Communication</i>	4	25	75	100	U
4003	Introduction to New Media	4	25	75	100	U
4004	Writing for Media	4	100	-	100	C
4015 4025	a. Women's Studies b. Women and Media	4	25	75	100	C

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – ADVERTISING & PR

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5101	Research in Mass Media	4	25	75	100	U
5102	Advertising & Marketing	4	25	75	100	U
5103	<i>Consumer Behaviour</i>	4	25	75	100	<i>U</i>
5104	Branding	4	25	75	100	U
5105	Media Planning & Scheduling	4	100	-	100	C

SEMESTER VI

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	100	C
6102	<i>Advertising & Society</i>	4	25	75	100	<i>U</i>
6103	Laws and Ethics in advertising	4	25	75	100	U
6104	Advertising Agencies	4	25	75	100	U

Courses in Italics are “Electives” that students can exchange for any other course of their choice.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – JOURNALISM

SEMESTER V :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5201	Research in Mass Media	4	25	75	100	U
5202	Political and Economic Reporting for Print Media	4	100	-	100	C
5203	Newspaper Editing Layout & Design	4	100	-	100	C
5204	<i>Magazines and Journals</i>	4	25	75	100	U
5205	Press Laws and Ethics	4	25	75	100	U

SEMESTER VI :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6201	Internship	8	50	150	100	C
6202	News Media Organisation & Management	4	25	75	100	U
6203	Broadcast Journalism	4	25	75	100	U
6204	<i>Social and Developmental Reporting for Print Media</i>	4	100	-	100	C

Courses in Italics are “Electives” that students can exchange for any other course of their choice.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – ANIMATION

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5301	Research in Mass Media	4	25	75	100	U
5302	Introduction to Animation	4	25	75	100	U
5303	<i>Animation Scripting</i>	4	25	75	100	U
5304	2D and 3D Animation	4	100	-	100	C
5305	Basics of Art & Drawing	4	100	-	100	C

SEMESTER VI

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6301	Internship	8	50	150	100	C
6302	Advanced web designing	4	25	75	100	U
6303	3D Animation	4	25	75	100	U
6304	<i>Video editing and SFX</i>	4	100	-	100	C

Courses in Italics are “Electives” that students can exchange for any other course of their choice.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)

Semester I

S.code	Subjects	Cr	Internal marks	External Marks	Total	U/C
1001	Effective Communication Skills	4	100	-	100	C
1002	Fundamentals of Mass Communications	4	25	75	100	C
1003	Contemporary World History	4	25	75	100	C
1004	<i>Traditional Media</i>	4	25	75	100	C
1005	Introduction to Sociology	4	25	75	100	C

EFFECTIVE COMMUNICATION SKILLS

Objectives:

This course enables students to:

1. Provide an understanding about the basics of effective communication.
2. Learn the principles of reading, writing and oral communication.
3. become effective communicator by recognizing individual self as communicator.

Code & Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1001 Effective Communication skills	4	2	2	100	-	100

Module	Objectives	Contents	Evaluation
Concept of Communication and communication skills	<ul style="list-style-type: none"> ▪ To understand elements and process of communication. ▪ To understand communication approaches of transmission and ritual 	<ul style="list-style-type: none"> • Meaning, elements, Process, Barriers of communication • Types of communication • Principles and 7 C's of Communication • Communication as transmission and communication as ritual 	Written group assignment and presentation in the class
Verbal, Non-verbal and lateral communication	<ul style="list-style-type: none"> ▪ To know nuances of verbal and non-verbal communication. ▪ To build confidence for self expression. 	<u>Verbal Communication:</u> Clarity of speech, pronunciation, Verbal Communication and language development, Vocabulary building <u>Non-Verbal Communication:</u> Body Language, Facial Expression, Eye Contact, Gestures, Postures, Listening and Barriers to listening <u>Lateral thinking concepts</u>	<ul style="list-style-type: none"> • Individual presentation on topic of choice • Group mind mapping and brain storming
Speaking and Listening Skills	<ul style="list-style-type: none"> ▪ To enhance linguistics skills and listening capacities. ▪ To sensitize about issues related to formal communication. 	<u>Oral communication:</u> Pronunciation, sentence building, phonetics, diction, fluency, building confidence, body language	Performing a role play to understand issues of language, posture and proxemics in

		<u>Listening Skills:</u> Hearing the other, sensitiveness to audience, remembering	formal communication.
Reading and Writing skills	<ul style="list-style-type: none"> ▪ To enable skills for critical reading. ▪ To develop capacity to read and analyze unfamiliar texts. 	<u>Reading Skills:</u> Quick reading, skimming and scanning, grasping different styles of writing, comprehension, fluency & speed, differentiate fact from opinion, recognizing correct language usage, structure <u>Writing skills:</u> Different kinds of letter layouts-notices, reports, minutes, agendas, speeches, debates, editorials, book reviews, grammar (tenses, prepositions, articles, active-passive), direct – indirect (phrases & idioms), summarizing techniques,	Reading aloud written text in the class and analyzing it for comprehension and criticality.

Suggested Readings:

1. English Grammar and Composition, A Memon, Chetana Publication, 2008
2. Writing Skills – Dr. Ayesha Banatwala (publisher and 1979)
3. Basic Course for Spoken English – Dr. Shirin Kuchedkar (S.N.D.T. University)!
4. Urmila Rai and S M Rai, Business Communication, 10th Edition, 2008, Himalaya Publication, Mumbai.
5. Strengthen Your English – Narayan Swami, Orient Longman, 2005.
6. Vijaya somasundaram, Principles of communication, Authorspress, New Delhi, 2006.
7. C.S Rayudu (2010) Communication, Himalaya, Mumbai.
8. Chrissie Wright (2006) Handbook of Practical Communication, ed., Jaico Publishing House, Mumbai.
9. Krishna Mohan and Meera Banerji (2009) Developing Communication Skills, Macmillan,

Suggested Activities:

1. Listening to audio tapes and understanding the language and presentation.
2. Exploring websites and application software (e.g. FreePlane) for mind mapping and other modules.
3. Undertake speed reading exercises and making students understand importance of quick processing of information.

FUNDAMENTALS OF MASS COMMUNICATION

Objectives:

This course enables students to:

1. Know characteristics and forms of mass communication.
2. Understand scope, need and role of mass communication in any society.
3. Examine the relationship of media and society.

Code & Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1002 Fundamentals of mass communication	4	4	-	25	75	100

Module	Objectives	Content	Evaluation
Concept of Mass Communication	<ul style="list-style-type: none"> ▪ To develop historical perspective on mass communication. ▪ To understand role of mass communication. 	<ul style="list-style-type: none"> • Definitions, characteristics, scope and models of mass communication • Evolution of mass communication from stone age to present • Concept of crowd-public-group-mass 	Group project on a given historical period and presentation of the same in the class.
Need, Importance and Functions of mass communication	<ul style="list-style-type: none"> ▪ To recognize need and importance of mass communication. ▪ To understand functions of mass communication in present day society. 	<ul style="list-style-type: none"> • Need and importance of mass communication • Role of Technology • Functions: Information, instruction, entertainment, surveillance, linkage, transmission of values, cultural integration 	Group project documenting functionality of any one mass media.

Media for Mass Communication	<ul style="list-style-type: none"> ▪ To know how technology constitute medium of mass communication. ▪ To examine how media and its audiences are related with each other. 	<p>Concept of audiences and their access to different media:</p> <ul style="list-style-type: none"> • Newspapers • Films • Radio • Television • Magazines n Journals • Computer/Internet • E-books and E-magazines • Social Media 	Assignment on understanding uses and media preferences of particular audiences and presentation in the class
Media and Society	<ul style="list-style-type: none"> ▪ To understand how society creates and consumes media. 	<ul style="list-style-type: none"> • Media & socialization • Media as a primary source of information • Media and violence 	Street play on role of media or comment on media in society.

Suggested Readings:

1. Mary B Cassata, Mass Communication: Principles and Practices, 1979, New York, Macmillan.
2. Culture, Society and Media – Michael Gurevitch, Tony Bennett, James Curran, Janet Woollacott 1983. London. Methuen & Co. Ltd
3. De Fleur, Melvin & Dennis, Everett; *Understanding Mass Communication*, November 1993, Houghton Mifflin (T), Fifth edition, Place.
4. Andal, Communication Theories and Models. 2004, Mumbai, Himalayan publishing House.
5. Narula, Uma, Mass Communication Theory & Practice, 2009, Haranand, Mumbai.
6. Dominick, Joseph R. Dynamics of Mass communication; McGraw Hill, 1996.
7. Denis Mc Quail, Mc Quail's mass communication theory; Sage Publications. *SAGE Publications Ltd; Sixth edition*, 2010.
8. Melvin L. Defleur, Understanding mass communication; Houghton Mifflin Company, 1981. place
9. Brent D. Ruben Richard W. Budd Beyond Media: New approaches to mass communication; Transaction Publishers, 1987. place
10. A Cognitive psychology of mass communication; Richard Harris, Lawrence Erlbaum Assoc., *Lawrence Erlbaum Associates*, Mahwah, NJ., 2004.

Suggested Activities:

1. Undertake field work on any media and exploring its audiences or exploring media usage of selected audience. For e.g. Answering questions like What do elderly do with television? What do youngsters do with mobile? Why do children watch cartoons?
2. Examine how 'mass' is mass communication based on findings of the above activity.

3. Watching films made on media world or films depicting media as character. Like Wednesday, Mumbai Merijan,

CONTEMPORARY WORLD HISTORY

Objectives:

This course enables students to:

1. Get acquainted with contemporary developments in India as well as in the World.
2. Understand the inter-relationship between significant historical movements and role of media therein.
3. Explore ideologies that have shaped the contemporary world.

Code & Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1003 Contemporary world history	4	4	-	25	75	100

Module	Objectives	Content	Evaluation
Freedom movements	<ul style="list-style-type: none"> ▪ To form historical perspective on rise of nationalism in India. ▪ To know the role of media in that time.. 	<ul style="list-style-type: none"> • Colonialisation • Urge for Freedom • Nationalist movements and role of press in India • Gandhian ideology 	Group discussion about relevance of freedom movement today.
Beginning of modern era	<ul style="list-style-type: none"> ▪ To understand industrialization and emergence of mass communication. ▪ To understand propaganda formation, public opinion and role of media in that society. 	<ul style="list-style-type: none"> • European industrialization and its impact on India • Influence of industrialization on communication (telegram, post) and transportation (railways, travel) • Labour movements (trade unions, textiles-railways unions) • Rise of nationalism in colonized countries 	Library review or reading of biographies or classic text in the class.

Modern Socio-political movements	<ul style="list-style-type: none"> ▪ To understand how various movements emerged in India and across the world. ▪ To know how and why movements become movements. 	<ul style="list-style-type: none"> • Fascism in Europe • Socialism • Human rights movements and UN • Feminism • Anti-apartheid and other social equity movements 	Case study of any movement or meeting persons or visiting organizations associated with any movement.
Challenges of the present	<ul style="list-style-type: none"> ▪ To understand how society evolves as a product of its past. ▪ To be able to explore surrounding environment with critical point of view. 	<ul style="list-style-type: none"> • Break up of socialist block • Globalization • Rise of uni-polar world and voices of dissent (Islamic fundamentalism, Maoism, communalism) • Rise of USA as a super power • Cultural imperialism 	Group discussion on challenges observed by students in their day-to-day lives.

Suggested Readings:SUGGEST SOMETHING AFTER year 2000

- Churchill, Winston S., *Second World War*, Cassell & Co. Ltd., 1959. Place (LONDON)
- Cornwell, R. D., *World History in the Twentieth Century*, Longmans, Gordon, 1969.
- Davies, H. A., *An Outline History of the World*, (Fifth Edition) Oxford University Press, New Delhi, 1968.
- Davies, H.A., *The Outline of History*, 3rd edition, Oxford University press, 1951.
- Dobb, Maurice, *Studies in the Development of Capitalism*, Intl. Pub. Co., 1974. Place (New York)
- Fay, S. B., *Origins of the World War*, New York, 1991 publisher (Macmillan)
- Freud, Sigmund, *Civilization and its discontents*, The Hogarth Press Ltd., London, 1957.
- Fuller, J.F.C. *The Second World war, 1939-45*, Eyre & Spottiswoode, London, 1962.
- Gokhale, B. K., *History of Modern World*, Himalaya Publishing House, Bombay, 1982.
- Hogarth, Paul, *Prehistory*, NY, Dell Publishing Co., 1962.
- Longer, W. L., *Diplomacy of Imperialism*, ii) *The Shifting Balance of World force*, New York, 1951 (1898-1945). Publisher (R.A.F.A publishing co)
- Mackenzie, Donald A., *Ancient Civilizations*, Aryan Book International, New Delhi, 1992.
- Morgan Lewis H., *Ancient Society*, J.cSahaRoy, Calcutta, 1958.
- Nehru Jawaharlal, *Glimpses of World History*, Penguin Books India Pvt. Ltd., New Delhi, 2004.
- Rodney, Hilton, *Transition from Feudalism to Capitalism*, Rutledge Chapman & Hall, 1976. place
- Snyder, L. L., *The World in Twentieth Century* Krieger, Melbourne, 1979.
- Wells, H.G., *The Outline of History*, 4th edition, Cassell & Co Ltd., London, 1961.
- Wheatcroft, Andrew, *The World Atlas of Revolutions*, Hamish hamton, London, 1983.

Suggested Activities:

1. Undertake field work on any movement covered by media and forming opinion about it after the first hand information.
2. Conducting debates on themes for example capitalism versus communism, democracy versus dictatorial regime.
3. Helping students understand how HISTORY can be formed by few people about other people and concept of peoples' oral narratives as documentation of history.
4. Taking any world or Indian historical event and examining its records/archives/media coverage first hand and examining the completeness of the account.

TRADITIONAL MEDIA

Objectives:

This course enables students to:

1. Recognize role of performing arts and its association with mass media.
2. Understand nuances of performance and stage craft.
3. Explore diverse means of communication across India in terms of saying, songs, riddles, storytelling traditions, folk arts and so on.
4. To impart practical training in working of theatre and stage management.

Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1004 Traditional Media	4	2	2	100	-	100

Module	Objectives	Contents	Evaluation
Folk/traditional media as means of communication	<ul style="list-style-type: none"> ▪ To understand historical perspective on how performing arts since time immemorial sustains societies. ▪ To explore the role of live performance in technologically mediated media environment. 	<ul style="list-style-type: none"> • Origin and evolution of folk arts: From primitive religious rituals usually connected with spring and the seasonal cycle, evolution of drama • Concept of folk-traditional media, characteristics, advantages, role and nature • Role of folk arts in the context of past: information, education, entertainment, value formation, cultural transmission • Present day nature of folk media-examining folk media presence in mass media, status of folk artists 	Assignment of examining local folk form still being performed.
Performing techniques in folk media	<ul style="list-style-type: none"> ▪ To know the techniques of performing arts in folk media. 	<ul style="list-style-type: none"> • Emotions- 9 rasas • Schools of theatre/acting, mimetic • Voice and speech modulation • Music, movements and visual compositions • Sound and its role in performances • Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre, pantomime, political 	Take part in theater workshop and/or voice culture sessions.

		theatre(Street Theatre), Radio drama, theatre for social change/development, tragedy, tragicomedy, puppetry.	
Types of folk media	<ul style="list-style-type: none"> ▪ To gain knowledge about different forms and types of folk media. ▪ To know present realities of folk artistes. 	<ul style="list-style-type: none"> • Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, Riddles, Performances, Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions. 	Visiting folk performances and interviewing folk performers.
Applications of folk arts	<ul style="list-style-type: none"> ▪ To know how folk arts constitute part of mass culture. ▪ To understand how folk art is practiced in events, media coverage or live performances. 	<ul style="list-style-type: none"> ▪ Use of folk media for community development ▪ Folk vs. Electronic media, folk media on Internet ▪ Folk Literature ▪ Folk media as tool for promoting literacy, social change, cultural legacy, creating political awareness 	Visiting or reading about experiments or usage of folk media in popular culture.

Suggested Readings:

1. Edwin Wilson and Alvin Goldfarb, Theater: The Lively Art, 6th edition, (McGraw-Hill)place
2. Jacobus, Lee A. The Bedford Introduction to Drama (5th Ed.) Boston and New York: Bedford/St. Martins, 2005
3. Menander. Plays and Fragments. New York: Oxford UP, 2002
4. Drama, plays ,theatre and performance. Morgan Margery,Longman group 1987
5. Handicrafts of India ChattopadhyayKamaladevi.Indian council for cultural relations, Indian Council for Cultural Relations, New Age International Publishers Limited, 1995.
6. Profiles in Creativity UpadhayayMadhu Namaste exports ltd.Place, year

Suggested Activities:

1. Watch films made on folk arts, folk artists and take up discussion on presence of folk art in mass media.

2. Undertake field work doing case study on any performing artist and understanding how, why and what it takes to become a performer.
3. Visiting any event, stage performance or back stage processes to know what it takes to perform live.
4. Designing of stage production, theatre play or live performance and executing it to actual audiences.
5. Undertake puppetry workshop and making students design the sets as well as puppet play.

INTRODUCTION TO SOCIOLOGY

Objectives:

This course enables students to:

1. Be familiar with social stratifications and various units of the society.
2. Understand contemporary social problem.

Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1005 Introduction to Sociology	4	4	-	25	75	100

Module	Objectives	Content	Evaluation
Concepts of Sociology and politics	<ul style="list-style-type: none"> ▪ To understand basic concepts of sociology, anthropology and political science. 	<ul style="list-style-type: none"> • Definitions of sociology and political science • Concepts: Social structure, social mobility, social stratification (caste, class, gender), state, society, nation, democracy • Different social institution: family, community, religious groups, community • Culture: Concept and Elements • Social Change: definition, factors and role of youth 	Individual Assignment and presentation in the class.
Social & Political Movements in India	<ul style="list-style-type: none"> ▪ To explore socio-political aspects of movements. ▪ To know how society intersects with movements. 	<ul style="list-style-type: none"> • Definition, elements and stages of Movements • Movements like- Dalit, Hindutava, OBC, Linguistic, Sati, women's movement etc. • Social response to movements and role of media 	Case study submission on any movement.
Individual and Society	<ul style="list-style-type: none"> ▪ To be able to understand relationship between individual and society in Indian context. 	<ul style="list-style-type: none"> • Socialization: Meaning, stages and agents of socialization • Effect of mass media on socialization process (Face book & Twitter) • Social control: meaning, agencies of social control like religion, informal networks, caste 	Group assignment on understanding existent social control mechanisms.

	<ul style="list-style-type: none"> ▪ To examine role of media in socialization of individual and concept of social control. 	organizations, Intellectual Property Law and Copyright, Right To Information (RTI)	
Society, Politics & Mass Media	<ul style="list-style-type: none"> ▪ To examine socio-political aspects of media. ▪ To understand role of media on society and vice versa. 	<ul style="list-style-type: none"> • Effect of Mass Media on construction of society, socio cultural values and social institutions, • Political influences on Media coverage, ownership and control • Role of Media in politics: Election Coverage, sting Operations, propaganda 	Visiting local media agency and understanding ownership and decision-making processes.

Suggested Readings:

1. Blumer, Herbert G. 1969. "Collective Behavior." In Alfred McClung Lee, ed., Principles of Sociology. Third Edition. New York: Barnes and Noble Books, pp. 65-121.
2. Morrison, Denton E. 1978. "Some Notes toward Theory on Relative Deprivation, Social Movements, and Social Change." In Louis E. Genevie, ed., Collective Behavior and Social Movements. Itasca, Ill.: Peacock. pp. 202-209.
3. Anupama Rao (2009). The Caste Question: Dalits and The Politics of Modern India, London: University of California Press,
4. Naik, C. C. (2003). Thoughts and Philosophy of Doctor B.R. Ambedkar; New Delhi: Sarup & Sons.
5. Edwards, Lyford (1970). The Natural History of Revolution. Chicago: University of Chicago Press.
6. Leacock, Stephen, Elements of Political Science, Constable & Co. Ltd., 1924.
7. Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
8. Halayya M., An Introduction to Political Science, Asia Publishing House, 1967.
9. Jathar, R.V., Evolution of Panchayati Raj in India, Dharwar, India' JSS Institute of Economic Research, Dharwar, 1964.
10. Schuman, Frederick L., International Politics, 6th edition, McGraw Hill.
11. Chagla, M.C., The Individual and the State, Asia Publishing House, 1961, New York.
12. Ray, Amal, Political Theory, 2nd edition, The World Press Pvt. Ltd., 1964, Kolkata.
13. Political Theory, Ideas & Concepts – Sushila Ramaswamy, Macmillan, New Delhi 2001.
14. Indian Government & Politics – D.C. Gupta, place, Vikas Publishing House, 1994.

Suggested Activities:

1. Visit local politician's office and understand the communication processes happening in the office.

2. Watch films or visit tribal villages or different communities in order to understand diversities and similarities.
3. Interview local corporate or MLA or MP and understand issues of political processes, decision making and governance.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)

Semester II

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
2001	Environment Studies	4	25	75	100	C
2002	Indian Political and Economic systems	4	25	75	100	C
2003	Introduction to Psychology	4	25	75	100	C
2004	Basic Writing	4	100	-	100	C
2005	<i>Introduction to Computers</i>	4	25	75	100	C

ENVIRONMENT STUDIES

Objectives:

This course will enable students:

1. To become aware about the importance, current situation and role of natural resources in human life.
2. To realize the need and importance of environmental concerns.
3. To create a pro–environmental attitude and a behavioral pattern which is based on creating sustainable lifestyles.
4. To achieve a total behavioral change by becoming aware about challenges facing human civilization.
5. To gain understanding about concept, types of various ecosystems, biodiversity, and need of conservation and social challenges for environment sustainability.

Subject	Total Credits	Int Marks	Ext Marks	Total
2001 Environment Studies	4	25	75	100

Module No. & Objectives	Contents	Evaluation
Module 1 1. To know the constituent elements of our environment. 2. To understand different resources and their degradation conditions.	<p>The Multidisciplinary nature of Environmental Studies</p> <p>Definition, Scope and Importance Need for public awareness Natural Resources Renewable and Non-renewable resources Natural resources and associated problems: Forest resources: Use and over-exploitation, deforestation, case studies. Timber extra traction, mining, dams and their effects on forests and tribal people. Water resources: Use and over – utilization of surface and ground water, floods, drought, conflicts over water, dams' benefits and problems. Mineral resources: Use and exploitation, environmental effects of Extracting and Using Mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</p>	Library based assignment and reading of relevant papers/text in the class.

	<p>Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.</p> <p>Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.</p> <p>Role of an individual in conservation of natural resources.</p> <p>Equitable use of resources for sustainable lifestyles.</p>	
<p>Module 2</p> <p>To understand concept of ecosystem and interconnectedness of nature system.</p> <p>To become aware of various types of pollutions and solutions to them.</p>	<p>Ecosystems</p> <p>Concept of ecosystem.</p> <p>Structure and function of an ecosystem.</p> <p>Producers, consumers and decomposers.</p> <p>Energy flow in the ecosystem.</p> <p>Ecological succession</p> <p>Food chains, food webs and ecological pyramids</p> <p>Introduction, types, characteristics features, structure and function of the following ecosystem:-</p> <ol style="list-style-type: none"> Forest ecosystems Grassland ecosystem Desert ecosystem Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) <p>Environmental Pollution:</p> <ul style="list-style-type: none"> Definition, causes, effects and control measures of - Air, water, soil, marine, noise and thermal pollutions; Nuclear hazards Solid Waste Management: causes, effects and control measures of urban and industrial waste Role of individual in prevention of pollution Pollution case studies Disaster Management: Floods, earthquake, cyclone and landslides 	

<p>Module 3</p> <p>To gain knowledge about bio-diversity and global and local threats and conservation efforts.</p>	<p>Biodiversity and its Conservation</p> <p>Definition: genetic, species and ecosystem diversity. Bio geographical classification of India Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, national and local levels. India as a mega – diversity nation Hot-spots of biodiversity Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity: In-situ and Ex- situ conservation of biodiversity.</p>	
<p>Module 4</p> <p>To know problems associated with environment degradation.</p> <p>To understand macro framework of environment studies.</p>	<p>Social issues and the Environment</p> <p>From Unsustainable to Sustainable development Urban problems related to energy Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns, Case studies Human Population and the Environment</p> <ul style="list-style-type: none"> • Population growth, variation among nation • Population explosion-family welfare programme • Environment and Human Health • Human Rights • Value Education • HIV/AIDS • Women and child welfare • Role of Information Technology in Environment and Human health • Case studies <p>Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies</p> <p>Wasteland reclamation Consumerism and waste products Legislative framework: Environment Protection Act, Air (Prevention and Control Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act,</p>	<p>Visiting organizations working on environment awareness. Undertaking public awareness programme for specific community on local environment issue.</p>

	Issues involved in enforcement of environmental legislation Public awareness	
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Suggested Readings:

1. Agarwal KC, 2001, Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Bharucha Erach, 2003, The Biodiversity of India, Mapin Publishing Pvt. Ltd.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. Columbus, OH
4. Clark RS, Marine Pollution (5th ed), Clanderson Press, OUP. 2001. New York.
5. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001, Environmental Encyclopaedia, Jaico Publishing House, Mumbai.

Suggested Activities:

1. Visit to a local area to document environment assets-river / forest / grassland / hill / mountain and making report on the status. Understanding from locals the issues of depletion, pollution, sustenance, regeneration etc.
2. Visiting Urban / Rural / Industrial / Agricultural sites and understanding pollution.
3. Exploring study of common plants, insects, birds, simple ecosystems- pond, river, hill slopes etc. with the help of BNHS or such organizations.
4. Examine coverage of environment issues in newspapers and draw conclusions about nature of coverage.
5. Undertake public awareness campaigns related to environment issues in local community or in association with local organizations.

INDIAN POLITICAL AND ECONOMIC SYSTEMS

Objectives:

This course will enable students:

1. To get acquainted with interdisciplinary approach towards political science and economics and its significance for media studies.
2. To understand interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.

Subject	TOTAL CREDITS	Int Marks	Ext Marks	Total
2002 Indian Political and Economic Systems	4	25	75	100

Module No & Objectives	Content	Evaluation
Module No 1 1. To become aware of authorities, powers and responsibilities in Indian political system 2. To understand Indian Political system and civic issues. 3. To examine role of individual in governance.	Indian Constitution and governance <ul style="list-style-type: none"> • Salient features of Indian Constitution • Power and Positions of President, Prime Minister, Chief Minister, Governor, local governing bodies etc. • Political Party (local, regional and National) their agendas and campaign communications • Role of election and nature of Voter, Election Commission 	Group Discussion, Mocks or debates can be organized on contemporary national issues and events
Module No 2 1. To understand different political systems around the world. 2. To know the significance of democracy.	Political systems <ul style="list-style-type: none"> • Democratic governance like India, US, Britain • Dictatorial regimes • Communist Country like China, Russia • Media as mediator between state and nation • Indian States and Democratic Policy • International Media Scenario 	Seminar on Current Issues Relation between Economy of State & Politics

<p>Module No 3</p> <p>1. To make students aware of development issues in the context of Indian Economics and politics</p>	<p>Planning and Development in India</p> <ul style="list-style-type: none"> • Planning and process of planning in India • Characteristic features of India as a developing/emerging economy • Development issues- poverty, unemployment, illiteracy, population growth, environment, gender discrimination etc. 	<p>Discussion on current issues with reference to current articles and editorials, Debate</p>
<p>Module No 4</p> <p>1. To understand basic principles of economics and its implications on human behaviour.</p>	<p>Fundamental Economic Concepts</p> <ul style="list-style-type: none"> • Concepts: Goods and services, production, needs-wants-scarcity, consumption, resources, utilisation of resources • Economy: Centrally planned, free market and mixed • Factors of Production- Land, Capital, Labour, entrepreneur • Concept of micro and macro economics 	<p>Library based reading and presentation in the class.</p>

Suggested Readings:

1. Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
2. Halayya M., An Introduction to Political Science, Asia Publishing House, 1967. New Delhi
3. Misra, S.K & Puri V.K., Indian Economy, Himalaya Publishing House, Mumbai. 2004
4. Mahajan A & Dutt G. Datt & Sundharam Indian Economy (English) 64th Edition (64th ed) , Chand & Co. Ltd. N. Delhi 2013

Suggested Activities:

- Reading aloud editorials and articles in the class and discussion by the teacher.

- Guest speakers (economist, planners, MLA, MP, Minister, political party worker, etc.) can be invited to deal with specific topics.
- Interviewing politician, voter experiences, poor people, or public servants to understand role of public sector in economy.
- Visiting villages, urban slums, orphanages, destitute homes, juvenile homes and understanding challenges and issues faced by people.

INTRODUCTION TO PSYCHOLOGY

Subject	TOTAL CREDITS	Int Marks	Ext Marks	Total
2003 Introduction to Psychology	4	25	75	100

Module No & Objectives	Content	Evaluation
Module 1: To develop an understanding about definition and scope of Psychology.	Foundations of Psychology <ul style="list-style-type: none"> An Introduction to Psychology – definition of Psychology Methods of Psychology- experimental, systemic Observation, Clinical Individual Differences 	
Module 2: To understand the different psychological process of learning, cognition, attention, perception and their impact on human behaviour.	Basic Psychological Processes <ul style="list-style-type: none"> Learning & Cognition - Principles of learning, Definition of learning – classical conditioning – theories of classical conditioning, significance of classical conditioning. Operant conditioning- basics of operant conditioning – Thorndike’s law of effects – positive and negative reinforcers & punishment – biological constraints on learning. Cognitive Social approaches – latent learning & observational learning, Social learning theory - Albert Bandura Cognitive theory - Piaget stages of cognitive development. Sensory Processes: Vision, Hearing, Smell Taste, Touch. Attention and Perception - characteristics of attention, attention and processing of information. Perceptual Organisation – Gestalt Laws, Feature Analysis, Perceptual constancy – depth and motion perception Memory - Encoding, storage and retrieval of memory. Recalling long term memories – constructive processes in memory. Intelligence – what is intelligence – kinds of intelligence – variations in intellectual ability – heredity and environment as determinants. Thinking and Problem Solving – the thinking process – language and thinking 	Compiling readings on various topics.

	<ul style="list-style-type: none"> • Problem solving – rules and habit & set in problem solving. • Creative thinking – stages in creative thinking – characteristics of creative thinking. 	
<p>Module 3:</p> <p>To understand the different psychological process of Motivation, emotion and Personality their impact on human behaviour.</p>	<p>Basic Psychological Processes</p> <ul style="list-style-type: none"> • Motivation and Emotion • Approaches to motivation – Instinct approaches – drive reduction approaches – arousal approaches – cognitive approaches – Maslow’s hierarchy of needs – social motives – achievement motivation. • Expression and perception of emotion – roots of emotions – James Lange theory, the Cannon- Bard theory. The Schacter- Singer theory.- non verbal behaviour and expression of emotion • Personality - definitions of personality - trait theories of Allport, Cattell & the five factor model of personality - Psychoanalytic theory - three levels of consciousness & Id, ego Superego. 	Small group research.
<p>Module 4</p> <p>To be able to define the milestones of various stages of development.</p>	<p>Life Span Development</p> <ul style="list-style-type: none"> • Nature and Determinants of Development - Nature or Nurture - early periods and critical periods - development across life span • Infancy & Childhood - Neonatal - early childhood & middle childhood (milestones & critical periods) • Adolescence and Its Challenges - physical emotional & social development • Adulthood and Ageing - physical -emotional and social development. 	Poster on any topic

Suggested activity

1. Interaction with counselors to understand nature of issues and problems in different aspects of growth and development. Understanding self.
2. Visit to any institution doing psychological testing and understanding how behavior is assessed.

Suggested Readings:

- Feldman Robert S. 2011. Understanding Psychology (10th edition) McGraw Hill Publ. co. New Delhi.
- Lahey Benjamin, Introduction to Psychology, 2008, McGraw Hill. New York.

- Morgan Clifford, Richard King, John Weisz, John Schopler. Introduction to Psychology (7th ed.) 2001. McGraw Hill Education, India. New Delhi
- Schneider, Gruman & Coult, Applied Social Psychology, Sage Publications 2012, Thousand Oaks, California.

EFFECTIVE WRITING SKILLS

Objectives:

This course will enable students to:

1. Get introduced to basic concepts in writing.
2. Understand applications of writing in general and media in particular.
3. Be able to realize how words can constitute meanings and create world.

Subject	TOTAL CREDITS	Int Marks	Ext Marks	Total
2004 Effective Writing Skills	4	100	-	100

Module No & Objectives	Content	Evaluation
Module No 1 1. To know importance of word, its meaning and its association with world. 2. To understand different forms and types of writing. 3. To acquire skills for effective writing.	Basic writing skills Fundamentals of writing: Alphabets-words-sentence-paragraph associations, Grammar, syntax, vocabulary, prosaic. Forms of writing: impressionistic, descriptive, reflective, analytic writing Types of writing: Essay, Prose, poem, narrative, factual and technical Summarizing Techniques Using Library and the Internet, Using a dictionary and encyclopaedia Notes/Recording: Note taking skills and note making skills	Test and exercises in writing
Module No 2 1. To explore different creative texts to understand nuances of writing. 2. To engage in knowing one's own style of writing and imagination.	Introduction to Creative Writing Subjective and objective styles, Fiction and non-fiction Character development, narrative structure, creative research, imagery, figurative devices,	Submit individual writing assignment
Module No 3 1. To visualise prior to writing and developing plan.	Writing and Visualisation Writing for a purpose, Different types of writing, Media writing versus other forms of writing,	Writing recipe, tour plan, advertisement, radio script etc.

2. To know the role of writer as communicator keeping audiences in mind while creating texts. 3. To assess effectiveness of writing vis-à-vis receiver.		
Module No 4 To apply principles of effective writing in form of final project.	Project	

Suggested Readings:

Raza Elahi, Nuances of Journalistic Writings, Applied Books, New Delhi.2011.
Chris Frost, 2003, Designing for Newspapers and Magazines, Routledge.David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd
Graham King. Collins Improve Your Writing Skills. Collins. New Delhi 2011.
Jean Withrow. *Effective Writing: Writing Skills for Intermediate Students of American English*. Cambridge University Press, 1987
Gangal J. K.. A Practical Course for Developing Writing Skills in English
New Delhi. PHI (2011).

Suggested Activities:

- Inviting script writer, journalist/report, novelist, poet to share their experiences of writing.
- Taking students for press conference and asking them to submit a report.
- After a industry visit or educational tour asking students to submit the report of their activities or write their experience.
- Making the group create a play and perform it covering discussions on character formation, language as representative of the character, plot development, conflict and climax and resolution.
- Encouraging student to master at least one language in which she can express clearly and effectively.
- There can be workshop on one form of writing by a writer and students can submit individual or group writing project at the end of the workshop.

INTRODUCTION TO COMPUTERS

Objectives:

This course will enable students to:

1. To gain basic knowledge of computers.
2. To undertake applications of computers in other subjects.
3. To do research work and obtain information for presentations through internet.
4. To prepare documentation & PowerPoint presentations.

Subject	Total Credits	Int Marks	Ext Marks	Total
2005 Introduction to Computers	4	25	75	100

Module No & Objectives	Contents	Evaluation
Module No 1 1. To understand evolution of computers to its modern form. 2. To know elements and components of computer system. 3. To examine role of each of the input-output devices in making the computer system.	Basics of Computer System <ul style="list-style-type: none">• Basics of Hardware and Software• Characteristics of Computers• Advantages and Disadvantages of Computer• History and Generation of Computers• Define Data, Instruction, Information• Bit, Byte & Word• Networking, LAN, MAN, WAN, Internet• Block Diagram of Computer System,• Types of ROM (PROM, EPROM, EEPROM,)• Types of RAM (Static, Dynamic)• Applications of computer in various fields• Input, Output and Storage Devices• Input Devices- Keyboard, Mouse, Joystick, MICR, Scanner, Digital Camera• Output Devices- Monitor, Printer (Impact and Non-Impact Printers -Character Printer, Continuous Character Printers, Golf Ball-Daisy Wheel-Dot Matrix- Line-Page- Ink Jet- Drum-Band-Laser Printer), Plotters and its Types, Speakers• Storage Devices - Punch Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive.	Test, identifying devices and using the computer system independently.

<p>Module No 2</p> <ol style="list-style-type: none"> 1. To know role of computer in word processing and spread sheet work. 2. To understand how computer can improve or damage work. 	<p>Word Processing and Spread Sheet</p> <ul style="list-style-type: none"> • Overview of Word Processor Packages • Document Concept - (Creating, Saving, Opening , Closing Document) • Tables • Uses of Drawing Toolbar, Columns, Header & Footers, Spell Check & Thesaurus • Printing Procedure • Adding a Chart to the Report • About Excel (Role of Excel in Day to Day Life) • Understanding Excel Sheet • Inserting, Deleting and Hiding Columns / Rows, Manipulating Formulas and Functions, Working with Charts • Printing a Sheet 	<p>Creating word files, spread sheet files, editing them, saving and printing them.</p>
<p>Module No 3</p> <ol style="list-style-type: none"> 1. To know role of computer in making effective and interesting presentations. 2. To understand how computer can help in creating presentations. 	<p>Presentation Packages</p> <ul style="list-style-type: none"> • Role and importance of Presentation • Overview of Presentation Packages • Creating Presentation • Different Types of Slide layouts • Slide View, Slide Sorter View & Slide Show Buttons, Setup Show, Applying Design Templates and Backgrounds • Transition & Custom Animation Effects • Recording Voice in Presentation • Electronic Presentations 	<p>Making presentations on assigned topics, review of presentations on places like slideshare.</p>
<p>Module No 4</p> <ol style="list-style-type: none"> 1. To understand evolution of internet as a media. 	<p>Internet</p> <ul style="list-style-type: none"> • Brief history of evolution of Internet • Using browsers and search engines • Managing Files and Folders • Role of Modem in Internet • Websites & ISPN, Parts of URL • Browsing, Surfing & using search engines, downloading Pictures and Text • Creating Accounts, Attachments and Changing Passwords • Chatting 	<p>Practical exploration of Internet.</p> <p>Creating email accounts, blog or posting comments, downloading information....</p>

Suggested Readings:

Cassandra D K, Computers today, Galgotia Publications, New Dehli. 1999,
Norton P, Introduction to Computers (7th ed), McGraw Hill, Sixth Edition, 2010
Sandres Donald, Computers today, Columbus, OH. McGraw Hill, 1998,
Sinha P K, Computer Fundamentals, BPB Publication, New Delhi, 2003

Suggested Activities:

- Getting to see computer, understanding role of each devices in making the computer system.
- Creating word files, editing-saving-printing them.
- Working on excel processing- undertaking basic calculations and saving-modifying-printing them.
- Conceptualizing presentations, creating-editing-saving and showing them to intended audiences.
- Getting to surf on Internet, understanding cookies-online viruses-malwares and dangers of digital world.
- Visiting Indian sites like: <http://www.mediahive.co.in>, www.exchange4media.com, www.afq.com, www.merinews.com, www.medianama.com

Bachelor of Arts (Mass Media)

Second Year BA (MM)

SEMESTER III

code	Subjects	Cr	Internal marks	External Marks	Total	U/C
3001	Introduction to Print Media	4	100	-	100	C
3002	Basics of Advertising	4	25	75	100	U
3003	Fundamentals of Public Relations	4	25	75	100	U
3004	Visual Communication	4	100	-	100	C
3005	<i>Principles of Management</i>	4	25	75	100	U

INTRODUCTION TO PRINT MEDIA

Course Code	Course	Total credits	Int	Ext	Total
3001	INTRODUCTION TO PRINT MEDIA	4	100	0	100

Module No & Objectives	Content	Evaluation
Module 1 The student will develop an understanding about development of printing as well as journalism from 1410 to today. Be able to explain how print media has evolved with time.	History of print media and Journalism <ul style="list-style-type: none"> - Evolution of printing - Emergence of printed word - History of print in pre and post independent India - Press during emergency - Emergence of electronic media - Journalism post-globalization 	Library based assignment on specific topic.
Module 2 The student will Differentiate between different types of print media. Identify types of journalism and their characteristics.	Types of print media and journalism <ul style="list-style-type: none"> - Characteristics- advantages and disadvantages of types of print: Magazines, books, newspapers, leaflets, handouts, brochures, folders, etc. - Process of printing- from typesetting to printing. - Types of printing press – brief history – current printing methods. 	Report on visit to Printing press.
Module 3 The student will be able to identify the content structures of different types of print media.	Functions and process in Print Journalism <ul style="list-style-type: none"> - Newspapers and magazines: Content, structures and presentation in both the print media, News report ing, features, reviews, - Canons of journalism: Speed versus accuracy, verification of facts 	Compare any newspaper or magazine for similarities and differences.

	<ul style="list-style-type: none"> - Types of journalism - Sports. , developmental, investigative, financial, citizen, lifestyle, etc. 	
<p>Module 4</p> <p>The student will be able to differentiate between news elements of print media and electronic media.</p>	<p>Comparison of print with electronic media</p> <ul style="list-style-type: none"> - Overview to Newspaper management – departments, organization structure, pricing /economic aspects of NP production. - elements of news- presentation structure, reporting styles, speed- immediacy versus accuracy, emergency, role of technology and audience in news coverage and presentation 	<p>Report on visit to newspaper office. Case study of any one newspaper (group exercise)</p>

Suggested Activities:

- Meeting people who have been part of historical developments in print and journalism.
- Sitting in groups and assessing news reports in newspapers, current affairs magazines and television news channels.
- Making students witness any press conference or news coverage site and interacting with players involved in the process.
- Designing brochures, leaflets, folders for event, seminar, academic programmes or even department.

Reference Books:

1. Atton. Chris and Hamilton. James F. Alternative journalism, 2008, Sage. Lonfon
2. Deutsch Karlekar Karin, Cook Sarah G.. Freedom of the Press 2008: A Global Survey of Media Independence. Freedom House, 2009

3. Greenberg Gerald S. Tabloid Journalism: An Annotated Bibliography of English-Language Sources (Bibliographies and Indexes in Mass Media and Communications). Greenwood; annotated edition .1996
4. Lafontaine, Gerard S. (1958). *Dictionary of Terms Used in the Paper, Printing, and Allied Industries*. Toronto: H. Smith Paper Mills.
5. Madhok Madhuri. News Media in India: The Impact of Globalization. New Century Publications. 2013)
6. Mazumdar, Aurobindo . Indian press and freedom struggle, 1937-42. Orient Longman Limited, 1993
7. McLuhan Marshall, The Gutenberg Galaxy: The Making of Typographic Man (1962) Univ. of Toronto Press (1st ed.); reissued by Routledge & Kegan Paul
8. Pant N.C. Modern Journalism: Principles And Practices. Kanishka Publishers, 2002
9. Quick, Amanda C. (Editor) World Press Encyclopedia: A Survey of Press Systems Worldwide (TWO VOL. SET). Gale; 2002
10. Rajan N. 21st Century Journalism in India. *SAGE Publications Pvt. Ltd.* 2007
11. Shrivastava K.M. News Reporting and Editing. Sterling Publishers Pvt.Ltd ,India (December 1991)
12. Singh Samir Kumar . Print Media Communication. Jnanada Prakashan. 2011
13. Steinberg, S.H. (1996). *Five Hundred Years of Printing*. London and Newcastle: The British Library and Oak Knoll Press.
14. Wilson, John. Understanding Journalism : A Guide to Terms. Routledge., 1996
15. Wilson, John. Understanding Journalism: A Guide to Issues. Routledge. 1996

BASICS OF ADVERTISING

Course Code	Course	Total credits	Int	Ext	Total
3002	BASICS OF ADVERTISING	4	25	75	100
Module No & Objectives		Content			
To understand elements of advertising and its role in any economy.		Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.			
To understand the working of different types of advertising agencies.		Managing the advertising Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.) Types of Advertising agencies Role and functions of advertising agencies Evolving trends in agency business Nature of services by Agencies			
To give an overview of different forms of advertising		Classification on the basis of – Audience, Media, Advertiser and Area, including advertising in rural India - Special purpose advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising, Corporate Image advertising, Comparative advertising, Primary / Generic advertising and Pro Bono/Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)			
To acquaint students on different kinds of advertising media.		Advertising Media - Using various media – television, radio, cinema, newspapers, magazines, out of home advertising, direct response and internet advertising, sales promotion.			

Suggested activities:

- Visit to local ad agencies
- Viewing different kinds of ads made by reputed agencies in India
- Viewing Socially relevant advertisements

- Viewing different kinds of ads made by reputed agencies from across the globe

Reference Books:

1. Bovee, Courtland L . Advertising excellence. McGraw Hill Inc., 1995, New York.
2. Lane W.R, King. K.W. & Russell J.T. Kleppner's Advertising Procedure (16th ed) Pearson Education. New Delhi 2012.
3. Rege, G.M. Advertising Art and Ideas . Ashutosh Prakashan, 1972, Mumbai.
4. Rosenberg, Jerry M. Dictionary of Marketing and Advertising, John Wiley & Sons Inc., 1995, New York.
5. Sandage, C H; Fryburger, Vernon; Rotzoll, Kim. Advertising : theory and practice. Publisher: India : Virender Kumar Arya, 1996
6. Thakur, Devendra (ed). Advertising Marketing And Sales Management. Deep & Deep Publications, 1994, New Delhi.
7. Vilanilam, J V & Varghese, A K. Advertising Basics! A Resource Guide for Beginners. SAGE Publications Pvt. Ltd. 2004

FUNDAMENTALS OF PUBLIC RELATIONS

Course Code	Course	Total credits	Int	Ext	Total
3003	FUNDAMENTALS OF PUBLIC RELATIONS	4	25	75	100

Module No & Objectives	Content	Evaluation
Module: 1 Objectives: to enable students to: <ul style="list-style-type: none"> • Study the concept of public relation along with its growth and importance in society • Critically study the interrelation between public communication and public relation • Study the ongoing trends and strategic planning used to target the niche audiences 	Evolution of Public Relations 1: History of PR, concepts and its principles 2: Growth and approaches to Public Relations 3: Public Relations and Communication	Class quiz
Module: 2 Objectives: The enable students to: <ul style="list-style-type: none"> • Study and demonstrate knowledge of the fundamentals of business relations • Study the rules and regulation laid by government in public relation along study the issues faced by the market in branding an image. • Analyze the role of public relation in communicating the social responsibility adherence of companies 	Business Perspective of Public Relations 1: Health and Medical PR 2: Organizational communication management 3: Media relation management and strategic planning 4: Public Relation and Corporate communication 5: Nature of PR practices: Crisis, personality, institution brand building, advocacy, 360 degree Integrated Marketing Communication	Group case study of any one type of PR activity in a organization.
Module: 3 Objectives: to enable students to: <ul style="list-style-type: none"> • Demonstrate use of technology, by critically grasping knowledge of the fundamentals of business disciplines. • Study the process of media relations by interpreting the ideas and usage of various forms of new 	Media Relations and practices 1: Reputation, image and impression management 2: Traditional to electronic media usage in PR 3: Changing trends and risks in forming brand 4: Future of public relation and social media	Presentations on different related topics.

media by profit and not-for-profit organization		
<p>Module: 4</p> <p>The enable students to:</p> <ul style="list-style-type: none"> • Study the concept of brand management and the requirements of such strategies in business media. • Practically study the steps and skills required to execute a public relation planning by giving a change to work on a product, including writing, scheduling and finalizing the media. 	<p>Writing for PR: Press release, Press note, Handout, Feature, Articles, Speech writing, special speech, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing</p>	<p>Prepare a Hand out or brochure for an organization.</p>

References/ Recommended Readings

1. Bowen Shannon A., Martin Thomas R. & Rawlins Brad . An Overview of the Public Relations Function. Business Expert Press. 2010
2. Broom Glen M. Cutlip and Center's Effective Public Relations (11th Edition). Prentice Hall; 11 edition 2012.
3. Butterick Keith. Introducing Public Relations: Theory and Practice. SAGE Publications Ltd . 2011
4. Cutlip Scott M., Center Allen H. & Broom Glen M. Effective Public Relations. Prentice Hall; 9 edition. 2005)
5. Deirdre K. Breckenridge. Social Media and Public Relations: Eight New Practices for the PR Professional. Pearson FT Press; 2012
6. Gregory Anne (ed). Public Relations in Practice. Kogan Page;2003
7. Ries Al & Ries Laura The Fall of Advertising and the Rise of PR . HarperBusiness; 2004
8. Riggulsford Myc. Health and Medical Public Relations. Routledge. 2013
9. Solis Brian & Breackenridge Deirdre K. Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR. FT Press; 2009
10. Theaker Alison and Yaxley Heather. The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice. Routledge. 2013.
11. Theaker Alison. The Public Relations Handbook. Routledge. 2011.

VISUAL COMMUNICATION

Course Code	Course	Total credits	Int	Ext	Total
3004	VISUAL COMMUNICATION	4	100	-	100

Module No & Objectives	Content	Evaluation
Module 1 Objective – Students will 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory.	Introduction to visual communication theory Unit 1: How and why we see Unit 2: The concept of visual literacy Unit 3: Sense and Perception of images	Assignment : Find 5 visual illusions and explain them
Module II Objective – Students will 1. Learn and apply basic principles of design and visual imaging.	Elements and Principles of design Unit 1: Understanding visual art Unit 2: Visual aesthetics Unit 3: Balance and harmony Unit 4: Patterns of arrangement and object placement Unit 5: Contrast	Journal on principles of design using available visuals in magazines.
Module III Objective – Students will 1. Learn to apply elements of typography and color in visual image.	Typography Unit 1: Science of signs, images and words Unit 2: Packaging and visuals Unit 3: Effective use of color Unit 4 : Graphics and Animation Unit 5: Layout and design Unit 6: Computer-generated images Unit 7: Computer animation in film and television	Collect 5 product labels with unique typography which is related to the product.
Module IV Objective – Students will 1. Make use of design principles in	Photography Basic lighting for photography Types of cameras and camera lenses – their use and functions. apertures: f-number and their effects	Photography Journal with 2 photographs of each Sports and Action

moving images like animation, film.	manual and auto focus	Architecture and Interiors Still Life Landscape and Nature Portrait – indoor & Outdoor
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References/Recommended Readings

- Aitchinson, Jim : 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
- Berger, Arthur. 1992. Media Analysis Techniques, Beverly Hills, Calif. Sage.
- Butterworth, M. 1980. Architecture. London.
- Carter David (ed). 2000. Creating Logo Families. Harper Collins. N.Y.
- Lester, P. 2000. Visual Communication Images with Messages (2nd Edition). Wadsworth.
- McLuhan, Marshall. 1964. Understanding Media. Signet.
- Pavitt, Jane. 2000. Brand New. V&A Publ. London.
- Pink S. 2001. Doing Visual Ethnography. Sage. California.
- Porter Tom & Greenstreet Bob. 2002. Manual of Graphic techniques: Mediums & Methods.
- Rose, Gillian. 2001. Visual Methodologies. Sage.
- Shaw Jefferey & Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Cambridge.
- Stoltze Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.

PRINCIPLES OF MANAGEMENT

Course Code	Course	Total credits	Int	Ext	Total
3005	PRINCIPLES OF MANAGEMENT	4	25	75-	100

Module No & Objectives	Contents	Evaluation
Module 1 Objectives – Students will Learn the basics of Management functions.	Introduction to Management Definitions Features of management Management as an art, science and profession Levels of management Importance of management	Gathering information on methods used by various companies for planning staffing and organizing.
Module 2 Objectives – Students will Be able to demonstrate different aspects of management process.	Functions of management Planning- Role, meaning, Importance, Process, MBO Organizing- Role, meaning, Importance, Types of organizations- line , staff, lined staff, committee, matrix Coordinating, Motivating, Communication, Controlling Human Resource Management- functions Marketing Management- Media marketing, Social marketing	Assignment on comparing various kinds of Marketing
Module 3 Objectives – Students will Become familiar with theories that impact styles of management.	Human resource management Importance of human resource in management Role of Motivation in management Theories of motivation (Maslow's theory and theory x and Y) Leadership – Nature and qualities of a good leader	Class discussion on various theories and their effects
Module 3 Objectives – Students will Be able to plan a event based various steps involved in event management.	Event Management Events scope and role Different types of events like corporate, social, political, special events like felicitations, sports, carnivals, fair and concerts etc. Objectives, target audience, division of work, implementation and evaluation of event.	Project on planning and organizing an event.

	Rules, regulations, permission, governing laws for organizing events Major events related to media industry in India and event management companies	
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Suggested Activities:

- Undertaking a small event management by organizing and managing it economically as well as academically.

Reference Books:

1. Eyre E.C. Mastering Basic Management, Macmillan, Palgrave Macmillan- 3rd edition, 1999,
2. Kontz Harold and O'Donnel Cyril. Essentials of Management, McGraw-Hill Inc., 1970,
3. Sherlekar, Marketing Management 14th edition, Himalaya Publication, Mumbai. 2013,

SEMESTER IV

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
4001	Introduction to Broadcasting	4	25	75	100	U
4002	<i>Integrated Marketing Communication</i>	4	25	75	100	U
4003	Introduction to New Media	4	25	75	100	U
4004	Writing for Media	4	100	-	100	C
4015 4025	c. Women's Studies d. Women and Media	4	25	75	100	C

INTRODUCTION TO BROADCASTING

Course Code	Course	Total credits	Int	Ext	Total
4001	INTRODUCTION TO BROADCASTING	4	25	75	100

Module No & Objectives	Content	Evaluation
Module 1 Objectives Students will become familiar with different types of Radio set ups and their programming.	Brief history of Radio, Evolution of Radio in India. Contemporary Radio- AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.	Listen to 4 programs on All India Radio and FM station. Write a review of the programs.
Module 2 Objectives Students will be able to record sounds, interviews and other audio material.	Impact of Radio on Society: Developed countries and Developing countries. Types of programs on RadioYuva vani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.	Group activity - Recording audio interview, commentary, natural sounds. Different groups can record different types of programs.
Module 3 Objectives Students will become familiar to different genres of TV programs and be able to identify them.	A brief history of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV. Television as an Educational medium.	Review at least 1 programs from the following genres – 1. News 2. Drama 3. Reality 4. Talk show 5. Documentary 6. Game show 7. educational
Module 4 Objectives Students will be able to write a TV Commercial and create visual story board.	Types of Television Programmes. Basic Production Techniques, Writing for Television, Recent Trends in Indian Broadcasting Journalism.	Writing a script for TV commercial and making a story board for it.

Suggested Activities

1. Visit to AIR and Doordarshan.
2. Visit to FM station and private news broadcasting agency or private production house.
3. Interactive sessions with professionals from radio and TV industry.

References

1. Banerjee Indrajit & , Seneviratne Kalinga. Public Service Broadcasting in the Age of Globalization. AMIC, 2006
2. Chakravarthy J. Changing Trends In Public Broadcasting Journalism. Authors Press, Delhi. 2004
3. Chatterji P.C. Broadcasting In India. SAGE Publications Pvt. Ltd; Second Edition edition. 1991
4. Millerson Gerald. Techniques of Television Production.
5. Parameswaran k. Radio Broadcasting: A Reader's Guide. Author Press (28 December 2012)
6. Price Monroe & Verhulst Steefan. Broadcasting Reform in India. Oxford University Press, 1998
7. Thangamani P. History of Broadcasting in India. Ponniah Pathippagam; 2000
8. Thussu Daya Kishan. News as Entertainment: The Rise of Global Infotainment. SAGE Publications, 2007

INTEGRATED MARKETING COMMUNICATION

Course Code	Course	Total credits	Int	Ext	Total
4002	Integrated Marketing Communication	4	25	75	100

Objectives	Module	Assignment
Module 1 Students will: <ul style="list-style-type: none"> • Critically study the concept of IMC and the importance of integration and analytics in the marketing communication process • Elaborate various projects of IMC and understand its functionality. 	Introducing the concept of Integrated Marketing Communications (IMC): <ul style="list-style-type: none"> • An Introduction to Integrated Marketing Communications • Elements of IMC & Developing respective communication campaign • The Role of IMC in the Marketing Process and Market Mix (4 P's) • Best Practices vs. Change and Differentiation 	Presenting a case study on <ol style="list-style-type: none"> 1. Current Indian Advertisement (eg current Snickers advt) <p style="text-align: center;">OR</p> <ol style="list-style-type: none"> 2. Worldwide launch of a product or services (eg launch of Intel Core processor 5)
Module 2 Students will: <ul style="list-style-type: none"> • Increase understanding of the fundamental concepts of integrated marketing communication and communication process • Apply the appropriate theories and tools to plan, develop, and evaluate integrated marketing communication. 	Brands and IMC <ul style="list-style-type: none"> • Role of IMC in building brands: Segmentation, Target marketing, positioning, Brand attitude & Brand portfolio consideration. • The communication process and consumer behavior. • The role of persuasion in IMC • Objective setting and Budgeting 	Writing an assignment on creation of stakeholders and tailoring media program
Module 3 Students will: <ul style="list-style-type: none"> • Study the in-depth understanding of integrated marketing concepts, principles, and terminology in both business and nonprofit environments. • Gain hands-on experience in the understanding of an advertising campaign, press 	Advertising Management and New Media Choices <ul style="list-style-type: none"> • Overview of Advertisement, endorsements and its appeals • Direct Marketing and other media (social media) • Measuring Ad message effectiveness • Sale promotion: overview • De Bono's six hat 	Class interaction and discussion on De Bono's six hats Analyze one marketing campaign

release, PSA, sales promotion, and other elements of the promotional mix.		
Module 4 Students will: <ul style="list-style-type: none"> Obtain an understanding of the Global context of IMC and its creation. Identify the core factors that need to be examined for understanding consumer behaviour and what appeals them as target audiences 	Finalizing and Implementing IMC plan <ul style="list-style-type: none"> Identifying touch points Identifying communication tasks and matching the best media options IMC planning worksheet Implementing the plan 	Design a campaign for any social cause or hypothetical commercial product

Suggested Activities:

- Visiting advertising, public relations, marketing firms and comparing the activities taking up by each one of them
- Undertaking a campaign at the college level and understanding all the stages of conceptualizing to evaluating the campaign.

Reference Books:

- Bovee, Courtland L. Advertising excellence. McGraw Hill Inc., 1995, New York.
- Duncan, Tom, Principles of Advertising and IMC, Second Edition, Tata-McGraw Hill, 2005, New Delhi.
- Lancaster G and Paul Reybolds, Introduction to marketing- A step-by-step guide to all the tools of Marketing, Crest Publishing House, 2003, New Delhi.
- Percy Larry. Strategic Integrated Marketing Communication: Theory and Practice
- Rege, G.M. Advertising Art and Ideas. Ashutosh Prakashan, 1972, Mumbai.
- Rosenberg, Jerry M. Dictionary of Marketing and Advertising. John Wiley & Sons Inc., 1995, New York.
- Sandage, C H; Fryburger, Vernon; Rotzoll, Kim. Advertising : theory and practice. Publisher: India : Virender Kumar Arya, 1996
- Terence Shimp, J. Craig Andrews Advertising Promotion and Other Aspects of Integrated Marketing Communications
- Thakur, Devendra (ed); Advertising Marketing And Sales Management. Deep & Deep Publications, 1994, New Delhi.

INTRODUCTION TO NEW MEDIA

Course Code	Course	Total credits	Int	Ext	Total
4003	INTRODUCTION TO NEW MEDIA	4	25	75-	100

Module No & Objectives	Contents	Evaluation
Module 1 - Cr 1 Objectives: Students will:- <ul style="list-style-type: none"> ▪ understand the concept of digital technology with its role in new age communication ▪ Study the creation of digital communication technologies, focusing on the emergence and the concepts in use. ▪ Critically analyze the new media with theoretical bearing along understanding its importance and constraints. 	I. Understanding New Media 1) Digital Technologies and Society a. Digital technology and Communication b. New media history c. Introduction to concepts:- E-mail, Chatting, New graph, BBS and IP d. Voice Fundamentals of internet: WWW, IP, Web page, search engine, browsers etc 2) New media communication as a form of communication a. New media power and limitation	Brief note on their personal use of new media.
Module 2 – Cr 1 Objectives:- Students will: - <ul style="list-style-type: none"> ▪ Analyze the relation between users and digital communication technologies/new media content how society uses technologies for social change. ▪ Understand various media forms as a medium of research. 	II. New Media, Social Networking & Identity 1) Social Media and ‘Community Culture’ a. Community Culture: Facebook, Twitter, Blogs, Orkut, LinkedIn, Friend Finder etc b. Online Dairies, Video Conferencing, SMS, MMS, Mobile Communication c. Issues of online identity	Survey of new media habits and use of college students
Module 3 – Cr 1 Objectives:- Students will: - <ul style="list-style-type: none"> ▪ Understand the social and cultural force that shapes communication structure. 	1. New Media and Popular Culture 2. Characteristics of New Media and Industry 3. Concept of Convergence	Blog on any issue / topic of interest.

<ul style="list-style-type: none"> ▪ Study the use and challenges of new media in digital marketing. ▪ Understand the formation of digital content with its cultural dimensions of participation. 	<ol style="list-style-type: none"> 4. New Media Industry: Software– Marketing, PR, Advertising, Video Games etc. 5. Creating Collaborative Content <ol style="list-style-type: none"> a. Learning in Participatory Culture b. Ethics of participation 	
<p>Module 4 - Cr 1 Objectives:- Students will: -</p> <ul style="list-style-type: none"> ▪ Identify and critically asses the usage of media among the generation next. ▪ Understand the information policy, and the governance of digital content and infrastructure. 	<p>General Issues/ questions in New Media</p> <ol style="list-style-type: none"> 1. Do new media facilitate different type of learning? 2. How computer games help children learn 3. Issues of Copyright and intellectual property 	<p>Debate on the issues.</p>

References

1. Hartley John, 2012, Digital Futures for Cultural and Media Studies, Wiley-Blackwell.
2. Hassan Robert. The Information Society: Cyber Dreams and Digital Nightmares (DMS - Digital Media and Society). Polity Press (26 September 2008)
3. Kearney Mary Celeste (ed), 2011, The Gender and Media Reader, Routledge.
4. Miller Vincent, 2011 , Understanding Digital Culture, *SAGE Publications Ltd*
5. Prell Christina, 2011, Social Network Analysis: History, Theory and Methodology, Sage Publications, London
6. Rettberg Jill Walker, 2008, Blogging, Polity Press
7. Saith Ashwani, M Vijayabaskar & V Gayathri. ICTs and Indian Social Change - Diffusion, Poverty, Governance. SAGE Publications Pvt. Ltd. 2008
8. Thornburg Ryan , 2010, Producing Online News: Digital Skills, Stronger Stories, Cq Press

WRITING for MEDIA

Course Code	Course	Total credits	Int	Ext	Total
4004	WRITING for MEDIA	4	100	-	100

No & Objectives	Content	Evaluation
Module 1 Objective: The student will <ul style="list-style-type: none"> study the history of texts and the theoretical dimension of writing as coding a language. understand the elements of writing Explore the difference and similarities of writing as an art and science in various languages 	Developmental Stages <ol style="list-style-type: none"> Historical background of writing Elements of Writing Language for mediated communication 	Assignments - Writing letters, reports etc.
Module 2 Objective: The student will <ul style="list-style-type: none"> Study the rules of writing for different media along with their roots of grammatical formation used within languages. Study the rules of translation from one language to another without changing the sole of the matter 	Principles of Writing <ol style="list-style-type: none"> Principles and methods of effective writing, rules of grammar, sentence construction, Paragraphing, narration Translating from one language to another 	Assignments - Translating from regional language to English and from English to another language
Module 3 Objective: The student will <ul style="list-style-type: none"> Be able to write in styles customary for various professional and public purposes, as well as to subvert or modify those styles. 	Writing for Media – Print & Web <ol style="list-style-type: none"> Difference in formal styles for different media Types of writing: reporting, editorial, feature, reviews, content writing for websites – tweets – blogs. 	Journal of the following <ol style="list-style-type: none"> News report Film/book review Tweet Feature article Story /fiction
Module 4 Objective: The student will	Writing for Media – Radio & Television <ol style="list-style-type: none"> Writing reports on current events 	Write a radio play Radio / TV talk show Demonstration

<ul style="list-style-type: none"> • Apply professional ethical ways while writing for different media and develop practical understanding them and creating them. 	2. Writing reviews of film, radio etc Assignments: Writing TV and Radio News Fiction writing TV and Radio Commercials	
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References/Recommended Readings

1. Block Mervin. Writing News for TV & Radio. Taylor Trade Publishing. 1994
2. Bronfeld, S. 1981. Writing for Film & Television. Simon & Schuster. New York.
3. David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd
4. Fred Bayles, 2011, Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergenices, and Government, Cq Press
5. Redman Peter & Maples Wendy Good Essay Writing: A Social Sciences Guide. SAGE Publications Ltd; Fourth Edition edition (May 9, 2011)
6. Shrivastava K.M. News Reporting and Editing. Sterling Publishers Pvt.Ltd ,India (December 1991)
7. Stewart Clark, 2003, Word for Word, OUP Oxford.
8. Swain Dwight. 1981. Scripting for Video and audio- visual. Focal Press.
9. Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage
10. Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, 2012, Mediawriting: Print, Broadcast, and Public Relations (4th edition), Routledge

WOMEN'S STUDIES

Course Code	Course	Total credits	Int	Ext	Total
4015	WOMEN'S STUDIES	2	50	-	50

No & Objectives	Content	Evaluation
<p>This module will enable students to:</p> <p>1. Understand the demographic profile of women in India.</p> <p>2. To create awareness about the role and importance of media portraying women</p>	<p>Demographic profile of women in India and towards change</p> <p>1.Sex Ratio 2.Health 3.Education 4.Employment 5.National Policy of Empowerment of women 2001 6.The role and importance of media portraying women</p>	<p>Debate 5 marks</p> <p>Discussion 10 marks</p> <p>Presentation 10 marks</p>
<p>This module will enable students to:</p> <p>1. Understand the present situation and changes in the status of women.</p> <p>2. Create awareness about Governmental policies and strategies for women's development and role of voluntary organizations and NGO's in women's development.</p>	<p>Women, work and development</p> <p>1. Women in the unorganized sector.</p> <p>2. Women in the Organized sector.</p> <p>3.Legal provision for the protection of working women</p> <p>4.Governmental policies and strategies for women's development</p> <p>5.Role of voluntary organizations and NGO's in women's development</p>	<p>Discussion 10 marks</p> <p>Presentation 15 marks</p>

References:

Bansal S. (2007): Women in Developing Countries, Sumit Enterprises, New Delhi.
 Bhadauria M (1997): Women in India (Some Issues), APH Publication, New Delhi.
 Chaudhuri M (ed.) (2004): Feminism In India, Women Unlimited, New Delhi.
 Ghadially Rehana (ed.) *1998): Women In Indian Society: A Reader Sage Publications, New Delhi.

Gopalan S.(2002): Towards Equality- The Unfinished Agenda, Status of Women in India. National Commission for Women, New Delhi.

Iyer P (2007): women and Social Revolution: Strategies and Policy, Insights from India, Women's Press. New Delhi.

Kumar S.A (2007): Women in the face of Globalization, Serial Publication, New Delhi.

Mishra R.B (1992):Indian Women Challenges and Change., Commonwealth Publishers, New Delhi.

MadunuriLaxmipatti R (ed.) (2007):Women Empowerment: Challenges and Strategies,, Mayur Enterprises, New Delhi.

Panday R. (2008): Women Welfare and Empowerment in India, New Delhi, India.

Panday R. (2008): Women Welfare and Empowerment in India Vision for 21 century. New Century Publications,New Delhi.

Patel v (2002): Women's Challenges in the New Millennium. Gyan Publishing House, New Delhi.

Sapru R.K.(1989): Women and Development. Ashish Publication House, New Delhi.

Singh K.V (2007): Women Issues- Empowerment and Gender Discrimination. Vista International Publishing House, Delhi,

Tandon R.K. (1994): Women in Modern Indi. Indian Publication Distributors. Delhi.

WOMEN and MEDIA

Course Code	Course	Total credits	Th	Pr	Int	Ext	Total
4025	WOMEN and MEDIA	2	2	-	50	-	50

No & Objectives	Content	Evaluation
Module 1 Objective: The student will <ul style="list-style-type: none"> • Demonstrate substantial knowledge of foundational and contemporary theoretical literature in the field of gender studies. • Study the portrayal of women in various forms of media. • Understand and practically analyze the portrayal of gender and reasons. 	Perspectives on Media Gender studies <ol style="list-style-type: none"> a. The social construction of sex and gender b. Construction of women and womanhood in media Representation of women in media <ol style="list-style-type: none"> a. Gender, representation and media b. Gender stereotyping in various media (print, TV, films. Advertising) 	Collect cards and product labels / advertisements that describe 'who' is man and woman. Content analysis of various media to analyse and indentify women's representation/ stereotyping.
Module 2 Objective: The student will <ul style="list-style-type: none"> • Study the use of media by women • Study and critically understand the women in different forms of media. 	Women's Media <ol style="list-style-type: none"> a. Understanding women's media consumption b. Women and Soap Operas c. Women's magazines d. Girls and Internet 	Group Survey of women's use of media

References/Recommended Readings

- Bhavani, K. Durga. Woman as Spectator and Spectacle. Cambridge University Press India Pvt. Ltd. 2010
- Blumenthal, D. (1997). Women and Soap Operas: A cultural feminist perspective. London. Praeger.

- Creedon, P.J. (1993) Women in Mass Communication. Newbury Park. Sage.
- Dasgupta Sanjukta. Media, Gender & Popular Culture in India SAGE Publications India Private Limited.2011
- Mazzarella, S.R.(ed) (2005) Girls, the internet and negotiation of identity. New York. Peter Lang Publishing.
- Munshi Shoma. Prime Time Soap Operas on Indian Television. Routledge India.2009
- Ross,K & Byerly, C.M. (2004) Women and Media : International Perspectives. Oxford. Blackwell Publishing.

THIRD YEAR
SPECIALISATION – ADVERTISING & PR

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5101	Research in Mass Media	4	25	75	100	U
5102	Advertising & Marketing	4	25	75	100	U
5103	<i>Consumer Behaviour</i>	4	25	75	100	U
5104	Branding	4	25	75	100	U
5105	Media Planning & Scheduling	4	100	-	100	C

RESEARCH IN MASS MEDIA

Course Code	Course	Total credits	Int	Ext	Total
5101	RESEARCH IN MASS MEDIA	4	25	75	100

Module No & Objectives	Content	Evaluation
<p style="text-align: center;">1</p> <ul style="list-style-type: none"> To acquaint the students with the basic concepts and type of research. To make the students understand the significance of research in advertising and journalism. 	<ul style="list-style-type: none"> Introduction to Research Definition and types of research Need and scope of research 	25
<p>2</p> <ul style="list-style-type: none"> To stress on the need to study the basic principles of scientific research. 	<ul style="list-style-type: none"> Basic principles of scientific research - Quantitative and Qualitative Data Research approaches 	25
<p>3</p> <ul style="list-style-type: none"> The rationale is to make the students understand and give practical knowledge of data collection techniques. To acquaint the students with systematic data processing. 	<ul style="list-style-type: none"> Data collection techniques Sampling Techniques Statistical Techniques: Correlation and Deviation Data processing <ul style="list-style-type: none"> - Editing, coding, tabulation, report writing 	25
<p>4</p> <ul style="list-style-type: none"> To introduce the students to mass media research. To make the students understand the roll of research in Media. 	<ul style="list-style-type: none"> Introduction to Mass Media Research Research of Media Institutions, messages and audiences Role of research in media Types of Media research – <ul style="list-style-type: none"> - Content Analysis - Research in Electronic Media - Research in Print Media 	25

Suggested Activities:

- Inviting professionals from Media Research organisations
- Doing small group/ individual research products.

Reference Books:

- 1) Berger, Arthur Asa. Media Analysis Techniques
- 2) Berger, Arthur Asa. Media and Communication Research Methods : An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks. Sage. 2000.
- 3) Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
- 4) Gunter, Brrie; Media Research Methods; Sage Publications,2000
- 5) Kothari; Research Methodology: Wiley Eastern Ltd.
- 6) Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996.

ADVERTISING & MARKETING

Course Code	Course	Total credits	Int	Ext	Total
5102	Advertising & Marketing	4	25	75	100

Module No & Objectives	Content	Evaluation
1 <ul style="list-style-type: none"> To stress on the significance of marketing, its evolution and marketing mix. To acquaint the students with market segmentation and its need. 	Introduction to Marketing Definition & Importance of Marketing Evolution of Marketing Market Segmentation – Importance & Strategies, Elements of Marketing Mix	25
2 <ul style="list-style-type: none"> The rationale is to acquaint students with basic concepts of PLC, Product Line and Mix. To make the students understand the various steps taken to develop new product 	Product Product life cycle Product line, Product Mix Classification – consumer products & industrial products – features Developing a new product (steps) Test Marketing	25
3 <ul style="list-style-type: none"> The motive is to make the student understand the objectives and factors affecting pricing. The rationale is to stress on the pricing strategies and its relevance. 	Pricing Importance & Objectives Factors affecting price determination Pricing strategies	25

4	<ul style="list-style-type: none"> • Make students understand the various types of channels and factors affecting it. • To acquaint the students with the services provided by the intermediaries. 	Place (distribution channels) Types of channels of distribution Factors affecting channel choice Importance & services provided by wholesalers & retailers	25
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1. Jib Fowles, Advertising and popular culture-Sage Publications 1996
2. Lane Kleppner's Advertising Proceedure
3. Mary Cross, Advertising and Culture-Prentice Hall 2001
4. Mooji Global Marketing & Advertising
5. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviourThe free Press-1989.
6. Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
7. Thorson & Duffy Advertising Age
8. Vilanilam & Verghese Advertising Basics
9. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
10. [Da Cunha Communications](#), Amul's India: 50 Years of Amul Advertising, Collins Business, 2015.
11. Patrick Forsyth, Marketing: A Guide to the Fundamentals, Profile Books Ltd, 2010
12. [Kenneth E. Clow](#), Integrated Advertising, Promotion and Marketing Communications, Pearson Education; 6 edition (2013)

CONSUMER BEHAVIOUR

Course Code	Course	Total credits	Int	Ext	Total
5103	Consumer Behaviour	4	25	75	100

Module No & Objectives	Content	Evaluation
1 <ul style="list-style-type: none"> To understand the concept of CB. To make the students understand the basic theory & the decision process. 	What is Consumer Behaviour? Need for studying consumer behaviour Buying motives Factors influencing consumer behaviour Maslow's need hierarchy theory Buying decision process	25
2 <ul style="list-style-type: none"> To highlight important economic factors affecting CB To understand the Indian culture and its influence on CB 	Consumer Behaviour & Economic factors DPI, size of family income, value of products Influence of culture on consumer behaviour Characteristics of Indian culture Culture – its influence on consumer behaviour Indian core values	25
3 <ul style="list-style-type: none"> To study the significance of society and its influence on CB 	Consumer Behaviour & society Group dynamics Family – its importance, influence on buying decisions Influence of social class Influence of lifestyle	25
4 <ul style="list-style-type: none"> Since psychology is the reason why people buy, this module helps in understand in details 	Consumer Behaviour & Psychology Significance of perception, Attitude (functions), Concept of Personality Theories of personality Types of appeals Rational V/S Emotional appeals	25

References

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977
3. Leon G. Schiffman, Consumer Behavior, Pearson Education (2014)
4. Majumdar and Ramanuj, Consumer Behaviour: Insights from Indian Market, PHI Learning Private Limited-New Delhi (2009)
5. S. Ramesh Kumar, Consumer Behaviour and Branding: Concepts, Readings and Cases - The Indian Context , Pearson Education; 1 edition (2009)
6. Satish Batra, S. H. H. Kazmi, Consumer Behaviour: Text and Cases, Excel Books; 2nd Revised edition edition, 2008.
7. Suja R. Nair, Consumer Behaviour In Indian Perspective : Text And Cases, Himalaya Publishing House, New Delhi, 2015

BRANDING

Course Code	Course	Total credits	Int	Ext	Total
5104	Branding	4	25	75	100

Module No & Objectives	Content	Evaluation
1 <ul style="list-style-type: none"> To understand the basic concept of Brand and its elements. 	Branding What is a brand? Importance of branding, definition Building up a brand – why, when, how Brand elements, Can anything be branded? Limitations of branding Why brands matter?	25
2 <ul style="list-style-type: none"> The Aim is to make the students understand the physical and psychological dimensions of a brand. The rationale of this module is to explain the brand values, failures and other related topics. 	Brand Image Physical & Psychological dimensions (Brand Attributes) Developing Brand personality, Visual Brand Identity, Creating brand awareness, Brand parity Brand positioning (concept, process), Brand values Managing brand over time Reinforcing brands, revitalizing brands Entering new markets Brand Failures Brand image & celebrity Brand extension – need, types	30
3 <ul style="list-style-type: none"> Since organized retail has come of aged in India, it becomes important to stress on the significance of the same. 	Organized Retail Brands Name, term, sign, symbol, design Logos, packaging, showroom, employee uniform, Branding strategies in retail branding, future of retail branding in India, Self – Brands.	30
4 <ul style="list-style-type: none"> The rationale is to get the students acquainted with the 	Umbrella Branding Developing Global brands	15

concept of Umbrella Branding and global brands		
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- 1) David, A Aker, Building strong brands, the free press, 1996
- 2) Deirdre Breakenridge cyber branding-Financial Times-Prentice Hall 2001
- 3) John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill 2001
- 4) Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- 5) Susannah Hart and John Murphy 7, brands the new wealth creators, Macmillan business, 1998
- 6) Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007
- 7) Keller, Kevin Larie-Strategic brand management, Prentice Hall of India 2003

MEDIA PLANNING & SCHEDULING

Course Code	Course	Total credits	Int	Ext	Total
5105	Media Planning & Scheduling	4	25	75	100

Module No & Objectives	Content	Evaluation
1 <ul style="list-style-type: none"> To understand the basic concept and significance of media planning. 	Media Planning Selection of a media – their reach, frequency & impact, circulation, OTS Challenges in media planning Factors influencing media choice Media objectives.	25
2 <ul style="list-style-type: none"> To acquaint students with significant terms such as TRP, IRS, RAMP. The rationale is to stress on the significance of media planning for consumer as well as industrial goods. 	Media planning Strategies Target audience Media planning for consumer & industrial goods, TRP Ratings, RAMP, IRS	25
3 <ul style="list-style-type: none"> The Aim is to acquaint students with different media schedule strategies required for indoor and outdoor media. To make students understand various media schedule strategies. 	Media Scheduling Media schedule comparing and evaluating different forms of strategies – Indoor & Outdoor media. Flighting Bursting Steady schedule Preparing a Media schedule <i>Calculating costs, creating value, Negotiating & closing</i>	25

4	<ul style="list-style-type: none"> To make the students understand the influence of budget on advertising. To acquaint the students with the latest alternatives available in Media. 	<p>Advertising Budget Significance, Factors affecting Adv. Expd. Factors affecting setting of Budgets. Methods of setting Budgets</p> <p>Offering Alternatives – New emerging media – mobile, internet, Social Networking site – Facebook, Twitter</p>	25
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References

1. Arpita Menon, Media Planning and Buying: Principles and Practice in the Indian Context, McGraw Hill Education (India) Private Limited; 1 edition (10 December 2009)
2. Helen Katz, The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series), Routledge; 5 edition (2013)
3. Jack Z. Sissors & William B. Goodrich, Media Planning Workbook, McGraw-Hill Contemporary; 3rd Revised edition edition (2001)
4. Roger Baron & Jack Sissors ,Advertising Media Planning, McGraw Hill Education (India) Private Limited; 7 edition (2010)

**THIRD YEAR
SPECIALISATION – JOURNALISM**

SEMESTER V :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5201	Research in Mass Media	4	25	75	100	U
5202	Political and Economic Reporting for Print Media	4	100	-	100	C
5203	Newspaper Editing Layout & Design	4	100	-	100	C
5204	<i>Magazines and Journals</i>	4	25	75	100	U
5205	Press Laws and Ethics	4	25	75	100	U

RESEARCH IN MASS MEDIA

Course Code	Course	Total credits	Int	Ext	Total
5201	RESEARCH IN MASS MEDIA	4	25	75	100

Module No & Objectives	Content	Evaluation
1 <ul style="list-style-type: none"> To acquaint the students with the basic concepts and type of research. To make the students understand the significance of research in advertising and journalism. 	<ul style="list-style-type: none"> Introduction to Research Definition and types of research Need and scope of research 	25
2 <ul style="list-style-type: none"> To stress on the need to study the basic principles of scientific research. 	<ul style="list-style-type: none"> Basic principles of scientific research - Quantitative and Qualitative Data Research approaches 	25
3 <ul style="list-style-type: none"> The rationale is to make the students understand and give practical knowledge of data collection techniques. To acquaint the students with systematic data processing. 	<ul style="list-style-type: none"> Data collection techniques Sampling Techniques Statistical Techniques: Correlation and Deviation Data processing <ul style="list-style-type: none"> - Editing, coding, tabulation, report writing 	25
4 <ul style="list-style-type: none"> To introduce the students to mass media research. To make the students understand the roll of research in Media. 	<ul style="list-style-type: none"> Introduction to Mass Media Research Research of Media Institutions, messages and audiences Role of research in media Types of Media research – <ul style="list-style-type: none"> - Content Analysis - Research in Electronic Media - Research in Print Media 	25

Suggested Activities:

- Inviting professionals from Media Research organisations
- Doing small group/ individual research products.

Reference Books:

- 1) Berger, Arthur Asa. Media Analysis Techniques
- 2) Berger, Arthur Asa. Media and Communication Research Methods : An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks. Sage. 2000.
- 3) Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
- 4) Gunter, Brrie; Media Research Methods; Sage Publications,2000
- 5) Kothari; Research Methodology: Wiley Eastern Ltd.
- 6) Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996.

POLITICAL AND ECONOMIC REPORTING FOR PRINT MEDIA

Course Code	Course	Total credits	Int	Ext	Total
5202	Political And Economic Reporting For Print Media	4	100	-	100

Module No & Objectives	Content	Evaluation
1 To understand the electoral system & coverage of Election	<p>Electoral system and coverage</p> <ul style="list-style-type: none"> • Role of election commission • Media coverage of political parties contesting election • Role of exit polls during election <p>Duties of a political reporter during election</p>	Project submission on rights and duties of a citizen as per the constitution of India
2 To understand the functioning of parliament in context of media coverage	<p>Parliament and legislature</p> <ul style="list-style-type: none"> • Covering news from Lok sabha and Rajya sabha • Covering news from Legislative assembly and Legislative council. • Covering the question hour • Covering the promised agenda of the government and the role of opposition <p>Role of media in image building of political parties.</p>	Project on Lok sabha and Rajya sabha
3 To understand how to cover the economic policies of government	<p>Coverage of economic policies</p> <ul style="list-style-type: none"> • Role of media in general budget and railway budget • Role of media in budget analysis & explaining its pros and cons <p>Coverage of government economic policies in rural development</p>	Studying some of the important government initiatives (plans/schemes) in economic progress
4 To understand business reporting as a specialization	<p>Major sources of economic & business stories</p> <ul style="list-style-type: none"> • Coverage of foreign relations from economic perspective • Coverage of Annual general meetings(AGM's) and major business events like company launch, tie-ups & press meetings <p>Ethics of business reporting in present context</p>	Analysis of any economic impact of current policies of government

REFERENCES

1. Adarsh Kumar Varma, Advanced Editing –
2. Bruce H. Westley ,News Editing –
3. Economic Reporting: A Handbook for Journalists; (1999);African Women and Child Feature Service
4. George A Hough News Writing, Kanishka Publication, New Delhi
5. Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi
6. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
7. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
8. M L Stein and Susan F. Petero The News Writers' Handbook, Surjeet Publication, New Delhi
9. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
10. M.K. Joseph, Outline Of Editing –
11. M.V. Kamath , The Journalist 's Handbook -
12. Parliamentary Privileges of the Press; Indian Law Institute and PCI Publication.
13. Rahul Mudgal . The Making Of An Editor -
14. Wainwright David Journalism made Simple, Rupa & Company New Delhi

NEWSPAPER EDITING LAYOUT & DESIGN

Course Code	Course	Total credits	Int	Ext	Total
5203	Newspaper Editing Layout & Design	4	100	-	100

Module No & Objectives	Content	Evaluation
Module 1 To understand the functioning of Editorial department of Newspaper/Magazines	<ul style="list-style-type: none"> Editorial Set Up of Print Media Structure of Editorial Department Functions of Editorial Department <p>Need and Importance of Editorial Department</p>	Study the working structure of any print media organization with the help of Power point presentation
2 To understand the importance of language in Editing	<p>Language in Editing</p> <ul style="list-style-type: none"> Difference in editing for print, broadcast media and web Basics, Style, Editing Symbols, using available Space, Effective use of footage & information; sourcing of information and visuals – from syndicated or Pvt. Sources Checking facts & figures, reorganizing, restructuring, ethical considerations. Using politically correct language. Understanding the tone of organization, product that you write for, editorial policy Using language efficiently Usage tips, words & phrases to avoid, specific grammatical errors. Punctuations, effective captions, Intros & Leads writing. Proof Reading 	<p>Editing Copies.</p> <p>Proof Reading Exercises.</p>

3 To impart knowledge on the skills required for Editing	Examining duties and Functions of Editorial Department <ul style="list-style-type: none"> • Role and functions of Sub Editor. Work flow and functions of editor.	Proof Reading Exercises.
4 To provide basic knowledge of the principles underlying the editing process	<ul style="list-style-type: none"> • Layout • Principles of Layout. • Balancing and planning the page. • Selecting Visuals, Cropping pictures Formulating Effective graphics	Selection of appropriate news photographs Creating NP layout – using computer editing -using image and print softwares,

Reference Books:

1. Albert C. Book and C.Dennis Schick, Fundamentals of Copy & Layout, NTC Publishing Group,U.S.; 3rd edition edition (1997)
2. Banerji, Sourin; New Editing in Theory and Practice; (1992)
3. Bowles and Borden ; Creative Editing; 3rd Edition; Wadsworth
4. Chakravarty, Suhas- News Reporting & Editing- Kanishka Publication (New Delhi 2006)
5. Chris Frost, Designing for Newspapers and Magazines (Media Skills), Routledge; 2 edition (2011)
6. Evans, Harold; Editing and Design; Heinemann
7. Felsch: The Art of Readable Writing
8. [Hyde Grant Milnor](#), Newspaper Editing; A Manual for Editors, Copyreaders, and Students of Newspaper Desk Work, Hardpress Publishing (2013)
9. John Berry (Editor), Contemporary Newspaper Design, Mark Batty Publisher (2004)
10. Kundra S. Editing Techniques- -Anmol Publication ;(New Delhi 2005)
11. Moen, D.R; Newspaper Layout and Design;(1984); State University Press
12. [P K Chandra](#), Handbook Of Modern Newspaper: Editing And Production, Manglam Publishers & Distributors (2008)
13. Quinn, Stephen; Digital Sub editing and Design

MAGAZINES AND JOURNALS

Course Code	Course	Total credits	Int	Ext	Total
5204	Magazines and journals	4	25	75	100

Module No & Objectives	Content	Evaluation
1 To make students aware of history of magazines through ages	History of Magazine Journalism <ul style="list-style-type: none"> Evolution, Definition, Development, Magazine Journalism in India. National and Regional Magazines. Types of Magazines Format of Magazine.	To assign students to present the historical details of magazines.
2 To study the target audience and consumer psychology	Learning the content of Magazine <ul style="list-style-type: none"> Undertaking the demographics. Online magazine vs. Print magazine. Newspaper vs. Magazine	Reading aloud the magazine.
3 To introduce students to specialized journalistic streams	Examining Niche Journalism <ul style="list-style-type: none"> Importance of niche journalism. Niche magazine journalism, Women, Sports, Business, Entertainment, Travel, Health, Children.	Critically analyzing a magazine of students choice.
4 To impart knowledge of writing/reporting skills required for magazine	Writing and Editing for Magazine <ul style="list-style-type: none"> Writing styles, tone and language Balancing the matter/content. Creativity in editing (graphics and illustration). Special skills required for reporting in niche journalism.	Magazine making (group assignment)

References

1. Adele Emm, Researching for the Media: Television, Radio and Journalism (Media Skills), Routledge; 2 edition (2014)

2. [John Morrish & Paul Bradshaw](#), Magazine Editing: In Print and Online, Routledge; 3 edition (2011)
3. [Roger Palms](#), Effective Magazine Writing: Let Your Words Reach the World (The Writers' Resource Library), Shaw Books (2000)

PRESS LAWS AND ETHICS

Course Code	Course	Total credits	Int	Ext	Total
5205	Press laws and ethics	4	25	75	100

Module No & Objectives	Content	Evaluation
1 To understand the importance of free press	<p>Theories and Laws related to freedom of press</p> <ul style="list-style-type: none"> History and philosophy of laws pertaining to free press and free speech. Government regulations and business law affecting media operations. Theories of freedom of Press Freedom of speech-Article 19(1)(a) & (b), reasonable restrictions. <p>The role of law in regulating journalism</p>	Brief report of history of Art.19
2 To study the vision behind establishment of Press Council of India	<p>Need for an autonomous regulatory body</p> <ul style="list-style-type: none"> Structure & functions of PCI. Powers of PCI & the debate on increasing its punitive powers. <p>Extending powers of PCI to the electronic media</p>	Group discussion on various cases of PCI
3 To understand laws that help media to function within legal framework.	<p>Other Laws pertaining to Media</p> <ul style="list-style-type: none"> RTI, Copyright, Defamation , Obscenity, Privacy. <p>Official secret act, contempt of court, PRB Act.</p>	Case study of a well known defamation case
4 To examine complex points of ethical conduct of a journalist	<p>Ethical behavior of a journalist</p> <ul style="list-style-type: none"> Objectivity in reporting, Conflict of interest for a media person. Advertiser influence, misrepresentation. <p>Faking or fabrication of news, using shock value of visuals</p>	Filing an RTI on a public interest issue and getting response

References

- Basu, Durga Das; The Laws of the Press in India, (1986); Prentice Hall

2. Belsey and Chadwick; Ethical Issues in Journalism and the Media; Routledge
3. Ed. Glasser, Theodore; The idea of Public Journalism; (1999); Guilford Press
4. Girish Saxena, Ethics and Laws of Electronic Media, Vista International Pub House (2012)
5. Iyer, V; Mass Media Laws and Regulations in India; Asian Media Information and Communication Centre
6. JUHI P. PATHAK, Introduction to Media Laws and Ethics, SHIPRA PUBLICATIONS (2014)
7. Kiran Prasad, Media Law and Ethics: Readings in Communication Regulation, BR Publishing Corporation (2008)
8. Law of Defamation some aspects; Indian Law Institute and PCI publication
9. M. Neelamalar, Media Law and Ethics, PHI (2010)
10. Narendra Basu and, Navai Prabhakar, Media, Ethics and Laws, Commonwealth Publishers (2009)
11. P.K. Ravindranath, Press Laws and Ethics of Journalism, Authors Press; 1 edition (1 November 2004)
12. Sanjay K.Singh, Press Laws and Ethics of Journalism, Anmol Publications Pvt Ltd (2014)
13. Sorabjee, Soli; Law of Censorship in India
14. Violation of Journalistic Ethics and Public Taste; Indian Law Institute and PCI publication

Websites:

1. <http://presscouncil.nic.in/>
2. <http://www.ibfindia.com/>
3. <http://www.ascionline.org/>

THIRD YEAR
SPECIALISATION – ANIMATION

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5301	Research in Mass Media	4	25	75	100	U
5302	Introduction to Animation	4	25	75	100	U
5303	<i>Animation Scripting</i>	4	25	75	100	U
5304	2D and 3D Animation	4	100	-	100	C
5305	Basics of Art & Drawing	4	100	-	100	C

RESEARCH IN MASS MEDIA

Course Code	Course	Total credits	Int	Ext	Total
5301	RESEARCH IN MASS MEDIA	4	25	75	100

Module No & Objectives	Content	Evaluation
1 <ul style="list-style-type: none"> To acquaint the students with the basic concepts and type of research. To make the students understand the significance of research in advertising and journalism. 	<ul style="list-style-type: none"> Introduction to Research Definition and types of research Need and scope of research 	25
2 <ul style="list-style-type: none"> To stress on the need to study the basic principles of scientific research. 	<ul style="list-style-type: none"> Basic principles of scientific research - Quantitative and Qualitative Data Research approaches 	25
3 <ul style="list-style-type: none"> The rationale is to make the students understand and give practical knowledge of data collection techniques. To acquaint the students with systematic data processing. 	<ul style="list-style-type: none"> Data collection techniques Sampling Techniques Statistical Techniques: Correlation and Deviation Data processing <ul style="list-style-type: none"> - Editing, coding, tabulation, report writing 	25

4	<ul style="list-style-type: none"> • To introduce the students to mass media research. • To make the students understand the roll of research in Media. 	<ul style="list-style-type: none"> • Introduction to Mass Media Research • Research of Media Institutions, messages and audiences • Role of research in media • Types of Media research – <ul style="list-style-type: none"> - Content Analysis - Research in Electronic Media - Research in Print Media 	25
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Suggeated Activities

1. Inviting professionals from Media Research organizations
2. Doing small group/ individual research products.

Reference Books:

- 1) Berger, Arthur Asa. Media Analysis Techniques
- 2) Berger, Arthur Asa. Media and Communication Research Methods : An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks. Sage. 2000.
- 3) Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
- 4) Gunter, Brrie; Media Research Methods; Sage Publications,2000
- 5) Kothari; Research Methodology: Wiley Eastern Ltd.
- 6) Priest, S.H. Doing Media Research: An Introduction. Thousand Oaks. Sage. 1996.

INTRODUCTION TO ANIMATION

Course Code	Course	Total credits	Int	Ext	Total
5302	Introduction to Animation	4	25	75	100

Module No & Objectives	Content	Evaluation
1 The student will be able to demonstrate the understanding of scope of animation in entertainment and education.	Understanding the meaning and Scope of Animation <ul style="list-style-type: none"> • Purpose, role, importance of animation • Animation as art form, medium, industry, business • Purpose of Animation for- story telling, enhancement, correction, moving static objects, play/games, special effects, artistic expression.... • Animation for education, entertainment, information 	Class presentations on role of animation is various sectors of entertainment, education and information.
2 The student will understand types of animation and evolution of animation	History of Animation <ul style="list-style-type: none"> • Evolution of animation as form of communication • Types of animation: Classical, cell, stop motion, clay, cut out, silhouette..... • Indian animators and institutions • Holly wood studios. 	Demonstration of different types of animation and their use.
3. The Student will be able to demonstrate the principles of animation through their use in exercises.	Understanding of Animation principles <ul style="list-style-type: none"> • Persistence of vision, Frames Per Second, difference in manual/traditional and mechanical/digital processes • Concept of 2D/vector and 3D • Visualization- motion-colour-texture-layer/surface-path, cycling and looping, walk cycle, alignment, exaggeration/anticipation/wind up • Color Strips, flip books and Comic strips 	Small exercises, games to demonstrate the principles
4. The student will be able to identify the hardware and software used in animation industry.	Technology for Animation and Production flow <ul style="list-style-type: none"> • Hardware: Computer, storage and output devices like Photo Scanners-Printers-Pen Drivers & External HDD-Digital SLR Camera • Softwares: (only information) 	Journal on hardware and softwares used in animation industry.

	<p>Adobe Suit (Pagemaker, Photoshop CS4, Illustrator, Coral Draw CS4, X4, Indesign CS4, Dreamweaver)</p> <p>2D Animation Softwares: Macromedia flash and macromedia director</p> <p>3D Animation Softwares: Maya,</p> <ul style="list-style-type: none"> • Expected outcomes and modes of delivery of output created through animation 	
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ANIMATION SCRIPTING

Course Code	Course	Total credits	Int	Ext	Total
5303	<i>Animation Scripting</i>	4	25	75	100

Module No & Objectives	Content	Evaluation
1. Student will be able to demonstrate use of basic concepts in animation scripting	1.Introduction to interactive design medium - User Interface assets design 2. Functions, methods, and parameters 3. Comments 4. Communicating with symbol instances 5. Instance properties and methods 6. Dynamic and input text; 7. Custom functions;	Animation exercises using the concepts
2. Student will be able to use concepts in scripting,	8.Variables 9. Data types 10. Events 11. Button event handling 12. Object-oriented programming concepts 13. Class based Action Script	Building a simple mini-site
3. Student will use the scripting to create animations	1. Conditional statements 2. 2. Arrays 3. 3. Objects 4. 4. Looping 5. 5. Math 6. 6. Advanced OOP concepts	Basic exercises
4 Student will be able to create game of quiz using scripting.	7. Working with Display objects 8. ther classes and libraries. 9. Loading symbols from the Library 10. Loading external images and swfs 11. Creating a preloader using Events	Creating a quiz game, Enhancing mini-site / quiz, Creating a dynamic slideshow

ActionScript 3.0 Visual Quick Start Guide *, by Derrick Ypenburg

- Essential ActionScript 3.0, by Colin Mook
- Learning ActionScript 3.0, by Rich Shupe and Zevan Rosser

2D AND 3D ANIMATION

Course Code	Course	Total credits	Int	Ext	Total
5304	2D and 3D Animation	4	25	75	100

Module No & Objectives	Content	Evaluation
1 Student will understand types of animation	Types of Animation Computer Animation Stop Motion Animation Clay Animation	Presentation on types of Animation
2. Student will create 2D animation using the concepts learnt.	2D Concepts <ul style="list-style-type: none"> • Panels - Description , modifying , Saving & deleting a panel • Layers & Views • Shaping Objects – Overview of shapes, Drawing & Modifying Shapes • Basic Principles of Text • Bitmap Images & Sounds • Object Selection, working with objects & transforming Objects • Animation -Principles , Frame by frame animation, twining, masks • Building a Movie- Symbol, Libraries, Structure & Exporting Movie • Convert normal shape to graphics, Create movie clip, Path motion tween 	Exercises in 2D animation
3 Student will demonstrate the difference between 2D and 3D animation	3D Concepts Introduction & Context for 3 D Studio Max. Exploring the Max Interface Controlling & Configuring the view ports Working with Files, importing & exporting Creating & editing primitive objects Selecting Objects & setting object properties	Exercises in 3D

	Transforming objects, pivoting, aligning & snapping Cloning objects & Creating object arrays Grouping & Linking objects Accessing sub objects and using modeling helpers Introduction to modifier & using modifier stack Drawing & Editing 2 D Spines & shapes Modeling with polygon & Patch Using the Graphic Modeling & Painting with objects Introduction to texturing(how to make diffuse, specular materials, glass materials)	
4. Student will show understanding of use of animation.	Understanding of- Types of Media Uses of Animation	Final short project in 3D

BASICS OF ART & DRAWING

Course Code	Course	Total credits	Int	Ext	Total
5305	Basics of Art & Drawing	4	25	75	100

Module No & Objectives	Content	Evaluation
1 Student will demonstrate skill in basic line and drawing techniques	Line drawing and basic forms * Ink drawing * Linear elements and contour lines * Brush marks and washes * Reductive Drawing using smeared charcoal, a chamois cloth, and an eraser * Using the observation of light to create the illusion of form	Create a reductive drawing during class time
2. The student will be able to create drawing using ink, reductive and additive techniques.	Working with multiple drawing techniques to make one coherent image. * Create a drawing using Ink, Reductive, and Additive drawing techniques *	Use all three techniques in a complimentary way
3. Student will be able to demonstrate skill in drawing using principles of composition and still life.	Still Life * Basic Composition and Pictorial Space * Create a still life drawing during class time.	Presentation of drawings
4. Student will be able to create a drawing using concept of space and genres.	* Pictorial Space * Sub topic - Perspective systems * Sub topic - Depth of field * Create a drawing using one point perspective * Create a drawing using observation * * Figure, Objects, Space - Combining the Genres.	Presentation of drawings

THIRD YEAR- SEM VI

SPECIALISATION – ADVERTISING & PR

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	200	C
6102						
6103	Advertising & Society	4	25	75	100	U
6104	Laws and Ethics in advertising	4	25	75	100	U
6105	Advertising Agencies	4	25	75	100	U

SPECIALISATION – Journalism

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	200	C
6202						
6203	Social and development reporting for print media	4	25	75	100	U
6204	Newspaper media organization Management	4	25	75	100	U
6205	Broadcast Journalism	4	25	75	100	U

SPECIALISATION – Animation

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	200	C
6302						
6303	3D Animation	4	25	75	100	U
6304	Advanced Web Designing	4	25	75	100	U
6305	Video editing and SFX	4	25	75	100	U

SPECIALISATION – ADVERTISING & PR

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	200	C
6102						
6103	Advertising & Society	4	25	75	100	U
6104	Laws and Ethics in advertising	4	25	75	100	U
6105	Advertising Agencies	4	25	75	100	U

Semester VI

ADVERTISING & SOCIETY (6102)

Objectives:

This course enables students to:

1. Understand the impact of Mass Media on Society in general.
2. Learn the positive and negative impact of Advertising on customs, festivals and local flavor.

Code & Subject	Total Credits	Internal Marks	External Marks	Total	UC
6102 Advertising & Society	4	25	75	100	U

Module	Objectives	Contents	Evaluati
1	This module enables students to: <ul style="list-style-type: none"> • Get an overview of the influence of advertising on society. • study the extent of influence of Mass Media on attitude, behavior and life style. 	Advertising & Society: <ul style="list-style-type: none"> • Impact of Mass Media on Society. • Impact of Mass Media on standard of living. • Impact on attitude, behavior, 	Project on different types and its
2	This module enables students to: <ul style="list-style-type: none"> • Get acquainted with the positive and negative impact of advertisements on culture, customs and traditions. • study the extent of impact advertisements have on local flavors. 	Impact of Advertising on Society: <ul style="list-style-type: none"> • Positive & negative effect of advertising on culture, customs and traditions. • Positive & Negative impact of advertising on festivals, cuisines & marriages. • Universal ideas and local flavor. • Proliferation of advertisements 	Study the technique of advertising around the world
3	This module enables students to: <ul style="list-style-type: none"> • understand the role of advertising in Indian economy. • know the scope and challenges of international advertising. 	Advertising and Indian economy: <ul style="list-style-type: none"> • Role of advertising in Indian economy- effects on value of products, consumer demand, consumer perception, consumer choices and business cycle. • Impact of global competition. • Scope and challenges of international advertising 	Case study on the advertising business of different countries

4	<p>This module enables students to:</p> <ul style="list-style-type: none"> Recognize the relationship between advertising and Mall culture. Get acquainted about the impact of advertising on footfalls and buying decisions, with reference to Malls. 	<p>Advertising and Retailing :</p> <ul style="list-style-type: none"> Retailing boom, various forms of retail formats. Mall culture – factors leading to Mall culture. Significance of advertisements in popularity of Malls. Impact of advertisements on Footfalls in Malls. Impact of advertising on buying decisions. in a mall. 	Field visit
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Suggested Reading:

1. Namita Unnikrishnan & Bajpai Shailaja: The impact of television Advertising on children's behavior, New Delhi: Sage publications Pvt. Ltd. 1996
2. Cafferata, Patrica & Tybout Alice M: Cognitive and affective response to Advertising, Lescingtan, Lexington Books. 1988
3. Bovee, Courtland L. & Arens, William F: Contemporary Advertising, Homewood, Irwin. 1992.
4. Kaptan S.S: Social Dimensions of Advertising, New Delhi: Sarup & Sons, 2003.
5. Kaptan S.S: Advertising Regulations, New Delhi : Sarup & Sons, 2003.
6. Retail Management: Suja Nair, New Delhi : Himalaya Publications House.
7. Berman Ronald, Advertising and Social Change, Sage Publications.
8. Gupta Om, Advertising in India, Trends and Impact, Kalpaz Publications Delhi.
9. Kapoor Neeru, TV Advertisements and Consumer Responses-Children's Buying Behaviour, A Mittal Publication.

Laws and Ethics in advertising (6103)

Objectives:

This course enables students to:

1. Understand the importance of adhering to ethics in advertising.
2. know the various Acts like MRTP Act, AAAI code of conduct in advertising.

Code & Subject	Total Credits	Internal Marks	External Marks	Total	UC
6103 Laws and Ethics in advertising	4	25	75	100	U

Module	Objectives	Contents	Evaluation
1	This module enables students to: <ul style="list-style-type: none"> understand the various forms of misleading and deceptive advertisements. Know the role played by Govt., Consumers & 	Regulation of Adverting in India: <ul style="list-style-type: none"> Types of Misleading & deceptive advertisements, role played by Govt., Consumers, Media houses, Self-regulation, Positive and Negative influence of Media on 	Project on types of misleading advertising
2	This module enables students to: <ul style="list-style-type: none"> know various forms of deceptive advertising apart from regular deceptive advertisements. bring forth the rampant use of women and children in adverting, leading to a number of 	Deceptive advertising: <ul style="list-style-type: none"> False Promises Fall comparisons, offensiveness in advertising. Visual distortions Use of stereotypes in advertisements, Puffery. Use of Women and Children in advertising. 	Comparative study of same product but different brand name
3	This module enables students to: <ul style="list-style-type: none"> know different acts like MRTP Act, ASCT, AAAI Code of conduct. study the scope of information and broadcasting Ministry. 	Advertising and Law: <ul style="list-style-type: none"> Role of MRTP Act, ASCI, AAAI Code of Conduct. IBF, INS Information and broadcasting ministry(I&B) TRAI, Price and Competitions Act of 2002. Magic Remedy Act, RTI 	Case study of the cases registered under different code of conduct

4	<p>This module enables students to:</p> <ul style="list-style-type: none"> • understand the various aspects and repercussions of Surrogate advertising. • Explore case studies involving Surrogate advertising so as to understand the concept 	<p>Surrogate advertising:</p> <ul style="list-style-type: none"> • Definition, Introduction, Meaning. • Merits and De- merits • Surrogate brands • Case studies 	Case study
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Suggested Reading:

1. Kaptan S.S: Social Dimension of Advertising. New Delhi : Sarup & Sons, 2003
2. Kaptan S.S: Advertising Regulations, New Delhi : Sarup & Sons, 2003
3. Agwaral P.K. Adv. Mgt: An Indian perspective, Meerut : Pragati Publication.
4. Sandage C.H. (et al) Advertising Theory & Practice, Mumbai : Virendra Kumar Arya, 1996
5. Kaptan Sanjay & Subhraminam V.P. Women in Advertising Jaipur, Book Enclave, 2001
6. Bovee Courtland L & Arens William F. Contemporary Advertising, Homewood Irwin, 1989.
7. Kotler Philip, Armstrong Gary, Principles of Marketing Management, Pearson Publication Inc., 10th edition, low price edition.
8. Mamoria C.b., Mamoria Satish, Suri R.K., Marketing Management, Kitab Mahal.
9. Mathur Reeta , Marketing Management, Wide Vision, 2002.
10. Mathur U.C., Advertising Management Text and Cases, New Age International Private Limited Publishers, Revised 2nd edition.

Advertising Agencies (6104)

Objectives:

This course enables students to:

1. Understand the difference between the working of an Advertising Agency and an Advertising Department.
2. Get a deep insight into the working of an Advertising Agency.

Code & Subject	Total Credits	Internal Marks	External Marks	Total	UC
6104 Advertising Agencies	4	25	75	100	U

Module	Objectives	Contents	Evaluation
1	<p>This module enables students to:</p> <ul style="list-style-type: none"> understand the working of an Advertising Agency. have an understanding about Client Profitability. 	<p>Advertising Agencies:</p> <ul style="list-style-type: none"> Need, importance Organization, Functions Selection of an advertising agency Client Profitability Agency commission and 	<p>Study the top advertising agencies in the world</p>
2	<p>This module enables students to:</p> <ul style="list-style-type: none"> Get an overview of working of an advertising agency. understand the merits and limitations of various departments of 	<p>Advertising department :</p> <ul style="list-style-type: none"> Need, importance Organization, Functions Finances of advertising department Merits and Limitations 	<p>Project on Importance of different dept. in ad. agencies</p>
3	<p>This module enables students to:</p> <ul style="list-style-type: none"> get acquainted with the nuances of Client Servicing. understand the client's expectations and fulfilling them. 	<p>Client's Servicing :</p> <ul style="list-style-type: none"> Client – Agency relationship Understanding clients business Conflict resolution Expectations of clients Understanding Client's requirement Maintaining good relations with clients – necessity 	<p>Case study</p>

4	<p>This module enables students to:</p> <ul style="list-style-type: none"> • study the scope of advertising agencies in India. • understand the presence of small as well as International agencies in India. 	<p>Agency growth :</p> <ul style="list-style-type: none"> • New business development • Growing with existing clients • Growing with new clients • Future of advertising agencies in India • Small agencies growth in India • Presence of International 	Field visit
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Suggested Reading:

1. Agwaral P.tK. Adv. Mgt: An Indian Perspective, Meerut: Pragati Publication.
2. Sandage C.H. (et al) Advertising theory & practice, Mumbai : Virendra Kumar Arya, 1996.
3. Kaptan Sanjay & Subhraminam V.P. Women in Advertising. Jaipur, Book Enclave, 2001
4. Bovee courtland L & arens William F. Contemporary Adv, Homewood Irwin, 1989.
5. Amita Shankar : Essentials of Advertising. Bombay : Sheth publishers 1994.
6. Sharma Sangeeta, Singh Raghuveer, Advertising, Planning and Implementation, Prentice Hall of India Pvt. Ltd.
7. Sherlekar S.A., Dr. Reddy P.N., Appannaiah H.R., Essentials of Marketing Management, Himalaya Publishing House, 1992.
8. Sherlekar S.A., Marketing Management, Himalaya Publishing House, 13th revised editor.
9. Sheth Jagdish, Mittal Banawari, Consumer Behaviour-A Managerial Perspective, Thompson.
10. Singh Nirmal, Thakur Devendra, Marketing Principles and Techniques, Deep and Deep Publications Private Limited, 2nd revised edition.

SPECIALISATION – Journalism

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	200	C
6202						
6203	Social and development reporting for print media	4	25	75	100	U
6204	Newspaper media organization Management	4	25	75	100	U
6205	Broadcast Journalism	4	25	75	100	U

SOCIAL AND DEVELOPMENT REPORTING FOR PRINT MEDIA

Objectives:

The course will enable students to

1. Improve the capabilities and to develop the skills of analysis and reportage in the field of Development Journalism.
2. Understand coverage of development issues in print media in India.

Module	Objectives	Contents	Evaluation
1.	To understand the concept of social development	<ul style="list-style-type: none">• Development: meaning and definition, Scope, Importance• Development in terms of infrastructure, quality of life, distribution of incomes, human rights and justice• Role of Print media in reporting development issues• Development communication	Write an essay discussing role of media in development communication
2.	To understand how press covers social issues	<ul style="list-style-type: none">• Media as a Social force• Role of press in highlighting social issues.• Role of press in remaining watch dog, witness, participant in the stories of deprivation, exploitation, abuse of power, and so on.	Group discussion on various social issues taking existing coverage in print media.
3.	To understand the impact of various development schemes and programs	<ul style="list-style-type: none">• Rural development• Population and family welfare• Government schemes on health and education• Reservation policy• Sanitation, gender equality, social justice, communalism, fundamentalism, etc.• Social movements- anti-corruption, caste, class, environment, so on.	Case study of any social movement.

4.	To learn the art and craft of covering development issues.	<ul style="list-style-type: none"> • Reporting skills for development stories • Covering developmental issues in rural, urban, tribal areas. • Qualities of a development journalist. 	Write a development story
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References:

1. A Manual of Development Journalism (Press Institute of India): Alam Chalkels
2. Communication & Social Development in India (Sterling, Delhi) : B. Kupu Swamy, 1976.
3. P Sainath, Everybody loves a good drought, stories from India's poorest districts, Penguin, 1996.
4. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt.
5. Mass Communication And Social Development, Dharmendra Singh, 2004. Adhyayan Publishers And Distributors
6. Mass Media & National Development, Wilbur Schramm, 1979, Unesco

NEWSPAPER MEDIA ORGANIZATION MANAGEMENT

Objectives:

This course enables students to:

1. Understand functioning of a newspaper from management perspective.
2. Develop a set of skills to problem-solve in a newsroom.
3. Learn about all departments of a newspaper company and how they interact to achieve company goals.
4. Know what is involved in strategic planning and decision-making as far as newspaper organization is concerned.

	Objective	Content	Evaluation
1	To understand the initial setup and operational size of newspaper	Principles of newspapers <ul style="list-style-type: none">• Launching/ starting the news paper• Functioning of local newspaper• Business model, division, operations• Growing influence of advertising department on newspapers.	Field visit to a newspaper organization Followed with report with the visit
2	To familiarize students with different types of newspaper ownership in India	Organizational structure of newspapers <ul style="list-style-type: none">• Types of ownership• Organizational structure of a newspaper• Case study of selected newspaper houses	Practically analyze structure and existing newspaper organization
3	To get Acquainted with the working style of news media organization	Types of dept. in newspaper organization <ul style="list-style-type: none">• Advertising dept• Circulation dept• HRD• Branding/PR dept• Editorial department	Practically analyze the different tools/dept of newspaper organization to increase the business
4	To understand the management concepts related to news media organization	news media as business enterprises <ul style="list-style-type: none">• Planning and organizing• Decision making• Resources and supply chain• Marketing strategies	Case study of a newspaper organization to be done individually or in team.

References-

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.

2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.
4. News Media Management by P.K Ravindranath
5. RAYUDU C S; Media and Communication Management. Himalaya Publishing House, Mumbai, 2011.

BROADCAST JOURNALISM

Objectives:

1. To acquaint students to all the aspects of the electronic media and web journalism.
2. To discuss what is the definition of news according to the electronic media. And web portals.
3. To learn how facts are gathered and checked.

	Objective	Content	Evaluation
1.	To understand the growing importance of electronic journalism in our society	Introduction to electronic journalism <ul style="list-style-type: none">• Brief history of TV & Radio.• Impact of TV & radio Channels among the masses• Role and responsibilities of a broadcast journalist	Interview/profile of a broadcast journalist.
2.	To know how to gather & structure news for electronic media	News gathering and editing for electronic journalism <ul style="list-style-type: none">• Developing sources & networking for broadcast reporting.• Getting the appropriate visuals for TV Journalism.• Importance of good editing in showing impactful news	Develop a one minute news story on any current issue
3.	To understand the growing importance of online journalism	Online Journalism <ul style="list-style-type: none">• Traditional Vs. online journalism• Writing skills required for web journalist• Advantages and challenges of online journalism	Study and analysis of any three major news portals
4.	To learn about the new concept of citizen journalism	Citizen journalism through social media <ul style="list-style-type: none">• Introduction to citizen journalism• Using social media like <i>Facebook, Twitter & Youtube</i> to report breaking news• Pros and cons of using social media for citizen journalism, using cyber crime	Covering and uploading a story as a citizen journalist on social media

		<ul style="list-style-type: none"> • Responsibilities of being a citizen journalist • Case study of citizen raising an issue through any Electronic media. 	
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References:

1. MacGregor, Brent; Live, Direct and Biased: Making TV News in the Satellite Age; (1997); Arnold
2. Parthasarthy, Ramaswamy; Here is the News; (1994); Sterling
3. Beaman, Jim; Interviewing for Radio; (2000); Routledge
4. Chattelji, P. C; Broadcasting in India; (1987); Sage
5. Herbert, John; Journalism in the Digital Age; (2000); Focal Press
6. Brittner and Brittner, Radio Journalism; (1997); Prentice - Hall
7. Ahuja; Audiovisual Journalism; (1988); Suljeet 8. Hilliard; Writing for TV, Radio and New Media; 7th edition; Wadsworth
8. Fink, Conrad; Media Ethics in the Newsroom and beyond; (1988); McGraw- Hill

INDIAN POLITICAL AND ECONOMIC REPORTING

Objectives:

1. To understand the Indian political system
2. To understand the functioning of our democratic institutions
3. To know our economic system and its functioning.

	Objective	Content	Evaluation
1.	To understand the electoral system & coverage of Election	Electoral system and coverage <ul style="list-style-type: none"> • Role of election commission • Media coverage of political parties contesting election • Role of exit polls during election • Duties of a political reporter during election 	Project submission on rights and duties of a citizen as per the constitution of India.
2.	To understand the functioning of parliament in context of media coverage	Parliament and legislature <ul style="list-style-type: none"> • Covering news from Lok sabha and Rajya sabha • Covering news from Legislative assembly and Legislative council. • Covering the question hour • Covering the promised agenda of the government and the role of opposition • Role of media in image building of political parties. 	Project on Lok sabha and Rajya sabha
3.	To understand how to cover the economic policies of government	Coverage of economic policies <ul style="list-style-type: none"> • Role of media in general budget and railway budget • Budget analysis & explaining its pros and cons • Coverage of government economic policies in rural development 	Studying some of the important government initiatives (plans/schemes) in economic progress
4.	To understand business reporting as a specialisation	Major sources of economic & business stories <ul style="list-style-type: none"> • Coverage of foreign relations from economic perspective • Coverage of Annual general meetings(AGM's) and major business events like company launch, tie-ups & press meetings 	Analysis of any economic impact of current policies of government

		<ul style="list-style-type: none"> • Ethics of business reporting in present context 	
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References:

1. Parliamentary Privileges of the Press; Indian Law Institute and PCI Publication.
2. Economic Reporting: A Handbook for Journalists; (1999);African Women and Child Feature Service,

SPECIALISATION – Animation

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	200	C
6302						
6303	3D Animation	4	25	75	100	U
6304	Advanced Web Designing	4	25	75	100	U
6305	Video editing and SFX	4	25	75	100	U

3D ANIMATION

Objectives:

The course will enable students to:

1. Basic working methods for 3D modeling and animation.
2. Understand how to convey movement through analog and digital means.

Module No	Objective	Topic	Evaluation
1.	To understand the initial process of modeling and texturing	3d modeling and texturing Modeling& Texturing (Non-living thing) Visual Perception Methods of Approach Details of Surfacing Low Poly Modeling Art of Texturing & UV Layout	3D Modeling and texturing work
2.	To acquire the skills of attaching bones to the model	Rigging Animators Scan Pose the Model Introduction to Bones IK-FK Introduction to Biped Rig -1(Setting up the Skeleton) Introduction to Biped Rig -1(Creating Controls and Finishing the Rig) Basic Key Frame Animation	Activities related to rigging
3.	To make students understand the basic importance of lighting and shading.	Lighting &Shading Perception of Colour & Natural Light Sources Understanding Shading Models Lightening Methods & Scenic Optimization Portfolio	Project on lighting and shading
4.	To make students understand the final step of animation.	Rendering Mental Ray render V Ray render Process Output Project – Short Movie	Activities on getting final output

Reference Books:

1. 3D Max Bible 2011 By – Kelly L. Murdock WILEY PUBLICATIONS
2. 3ds Max a step by step approach by Kurt Wendt.

ADVANCED WEB DESIGN

Objectives

To enable students to create web sites.

Modules No	Objectives	Topic	Evaluation
1.	2. Students will understand the basic knowledge of programming Students will learn concepts of HTML. To acquire skills of CSS..	Introduction to HTML5 - Revision of Basic HTML HTML5 Introduction What is HTML, XHTML & HTML5? Creating a folder structure for a site Cascading Style Sheets – CSS What is CSS? Types of CSS CSS Concept CSS Syntax	<ul style="list-style-type: none">• Creating simple web page based on HTML tags.• Practicals based on CSS
2.	To make students understand to design a webpage. To engage in knowing the concepts of tags based on table frames and forms.	Getting Started Doctype Block vs Inline Tags Basic tags Container vs Standalone Tags Using Images in HTML Uses of table HTML Entities Creating Links	To design website with multiple pages using various tags and tables.

3.	<p>To understand basic knowledge of frames and forms.</p> <p>acquire skills of creating a website using HTML, CSS & concepts of Javascript.</p> <p>To know other elements of HTML and CSS to design a website.</p> <p>know programming concepts of javascript.</p>	<p>Creating a complete website using HTML5 and CSS3</p> <p>Uses of frames</p> <p>Uses of forms</p> <p>Overview of JavaScript</p> <p>Syntax</p> <p>Programming the HTML with JavaScript</p> <p>If....Else, operators, JS</p> <p>Popup boxes, looping in javascript.</p> <p>Handling events using JavaScript</p> <p>Create a website on any topic</p>	<p>Practical activities by combining CSS and HTML and creation of dynamic websites.</p> <p>Programming based on</p> <ul style="list-style-type: none"> • If....else • Looping • JS Popup boxes <p>Technical aspects and practical exploring.</p>
4.	Project		

References

Alexis Goldstein, Louis Lazaris, Estelle Weyl .HTML5 & CSS3 in the Real World. Site Point (2011)

BenFrain . Responsive Web Design with Html5 and Css3. Packt Publishing (2012)

Joe Kraynak .The Complete Idiot's Guide to HTML5 and CSS3. Alpha Books (2011)

Mark Pilgrim .HTML5 : Up and Running. O'Reilly (2010)

Zak Ruvalcaba .Murach's HTML5 and CSS3.Murach's (2012)

VIDEO EDITING SFX (PRACTICAL SUBJECT)

Objectives

To make students learn the techniques and uses of special effects in video editing.

Module No	Objectives	Content	Evaluation
1	1. To make students understand the concepts of camera handling and photography and compositing. 2. Students will understand the stereoscopic techniques. To acquire skills of matte painting videos.	VFX- Visualization Basic of Photography Camera Handling Layer-Based Compositing Clean Plate & Wire Removal Stereoscopic Pipelining Node-Based Compositing	Film making with special effects
2	To impart knowledge of editing and special effects. To explore different creative aspects related to editing and special effects. To visualize and understand the techniques of editing and effects.	Editing & Effects- Freeze Image, Chroma Editing, DI (digital Intermediate), Color Correction (CC), CG (Computer Graphics), Matte Painting, 4K Editing Trimming, Adding Special effects like: Star trek transporter effect, Blur part of an image, Ghost effect, Highlight part of an image etc.	Film Making, DI work, CC work, CG work, 4k editing
3	To explore the understanding of regenerating videos from SD to HD. Learning different ways of regenerating videos. To acquire skills of changing Standard digital video to High definition vide	Video Retouching , Video convert in SD (standard digital video) to HD (Hi Definition Video).	Video Retouching work
4	To impart knowledge of getting the final output. To understand the compositing process. To learn to export movies.	Camera Tracking Multi camera Compositing video and sound SFX Final Render Different types of Output like (.avi, .mov,.mp4, H264 etc..)	Final output of movie making

		Project-Short Movie, Documentry	
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References

[Computronics \(2007\)](#). Digital Video Editing .Publisher: Computronics. 2007

Murch Walter; [Francis Ford Coppola](#). In the Blink of an Eye: A Perspective on Film Editing, Silman-james Press. 2001

Roberts [Charles](#) . Digital Video Editing with Final Cut Express: The Real-World Guide to Set Up and Workflow : Focal Press. 2003

Wells [Peter](#) . Digital Video Editing: A User's Guide : Crowood Press (uk). 2007

INTERNSHIP

Animation, Journalism, Advertising & PR

➤ Objectives:

- To offer students a hands-on opportunity to work in their desired field.
- To understand practical applications of theoretical concepts that they have learnt during the course.
- To offer real life working experience to students
- To make students employable to meet with the industrial requirements

➤ Guidelines:

- Practical training carries 8 credits
- Practical on-job training should be of approximately 240 hours.
- Practical training will be in the form of internship in sem VI
- It will carry 200 marks
- Evaluation of internship/ practical training and awarding marks will be based on:
 - a. Certificate issued by the employer for work experience
 - b. Presentation on knowledge gained during practical training
 - c. Viva-voce by expert in the field
- The course coordinator is responsible for the implementation of practical training/ internship of students
- The course coordinator is responsible for the successful completion of internship and its evaluation. Marks awarded to the students will be sent to the university by the course coordinator.

➤ Areas of Specialization

❖ Journalism

- Content writing (articles, scripts, features, news stories etc.)
- Live Reporting
- Mock News reading
- Report writing
- News correspondence
- Film Making & Direction
- Editing in Print & Electronic Media

❖ Indoor Activities

- Documentary & Short film making

- Photo shoot
- Live Recording
- Collection and compilation of scripts
- Making videos for college events
- Conducting Interviews

❖ **Outdoor Activities**

- Visit to Media Industries (News Channels, Newspapers offices, Press and Radio Stations etc.)
- Field work and surveys

❖ **Animation**

- Online and Print Media News Media
- Film & Television
- Theatre
- Cartoon Production
- E – learning
- Advertising Animation Clips

❖ **Indoor Activities**

- Short Film (Teachers & Students)
- Editing footages
- Short film (Students)
- 2D Animation Short Clips
- 3D Interior Designing
- Graphics Designing of events
- Making videos for college events

❖ **Outdoor Activities**

- Making of Documentaries and participation in Various events and Competitions at National & International level. (For example. BASF Film festival, Digital India Competition, U.S General Consulate)
- Visit to studios
- Visit to live TV Shows

❖ **Advertising**

- Creative writing
- Print ads
- AD Making & Direction

- Editing in Print & Electronic Media

❖ **Indoor Activities**

- Non-commercial advertising
- Go Green Campaign
- Ad scripts
- Making videos for college events

❖ **Outdoor Activities**

- Visit to Ad agencies
- Field work and surveys